February/March 2023 Volume 24 Issue 1

the Edward Island

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In This Issue:

- 2023 Crop Input Outlook
 - Growing Seed in 2023
 - Soil Conservationist of the Year Award

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Tel: 902-892-6551 Fax: 902-566-4914 Email: potato@peipotato.org Website: www.peipotato.org

Please return undelivered copies to: PEI Potato Board, 90 Hillstrom Avenue, Charlottetown, PEI, C1E 2C6

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Cover: Supplying a wide variety of quality potatoes to markets all over the world has been a tradition in PEI for over 200 years. Photo: Irene Matys.



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Chairman's Comments



by John Visser, PEI Potato Board Chairman

It was great to have a good crowd out at the PEI Potato Conference in Summerside on February 13. The weather cooperated, a good line up of speakers and growers looking forward to meeting in person all contributed to the good attendance. General Manager Greg Donald updated growers on the efforts of the Potato Board as we continue to work on the Potato Wart file. The are many committees meeting and activities ongoing as we approach the 2023 growing season. Other topics covered the range of PVY, Soil Health and crop input, production and pathology research.

As is usual at this time of year, shipping has slowed down slightly from the pre-Christmas period, but prices remain strong and demand steady.

Some early processing contract offers in western North America have recognized the increased cost of inputs for farmers in 2023. This year will again be one of the most expensive in history, increasing the risk of growing a high input crop like potatoes relative to many other crops. There is a lot of media coverage about the high cost of food - as primary producers we know that some of this increase is needed to go to farmers to cover the increased cost of producing food at the very basic level.

One of the inputs we know is in tight supply for the 2023 season is high quality seed. Increased levels of PVY in many areas of North America have led to shortages. Here

in PEI, seed is very tight but overall, if growers are able to juggle use of different varieties, we may be able to balance supply and demand for this year's crop. It is important to keep our overall environment on the Island suitable for seed production to ensure we have a good supply of seed for future years. We can all contribute to this by planting the lowest level of virus in our seed that is available, changing varieties if unable to obtain suitable low virus seed of our first choice and working with neighbours to help plan that seed fields planted with zero or very low level virus reading are not planted alongside fields planted with virus levels approaching the cap. Check out the list of "Key Best Management Practices for Keeping Virus Levels Low" on page 9 of this issue.

I hope everyone had a chance to take a break this winter with family and friends to enjoy activities at home or away and recharge for the growing season that is fast approaching.

John Visie



Interest was high for the presentation at the PEI Potato Conference by Dr. Mathuresh Singh, of the Agricultural Certification Services lab in Fredericton, on "PVY: Why was 2022 Such a Challenging Year? Photo: R. Barrett.

PEI Potato Board News

Working Through the Details

The PEI potato industry welcomed the final report of International Advisory Panel (IAP) on Potato Wart that was presented to industry and government on January 16, 2023. The panel was convened by the Canadian Food Inspection Agency in 2022, as follow-up to potato wart detections in PEI in October 2021. The panel was comprised of worldrenowned experts in potato wart from Germany, the Netherlands, Northern Ireland and New Zealand. The Panel's main purpose was to obtain the advice of leading experts on testing diagnostics, surveillance and management of potato wart. The experts also examined whether existing wart management activities meet International Standards to certify potatoes for international export.

The PEI potato industry is pleased with the thoroughness of the panel report and the Panel's key findings that "Given the limited presence of the pathogen, the IAP considers most parts of PEI outside the Regulated Fields as a PFA (pest free area) for *S. Endobioticum.*"

The work has already begun to look at the report recommendations in detail and continue work that had already been started to revise the Long Term Management Plan and start working on plans to implement recommendations for improvement going forward.

The IAP report confirmed that the general and specific surveillance activities on PEI since 2000, meet international standards to support a pest free recognition. Washing of potatoes and application of a sprout inhibition product were also recognized as appropriate risk mitigation measures for the movement of fresh potatoes from an area where a soil borne pest, such as potato wart or PCN, has been found.

The Panel's report concluded that although there is a low level of potato wart infested fields on PEI (less than 0.6% of the potato land over the 22 years since the first detection), PEI may continue to be described as a location where the pest, *Synchitrium endobioticum*, is "Present, not widely distributed, and under official control" as per International Standards for Phytosanitary Measures 8 (Determination of Pest Status in an area).

Resistant potato varieties play a large part in the control and management of potato wart in areas around the world and they will have a larger role in PEI in the future. Research is underway in cooperation with Agriculture and Agri-Food Canada to identify genetic markers for resistance and conduct field screening at plots in Newfoundland and Labrador (which has been quarantined due to the presence of potato wart since 1909) to help increase the pool of resistant varieties available to Island potato growers.

The PEI provincial government has already taken an important step in adopting one of the Panel's recommendations to ensure that the limited number of infected acres be removed from potato production.

The industry is eager to get to work with federal officials to develop the plan forward for PEI farmers. The industry calls on the government to act in an efficient, timely and transparent manner for the good of PEI and the good of the Canadian agricultural sector.



Staffing Changes

The new face when you enter the Potato Board office is that of Amanda Pineau, who joined the Board staff in the role of Administrative Assistant in early January. Amanda grew up in the Rustico area and is no stranger to potatoes having spent the past 12 years working seasonally at the PEI Potato Quality Institute



- just across the parking lot. Amanda is busy learning the



ropes of how things work at the office and who is who in the potato industry. She lives with her four teenage and young adult children in the Fort Augustus area.

Our previous administrative assistant, Karen Martin, has moved into the Market Information Officer role. You will hear her voice if you call the office for a BTO when shipping potatoes off Island or looking for market information. Karen is starting her eighth year of employment with the Potato Board and is quickly adapting to her new responsibilities. She and her husband Ron live in Stratford and enjoy the summers in Blooming Point.

Board Representatives to Attend Upcoming Canadian Federation of Agriculture AGM and the Fruit & Vegetable Growers of Canada AGM

March is a busy month of meetings and Board staff and Directors will be travelling to represent the interests of PEI Potato producers at the national level.

The Canadian Federation of Agriculture AGM takes place in Ottawa from March 6-7, 2023 and provides an opportunity to interact with many people in the political arena in Ottawa who can help to bring attention to the interests and concerns of the agriculture industry.

The Fruit and Vegetable Growers of Canada (formerly the Canadian Horticultural Council) AGM will be held in Vancouver from March 14-16, 2023. The Canadian Potato Council will meet on March 13.

PAA Annual Meeting 2023: Taking a Look at Industry Day

As part of Potato Association of America Annual Meeting (July 23-27th, 2023 in Charlottetown), there will be an Industry Day on Monday, July 24th. On this day, concurrent sessions in the morning will be organized to encourage growers and industry partners to attend. This could include topics such as fertility management, precision agriculture, plant physiology, crop protection, irrigation, and crop rotation.

