



A Unique Collaboration

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Chair

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The **Potato Sustainability Initiative (PSI)** is a collaboration of potato product buyers, processors, packers, growers, grower organizations and advisors, facilitated by the IPM Institute, all working together to improve the sustainability of potato production in the US and Canada.



Consumers Want Sustainable Products

Conscious consumerism is not a trend, it's the future



87%

of Millennials would
buy a product with a
social or
environmental benefit



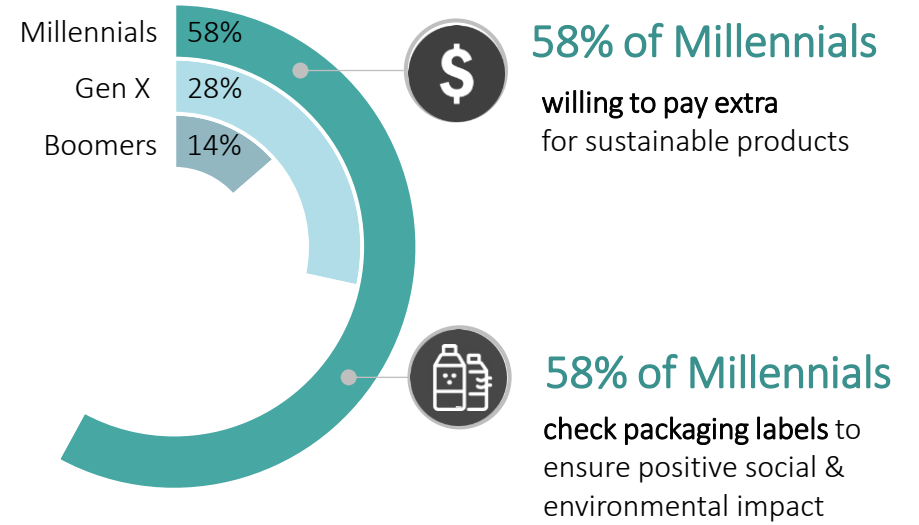
64%

of Millennials would
take a pay cut
to work for a
responsible company



59%

of Millennials have
bought a product
associated with a cause
in the past 12 months



BRODIE

STRATOS

Millennials were born between 1980 and 1994. **71 million** in the U.S. spending **\$600 billion** per year.

Baby boomers were born between 1944 and 1964.

Gen X were born between 1965 and 1979.

Sources: Nielsen Global Survey of Corporate Social Responsibility, Q1 2014; Cone Communications Millennial CSR Study, 2015

WHAT IS A SUSTAINABLE POTATO?



Sustainable potatoes are nutritious food grown in healthy soils by profitable farmers continually improving protection of vital resources, and support for vibrant ecosystems and communities.

