

Prince Edward Island

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POTATO NEWS



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In This Issue:

- COVID-19 UPDATES
- Wireworm - Practical Research Advice
- Processing Contract Summary





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POTATO NEWS

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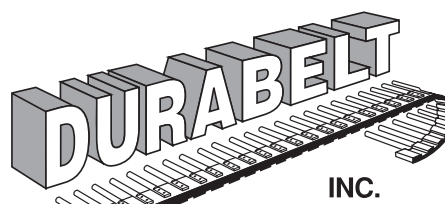
Features

| | |
|---------------------------------------------|----|
| Wireworm IPM Research Yielding Results..... | 9 |
| Holdings and Disposition | 15 |
| Marketing Report | 16 |
| 2020 Processing Contract Settlements..... | 18 |
| Investigating Fall Hilling on PEI | 20 |

Regular Departments

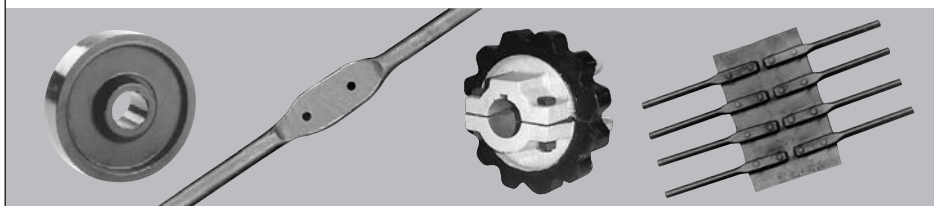
| | |
|----------------------------------------------------|----|
| Chairman's Comments | 4 |
| Potato Board News..... | 5 |
| United Potato Growers of Canada Report..... | 13 |
| PEI Department of Agriculture and Land Update..... | 21 |
| Upcoming Events & Deadlines | 24 |
| Industry Updates | 25 |

Cover: Despite the uncertain conditions, there is always a feeling of optimism as the new crop goes into the ground. Planting potatoes on the south shore of Prince Edward Island. Photo: M.K. Sonier



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Chairman's Comments

by Jason Hayden, PEI Potato Board Chairman



Those of us who farm for a living know that we will be operating in an industry where many things are beyond our control - particularly the weather which has had a major impact on our crop in recent years. This situation with COVID-19 has exaggerated the vulnerability of our industry to a host of other factors and has caused major disruptions in the supply chain, demand, labour availability, etc.

As essential businesses (people do have to eat), we have continued to operate with many modifications made to adhere to provincial public health guidelines. However, farmers are doing what they do best and that is adapt with creative solutions to the changing conditions.

We thank both the provincial and federal levels of government for assistance potato growers have received so far. We realize that there is still extreme hurt and anxiety in some areas and the Board continues to advocate for help where there are gaps.


In my area of the province, planting is almost done and later areas already have one full week completed with a favourable forecast ahead at the time of writing. We encourage people to plant based on contract cuts in the processing industry and recommended cuts in fresh acreage as we strive to avoid oversupply and low prices in the 2020-21 year.

This crisis has made us all become more familiar and reliant on electronic forms of communication and alternative ways of conducting business. There is much uncertainty still ahead - we encourage you to try to keep up to date with the Board's COVID-19 web page.

Best wishes for a successful and safe 2020 season.

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PEI Potato Board News

COVID-19 UPDATES

Agriculture businesses have continued to operate throughout the evolution of the COVID-19 pandemic but in a world of increased stress and uncertainty. But farmers have done what they are so good at and that is adapting to new circumstances. News is everchanging and there are numerous new programs and measures that have been announced and continue to be announced to help all aspects of Canadian life, including agriculture, make it through this unprecedented global crisis. There are links to pages with full detail on the programs listed below on the Board's COVID-19 page.

Federal Government Measures to Support Farmers:

- expansion of the eligibility to the Canada Emergency Business Account to allow farmers who did not meet original payroll requirements to now access the \$40,000 interest-free loan available under CEBA – up to \$10,000 of which is forgiven if the rest is repaid by December 31, 2022. For those farmers who are still unable to access CEBA, they can turn towards the Regional Relief and Recovery Fund.
- \$3 billion wage top-ups for essential workers delivered through provinces and territories.
- \$50 million for first-of-its-kind surplus food purchase program. \$77.5 million to help reopen or upgrade processing facilities and improve worker safety.
- \$20 million to ensure capacity and safety of Canadian Food Inspection Agency inspectors.

- \$50 million to help farmers safely welcome seasonal and temporary foreign workers.
- \$5 billion in added capacity to Farm Credit Canada
- \$100 million Agriculture & Food Business Solutions Fund to offer financial support to businesses.
- \$100 million for food banks and local food organizations to help food security.
- Authorizing 75% wage subsidy for businesses suffering significant revenue declines.
- Launched the Step up to the plate employment portal and marketing campaign.
- Working with provinces to increase Agri-Stability interim payments to 75%.
- Working with provinces to treat labour shortages in the horticulture sector as an eligible risk under AgriInsurance.
- Expanded Canada Summer Jobs program to prioritize workers in food supply chain.

Provincial Government Measures to Support Farmers:

- COVID-19 Income Support Fund
- Broadband Fund for Businesses
- Emergency Relief-Worker Assistance Program
- Emergency Child Care Services
- Emergency Income Relief for the Self-Employed
- Emergency Working Capital Financing
- Business Adaptation Advice Program
- Jobs for Youth
- Rural Jobs Initiative

As well, \$4.7 million in assistance from the provincial government was announced towards shipping and storage costs of potatoes for processing and was welcome news. This assistance will help mitigate the processing potato surplus resulting from market conditions related to COVID-19. It will

Find a list of links with the latest news and information about items involving COVID-19 that relate to your farm operation on our PEI Potato Agronomy Page:

<https://peipotatoagronomy.com/covid19/>



Plastic barrier panels have been useful in many settings including packing sheds and even in the field to provide protection for workers who may not be able to work the prescribed 2 m distance apart.

ensure a significant volume of good quality potatoes that suddenly became surplus due to the COVID-19 public health restrictions on restaurants and food service operations will be processed into consumer food products as intended rather than being wasted and disposed of. Proper utilization of the surplus processing potatoes will help all sectors of the potato industry, our farms, our processor, farm and processor employees and the communities that depend on us. It also averts a potential challenge in terms of disposing of that volume of potatoes in an environmentally sensitive manner at this time of the year.

We were also pleased that the Province announced up to \$8.8 million in support for Island farmers through the BRM programs for the next two years. The Potato Board has been advocating for these changes to the Federal government for several years and is very pleased the Province has stepped up and made these changes in this time of crisis in support of Island farmers. The changes to the Agri Stability program and the discounted production insurance premiums will help farmers' confidence as they plant the 2020 crop during these uncertain times. It was also a pleasure for us to

partner with the Province and ADL to provide healthy local food to Islanders who needed it in April and May.

The Potato Board continues to advocate for further assistance for growers who have been negatively affected by acreage cuts that have resulted from COVID-109 affects on potato markets. If you have any concerns or questions please contact the Board office at (902) 892-6551.

Temporary Foreign Workers

Figures presented by Brian Gilroy, President of the Canadian Horticultural Council (CHC) to the House of Commons Standing Committee on Agriculture and Agri-Food via virtual conference on May 15 show that Ontario and Atlantic Canada have received 78 per cent of workers compared to workers requested, while British Columbia and Quebec have not fared so well with only 54 per cent and 50 per cent of their need met respectively as of April 30.