Following lunch, there will be a presentation by an invited international speaker, followed by the 2023 PAA Symposium, which this year is on the topic of soil health. Invited speakers will include:

- Dr. Mike Thornton, University of Idaho
- Dr. Judith Nyiraneza, AAFC Charlottetown
- Dr. Linda Kinkel, University of Minnesota
- Dr. Carl Rosen, University of Minnesota
- Dr. Elizabeth Stockdale, NIAB Research, Cambridge, UK
- Producer Panel including Mike Larson of Idaho, Bryan Bowen of North Dakota and Matt Ramsay of PEI

This is a unique opportunity to hear from both researchers and producers on research into soil health in potato production systems. It is also a great opportunity to network with those in the potato research and agronomy community, as hundreds of potato researchers and industry partners from across North America and beyond will be attending the meeting.

There is a one-day registration fee of \$100 for the industry day, which includes breakfast and lunch as well as breaks. Registration is available through the meeting website at https://paaevents.org/.

The Local Host Committee is also continuing to look for any businesses and industry partners that are interested in becoming a meeting sponsor. For a list of sponsorship opportunities, please contact Ryan Barrett at (902) 439-9386 or ryan@peipotato.org.



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February/March 2023

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Growing Seed in 2023

by Mary Kay Sonier, Seed Coordinator

Seed Availability

Post Harvest Test results were not as positive as they have been the last few years in PEI with more PVY showing up in some seed lots. Overall, after a review of the numbers by seed acreage, there should be enough local seed to plant the 2023 crop. The numbers that were tested in our local lab do not include local seed lots that were tested in off Island labs or seed lots that will be imported for 2023 planting. Even with these additional sources, growers not have the seed available that was in their plans and may have to juggle varieties and seed lots to meet their needs.

The Environment for Seed Production

Potato production takes place across PEI and, due to evolution of our farms and our industry, we have seed acres intermingled with fresh and processing acres. This means that we need to maintain an environment suitable for seed production in all locations - we do not have an isolated seed area - and that is one of the reasons the Post Harvest Test Program was implemented in the early 2000's. It has been a successful strategy, although we still have cycles of lower virus and higher virus years depending on factors such as aphid levels, weather and grower practices.

In the past, when we have faced years with a similar challenge, less clear reading seed available and more virus inoculum being planted that we would like to see, neighbours have worked together to check the locations of fields and plans prior to planting to ensure seed fields for recertification are kept as isolated as possible. Seed growers are also encouraged to review the list of "Key Best Management Practices for Keeping Virus Levels Low" provided on this page.

Regulations

The federal regulations for seed potato production are administered by the Canadian Food Inspection Agency (CFIA) and details can be found online at https://laws-lois.justice.gc.ca/eng/regulations/ C.R.C.,_c._1400/index.html. There are several additional provincial regulations that primarily work to ensure that we continue to have a good environment for seed production on PEI:

- all potato acres on PEI should be planted with a minimum of Foundation class seed. Certified, the lowest class in the CFIA seed certification system, may not be planted - even on non-seed farms.
- all seed planted on PEI (including seed imported from off-Island) must have a lab Post Harvest Virus Test reading of 3% or less total virus with no more than 2% of that total comprised of Potato Leaf Roll Virus. An audit is conducted by the PEI Department

Key Best Management Practices for Keeping Virus Levels Low

- Plant seed with the lowest PVY Post Harvest Test reading available.
- Use an in-furrow insecticide that is effective against aphids to prevent the buildup of aphids that live on potatoes in the field (such as potato aphids and green peach aphids)
- Begin weekly oil applications of at least 2 l/ac, and maybe higher depending on local virus pressure, shortly after emergence until just before topkill. Consider twice weekly applications when the plants are growing rapidly.
- Combine an aphicide application with the weekly oil spray.
- Rotate families of aphicide products to prevent the build up of resistance. (different modes of action)
- For particularly susceptible varieties, consider delayed planting to avoid early season aphids.
- Rogue fields as soon as plants are big enough and repeat prior to row closure.
- Use a border cop around susceptible varieties or border these varieties with more virus resistant potato varieties.
- Isolate as best able from commercial crops where there may be a higher tolerance for virus and aphid levels in the field.
- Follow practices to ensure rapid topkill.

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Biosecurity

The need for biosecurity has always been elevated on seed farms. In the past, bioscurity has focused primarily on bacterial pathogens and cleaning, disinfection and BRR lab testing are all part of our seed regulations. As a result of these efforts over the years, visual symptoms of BRR are rarely seen.

In recent years, soil borne pests such as PCN and Potato Wart have been of more significant importance from a trade perspective. To mitigate spread of these pests in a practical sense and also as a Best Management Practice, vehicles and equipment should be cleaned of all soil when moving between farms. These and other practices can be included a part of a Biosecurity Plan for the farm.

A National Farm-Level Biosecurity Standard for Potato Growers was developed in 2012-2013 under the Growing Forward Program with input from the Canadian Food Inspection Agency, Agriculture and Agri-Food Canada the Canadian Horticultural Council, the Provincial Potato Grower Associations and provincial Departments of Agriculture. There is a project currently underway to help

Top Seed Varieties	Grown in PEI
2012	2022
Russet Burbank	Russet Burbank
Goldrush	Eva
Superior	Mountain Gem
Shepody	HO2000
Kennebec	Dakota Russet
Atlantic	Prospect
Yukon Gold	Satina
AC Chaleur	Goldrush
Dakota Pearl	Shepody
Eva	Norland
Chieftain	Targhee Russet
Snowden	Ranger Russet
Norland	Alverstone Russet
HO2000	Superior
Baby Boomer	Innovator

growers develop a biosecurity plan specific for their farm based on these guidelines. A key part of the Biosecurity plan is recording actions undertaken by the farm to meet the plan objectives. There is also funding assistance available for those who wish to upgrade their mobile cleaning and disinfection equipment or install a permanent washing station at their facilities. In spring of 2022, the PEI Department of Agriculture and Land had information sessions on cleaning and biosecurity recordkeeping for service providers who move between farm operations. These will be offered again in 2023 and service providers should be familiar with grower needs for biosecurity recordkeeping.

Cost

Similar to other potato sectors, costs of seed potato production have risen dramatically in recent years including oil and aphicide sprays, labour, trucking and equipment just to name a few. Processing contract pricing in PEI had a 20% increase for the 2022 crop to recognize the increased costs and the PEI GRI is running in the \$20/cwt range for fresh potatoes. Seed prices for 2023 planting will need to increase by similar percentages.

Forward Contracts

Information from previous years and this one show that seed growers who have the most consistent results are those who follow all of the Key Best Management Practices for Keeping Virus Levels Low every year. It is too late to start after first inspection or when we start to see aphid levels rising. Like practices for quality potato production in any sector there is a significant cost attached. Growers who have an assured market for their crop through forward contracting are best able to proceed with these practices on a regular basis.

Changing Potato Varieties

One of the challenges in seed potato production is the lead time required to produce quantities of seed of new varieties. It also involves a certain amount of speculation - there are many examples of the rapid rise in popularity of a new variety followed by an even more rapid fall from favour when a defect comes to the forefront as commercial acres grown for evaluation increase. Seed growers can be left with several seed generations in the pipeline for which the market has disappeared. Minimizing risk requires a mix of staying up to date on the results of variety trials and new variety releases, developing relationships with variety agents of private varieties, close communication with your regular seed buyers and your early generation seed provider and limiting acreage of new varieties to your own comfort level or based on forward contracts until a variety is proven.