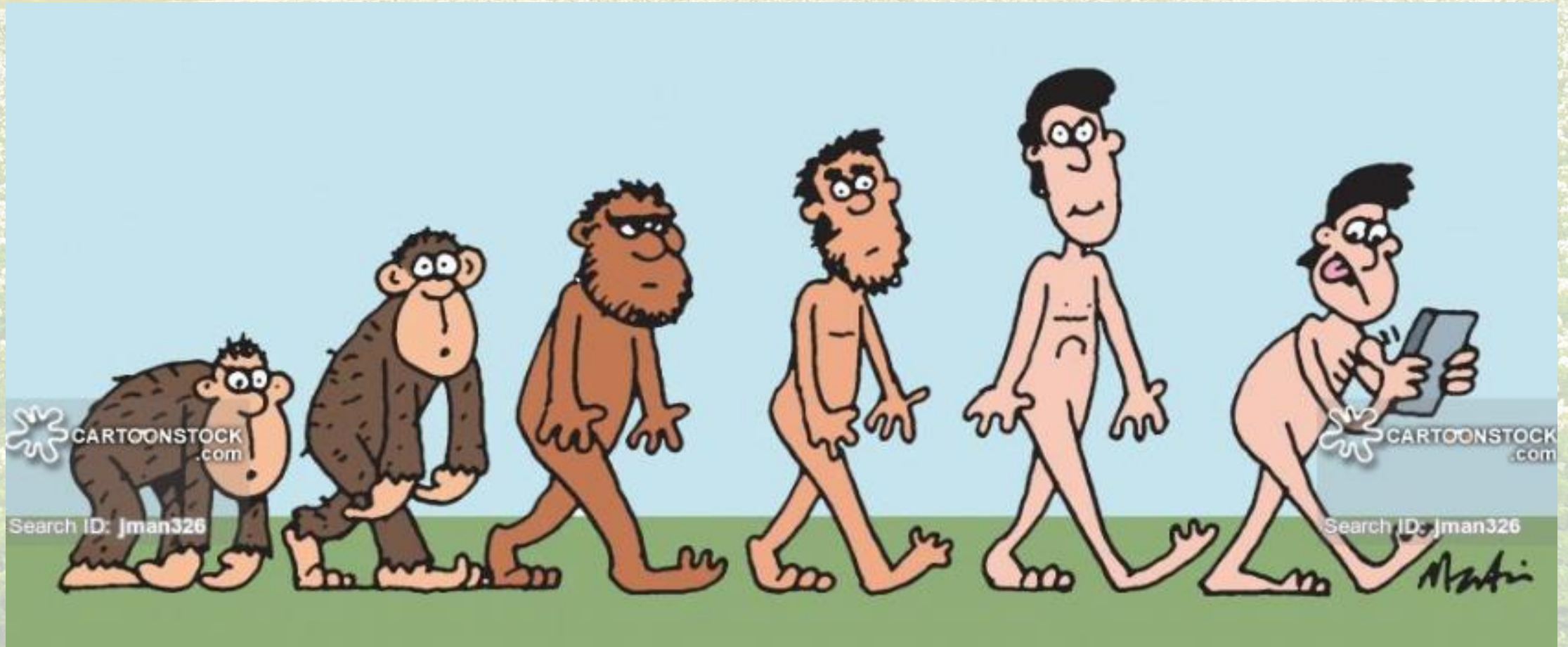
OUR VISION

Potatoes are the number one vegetable grown and consumed worldwide and the third largest staple crop.

We believe that potatoes contribute to a sustainable future.

Our members focus on safe and nutritious food production, environmental stewardship and leaving a positive legacy in our communities.

We cultivate partnerships from our fields to the world.



EVOLUTION

- 2010: Annual IPM survey launched for potato growers supplying McDonalds
- 2012: Begin development of comprehensive sustainability standard with the goal of a single program for all potatoes in North America
- 2014: Sustainability survey launched; Sysco joins PSI, exempts Sysco growers from Sysco audit
- 2015: Sustainability performance metrics launched
- 2016: Grower survey verification audits begin
- 2018: Materiality assessment to establish sustainability priorities, strategic planning to set objectives, timeline
- 2019: Seventh processor/packer joins; audits are paused to focus on process improvement



STRATEGIC PRIORITIES

MATERIALITY ASSESSMENT AND STRATEGIC PLAN

In 2018, PSI completed a materiality assessment to establish our sustainability priorities based on input from project partners and external stakeholders.

We used the results from the materiality assessment to inform the creation of a strategic plan that outlines four top priorities for program improvement over the next five years.

GROWER FEEDBACK

We have also received valuable feedback from our growers, which will inform our program improvements. Some feedback for consideration includes:

- Some current survey questions are not applicable to sustainably grown potatoes.
- No mechanism for growers to report sustainable projects on their farms (e.g., installing a solar farm that supplies half their electrical consumption).
- Auditors and the audit process can be overly intrusive and intimidating.
- What is the value of some of the metrics data being collected?

1. EVOLVE A WORLD-CLASS MEASUREMENT SYSTEM THAT ZEROES IN ON KEY ELEMENTS OF POTATO SUSTAINABILITY AND MAXIMIZES BENEFITS TO PARTICIPANTS.

Update our annual grower survey, performance metrics and audit to improve value to all participants.



2. SET MEANINGFUL FIVE-YEAR GOALS FOR OUTCOMES IN OUR PRIORITY AREAS, MEASURE AND REPORT PROGRESS.

How can we best support important buyer goals for reducing greenhouse gas emissions?



3. BUILD A BUSINESS MODEL AND ORGANIZATIONAL STRUCTURE TO ACCOMMODATE GROWTH IN PARTICIPATION AND ABILITY TO ACHIEVE OUR GOALS.

Established an organizational chart with a sixteen-member decision-making body, with equal representation by growers and processors/packers.




4. BOOST COMMUNICATION AND OUTREACH TO INCREASE AWARENESS, APPRECIATION AND INTEREST, AND EXPAND OUR PARTICIPANT BASE.


As we refine our product and value to all participants, ensure everyone in the potato industry is aware of the benefits of participating, and that we have a message that resonates with buyers and consumers in the marketplace.