For PEI, our workers were delayed approximately 1 month. Since that time, FARMS continues to try and catch up on the backlog across Canada. Changes for TFW's arriving on PEI have been put in place for the 2020 season. The PEI government has taken responsibility for the TFW's by arranging: travel from the airport to a designated location for their 14 day isolation period, isolation accommodations, and travel to their destination farm post-isolation. Rules and recommendations for employers and employees have been distributed to all involved in English and Spanish. The federal guidelines have also been altered as to housing requirements to ensure the social distancing and disinfecting procedures are in place for workers. To date, seasonal agricultural worker arrivals have been relatively smooth in these troubling times.

Any farm with questions regarding the TFW/SAWP



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should contact Mary Hunter (mehunter@gov.pe.ca).

Board Elections

Changes to Board governance regulations were approved at the PEI Potato Board AGM in November 2019. These changes should be in place shortly and will affect nominations and elections this year. There will be retiring director positions to be filled as we transition to the new format. Please watch your email and media outlets for further information as the nomination deadline of July 31, 2020 approaches.

Board Application to Act as Intervenor in the Appeal Case Involving the Charter of Rights Rejected

The Potato Board had submitted an application to act as an “Intervenor” or “Friend of the Court” in the Federal Crown prosecutor’s appeal of the court decision related to Skyview Farms. Skyview Farms was found not guilty when the judge ruled fisheries officers failed to get search warrants when they went on the farm property, an infringement of rights under the Charter of Rights and Freedoms. The outcome could affect the rights of all farmers. The federal prosecutor opposed the application and after a hearing, the judge rejected the application stating that the Board’s involvement would not bring anything to the table that

Skyview Farms could not address. The appeal is pending by the federal prosecutor.

Dealer & Exporter License Renewal Deadline

2020/2021 PEI Potato Dealer & Exporter
License Applications and Renewals are
due on Friday, July 31st, 2020.

For forms and other necessary information,
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Wireworm IPM Research Yielding Results

by Dr. Christine Noronha, AAFC,
Charlottetown Research & Development Centre

Over the years, wireworm research on PEI has increased our understanding of *Agriotes sputator*, the main species damaging potatoes. The knowledge garnered from this research has aided in developing management strategies. For instance we have learned that certain varieties of potatoes are more attractive to wireworms resulting in increased damage; using wireworm suppressive rotation crops such as buckwheat and brown mustard prior to planting potatoes can reduce wireworm damage. The number of years that these crops need to be grown prior to potatoes depends on the wireworm population size within a field. If populations are high, two years of growing brown mustard or buckwheat is recommended, if low then one year of growing either crop is advised. These crops can be grown for seed, mowed and left as a soil cover, disked into the soil as green manure or for biofumigation.

Insecticides play an important role in wireworm suppression and are a vital part of an integrated wireworm management program. Efficacy testing of registered and non-registered products on *Agriotes sputator* have been conducted in PEI for over a decade. Research has demonstrated that very few products reduce wireworm damage to tubers. Some products such as Thimet (Phorate) will reduce damage by killing wireworms while others, including the neonicotinoids and bifenthrin, may reduce damage but they paralyze rather than kill wireworms. One aspect noted for all products tested was the range of variability in their efficacy from one year to the next. This suggests that other factors such as environmental conditions may play a role in decreasing the effectiveness of these insecticides. Research on efficacy testing of new products will continue.

The plow-down of green sod has long been known to increase wireworm damage to potatoes because, it acts as

Variety Selection

1. Potato varieties differ in their attractiveness to wireworms.
2. We now have a list of susceptibility range of the varieties.
3. We know which varieties need to be treated with an insecticide at planting.

Choice of Rotation Crops

A two year crop rotation with brown mustard or buckwheat* significantly reduced wireworm damage vs. a crop rotation with barley.

* an extreme approach for a highly infected field - 2 years with 2 crops /year.

a food source for overwintering wireworms returning to the surface to feed in the spring. Research on the best time/strategy to plow-down sod (clover) was conducted in PEI. We studied the affects of spring or fall plow-down of 1) green material 2) after an application of glyphosate in the fall. Results showed decreased damage of tubers following sod that had been killed with glyphosate in the fall irrespective of when the field was plowed, in the fall or the following spring before planting. A good recommendation when plowing a clover field would be to apply glyphosate in late summer - early fall and plant the field with brown mustard, no fertilizer needed. This strategy will control wireworms feeding in the fall on brown mustard roots and also allow the growing mustard crop to use any excess N available following termination of the clover, thus preventing excess nitrate leaching and soil erosion. The brown mustard crop will not survive the winter and is easy to cultivate in the spring. It is important to know the wireworm population within a field before deciding on a management strategy.

In order to decide on an appropriate control strategy, a field needs to be baited at the correct time to verify wireworm population level. The first step to achieve a reliable count is to understand the movement of wireworms within the soil. Studies were conducted in PEI to determine the horizontal and vertical movement of *A. sputator* wireworms under laboratory and field conditions. To study the horizontal movement through soil, wireworm were allowed to move to baits placed at various distances 1.2, 1.8 and 3.6 m from the release point. Results show that 20% and 50% of the large wireworms and 15 and 20% medium sized wireworms moved 3.6 m within 24h and 72h respectively; it took longer for the small wireworms with only 10% reaching 3.6 m within 72h. This shows that wireworm are capable of moving large distances in search of a food source with the smaller wireworms not moving as rapidly. It was also observed that once a bait is found it is not necessary that a wireworm will stay there but after feeding for


a short duration it will move in search of other food. This information shows that leaving a bait in the ground for too long (over 5-7 days) could decrease accuracy when estimating populations.

The vertical movement of wireworms, downwards in the fall to overwinter and return to the surface to feed in the spring was also studied. In mid October, wireworms were placed in 6 cm diameter X 80 cm long tubes inserted in the soil. Our data shows that wireworms began moving downwards in October and by mid-November the depth reached ranged between 10-80 cm, by December the wireworms had moved further down, the depth ranged from 32 cm to 80 cm. Throughout the winter months, the wireworms resting closer to 32 cm moved downward if needed, to maintain a resting position just below the frost line. Upward movement began in April and the majority of the population was at the surface by mid-May. This information is important as it demonstrates that bait traps placed after mid to late October or in April will not provide an accurate count of the wireworm population in


the field. Thus, baiting in the fall should be done in the latter half of September into early October and after mid-May in the spring.

Until now, the movement of newly hatched wireworms (neonates) was very poorly understood and keeping a field fallow was thought to kill these neonate wireworms. A study conducted to determine the vertical movement of neonate wireworms showed that 75% moved vertically down to 15 cm within 24 h and close to 90% reached this depth in 48h, in search of a food source. Forty percent of neonate wireworms moved to a depth of 45cm within 72 hours. These results were quite astonishing and demonstrated that neonate larvae were not as fragile as once believed and are capable of easily moving through the soil in search of food. It is virtually impossible to keep a field free of weeds and other organic plant material, which can be a potential source of food for neonate wireworms, over the growing season. Thus,


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this research showed us that keeping a field fallow is not a good option as it would not reduce the neonate wireworm population but result in soil erosion and is not a recommended practice.

Although our knowledge of wireworms has increased significantly, there is still a lot more to learn about this very important pest. Wireworm research and the search for additional management and control strategies will continue.