Aphid Numbers in 2022

By M.K. Sonier. Seed Coordinator

When aphid numbers and movement are tracked in seed potato fields in PEI, the species caught are subdivided into several categories, but mainly species for which potatoes are a host crop (such as potato aphid, green peach aphid, etc.) and those that may just be moving through the crop in search a suitable host plant (such as pea aphids and bird cherry oat aphids). Aphids are vectors for potato virus but there are differences between aphid species and if they are a vector for a specific virus and if so, how efficient they are at spread. For example, green peach aphids are the primary vector of Potato Leafroll Virus (PLRV) and are also very efficient vectors of PVY. Many other aphid species do not spread PLRV, but can spread PVY. Even if they do not spread PVY efficiently, large numbers of other aphids moving through potato fields can mean they are



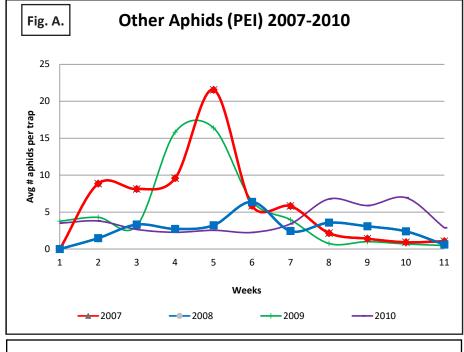
an important source of Pc virus spread.

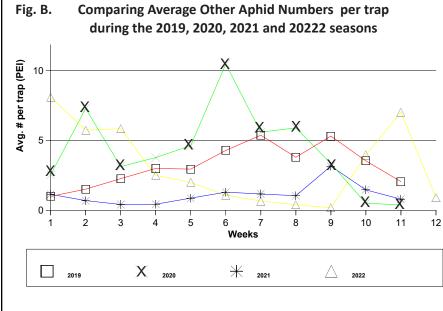


Aphid numbers vary significantly from year to year and populations and movement can be influenced by factors such as winter survival rate, heat units in a given season and wind patterns. Unfortunately we cannot predict at the beginning of the season what aphid population patterns will look like.

In recent years, with the use of infurrow insecticides that are effective against aphids, the populations of aphids such as potato aphid and green peach aphid have remained at very low levels throughout the season. These insecticides however do not work quickly enough to prevent virus spread from other aphid species just moving through the crop. Figure A shows elevated levels of "other"aphids caught in aphid alert traps in the early part of the season in 2007 and 2009. This corresponded to higher levels of PVY found in post harvest test results from the seed crop those years. this knowledge contributed to a shift in aphid control practices as growers realized PVY spread could take place earlier in the season and was not always a result of late season spread.

In Figure B we can see that although "other " aphid numbers were not higher than recent years over the season, numbers were elevated very early in the season, likely before spraying or roguing February/March 2023









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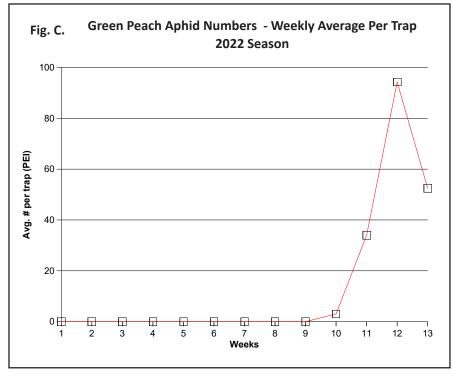
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had started. This could have contributed to some of the increasing PVY we have seen in post harvest test results this year.

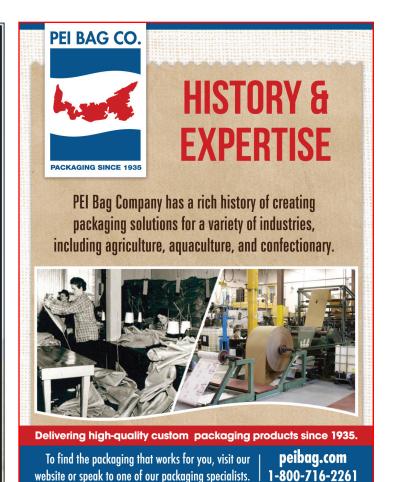
We also saw another change in aphid levels in 2022 that could have resulted in more late season spread of

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PVY this year. The graphin Figure C shows that there was a large influx of green peach aphids in late August and early September. These numbers are higher than we have seen in many years and the Department of Agriculture has assembled a working group to explore the reasons for this change.

The increased PVY levels were seen in seed lots that were topkilled early as well as those that were not topkilled until mid September. This confirms that there is never a clear cut single reason for virus spread and the virus increase this year is likely due to a combination of a variety of factors - early populations of "other" aphid species, the timing of practices such as oil and aphicide sprays and roguing operations, inoculum sources and aphid populations in crops in near proximity to seed fields and an unusually high population of green peach aphids late in the season.

In the unpredictable environment we operate in, seed potato producers need to manage their crop every year as if there will be significant aphid populations.





The first of the 2023 United Potato Partners Seminars was held at Red Shores, 21 Exhibition Drive, Charlottetown, on Tuesday, January 31st. United Potato Growers of Canada and the PEI Board presented an agenda that brought topnotch speakers and valuable information to farmers and other industry members.

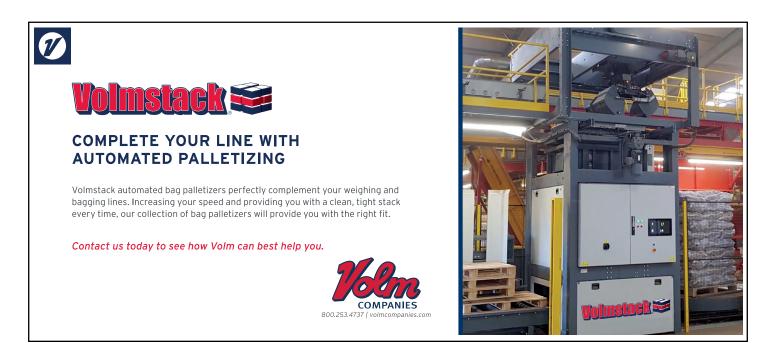
A Precision Agriculture Outlook was provided by Tim MacDonald of Green Diamond Equipment. Farm equipment technology has advanced rapidly over the past few decades. Tim described advances in precision ag equipment available to growers now and discussed advancements available for the near future including auto drive technology.

Kerry Anne MacDougall of Insight Studios spoke about Branding and the Power of Storytelling. This presentation focused on the importance of understanding the consumer and connecting to their emotions, as much of our buying decisions are made based on how we feel. Story telling is the most effective way to achieve emotional connection with the consumer, and Kerry Anne explored different story telling tactics and examples from real life brands.