ANNUAL SURVEY: GROWER VIEW

Growers complete
a 108-question
survey on an
easy-to-use
website.

 PSI Survey Tool



 Ida Yu


PSI SURVEY 2018
Minimum Requirements


Home • Surveys • PSI Survey 2018

2. Minimum Requirements

Q2. To avoid introducing pest or disease problems and reduce disease transmission potential:

 REQUIRED | MARK ALL THAT APPLY 

☐ Only certified seed is used for the potato crop 

☐ Farm has a system in place to track seed planted in the field to a specific source to aid with disease traceability 

☐ None of the above

◀ Back

Next Question ▶

Next Unanswered Question ▶

📊 Reports & Comparisons

SURVEY DEADLINE

3 days left

SURVEY STATUS

16% complete

Company Information100%▼

Minimum Requirements46%▼

Seed Handling and Planting20%▼

Pesticide and Nutrient Handling and Application57%▼

Pest, Weed, and Disease Management0%▼

ANNUAL PRACTICE SURVEY ELEMENTS

- **Sustainable Farming:** Optimizing inputs and outputs including seed, pesticides, nutrients, yield and quality.
- **Environmental:** Protecting and improving, such as soil and water conservation and pollinator protection.
- **Economic:** Ensuring long-term financial success for growers.
- **Social:** Improving worker safety and positively impacting the community.

Annual on-line survey documents what growers are doing to drive improvements in outcomes.

ANNUAL OUTCOME-BASED METRICS

- Nutrient use efficiency
- Irrigation use efficiency
- Pesticide stewardship
- Greenhouse gas reduction
- Waste/recycling
- Worker safety



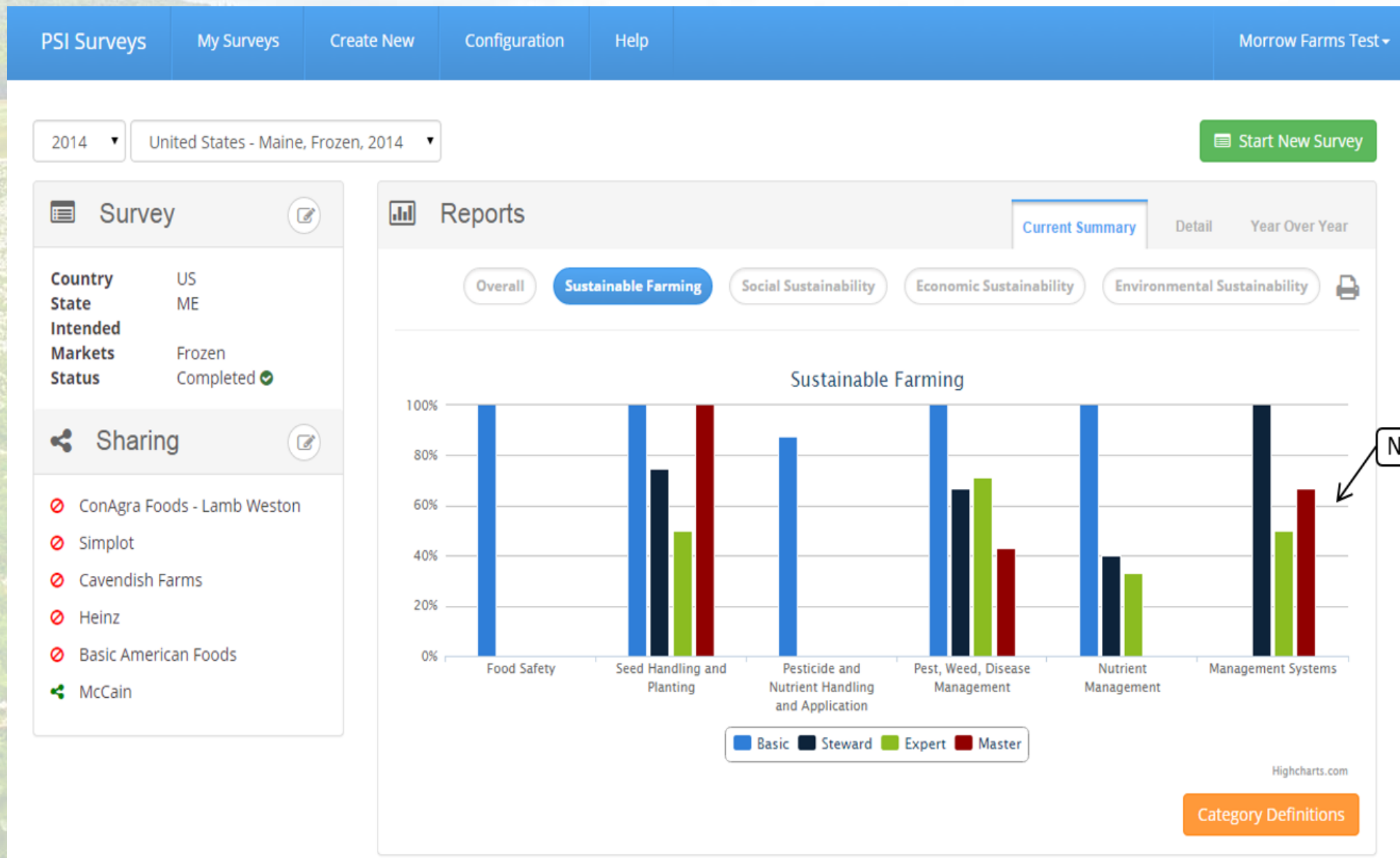
METRICS DATA SET INCLUDES:

- acres, varieties, yields
- N-P-K, irrigation, pesticides applied
- pump pressure & pump lift for energy/greenhouse gas calculation
- worker safety incidents, total hours worked
- waste and recycling data



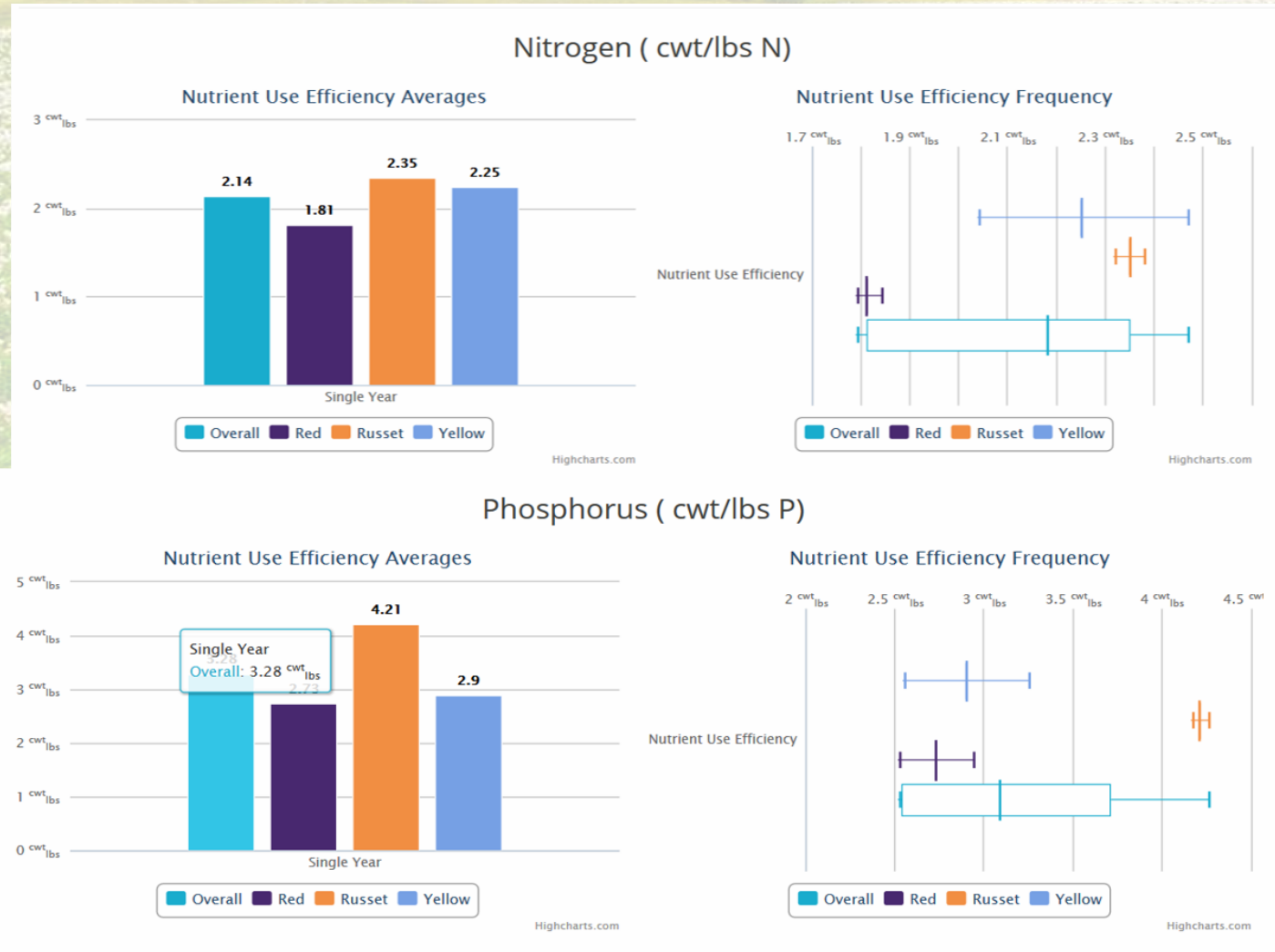
SURVEY RESULTS: GROWER VIEW

After the survey closes, growers can view their own results compared to prior years and regional averages.



METRICS REPORTING: GROWER VIEW

Multiple metrics can be viewed by variety.