Rotation Crop Management

1. Need to evaluate your field to determine the wireworm population.
2. A decision on which management option is needed based on the problem in that field.
3. Brown Mustard and Buckwheat can be grown for one year if you have low levels of wireworm infestation.
4. If wireworm pressure high, should grow Brown Mustard or Buckwheat for two years.
5. Can either mow, incorporate or harvest Brown Mustard or Buckwheat and still have wireworm control.
6. The Rotary mower gave regrowth at 8" and 12" cut, however, the possibility of seeds developing and maturing is higher following the 8" and 12" cut. The crop will have to be monitored and a second cut may be needed.
7. No regrowth was observed at the 4" cut but roots remained alive.
8. The disk mower, when compared to a rotary or flail mower, left significant debris on top of the plants which prevented plant regrowth and deterioration of the cut material.

Use of Glyphosate and Fall vs Spring Plowing

1. Topkilling with glyphosate prior to plowing reduces overall damage to tubers from wireworm vs a green plowdown.
2. This reduction in wireworm damage is seen when plowing in either the fall or the spring,
3. Spring plowing can reduce soil erosion due to the fact the soil has cover over the winter and spring months.



Rotary mower 8" cut on July 23, 2014. Regrowth picture taken August 8, 2014. Photo: AAFC.



Disk mower 8" cut on July 23, 2014. Regrowth picture taken August 8, 2014. Photo: AAFC.

2019 Click Beetle Survey

by Lorraine MacKinnon, Potato Industry Coordinator,
PEI Department of Agriculture and Land

Across the Island, 85 fields are used as trapping sites; and the same fields are used each time the survey is done. The sites are not necessarily in a potato rotation; and the planted crop could be anything – cereals, mustard, potatoes, forage, etc. Click beetles are active on the soil in the spring, so the traps were set early in May, and collections were made weekly until July 4th.

Each field had three traps placed in it. The traps were pheromone-baited for the three main species; *Agriotes sputator*, *Agriotes lineatus* and *Agriotes obscurus*. *Agriotes sputator* is the main species of concern because it makes up the vast majority of click beetles trapped (96%), and it is the most aggressive and difficult species to control.

Key Survey Results

The results of the 2019 Click Beetle Survey were encouraging. The Island as a whole has seen a substantial drop in the number of click beetles trapped (see Figure 1).

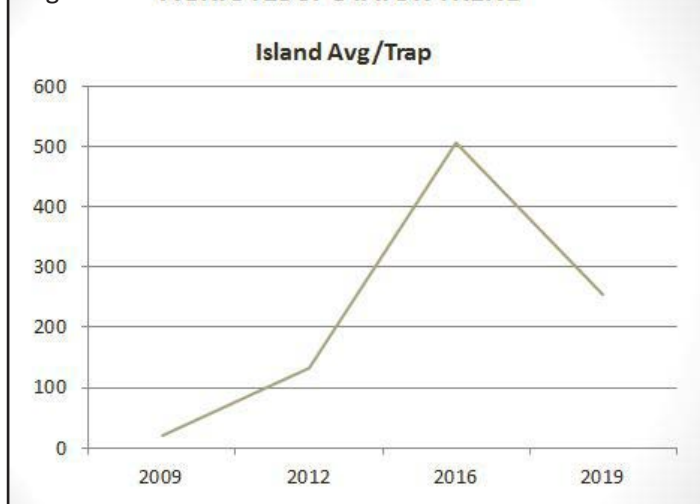
- In total 24,216 beetles were trapped in 2019, compared to 47,095 beetles in 2016.
- In 2016, there were 12 sites where over 1,000 beetles were trapped; and in 2019 only 4 sites trapped over 1,000 beetles. Two of those traps had less than 1,500 beetles, and the third was a permanent pasture where we would expect higher numbers. The fourth field requires further investigation and the producer has been notified.
- Huge declines were observed in areas of the Island considered “wireworm hotspots” such as south central PEI (between Crapaud and Charlottetown) where the number dropped from 14,411 to 7,054 beetles, and areas east of Charlottetown to Cardigan where the

number dropped from 19,351 to 5,464 beetles.

- Although many areas saw a decline, some regions saw a slight incline (northwest Prince County and northeast Kings County) though numbers are still relatively low.
- The Click Beetle survey was not designed to follow the management practices of the fields where traps were placed, so it is not possible to definitively determine the cause of the decline.
- The overall numbers are lower than in 2016, but still higher than 2012. So we have certainly seen an encouraging population decline; but we must not become complacent. Continued wireworm IPM practices, research and solutions development is crucial.

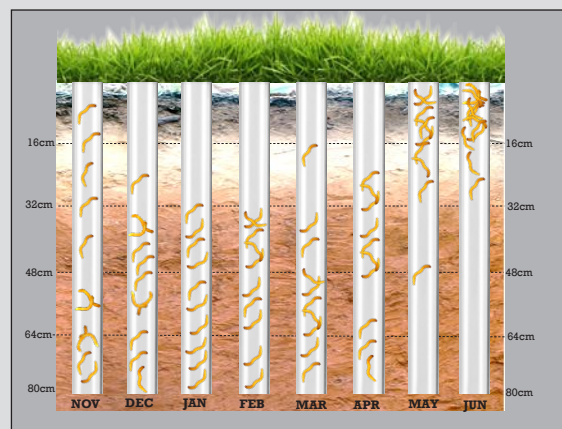
If you are a producer who participated in the 2019 Click Beetle Survey and would like to learn the results of your individual field, please call me at 902-314-1607 and I'd be happy to share this information.

Figure 1. **AGRIOTES SPUTATOR TREND**



Time to Bait

1. Larvae can travel long distances in search of food.
2. Neonate larvae are not as fragile as thought and can also travel long distances in search of food.
3. Wireworms overwinter just below the frost line.
4. In the spring the best time to bait for wireworms is May when majority are feeding at the surface.
5. Best time in the fall to bait for wireworms is from mid September to early October.





The Impact of COVID-19 on Planted Potato Acres in North America and Europe

by Kevin MacIsaac, General Manager, UPGC

The level of uncertainty for the outlook of the potato crop has reached an all-time plateau for the 2020 crop. As PEI growers begin planting their crop, they have been caught up in a whirlwind of events in the last 2-3 months with COVID-19 causing the closure of sit-down restaurants and reducing sales of processed potato products, particularly, French fries. Seed was tight in early 2020 as many growers had made their planting intentions early, based on what they knew about their traditional and past markets. Unfortunately, this became jumbled as growers received calls from French fry companies telling them that their contract volumes would be decreased in the coming year and they had little time to react to such big cutbacks from their customers as they went to the field to begin planting.

Europe was one the first regions to get their crop planted. French fry gluts were extreme in Europe (surpluses of 2 million tons), and they did not even have the benefit of drive-through's remaining open at the Quick Service Restaurants. The Northwestern European Potato Growers association (NEPG) hope that the potato area was reduced by at least 5%. This is scarcely enough, but with seed bought and delivered, fields rented, and planting started by the end of March, many growers felt it was too late to reduce more. It will now be up to seasonal growing conditions and resulting yields to determine the final quantity.