Can New Nitrogen Technology Help Meet our Emission Goals?: Major improvements have already been made in potato production practices, but new products have the potential to help achieve more. Steve Watts of Genesis Crop Systems Inc., PEI provided details on research on Island potato farms showing progress in this area. Steve Nicholson, Executive Vice President, Global Sector Strategist - Grains and Oilseeds, RaboResearch Food & Agribusiness joined the meeting by ZOOM. He provided an Economic Outlook for Alternate Crops and Major Inputs: Improved returns and less risk in some alternate crops have lead to changes in crop mixes on farms in North America. As well, major input costs like interest rates, fuel, and fertilizer have increased dramatically in 2022. His presentation provided excellent insight how these might affect your farm this spring and throughout 2023.

Mark Klompein UPGA President/CEO of United Potato Growers of America provided a summary of U.S. Potato Market Outlook and Highlights from the United Potato Business Summit: For the second year in a row, the supply of potatoes in the United States has not met the demand. Despite a shorter crop in 2021, Idaho planted 25,000 acres less in 2022. Weather impacted yields, and a strong market ensued. He discussed trends in movement of various fresh potato types - reds, yellows and russets and the outlook for the remainder of the 2022-2023 shipping season.

Updated information on the Canadian and PEI supply situation was shared, including the supply available by sector (fresh, processing and seed). United Potato Growers of Canada's new General Manager Victoria Stamper provided the Canadian perspective, and Mark Phillips outlined current PEI demand, pricing and trends.



2023 Soil Conservation Awards

February 21st, 2023 - PEI Soil and Crop Improvement Association recognized two farms for their soil conservation and general sustainable agriculture efforts at a recent event held in Summerside, February 9th, 2023.

"This is our 33rd annual presentation of Soil Conservationist of the Year Award; the Board of Directors has seen a tremendously positive evolution in attitudes and actions over the years in how our producers in this province are protecting the land and water resources. Kudos to our farmers as we are really second to none in sustainable agriculture", says John Hooper, President of PEI Soil and Crop Improvement Association.

Newland Farms of Rennies Road was the recipient of the Soil Conservationist of the Year Award in the Livestock Category; and Marvyn's Garden of Kingsboro was the recipient of the Soil Conservationist of the Year Award in the Cash Crop Category.

Marvyn's Garden is the family farm operation of Marvyn, and sons Chad and Bradley Robertson. The Robertsons have been farming in Kingsboro for an amazing six generations.

The father and two sons have focused their efforts primarily within their potato production system, and are also major partners in East Point Potatoes packing plant in East Point, Prince Edward Island, growing around 550 acres of potatoes for the fresh market.

Soil & Water

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The Robertson's crop rotation includes the traditional crops of potatoes, under seeded barley, and hay. They have experimented with soil health building crops such as sorghum sudan grass, or bio-fumigant crops such as mustard, or cover crops such as oilseed radish. To assist further in building soil health, generally hay crops are mulched twice and left; and barley straw is chopped and spread.

For the potato crop in 2022, 480 acres, or 87% was winter cover cropped after harvest, either by applying barley before harvest; or on the earlier varieties, with a one pass tillage and planting of winter wheat using a Lemkin Solitaire. After winter wheat harvest the following year, their rotation in year three will have a double crop of mustard; or direct seeded phacelia red clover mix. Their planter is also equipped with a basket hiller.

In 2022, 50 acres, or 10% of the potato crop, had been spring plowed. The remaining acres were fall plowed before potatoes. To reduce nitrogen and soil loss, the Robertsons have been experimenting for a few years with fall plowing followed with winter cover cropping practices.

Marvyn, Chad and Bradley have extensive soil conservation structures and features on 10 fields, one of which they rent. In total the Robertsons' have improved 466 acres with the establishment of 10,000 feet of farmable berms, 3,000 feet of diversion terraces, 16,000 feet of

grassed waterways and has 6,000 feet of voluntary grass headlands in ALUS.

The Robertsons are involved in industry and community organizations. Chad has been the Kings County Table Stock Rep on the PEI Potato Board for six years now; had been a PEI Soil and Crop director for six years between 2012 and 2017; and coaches minor hockey with his sons two teams.

Brad is a volunteer fireman and Marvyn volunteers with his local church. Marvyn's Garden was also recently awarded the Gordon Sobey, PEI Federation of Agriculture Agriculture Awareness Award too.

"As a very successful family farm, Marvyn's Garden of Kingsboro, PEI is dedicated to growing economic opportunities in rural PEI, in a sustainable fashion", says John Hooper, President PEISCIA.



John Hooper (left), President of the PEISCIA and the Hon. Darlene Compton

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PEI Processing Committee - Scott's Outlook

by Scott Howatt, Processing Specialist

Have you ever taken the time to look back into your calendars to see what you were doing a year ago and then, with added curiosity, look back a few more years to see what major issues your farm business was dealing with and compare the feelings you had then to now??

It is an interesting exercise and I believe, in most cases, you will feel proud of how you and your family adapted to meet the opportunities and challenges head on and come through those events stronger and more determined. I went back into my past Potato News articles from last year and five years ago to see what issues PEI processing growers were facing during those times and discovered that, even though different issues were at play at the time, there is a common thread in how growers managed to succeed during difficult circumstances.

Last year, our potato industry was dealing with the unbelievable crisis created when (after two additional finds of potato wart in East Prince) CFIA advised the Federal Minister of Agriculture to classify the whole province as infested. This created the closure of the US border to all PEI potatoes and stopped all seed-potato shipments off-Island. For PEI processing acres, the financial hit from this crisis was light, compared to the impact on our fresh and seed production. However, processing growers did have a unique challenge. Due to the long overdue, favourable growing conditions in summer 2021 (combined with the substantial efforts from growers to improve yields), PEI processing growers had a significant pile of surplus potatoes.

Historically, when growers have overproduction combined with a serious market restriction (like a closed border) we would typically witness a very costly reduction in fresh potato prices. To counter this pending financial disaster, the PEI Potato Board worked with provincial and federal governments to develop a potato destruction



program (that removed over 2.3M cwt of potatoes from the market) and growers worked with packing sheds and processors to orderly market their extra potatoes. When the US border opened in the first days of April, strong demand in the US table markets for high quality PEI potatoes created a winning situation for growers who were still holding open spuds. This strong demand and grower-favourable pricing was a direct result of a short supply of potatoes in the Pacific Northwest (PNW), which created a vacuum for table stock in the USA that lasted into the summer months.

In January 2018, my Potato News article focused on the pending challenge within the North American processing potato sector created by McCain Foods bypassing the Southern Idaho Potato Cooperative (SIPCO) bargaining unit for frozen processing potato growers in Idaho. A number of factors made up the story reported in the Capital Press by John O'Connell in December 2017, but the main issue for processing grower groups across North America was the circumvention of the collective bargaining process by a leader in the frozen potato industry. Collective bargaining provides "...a fair and sensible method to deal with the imbalance of power between the multi-national, food processors... and the family farm operations who have invested millions of dollars into specialized equipment and storages to produce high quality potatoes for the frozen potato sector."