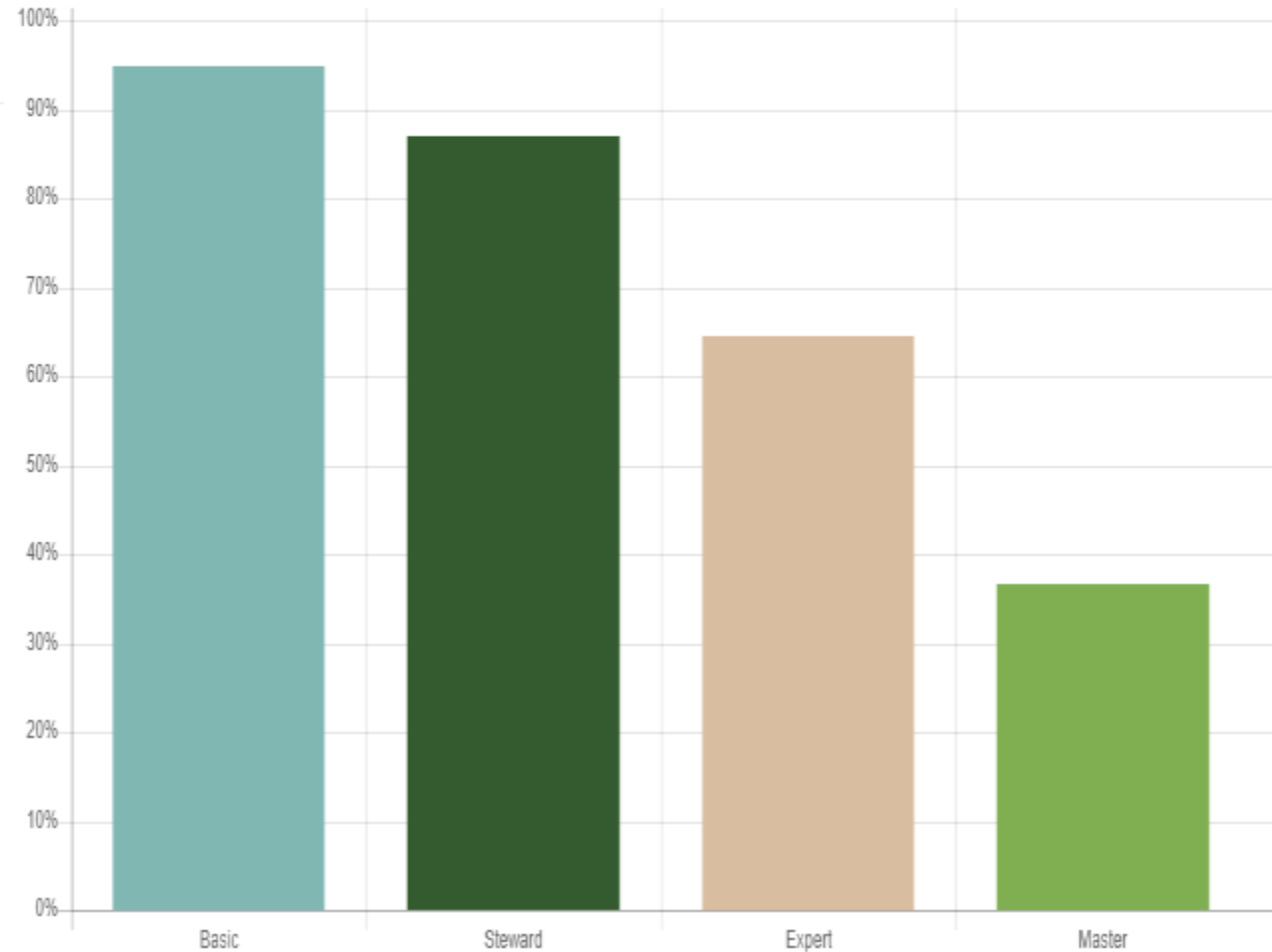
PUBLIC REPORTING

2010 ▼

Sustainability Practices Implemented

Sustainability Levels	Score
Basic	94.79 %
Steward	86.94 %
Expert	64.51 %
Master	36.69 %
Overall Index	2.83
# Farms	244

In 2014, the PSI survey was expanded beyond Integrated Pest Management to include broader sustainability practices. These changes created a difference in scores from previous years.



VERIFICATION

20% of grower base audited annually by professional food safety auditors trained on PSI elements.



Thank you...



This certificate is presented to

as a participant in good standing with
the Potato Sustainability Initiative

2018-2019



ERIC RITCHIE

2018 PSI Governance Committee Chair
Sr. Agriculture Manager NA
McCain Foods Ltd.



JOHN MACQUARRIE

2019 PSI Governance Committee Chair
Director of Environmental Sustainability
Cavendish Farms

Jeffrey Fitzpatrick-Stilwell | Sr. Manager | North America Sustainability
Global Sustainability | McDonald's Corporation | 1 McDonald's Place | Toronto, Ontario M3C
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Tammy McElroy
Sr. Director Sustainability
Sysco Corporation

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Grower input
is critical.



2018 CROP YEAR AUDITS

Thanks to feedback gleaned from our growers, we have decided to pause audits for the 2018 crop year to focus our efforts on improving the audit process. We will resume for the 2019 crop year after program updates are complete.

CURRENT MEMBERSHIP

Governance Committee

Growers

- Andy Diercks, Coloma Farms
- Dan Moss, Moss Farms
- John Keeling, National Potato Council
- Ed Schneider, Schneider Farms
- Mike Wind, Windiana Farms
- Vernon Campbell, Mull Na Beinne Farms Ltd. / Canadian Horticultural Council