The United States was faced with similar cutbacks in the processing sector. Unfortunately, in the Pacific Northwest, growers were almost 70% done planting before they received final notification from fryers in the Columbia Basin. Cuts there were severe (14% to 42%) in those states almost 90% dependent on the market for frozen French fries. Volume reductions were most prevalent for the early out of field contracts, such as Ranger Russets and Shepodies, bringing the overall expected acreage reduction to 30,000 acres less than last year. Some growers with their potatoes already planted (6,200 acres before the announcement), waited for final signs of change in processor mindsets but eventually had to disc those acres down after emergence, and plant fields to other crops which would at least recoup

some land rental and fall fertilizer expenses. In the Columbia Basin, almost 1,000,000 hundred weight of seed was turned back this spring.

Moving to Idaho, the largest producing state, they too were told to cut back, however to their advantage, planting had not yet begun. Processing growers had their contract volume decreased from 16% to 25%, depending on the processor, and fresh growers seeing the expected glut of potatoes moving onto the table market, were expecting to cut back as well. Planting has finished in Idaho and teams organized by the United Potato Growers of Idaho are now counting potato acres in each county. It is anticipated that acreage could be down 15,000-20,000 acres in 2020. Seed growers being the lowest in the supply chain were stuck with large volumes of seed booked and delivered in an earlier and well-intentioned but now different market. Approximately 300,000 hundred weight had no home.

Other large producing states saw less effect on their acreage due to COVID-19. Colorado, for example, is dependent on fresh markets and their acreage is expected to remain similar to last year with perhaps a slight increase as acreages converted to hemp production a year ago, (with less than favorable results), are now moving back into potatoes. Potato acreage in Wisconsin is expected to dip slightly. Their fresh market has been a consistent one with better quality this year and favorable prices. However, the large McCain processing plant in Plover, even with a large percentage of its end product going into retail, has reduced the acreage it needs for 2020 with an estimated 25% volume cut. Potato acreage in the Red River Valley is expected to be very similar to last year as it finishes up a year with reduced supplies and good prices for red and yellow potatoes. Processing acres for the French fry factory in Jamestown, N.D., are expected to be down, following a year which saw 14,000 of its acres go unharvested due to wet weather. Finally, growers in the state of Maine, dependent on the McCain factories there, are expected to reduce acreage based on 15% cuts to volume.

Chip acreage in most states is predicted to be similar, and perhaps above 2019, to meet increased demand for snack foods experienced during the pandemic lock down.

Canada, at time of writing this report, has some

provinces only beginning to plant their crop. The recommendation from UPGC for processing growers is to reduce acres according to the volume reduction by fryers. That could be from 8% to 30% depending on the on the market your factory supplies and the period of delivery. For table potatoes, we anticipate a glut of potatoes in the early fall harvest as the industry attempts to deal with these additional potatoes from the old crop, at a time when new crop would normally be used. It is recommended to reduce fresh acres by 10-15%. The following is a best estimate on May 21st, of how the acreage may play out in Canada.

British Columbia planting is pretty much complete. It is a consistent producer and we do not see much change from their usual 6,700 acres, although seed acreage may decline somewhat. Planting of Alberta processing acres was mostly completed by May 12th, with reductions of approximately 15-25% based on contract volume. Seed acres are being planted at press time and are expected to decline also as growers react to cuts from customers in the Basin and across Canada.

Saskatchewan expects no change at 6,300 acres. Manitoba processing acres will decline some, but the new JR Simplot factory which opened in February, will need additional acres to ramp up this year. Some fryer contract

volume reductions were at the 8% level and some at 16%, so acreage could decline 5,600 acres for a predicted total of 64,000 acres. At press time the province is 50% planted. Fresh acres marketed through Peak of the Market will be similar and seed acreage will likely see a decline. Ontario planting got off to a better start this year. Overall acreage is expected to be 34,000 acres. With half of the province involved in chip production, increased demand for that product could increase some acres rather than import US potatoes to supply those plants in Canada. Those acres would likely move away from the fresh sector. Planting is around 60% complete.

Quebec demand and pricing for table potatoes has been good, so acreage may see an increase of 1,000 acres bringing fresh acres to 24,000. The processing acres needed to feed the smaller chip wagon companies has been challenged by reduced demand due to social distancing, however processing acres contracted to St. Arneault will likely be similar, but with an old crop that will run longer. New Brunswick had not started planting by Victoria Day, as a result of late spring storms bringing significant levels of snowfall. New Brunswick is one of the four provinces in Canada most affected by a glut of processing potatoes as a result of the COVID-19 pandemic. As the province has leaned more heavily towards processing in recent years, a smaller acreage in 2020 can be expected to meet the chaos in the French fry market with factories shut down and freezers full of finished product. This of course is combined with grower storages of raw potatoes waiting to be disposed of. Contract volume reductions are in the 15% range so acreage would be expected to shift downward by a similar amount.

Prince Edward Island potato acres are expected to decline also as Cavendish Farms have advised their growers to reduce volumes by 10% for the 2020 crop, as they deal with an excess of frozen fries in storage and raw potatoes in grower storages. Table producers are anticipating a full pipeline, as industry deals with these excess potatoes, and will need to reduce acres as well. Adding to the issue is seed growers, at the bottom of the supply chain, who like in other areas have had orders cancelled. Acreage reductions of 5% are anticipated which would bring last year's overall acreage of 85,500 down to 82,000 acres. The spring has been cool, but soil has dried out and potatoes are going in nicely with many growers starting around May 15th.

The 2020 Potato Crop brings new hope, as growers have been through seasons with too little, and now, too much. We hope this year will bring just the right amount!

Good luck with your 2020 crop!

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Investment Advisor



Dale Turner
Associate Investment Advisor



Deneen Ferguson
Client Associate



Karen Pickard
Administrative Assistant



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Canadian Holdings as of May 1, 2020 ('000 cwt)

| | <u>2016-17</u> | <u>2017-18</u> | <u>2018-19</u> | <u>2019-20</u> | 19-20 vs. <u>18-19</u> |
|----------------------------------------------|----------------|----------------|----------------|----------------|-----------------------------------|
| PEI | 9,396 | 9,403 | 8,160 | 9,629 | 18.0% |
| New Brunswick | 5,902 | 5,625 | 4,417 | 4,778 | 8.2% |
| Nova Scotia | N/A | N/A | N/A | N/A | N/A |
| Total Maritimes | 15,298 | 15,028 | 12,577 | 14,407 | 14.6% |
| Quebec | 3,162 | 3,087 | 2,767 | 2,898 | 4.7% |
| Ontario | 1,036 | 1,564 | 1,060 | 1,324 | 24.9% |
| Total Eastern Canada (inc. Maritimes) | 19,496 | 19,679 | 16,404 | 18,629 | 13.6% |
| Manitoba | 7,774 | 7,646 | 4,965 | 5,997 | 20.8% |
| Saskatchewan | N/A | N/A | N/A | N/A | N/A |
| Alberta | 5,278 | 6,922 | 6,944 | 7,480 | 7.7% |
| British Columbia | 159 | 65 | 191 | 134 | -29.8% |
| Total Western Canada | 13,211 | 14,633 | 12,100 | 13,611 | 12.5% |
| CANADA TOTAL | 32,707 | 34,312 | 28,504 | 32,240 | 13.1% |