When the dust settled, Idahoan growers took the twoyear contract with no price increases in order to secure their individual contracts. At the time, it seemed like a relatively desperate move and both growers and economists described it as an unsustainable action, given that production costs were bound to rise during the two-year period. In the end, McCain Foods went back to growers to open the contracts and add value to the agreements; including added monies for their 2018 deliveries. All other processing States and Provinces had negotiated contract increases with their fryer customers for 2018 and 2019 and the fall out from this unilateral action tarnished McCain Foods reputation with other grower organizations. More urgently, the sector was in the midst of a major expansion to meet the demand for frozen potato products and the company needed to secure acres to match said growth. In 2019, the one-sided, McCain contracts were not attractive and therefore the company had to reverse the direction they had taken a year earlier.

The common thread in these two very different situations... the determinant role that demand plays, no matter the circumstances. The 2018 situation was a low point

in contract relationships in Idaho and it did throw a shadow onto other discussions happening across North America. In the end, the need for good quality, processing potatoes to meet the increasing demand for finished-product caused a correction to the proposed pricing for 2019 and the fryer even provided "back-pay" on the 2018 deliveries. In 2022, the surplus of potatoes in the Atlantic Northeast and in PEI in particular, found a home in the markets created by the short supply in the PNW. Through the winter months, a record number of potatoes left Maine and New Brunswick to go to western fryers to make frozen potato products that were in high demand. PEI potatoes found their way into the fresh markets of the eastern seaboard, also driven by demand.

As we know, short supply will drive strong demand. We are witnessing this rule of economics right now, as 2022 resulted in another below-normal-yield potato crop in the PNW. On top of this, a cut of 25,000 fewer acres planted in Idaho have combined to create a significant shortfall in overall North American potato production. From my perspective, major points to heed from these facts: a return to average yield numbers or a return to normal planted potato acres in Idaho will generate a significant increase in supply of potatoes and possibly a return to supply balancing with demand. It is under this environment that grower organizations meet with their fry customers to establish new pre-season contracts for 2023. To date, the only announced settlements are for another record-breaking increase of 19.7% UP in the Columbia Basin, where the short supply of potatoes is being felt the greatest. Many industry observers will correctly say the pressure from the strong inflation of crop input costs as well as all other operating costs drove 2022's contract increases (mostly at or around 20% UP). This is hard to debate. However, I will add that the need for the fryers to secure good quality, raw potatoes in an environment last year where the supply of all potatoes was greatly restricted was the real reason why processors met growers' demand for contract settlements that covered growers' recordsetting cost of production increases.

So, what am I saying? I am saying to be wary. An increase of potato acres in the PNW (specifically Idaho) and or a return to trend line yields in the Columbia Basin can generate millions of hundredweight, which will then generate significant downward pressure on pricing, both in the fresh market and in contract talks in 2024. Planting acres based on your five-year average production and only for confirmed markets that are profitable is the most sustainable approach for your farm. It is always beneficial to learn from your history!



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PEI Potato Marketing Quality, Variety and Dependability

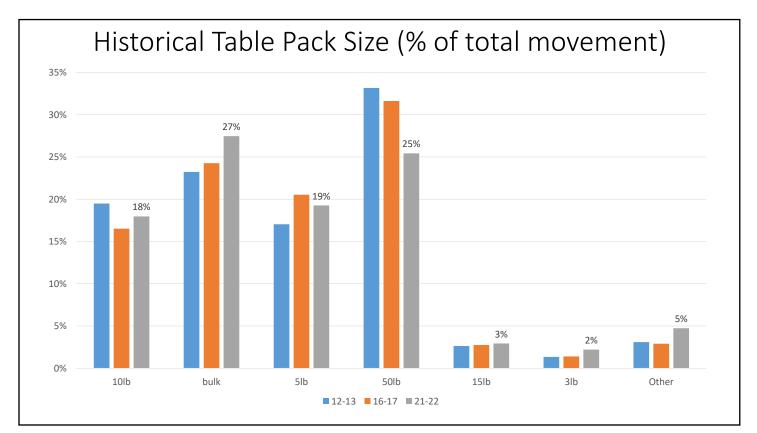
by Mark Phillips, Marketing Specialist

In most parts of the Island, PEI producers were fortunate to enjoy an excellent growing season in 2022. After several consecutive years of extended hot, dry spells, the 2021 and 2022 crops received better moisture and weather, allowing for higher yields than in previous years. This year we have a top-quality crop with a good supply to meet the market's demands. Some shortages in other areas of North America has created extra demand for PEI potatoes and the quality we have to offer is being well received. This past fall we picked up where we left off last summer, and prices have been strong so far this season.

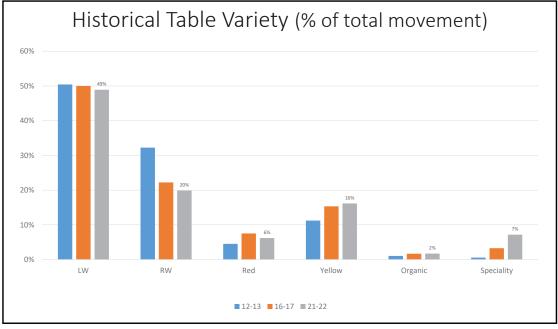
In the past number of years, we have seen significant changes at the retail level. At one time, full trailer loads of 10 lb paper bags were the industry standard, and everyone used the price of this pack as an overall gauge for the market. As consumer demands change, so does that of retailers, and today a truck may contain a whole "grocery list" of different varieties and pack sizes. Smaller packs have become more popular as consumers' lifestyles are continually busier and convenience is king. The days of people having potatoes at every meal are also not as common as they once were with lifestyle changes, exposure to global cuisine and more diverse meal plans. Specialty potatoes, like creamers, and yellow flesh varieties have risen in popularity over the years, and their taste and relative convenience are a hit with consumers. Despite all the changes however, the following graph shows that pack sizes from PEI have just changed slightly in relation to the overall volume. Bulk totes for repack, 50 lb packs, 5 lbs and 10 lbs lead the way.

You can see that 10 lbs were in decline in 2016/17. In 2021/22, that decline was offset - it's possible that COVID-19 changed some of the buying patterns. When the pandemic hit, people it seems consumers bought larger pack sizes to reduce the number of times they would visit a store and potentially become exposed to COVID. As COVID restrictions ease and have less impact on the market, these trends are more likely influenced by inflation and the rising cost of goods; consumers may choose 10 lb packages as they may give them a better bang for their buck. You can see "other" pack sizes doubled between 2016-17 and 2021-22 as more unique products become available, but it is still a relatively low portion of our overall sales.

In the past few years, many new varieties have been introduced as people try new options that may better suit growing conditions or flavour characteristics. While



the varieties may have changed, the overall breakdown remains relatively consistent. Long White and Russet type varieties still make up about 50% of our total fresh shipments. While people may be switching from traditional varieties like Russet Burbank and Goldrush, they are being replaced with newer russet varieties like Caribou Russet or Mountain Gem that offer higher yield potential and higher grade out.