Processor/Packers

- John MacQuarrie, Cavendish Farms (current chair)
- Richard Burres, Lamb Weston (current vice-chair)
- John Shields, Basic American Foods
- Robert Pedracini, Kraft-Heinz / Ore-Ida
- Sanford Gleddie, Little Potato Company
- Eric Ritchie, McCain Foods
- Dan Robinson, Simplot

Buyers

- Jeff Fitzpatrick-Stilwell, McDonald's



Non-Voting Members

Buyers

- Tammy McElroy, Sysco

Additional Members

- Casey Park, Basic American Foods
- Dwayne McNeill, Kristie Steffen, Mark Urquhart, Cavendish Farms
- Richard Tuttle, Kraft-Heinz/Ore-Ida
- Matt Hawley, Lamb-Weston
- Terence Hochstein, Potato Growers of Alberta
- Joe Bedard, Bret Nedrow, Jolyn Rasmussen, Brandy Wilson, Simplot
- Georgiann Miller, Megan Stoffer, Sysco

Advisors

- Nora Olsen, Ph.D., Potato Plant Science, University of Idaho
- Yefang Jiang, Ph.D., Water Quality, Agriculture and Agri-Food Canada
- Amanda Raster, The Sustainability Consortium
- Carl Rosen, Ph.D., Soil Science, University of Minnesota



Standing Working Groups

Audit: Diercks, Fitzpatrick-Stilwell, Green, McNeill, Raster, Ritchie, Robinson, Schneider

Metrics: Diercks, Green, Raster, Ritchie, Robinson, Steffen

Planning: Green, MacQuarrie, Ritchie, Robinson, Schneider, Wilson

Survey: Burres, Diercks, Green, Keeling, MacQuarrie, Rasmussen, Schneider, Steffen, Wind

Contractors

Craig Simmons, Stephen Ellis, Anthesis
Thomas Green, Ph.D., Ali Loker, Ida Yu, IPM Institute



Help us continue to build PSI into a program growers and everyone in the potato supply chain can be proud of – and use to effectively communicate the great work you are doing!

JOIN US!

Contacts:

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Vice-Chair

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