Prince Edward Island Disposition as of April 30, 2020 (cwt)

| | <u>2016-17</u> | <u>2017-18</u> | <u>2018-19</u> | <u>2019-20</u> | 19-20 vs. <u>18-19</u> |
|-----------------------------------------|-------------------|-------------------|-------------------|-------------------|-----------------------------------|
| Production | 25,723,000 | 24,463,000 | 22,600,000 | 25,200,000 | 11.5% |
| Canadian Shipments | 2,255,429 | 2,072,645 | 2,095,949 | 2,242,095 | 7.0% |
| U.S. Shipments | 2,465,708 | 2,359,360 | 1,800,426 | 2,073,530 | 15.2% |
| Export Shipments | 675,172 | 565,970 | 632,768 | 623,218 | -1.5% |
| Total Fresh | 5,396,309 | 4,997,975 | 4,529,143 | 4,938,843 | 9.0% |
| Processing / Local Use | 8,974,975 | 8,269,358 | 7,904,777 | 8,426,260 | 6.6% |
| Seed for Next Crop | 0 | 0 | 0 | 0 | |
| Cullage | 1,955,309 | 1,792,751 | 2,006,494 | 2,205,434 | 9.9% |
| Total Disposition as of April 30 | 16,326,593 | 15,060,084 | 14,440,414 | 15,570,537 | 7.8% |
| Holdings at May 1 | 9,396,407 | 9,402,916 | 8,159,586 | 9,629,463 | 18.0% |

Projected Utilization as of May 1, 2020 (cwt)

| | | | | | |
|------------|-----------|-----------|-----------|-----------|-------|
| Fresh | 1,625,301 | 1,559,276 | 1,114,412 | 1,514,595 | 35.9% |
| Processing | 6,015,215 | 6,180,002 | 5,313,266 | 6,215,889 | 17.0% |
| Seed | 1,755,892 | 1,663,638 | 1,731,908 | 1,898,980 | 9.6% |

Marketing Report

by Kaley MacDonald Butler and Mark Phillips

Movement year to date is 10% above the same time period last year. With 2018-2019 being an unusual year due to a much reduced crop, it's important to compare 2019-2020 movement to our three-year average and we are on par with this number. Canadian movement is up, US movement is down, and other export is up slightly. During mid March we had a pandemic-driven boom, which saw a record number of shipments take place. Once consumers stocked up, things continued at a more consistent pace. Since the first of April, our shipments are 19% above last year, but down 1% compared to our three-year average.

Pre-COVID-19, the market for oversize products was very strong. Consumer pack sizes were sitting on the floor at packing sheds longer, and in some cases people were building up supplies in order to get more oversize. As

social distancing measures closed restaurants, demand did a complete 180. Food Service demand plummeted, while retail business boomed and packers struggled to keep up with the pace. Once pantries were stocked up, retail movement returned to a more normal pace. In the US, oversize movement has picked up slightly as restaurants prepare to open but it will be a long time before things are back to "normal." Processing potatoes spilling into the fresh market has caused some concern, but there is collaboration between the provincial government, the Board and Cavendish Farms, the largest processor, to minimize this impact within PEI. Our holdings are a bit higher than usual, and demand is anywhere from good to quiet, but in most cases packers are comfortable with their product available. Pricing was at record levels before the pandemic, but they've gradually slipped as the stories of



Potato Yeast

Ingredients

- 1 medium potato, peeled
- 1.5 - 2 cups water
- 1 cup flour
- 1 Tbsp sugar

Note: 2 Tbsp Potato Yeast = 1 Tbsp store bought yeast.

Great for all bread type recipes!

Directions

Boil potato as if for mashed potatoes...keeping the water (Do not drain). Let cool. Pour water into a one quart jar and add sugar and flour and mix well. Cover top with paper towel or dish towel and leave overnight in a warm place. Ensure there is enough room for yeast to grow in the jar.

The next morning, it should be bubbly, full and smell like yeast.

Store in the fridge and use as needed. Every week, feed the yeast by adding 1.5 cups water, 1.5 cups flour and 2Tbsp sugar. Make sure you have used or take out half of the mixture before adding more.



over supplies in other areas hit the news cycle. While they have slipped slightly, they are still at a level that compares favourably with recent years.

Throughout the Pandemic, we've been trying to maintain contact with our customers. As a CPMA webinar indicated 53% of Canadians are cooking more than usual, we've tried to remind our consumers of unique and creative ways they can use potatoes. People began cooking a lot of bread at the onset of the pandemic, resulting in a pandemic driven yeast shortage. We had a tremendous amount of response to our potato yeast recipe; over 200,000 people viewed it with over 18,000 engagements. Our creative efforts to show the versatility of the potato resulted in us being the butt end of a lighthearted "This Hour Has 22 Minutes" joke. We've also used our social channels to thank our essential workers who are working extra hours in less than ideal conditions to ensure our potatoes get to market. We asked some of PEI's finest entertainers to help up compile a thank you video collaborating on Stompin' Tom's classic Bud the Spud. The video has over 17,000 views and was shown on CBC and shared on Stompin' Tom's official social media accounts. We've tried to help our followers by giving them relevant content they can enjoy while avoiding unnecessary reminders of the virus.

Unfortunately, with social distancing measures a number of our community sponsorships have been cancelled for this summer. The Small Halls Festival, Indian River Festival, the Potato Blossom Festival, and Breakfast at the Farm have been cancelled. Burger Love has been pushed to September. A lot of our events such as the Shellfish Festival, Fall Flavours, Open Farm Day, and Farm Day in the City, are in question. We await word from the Chief Public Health Officer to see if any of these events will happen, and will only proceed where it is safe and acceptable to do so.

Our Social Media Influencer Campaign that ran this spring was successful, despite the COVID-19 challenges. Our selected influencers had a reach of 60,265 impressions as well as 59,341 and 1,126 blog post reads for a total of 120,732. Reach is the number

of people who may have seen your content, while impressions are the total number of times your content was displayed to people. Our television segments were delayed due to COVID-19, but we have worked out a plan to make sure we still get them in. As some events and projects had to be cancelled, we've extended our influencer program to the end of this fiscal year to continue to promote our potatoes within our target markets.

With CPMA and our research projects being cancelled we've taken the opportunity to reassign the budget for these items. Along with the aforementioned influencer program, we will be extending ad incentives, shooting and developing new recipes, ordering a new trade show booth, and getting some necessary fixes for our mascot Tate. We need to stay active in the market during these trying times and these items will help with that.

An advertisement for fcc.ca. The background is a photograph of a sunset over a farm with silos. A large, grey, upward-pointing arrow is overlaid on the image. In the top left corner, there is a blue square with the 'fcc' logo. On the right side, there is a dark grey box containing white text.

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2020 Processing Contract Settlements

by Scott Howatt, Processing Coordinator

In most of the potato-growing areas of North America, contract negotiations between growers and their processors in 2020 followed two-year contract agreements from 2018, and all talks were disrupted by the effects of social-distancing and the economic impact of the COVID-19 virus pandemic. The “lock down” (as some media outlets called it) hit the frozen product sector of our potato industry the hardest, as many foodservice markets ground to a halt in March as COVID-19 took hold of North America. This article will provide a summary of the 2020 contract settlements as well as try to estimate the impact of the COVID-19 pandemic on contracted volumes. The following settlement values are reported by members of the Potato Marketing Association of North America; please note the agreements in the States are valued in USD, while agreements in Canada are valued in CDN currency.