Round Whites fell off in volume considerably from 2012/13 to 2016-17 but remained relatively unchanged after that. Following similar trends presented at the recent United Potato Growers of America Business Summit, yellow varieties continue to gain in popularity, in some cases taking

market share from red varieties. Specialty potatoes continue to grow (such as creamers foil wrapped and specialty pack sizes), and last year surpassed the portion of reds in our market. Organic Potato volume has grown but has been static in recent years and comprises a small part of our overall breakdown. It will be interesting to keep an eye on these trends in the coming years.

Overall we are in a great marketing position for the 2022 crop. The quality, coupled with the technology our packers have implemented in the past years, allows us to ensure top quality in our bags and continues to help PEI Potatoes be one of the highestquality potatoes in the market. Our supply, and what seems to be a costly but good supply of trucks this season also makes PEI a dependable source of quality product.

Market conditions have created strong demand and has February/March 2023 allowed for excellent returns for our growers so far; this is important in a year where input costs have been higher than ever before. As supplies tighten in competing areas, the demand for PEI Potatoes should continue to strengthen as the shipping season progresses.



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Update from the PEI AgriWatershed Partnership



by Gwen Corrigan Vessey, P.Ag., Coordinator PEI AgriWatershed Partnership

The Prince Edward Island AgriWatershed Partnership continues to work to improve the health of PEI soil & water resources by supporting various conservation initiatives from both the farming and watershed communities. All AWP activities focus on increasing adoption of beneficial management practices for cropping near watercourses and wetlands.

Between 2020 and 2022, a major AWP initiative was support for soil conservation projects within 200 metres of a watercourse or wetland that addressed specific or potential runoff issues. Working with local watershed groups, landowners accessed an enhanced funding rate of 75% for their projects. Project selection was merit-based and applications were reviewed and approved by committee each March. All technical support for projects, including site survey, design and site supervision was provided by the Soil & Water Engineers with the PEI Department of Agriculture and Land.

One of the many positive outcomes of these cooperative projects was the opportunity for local watershed groups to engage with the landowner and offer assistance with some of the more labour-intensive aspects of installing a soil and water conservation project. Local watershed groups have provided help to farmers with outlet stabilization work and with installing jute erosion mat, typically a time-consuming task that diverts farm staff from other important field work. This interaction has provided the watershed groups opportunities to learn about farming at the field level and to develop a working relationship with the landowner that can lead to cooperation on other projects in the future.

For 2023, the AWP will offer funding for sediment control at the field-riparian zone interface, including outlets for grassed waterways and stabilized concentrated flows. This would include, but is not limited to, structures such as energy dissipators or silt traps. Again, the emphasis will be on fields within 200 metres from a watercourse or wetland. Full funding is available for approved projects to a maximum of \$5000.00/project. Details and guidelines can be found on the AWP website: https://peiawp.com/support-program/. Support will also be directed to increasing adoption of other BMPs including assistance with the expansion of the spore collection network operated by the PEI Potato Board. A denser network of collectors will enhance the decision-support platforms PEI farmers are testing to assist in the decision-making process of when to apply protective fungicides. Also, this year, the AWP plans to fund and facilitate 2 pilot projects; a project to utilize woodchip bioreactor technology to improve the quality of effluent from field tile drainage system to a sensitive aquatic ecosystem and a pilot project that provides watershed specific funding to increase the adoption of selected BMPs.

The AWP will also continue to provide support for a range of other activities that promote engagement, cooperation and collaboration between watershed groups and the farming community. Please visit our website for more information on our funding program and updates on various AWP Activities.

PEI AgriWatershed Partnership at Info@peiawp.com, 902-394-7933, https://peiawp.com



A grassed waterway on an AWP erosion control project. The jute mat was installed with the assistance of the local watershed group.

Beneficial Management Practices for Cropping Within 200 Metres of a Watercourse

• Utilize strategies to minimize runoff. This is critical to maintaining the health of the soil and preventing sediment from entering waterways.

• Control runoff more effectively by maintaining soil conservation structures, natural grassed waterways, and grassed filter strips in good working order.

• In fields that border on the 15-metre buffer zone, with significant overland flow, improve the protection provided by the buffer by increasing the width.

• Permanently establishing grassed headlands to provide the best protection for end-of-row runoff in regulated crop fields.

• Consider removing from row crop production, areas identified as high risk despite significant investment in soil conservation structures or other BMPs.

• Take measures to minimize protective fungicide contact with exposed soil to reduce the risk of contamination to near-by watercourses.

• Utilize tillage systems that increase the percentage of crop residues left on the surface to protect the soil from the erosive effects of extreme rainfall events, improve soil moisture retention and soil health.

• Reduce runoff velocities and improve water infiltration by increasing surface roughness on row formed crops.

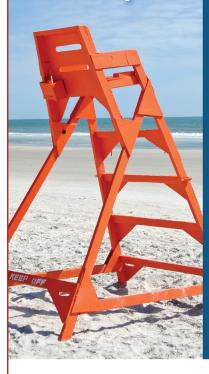
• Whenever possible, soil should have cover over the winter months.

• Utilize technologies to improve the timing and efficiency of pesticide applications aimed at reducing the number of pesticide sprays per season.

• Improve the structure and nature of existing hedgerows to increase bio-diversity and protect soil from wind erosion

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2023 Outlook for the Crop Input Market

The following in an excerpt of an article published on the "knowledge" section of the Farm Credit Canada Website.

February 07, 2023 - FCC Economics helps you make sense of the top economic trends and issues likely to affect your agri-business in 2023.

The Canadian crop input market (fertilizer, chemical, seed, and fuel) is projected to have grown 26.1% in 2022, reaching an estimated record \$21.8B in sales. Most of this growth was driven by increases in fertilizer and fuel prices stemming from global supply chain disruptions and the war in Ukraine. We are projecting a further 5.9% increase in 2023 to \$23.1B. Overall, demand for crop inputs remains robust, supported by strong farm cash receipts, even if commodity prices soften from peak levels. The 2023 crop will be the most expensive ever planted.

Fertilizer market

We estimate total fertilizer sales grew 35.1% in 2022 to \$10.1B and will increase 5.3% in 2023 to \$10.6B. High European natural gas prices forced curtailment in European fertilizer production in the fall of 2021. Russia's invasion of Ukraine further increased European energy prices, leading to 70% of EU ammonia production being idled in the fall of 2022. Fertilizer prices have come off recent highs yet remain historically elevated, given uncertainties in global nitrogen capacity.

Fertilizer availability in North America appears adequate for the 2023 planting season, with many retailers having already secured supplies. Eastern Canada has been able to diversify nearly all its fertilizer requirements away from Russian suppliers with increased imports from North Africa and other countries. However, prices are expected to

remain volatile through 2023, and export opportunities may again arise for North American fertilizer manufacturers due to ongoing EU production issues.

Fuel

Rising global diesel prices in 2022 led to several U.S. refineries permanently closing during the pandemic or reducing refining capacity. The EU banned Russian diesel on February 5, 2023, which will continue to create volatility in global diesel markets.

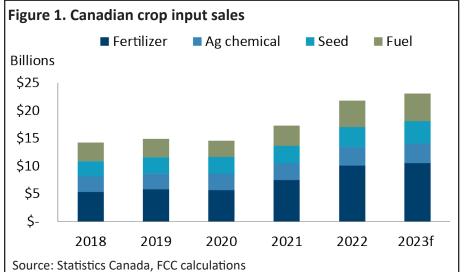
FCC Economics is projecting farm diesel prices to rise 7.8% in 2023. However, given the volatility in the global diesel market, prices could trend higher throughout the year. Conversely, a global economic slowdown could limit demand and thus put downward pressure on the price of diesel. Total farm fuel usage changes very little regardless of diesel prices, and cost uncertainty will exist.

Unusually warm weather in the EU this winter has been a good thing for the global diesel market, as reduced demand will rebuild inventories and help to relieve price pressures. North American diesel exporters will increase diesel shipments to the EU in 2023 as they stockpile for winter 2024. The EU's ability to stockpile diesel and heating oil over the summer and fall of 2023 will be crucial to where diesel prices trend for harvest 2023 and into 2024.

Chemical and seed

Farm input wholesalers and retail distributors faced challenges securing seed and herbicide supplies in the fall of 2021 and the first half of 2022. Retailers were forced to ration availability and sales, ensuring all customers had access for immediate use. Recovery in global production and supply chains has resulted in glyphosate prices moderating. We estimate that chemical sales totalled \$3.3B in 2022, while seed sales were \$3.7B. We are projecting that chemical sales will increase 5% in 2023 and seed sales will grow 10%.

Author Leigh Anderson is a Senior Economist at FCC with experience in agricultural markets and risk. He specializes in monitoring and analyzing FCC's portfolio, industry health and providing industry risk analysis. In addition to his speaking engagements on agriculture and economics, Leigh is a regular contributor to the FCC Economics blog. Leigh came to FCC in 2015, joining the Economics team. Prior to FCC, he worked in the policy branch of the Saskatchewan Ministry of Agriculture. He holds a master's degree in agricultural economics from the University of Saskatchewan.



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¹ Plant Health Benefits refer to products that contain the active ingredient pyraclostrobin.

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Canadian Holdings as of February 1, 2023 ('000 cwt)

					22-23 vs. 2	22-23 vs.
	<u>2019-20</u>	<u>2020-21</u>	<u>2021-22</u>	<u>2022-23</u>	<u>21-22</u>	<u>3 yr avg</u>
PEI	15,491	12,948	19,433	17,571	-9.6%	10.1%
New Brunswick	9,001	6,185	9,843	9,005	-8.5%	7.9%
Nova Scotia	N/A	N/A	N/A	N/A	N/A	N/A
Total Maritimes	24,492	19,133	29,276	26,576	-9.2%	9.4%
Quebec	6,838	6,536	8,383	7,503	-10.5%	3.5%
Ontario	3,365	3,787	4,670	4,063	-13.0%	3.1%
Total Eastern Canada (inc. Maritimes)	34,695	29,456	42,329	38,142	-9.9%	7.5%
Manitoba	10,504	12,823	12,848	13,058	1.6%	8.3%
Saskatchewan	0	0	0	0	N/A	N/A
Alberta	14,051	12,448	12,673	15,575	22.9%	19.3%
British Columbia	526	621	572	388	-32.2%	-32.3%
Total Western Canada	25,081	25,892	26,093	29,021	11.2%	13.0%
CANADA TOTAL	59,776	55,348	68,422	67,163	-1.8%	9.8%

Prince Edward Island Disposition as of January 31, 2023 (cwt)

					22-23 vs. 2	22-23 vs.
	<u>2019-20</u>	<u>2020-21</u>	<u>2021-22</u>	<u>2022-23</u>	<u>21-22</u>	<u>3 yr avg</u>
Production	24,302,000	21,000,000	27,209,000	26,600,000	-2.2%	10.1%
Canadian Shipments U.S. Shipments	1,111,832 1,069,126	1,276,880 1,374,110	1,141,099 729,727	1,283,318 1,623,013	12.5% 122.4%	9.1% 53.5%
Export Shipments	459,028	295,737	448,103	573,130	27.9%	42.9%
Total Fresh	2,639,986	2,946,727	2,318,929	3,479,461	50.0%	32.0%
Processing / Local Use	5,086,655	4,260,926	4,451,741	4,434,338	-0.4%	-3.6%
Seed for Next Crop	0	0	0	0		
Cullage	1,081,942	841,501	1,005,605	1,115,358	10.9%	14.2%
Total Disposition as of January 31	8,808,583	8,049,154	7,776,275	9,029,157	16.1%	10.0%
Holdings at February 1	15,493,417	12,950,846	19,432,725	17,570,843	-9.6%	10.1%

Projected Utilization as of February 1, 2023 (cwt)

					22-23 vs. 2	22-23 vs.
	<u>2019-20</u>	<u>2020-21</u>	<u>2021-22</u>	<u>2022-23</u>	<u>21-22</u>	<u>3 yr avg</u>
Fresh	4,327,848	3,459,887	7,370,665	5,170,248	-29.9%	2.3%
Processing	9,235,511	7,628,220	10,459,989	10,728,031	2.6%	17.8%
Seed	1,930,058	1,862,739	1,602,071	1,672,565	4.4%	-7.0%



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Industry Updates

World Potato Congress Inc. Announces Board changes

January 7, 2023 - Following 16 years of dedicated volunteer service to the World Potato Congress Inc., Mr. John Griffin will be stepping down from his role of President of the World Potato Congress (WPC). He has been involved with the WPC Board of Directors since 2007 serving in various capacities on the Board. He has played an integral role in the growth and development of the non-profit organization over his many years of service and the WPC Board of Directors wishes him well as he continues to focus on his potato operations in Elmsdale, PEI.

In his place, Mr. Griffin is pleased to announce that Dr. Peter VanderZaag will step into the role of President and CEO of WPC. Dr. VanderZaag has served the World Potato Congress since 2013 initially as an International Advisor and then as a Director. Peter played a key supportive role in developing the programs for the past 3 congresses in China, Peru and Ireland.

Peter, along with his daughter Ruth and son-in-law Nick, own and operate Sunrise Potato, a large potato farming operation in Canada (www.sunrisepotato.com). Peter has served numerous roles in international potato research and development with the International Potato Center and as a visiting professor at Yunnan Normal University in Kunming, China. John states: "Peter has positively impacted national potato programs in Asia and Africa with focus on developing new improved varieties, novel seed potato production and crop management. His knowledge of the potato crop is recognized worldwide."

WPC is pleased to announce Dr. Nora Olsen as the new Vice-President of the World Potato Congress. Dr. Olsen is Professor and Potato Specialist with the Department of Plant Sciences at the University of Idaho, USA. Nora has co-authored and presented hundreds of extension and scientific presentations and publications. She was the first female President of the Potato Association of America. She has been with the WPC as a Director since 2014 and during these years has been instrumental in launching the WPC webinar series.