North Dakota is the only growing area of N. America which entered 2020 with a two-year deal from the year before; the growers and processors of North Dakota had already agreed on a contract increase valued at \$0.37/CWT. In February, the Potato Growers of Alberta (PGA) and Cavendish Farms were first to achieve an agreement from 2020 talks with a reported increase of \$0.70/CWT. Later, in April, the PGA finished talks with their other fryers and achieved similar increases with Lamb Weston and McCain Foods. At that time, they also learned their volume cuts would range from 3% to 30%, depending on the company.

The Potato Growers of Washington were next to complete their contract negotiations. All three one-year agreements are valued as 3.2% increases for 2020; however Columbia Basin growers will be sustaining the most serious volume reduction in North America, with an overall cut in the 20-25% range. This large volume cut is a direct reflection of the fact that Basin producers grow the highest percentage of North America's processing crop and they grow many direct delivery acres which are harvested in July and August each year. With the high level of uncertainty about the rebound of the food service sector and the record level of refrigerated finished inventory, Basin fryers were forced to pass aggressive volume reductions onto their growers due to the challenge of predicting French fry sales this coming summer.

Trending with the settlements in Washington, during March the growers in Idaho and in Malheur County, Oregon accepted 2.0% contract price increases with their fryers.

Most volume cuts in Idaho are reported in the range of 12 to 16%; but some individual growers were cut as high as 50%. Back to the Midwest, the growers of Wisconsin saw a resumption of contract talks between Wisconsin Potato & Vegetable Growers Association and McCain Foods after a number of years of using a formula to calculate contract price changes. In the end, they agreed on a two-year deal with base price improvements and contract language changes in 2020 that are valued at \$0.45/CWT and a base price increase of \$0.50/CWT for 2021. The volume reduction in Wisconsin is reported to be in the range of 20 to 25% overall.


Meanwhile, north of the border in Manitoba, the Keystone Potato Producers Association finalized their contract talks with J.R. Simplot in early April and McCain Foods later in the month. Both these settlements, although devised differently, are \$0.60/CWT increases together with an additional one-time payment of \$0.15 per contracted hundredweight to help growers deal with the terrible crop losses of 2019. Keystone growers' volume reduction in April ranged from 9% to 16% depending on which company.

While negotiations were ongoing in Manitoba, the growers of PEI and Cavendish Farms entered contract mediation which, due to social distancing requirements for COVID-19, took place by video conferencing. With patience, determination and the assistance of a mediator the two parties agreed to a contract increase valued at \$1.00/CWT over the whole pile. The settlement is a combination of base price increases and contract language improvements that both parties agreed needed to happen to address some of the risks of growing potatoes for processing in the Atlantic Northeast (ANE) and add greater economic sustainability for the growers and in turn long term supply sustainability for the processor.

As PEI finished contract negotiations in mid April, McCain Foods in New Brunswick and in Maine took another month to achieve agreements with their growers of the ANE. The New Brunswick settlement, valued at \$0.68/CWT over the whole pile, follows a similar outline as the PEI settlement with value added to the base price schedules as well as language improvements. In Maine, the growers represented by the Agricultural Bargaining Council agreed to a field run price increase of \$0.56/CWT which calculates to a pay price increase of approximately \$0.63/CWT to compare to the other deals in the ANE. At time of print there is still no report of a contract agreement between the processing


growers in Quebec and St. Arneault. Volume reductions in the ANE range from 10% with Cavendish Farms to 16% cuts by McCain Foods.

The days ahead for the frozen potato sector of our North American industry will bring much speculation as processors, growers and industry watchers attempt to predict the rate and timing of “the return to normal”. I would suggest that the “normal” we were living, working, and growing in during 2019 and the first quarter of 2020 will not come back in the same form and style until there is a proven and effective vaccine for COVID-19. Consumers will naturally be hesitant to return to large, crowded venues which will put off the return of filled stadiums and ball parks for entertainment events and sports games. In the near future, at least, most everything that influences the consumption of French fries and other frozen potato speciality products will be different. Thankfully there are three things that will not change in our sector. The desire of the consuming public to enjoy the taste and nutrition of our finished frozen potato products, the will of the processors to be successful in their production and marketing systems, and the passion of North America’s potato growers to grow the best, high quality processing potatoes.



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Investigating Fall Hilling on PEI

by Ryan Barrett, Research & Agronomy Coordinator

Starting in the fall of 2017, there was a project started under the AIM Science & Tech Working Group to investigate the potential impact of making hills in the fall (with use of a cover crop) comparing with conventional practice of hilling after planting in the spring. This investigation was sparked by some work done in Maine in recent years as a by-product of fall fumigation research that showed an approximately 40 cwt yield benefit from use of fall hilling with a cover crop compared to conventional planting practices. In addition, it allows the potato grower to get the majority of land preparation done in the late summer or early fall of the year before potato planting, at a time when growers may not be quite as busy.

Four fields were set up to compare fall hilling with conventional planting practices in 2017, with 3 of those fields getting harvested in the fall of 2018. None of those fields showed significant differences in yield or quality, but there was overall a positive numerical trend for marketable yield and payout per acre in favour of fall hilling in all three fields. Two of the fields showed a \$200/acre benefit toward fall hilling. It should be noted that the 2018 growing season was very challenging and yields were compromised in all three fields in this project.

Before these results were obtained, three more fields were set up in the fall of 2018 comparing fall hilling with conventional spring planting practices. Each of these fields included use of a cover crop on the entire field. Soil testing

or soil temperature/moisture data was not obtained for these three fields during the project.

Two fields were planted to Russet Burbank in the East Prince region. The first field showed a 33 cwt/acre and \$438/acre benefit to fall hilling, though this was statistically non-significant at $p=0.05$. Similarly to 2018 fields, there is more of an improvement in quality and payout than in marketable yield. The other Russet Burbank field showed very little difference between fall hilling and conventional production practices, with a small numerical benefit toward spring hilling.

A third field was planted to Prospects and the treatments included not just fall hilling and conventional practices as well as fall hilling with use of a subsoiling shank down the middle of the hill at hilling. In this trial, both of the fall hilling treatments performed significantly better than the conventional spring planting practices. There was a 45 cwt/acre yield increase and a \$603/acre payout increase in favour of fall hilling when compared to conventional spring planting.

AIM has one field that had fall hilling done in 2019 to follow for this growing season. If there are processing growers who would like to set up a field this fall to add to our trials or would like to talk more about the logistics of fall hilling, I'd be happy to talk to you. Thank you to the participating growers over the last two years who have provided fields for this project...your help is essential in the success of these agronomy projects.



Photo of fall hilling field in the fall of 2017 with barley cover crop. Hilling practices were amended in 2018 to ensure more of the cover crop grew in the furrows. Photo: R. Barrett.

An Update From the:

PEI Department of Agriculture and Land

by Lorraine MacKinnon, Potato Industry Coordinator



New Ways Of Working During COVID-19

I'd like to take my space in this issue to share with you how the PEI Department of Agriculture and Land has adapted during the COVID-19 pandemic, and what growers can expect for the upcoming crop season with relation to our programs and services.

Canadian Agriculture Partnership Funding Programs

Staff began working remotely on March 17, and we pushed to complete year end claims from home so that producers could receive their approved program funding. On April 20, we began accepting new applications to the Canadian Agriculture Partnership suite of programs, although some programs were restricted in the beginning due to the directives of the Chief Public Health Officer. Application intake for Soil Erosion Control Structures was September 2019, and although the team was delayed in getting started on in-field work, they are now rolling on soil conservation projects, and anticipate completion of all approved projects this season.

PEI Analytical Lab

I'm pleased to say that many of our summer activities and services will run without interruption. Soil Analysis

(including the new soil health test) is now available for growers. The Aphid Alert program will run as usual. The Plant Diagnostic Lab will reopen on June 8th. Although the lab is now open for almost all services, they are operating on a reduced schedule with limited staff. Lab hours are 10 am-3 pm Monday through Friday. When you arrive at the lab to submit a sample, you must have your sample submission form completed in advance in order to minimize contact. Physical distancing markers and signs are posted in the lobby. Additionally, you can now drop off samples at the regional AccessPEI locations that have reopened. Please monitor the lab's website for additional information as it is updated regularly www.princeedwardisland.ca/labservices.

Regarding soil testing, the new Soil Health Test will once again be offered free of charge for bonafide Island producers when you submit a soil test for conventional analysis (at a cost of \$11 per sample). Simply provide extra soil (~4 cups), and indicate that you wish to have soil health testing by filling out the soil health form.

Agriculture Labour Support Initiative

PEIDAL has launched as a joint project with WorkPEI to connect Island agriculture businesses with local job-seekers. The Agriculture Labour Support Initiative is an online portal that allows job-seekers interested in working in agriculture to be connected to farms or agri-employers that are looking for workers. Growers that are seeking employees should visit <https://workpei.ca/alsi/> to fill out an application. After completing the application, you will be provided with a list of job-seekers that meet your criteria of employment.

The PEI Farm Team was created to help Island farmers fill seasonal labour needs by connecting farmers in need or workers with students in need of summer jobs. This year, due to the additional labour challenges posed by the COVID-19



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pandemic, the Provincial Government has doubled the bursary incentive to \$1000 for students returning to grades 11 or 12 in the fall of 2020 and \$2000 for students starting or returning to post-secondary education in the fall. The Provincial Government pays 87.5% of this bursary with the employer covering just 12.5%. For more information please visit <https://peifarmteam.ca>

Pesticide Applicator Licenses

Pesticide applicator licenses that expire between January and July 2020 have been extended, and applicators can use their licenses for the remainder of the year. PEIDAL successfully delivered Seed Piece and Loader Mixer training by WebEx, and new applicators can get a Class A certificate by participating in an Ontario on-line training program which has been endorsed and accepted by our Department of Environment. Approximately 25+ Islanders have already or will soon be going through the online training. For more information, please contact Muriel Power, mmpower@gov.pe.ca or 902-368-4154.

The 2020 Pesticide Field Log Book can be downloaded here: https://www.princeedwardisland.ca/sites/default/files/publications/af_field_log_record_book.pdf

The 2020 Potato Pest Control Guide can be downloaded here: https://www.princeedwardisland.ca/sites/default/files/publications/potato_guide_2016.pdf

Farmers COVID-19 FAQ

Check out PEIDAL's online resource specifically for farmers with information regarding COVID-19 supports, services, program changes and frequently asked questions <https://www.princeedwardisland.ca/en/information/agriculture-and-land/farmers-covid-19-frequently-asked-questions>. If you have a question that has not been addressed, please email agr-covid@gov.pe.ca and you will receive a response within a few days.

Summer Activities:

- The 2020 Potato Scouting Clinic will be delivered online Tuesday, June 23rd. To register, please email me at lormackinnon@gov.pe.ca
- The Aphid Alert program will be

taking place as in previous years. Participating growers will be contacted about trap drop off and sample collection.

- The Pest Update will be distributed by email as in previous years. Anyone who wishes to be added to the distribution list can contact me at (902) 314-1607 or lormackinnon@gov.pe.ca
- This year's Bi-weekly Potato Fieldworker Meetings will also be delivered online starting on Tuesday June 30th at 7:30am, until Public Health Directives allow for larger gatherings.

To receive more information on these events and programs please email me at: lormackinnon@gov.pe.ca

As we move forward, many staff will continue to work from home but are permitted to make farm visits. Social distancing and enhanced cleaning/disinfection will be in place during all interactions with coworkers and clients. Here are the implications to staffing at PEIDAL as indicated in the various Renew PEI Together phases (What follows are intended plans; at any point it is possible that we will have to move back into previous phases. Guidance from

the Chief Public Health Office will inform this, and will be based on the changing situation with COVID-19):

PHASE II Highlights:

- Additional services and buildings will begin opening to the public with physical distancing and safety practices in place.
- May begin to offer one-on-one services/meetings with clients that cannot be done remotely, as necessary measures are put in place to protect clients and staff.
- Remote and online services will continue to be promoted where possible.
- Additional 25% of public service will return to office in this phase, bringing total staff in buildings to approximately 50%. Staff who are able to work effectively from home will continue to do so. Some of the 50% will work from home part-time.

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- All meetings will continue to be organized through WebEx, conference calls or other electronic means where possible.

PHASE III Highlights:

- Further government programs and services will open with physical distancing and safety practices in place.
- Remote and online services will continue to be promoted where possible.
- Additional 25% of public service will return to office in Phase 3, bringing total staff in buildings to approximately 75%. Staff who are able to work effectively from home (approx. 25%) should continue to do so. Those returning to the worksite will be encouraged to work from home on a part-time basis.

What to expect when entering a government building:

Social Distancing

- Members of the public will be actively screened upon entering worksites.
- Exterior signage and visual aids will clearly indicate public health measures and requirements in place for ensuring the continued health and safety of staff and the public.
- Plexiglass barriers have been installed for main

CULL DISPOSAL DEADLINE

All cull potatoes must be disposed of or covered by June 15th, 2019. For details on disposal guidelines and options please contact:

PEI Department of Agriculture and Land
(902) 368-4880

<https://www.princeedwardisland.ca/en/information/agriculture-and-land/guidelines-disposal-cull-potatoes>

reception desks or public interface areas as required.

- Visual aids to mark 6-foot physical distancing requirements will be distributed to worksites.
- Seating will be limited in meeting/waiting rooms to maintain social distancing.
- Elevator usage limited to 1 person per trip. Signage will be posted in all buildings.
- Washroom capacity will be limited to 1-2 people at a time depending on washroom size/layout. Signage will be posted.

I'd like to wish all producers a happy and safe spring.



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Upcoming Events & Deadlines

Please call the Board at (902) 892-6551 for further information on any of these events.

June 2020

- | | |
|---------|------------------------------------------------------------------------------------------------------------------------|
| June 1 | Phase 3 of "Renew PEI Together" potential start date. |
| June 15 | Cull Disposal Deadline. |
| June 19 | UPGA Crop Transition Conference. To take place virtually. |
| June 23 | PEI Potato Board monthly meeting. |
| June 23 | PEI Scouting Clinic. Online. Contact: lormackinnon@gov.pe.ca |
| June 30 | CFIA Seed Certification Application Deadline. |
| June 30 | Acreage Registration Deadline. |
| June 30 | PEI Fieldworkers Online Meeting. Contact: lormackinnon@gov.pe.ca |

July 2020

- | | |
|---------|---------------------------------------------------------------------------|
| July 21 | PEI Potato Board monthly meeting. |
| July 31 | PEI Potato 2020-2021 Dealer/Exporter License Application Deadline. |
| July 31 | PEI Potato Board Director Nominations Due. |

August 2020

- | | |
|-----------|------------------------------------------|
| August 18 | PEI Potato Board monthly meeting. |
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Industry Updates

Bayer Launches Vayego® Insecticide to Give Canadian Potato Growers Long-lasting Protection Against the Colorado Potato Beetle

Calgary, AB (May 6, 2020) – The Crop Science division of Bayer recently announced the registration of the active ingredient, tetraniliprole, which will be launched commercially in the registered end use product Vayego® insecticide, a new addition to its pest control lineup. For potato growers, it combines excellent knockdown of Colorado potato beetles, potato flea beetles and European corn borer. Vayego also provides lepidopteran pest control in key tree fruit and vegetable crops.