The World Potato Congress is also pleased to have Brian Douglas accept the nomination of Director to the Board. Brian's knowledge and experience through years of service to WPC as the General Manager will be an excellent asset in ensuring continuity as we move forward. The Board of Directors look forward to working with Dr. VanderZaag, Dr. Olsen and Brian Douglas in their new leadership positions.

Be sure to save the dates for the 12th World Potato Congress to be held from June 23-26, 2024 in Adelaide, Australia. For more information on the World Potato Congress Inc. please visit the World Potato Congress website at www.potatocongress.org.

canadaGAP announces new Certification Body – TSLC

February 2, 2023 - The CanadaGAP® Program is pleased to announce the addition of a new Certification Body – TSLC, officially operating as TSL Certification Services International Canada Ltd., who will begin offering CanadaGAP audits and certification for the 2023 season.

Third-party certification bodies are licensed by CanadaGAP to provide audit and certification services for fresh fruit and vegetable operations who are enrolled in the program. Program participants must comply with food safety standards outlined by CanadaGAP and undergo and successfully complete on-site audits by their selected Certification Body to obtain and maintain CanadaGAP certification.

TSLC is proud to be a Canadian owned and operated, independent third party provider of accredited audit services to the food and agriculture industry. TSLC President and Managing Director, Frank Schreurs, is a veteran food safety and quality professional and an early partner to the CanadaGAP Program as President of the Guelph Food Technology Centre (GFTC), among the first certification bodies to offer CanadaGAP audits in 2009. Frank is also a founding member of the CHC On-Farm Food Safety Committee, which was the genesis of the CanadaGAP Program. Says Schreurs, "Our team of experienced auditors and operations staff will be able to serve our clients in a manner where all stakeholders will benefit from a service provision of trust, value and integrity". TSLC is affiliated with TSL Certification Services International Limited. (TSL CSI), an ANAB accredited Certification Body.

TSLC will be offering its CanadaGAP services in all provinces across Canada. To start, services will be available only in English, with plans to expand to a French service offering in the near future.

TSLC/TSL CSI joins three currently licensed Certification Bodies: Bureau de normalization du Québec (BNQ), Control Union, and NSF Canada Agricultural Certification Company (NSF Canada Ag), in offering CanadaGAP audits and certification. We encourage you to visit CanadaGAP's CB webpage:

https://www.canadagap.ca/certification/certificationbodies/tslc for more specifics.

For more information or questions on transfers or new certification with TSLC, e-mail info@tslccanada.ca or text or call 519-318-8314. Please contact the CanadaGAP office at info@canadagap.ca with any questions.

Canadian Ag HR Council Receives Funding to Support Agriculture Workforce

February 15, 2023 - Ottawa, ON – The Canadian Agricultural HR Council (CAHRC) is very pleased to share that Employment and Social Development Canada (ESDC) has funded Growing the Agriculture Workforce of the Future: Cultivating Canada's Post-Pandemic Recovery. This funding is part of ESDC's Sectoral Workplace Solutions Program (SWSP) that helps key sectors of the economy implement solutions to address their current and emerging workforce needs.

Labour continues to be the most serious systemic issue facing Canada's agriculture and agri-food industry. Like other industries, agriculture and agri-food is struggling to attract workers from a limited and shrinking labour pool. Chronic labour shortages and serious skills gaps are undermining Canada's ability to maintain current levels of food production and constraining the industry's ability to add value to commodities produced in Canada. In fact, 40 per cent of employers surveyed in primary agriculture in CAHRC's 2021 Understanding the Effects of COVID-19 on Canada's Agriculture Workforce research reported not being able to fill vacancies and the industry suffered earning losses of \$2.9B in total sales, directly attributable to unfilled vacancies tied to the pandemic. This is nearly double the \$1.5B in lost sales recorded in 2014. This in turn is threatening local food security and weakening the sector's future economic development and trade growth.

"The Canadian agriculture and agri-food industry is an economic driver for Canada while at the same time feeding Canadians and the globe," said Paul Glenn, Chair of the Canadian Agricultural Human Resources Council. "Industry has come together through the National Workforce Strategic Plan to identify actions to address the chronic labour shortage and ensure the industry has the workforce to remain a global leader in the supply of sustainable, quality agriculture and food products. The funding provided by ESDC through the Sectoral Workplace Solutions Program (SWSP) will allow for the swift implementation of many of these actions identified by industry in the Plan."

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Ontario & Maritimes: 1-800-265-5444 West: 1-800-561-5444 BC: 604-864-2866 Quebec:1-800-361-9369 "The increasing shortage of workers in agriculture and agri-food makes building and maintaining a stable, skilled workforce the top industry priority. Every activity included in this funding announcement supports key priorities identified by industry through the National Workforce Strategy for Ag, and Food and Beverage Manufacturing and AAFC's Ag and Agri-Food Skills Table," said Jennifer Wright, Executive Director of CAHRC. "This funding ensures some of these priorities will be actioned quickly. It is also supported by more than seventy-five industry stakeholders that provided letters of support for this work."

This 17-month project supports solutions to workforce challenges in the agriculture sector by:

• Forecasting labour market shortages and skills needs,

• Developing an inventory of current and future skills needs,

• Developing training programs for job seekers and new employees.

• Expanding CAHRC's HR Management program and developing a recognition program for employers.

CAHRC is very thankful to Government of Canada for supporting this critical work for the agriculture and agrifood industry and looks forward to engaging with our industry partners to deliver this important work.

For more information contact: Jennifer Wright, Executive Director, E: jwright@cahrc-ccrha.ca, T: 613-875-7297.

The Canadian Agricultural Human Resource Council (CAHRC) is a national, non-profit organization focused on addressing human resource issues facing agricultural businesses across Canada. The Canadian Agricultural Human Resource Council works with industry leaders, governments and educational stakeholders to research, develop and communicate solutions to the challenges in employment and skills development in primary agriculture.

The Council represents farming in all its forms: raising traditional and non-traditional livestock; producing, cultivating, growing, harvesting or collecting conventional and non-conventional agriculture commodities; and any practices performed as an integral part of an agricultural operation.

For more information visit www.cahrc-ccrha.ca.

Upcoming Events & Program Deadlines

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

March 2023

Warch 2023					
Mar 6-7	Canadian Federation of Ariculture AGM. Ottawa, ON.				
Mar 14-16	Fruit and Vegetable Growers of Canada Annual General Meeting. Vancouver, BC.				
Mar 14	Ag Adventure Days. Credit Union Place, Summerside.				
Mar 20-21	Ag Adventure Days . Eastlink Centre, Charlottetown.				
Mar 21	Monthly Board Meeting. Charlottetown, PEI				
April 2023					
April 10-12	Restaurants Canada Show. Enercare Centre, Toronto.				
April 12	Monthly Board Meeting. Charlottetown, PEI.				
April 25-27	2023 CPMA Convention and Trade Show. Toronto, ON.				
May 2023					
May 31	PEI Potato Crop Insurance Application Deadline.				
June 2023					
June 15-16	United Potato Growers of America Crop Transition Conference. Minneapolis, MN.				

June 21 Monthly Board Meeting. Charlottetown, PEI.



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