“When applied as a foliar spray, Vayego provides extended residual on Colorado Potato Beetles, giving growers confidence that their potatoes will have additional protection,” says Carmen Holding, Crop & Campaign Manager, Horticulture at Bayer. “This residual activity also means growers may need fewer applications throughout the season. It’s an easy-to-use product because of its low use rate, enabling growers to stay on top of their pest infestations.”

A second generation Group 28 diamide, Vayego offers excellent control of lepidopteran pests in tree fruit and vegetables, with low risk to beneficial insects when used according to the product label.

The addition of Vayego further complements the Bayer insecticide portfolio in potatoes, tree fruit and vegetables. With its low-dose rates, fast feeding cessation and residual control on Colorado potato beetles, Vayego will be an invaluable tool for horticulture growers for years to come.

For more information on Vayego or the Bayer lineup of tailored crop solutions, farmers are encouraged to talk to their local retailers or visit cropsience.bayer.ca/Products/Insecticides/vayego.

Always read and follow label directions. Vayego is a registered trademark of the Bayer Group. © 2020 Bayer Group. All rights reserved.

McDonald's Canada launches Fries For Good initiative for COVID-19 relief and other efforts

TORONTO – May 6, 2020 – McDonald's Canada today announced Fries For Good, a nationwide initiative to support COVID-19 relief efforts and other recent Canadian tragedies. From May 8-21, 2020, McDonald's Canada will donate a portion of the proceeds from all fries sold in



In support of



Canadian
Red Cross

Canada to the Canadian Red Cross, supporting the Canadian Emergencies & COVID-19 Response Fund, the Nova Scotia Stronger Together Fund, and disaster response and preparedness work across Canada.

Money raised by Canadians as part of the Fries For Good initiative will go directly to the Canadian Red Cross, who will then divide the proceeds raised among these various funds, ensuring support for individuals and families across the country who need it most. Support will be directed to those affected by the pandemic, as well as those impacted by recent devastating events, including the Nova Scotia mass shooting, and other disaster preparedness and response efforts in communities across Canada.

“With several recent tragedies adding to the hardships already created by the current global pandemic, we wanted to find a way to rally Canadians and support our communities that need it the most right now,” said John Betts, President and CEO, McDonald's Canada. “The Fries For Good initiative provides a simple and easy way for all Canadians to contribute to relief efforts coast-to-coast.”

Fries For Good is also a way for McDonald's Canada to continue its unwavering support for Canadian farmers.

“Our agriculture partners have been hit hard by COVID-19, and we are continually looking for ways to support them as we navigate the new and unforeseen challenges of this pandemic,” continued Betts. “Canadian farmers are a driving force in our business and we hope Canadians’ love for our fries will allow us to not only make a significant donation to the Canadian Red Cross, but also reinforce our support for Canadian potato farmers while making a positive impact on their business.”

“This is a unique time for Canadians as local communities prepare for and respond to disasters, while also trying to mitigate the impact of COVID-19 and other unforeseen events that may occur,” said Conrad Sauvé, President and CEO for Canadian Red Cross. “The Canadian Red Cross is pleased that McDonald's Canada is providing Canadians with another way to help support people during this unprecedented time of need.”

For more information on McDonald's Canada's response to the COVID-19 pandemic, or more information on the promotion, visit mcdonalds.ca.

Winners of 2020 CPMA Virtual New Product Showcase Announced

May 13, 2020 (Ottawa, ON) – This year, due to the ongoing global pandemic, the CPMA New Product Showcase, which is traditionally held at the CPMA Convention and Trade Show, was moved online. The 2020 CPMA Virtual New Product Showcase, sponsored by Canadian Grocer, featured 56 products from 44 companies.



The 2020 Best New Product Award winner is The Little Potato Company's Easy Sides. Finally, a solution to shoppers' meal planning dilemmas! Easy Sides are seasoned, fully cooked creamer potatoes, hot and crispy in seven minutes, and available in four culinary-inspired flavours. Premium, eye-catching packaging highlights pairing options for a complete meal solution!

For more information check out their website at: www.littlepotatoes.com.

Rick Burt of Mid-Isle Farms Inc. Joins the CPMA Board of Directors for 2020-2021

CPMA announced its Board of Directors for 2020-2021 on May 22. Elections took place the previous week, following the 2020 CPMA Annual General Meeting. The CPMA Board of Directors represents a wealth of industry talent from across all stages of the supply chain.

Rick Burt from Mid Isle Farms Inc., a grower/packer located in central PEI, is one of 24 members on the Board in addition to the executive members. Rick has represented PEI dealers locally on the PEI Potato Board Tablestock Committee for many years.

CPMA would like to thank Les Mallard of Fyffes North America Inc., Frank Gambioli of Loblaw Companies, Tim York of Markon Cooperative Inc., and Andrea Palmer of Nova Agri Inc., for their countless volunteer hours and contributions to the Board of Directors over their years of service.

CPMA thanks all candidates and looks forward to continuing to grow the organization throughout the coming year.



PEI horticulture industry members met with PEI MPs at the Canadian Horticultural Council AGM in Ottawa in March 2020. Pictured left to right: John MacDonald, PEI Blueberry Growers Association; Greg Donald, General Manager PEI Potato Board; Robert Morrissey, MP Egmont; the Honourable Lawrence MacAulay, MP Cardigan; David Thompson, Novasource; Alvin Keenan, PEI potato grower and Past President of the Canadian Horticultural Council; and Donald Stavert, Seed Director, PEI Potato Board.

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May/June 2020







Prince Edward Island Potato News

27

WE HAVE YOU COVERED SIX WAYS TO HARVEST TIME.

Your potato crop has many enemies but FMC has your back with six trusted tools for when you need them most.



| GROWTH STAGE | I - EMERGENCE, GROWTH | II - VEGETATIVE GROWTH | III - TUBER INITIATION | IV - TUBER BULKING | V - MATURATION |
|-------------------------------------------------------------------------------------|-----------------------|---------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|-----------------------------------------------------------------------------------------------|
|  | | | | | Tank-mix with diquat herbicide to improve vine kill success rate and, in turn, tuber quality. |
|  | | Fast uptake for superior in-furrow control of CPB and potato flea beetle. | | | |
|  | | | Reliable aphid control, unique anti-feeding action and very little impact to honey bees and many other beneficial insects. Short 7-day PHI. | | |
|  | | | Residual control of European corn borer and Colorado potato beetle. Reduced risk product with minimal impact to many important beneficial insects. Short 1-day PHI. | | |
|  | | | Consistent, systemic control of leafhoppers. Short 7-day PHI. | | |
|  | | | Systemic, residual control of sucking and chewing pests, including Colorado potato beetle, European corn borer, armyworms, flea beetles and aphids. Short 7-day PHI. | | |