

Prince Edward Island

Winter 2025
Volume 26 Issue 1

POTATO NEWS

Publications Mail Agreement # 40011377

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Chairman's Comments

by Donald Stavert, PEI Potato Board Chairman



This is my first Chairman's Comments since I came into the position back in November. I want to thank John Visser for all the time he dedicated over the past three years as chair as well as everyone in the industry for the warm welcome. Along with my board colleagues and our hardworking staff, I look forward to working together to keep our industry thriving.

We have started out the new year with potential tariffs threatened on our largest market, the United States. We continue to be engaged strongly with our provincial government along with our national member agencies – CPMA, FVGC, United Potato Growers of Canada and Canadian Potato Council. This market is crucial for PEI potatoes, and we have spent years, sometimes even generations, building good working relationships with our buyers. We are hopeful we can continue in these markets while also exploring new possibilities for our quality potatoes.

The winter months are what we refer to as "meeting season." As it is a quieter time for our growers, our committees – seed, fresh, and processing – tend to get together to discuss all the important topics impacting our industry. We had Island-wide bio-security sessions that saw over 200 people come out to hear from our presenters. This speaks to the importance of the topic and that growers are prioritizing biosecurity practices in their operations. Our AIM meetings are going well, with excellent numbers of growers turning out to hear the speakers and the reports our research and agronomy specialist has completed over the year. Our growers are committed

to enhancing growing practices, especially knowing the importance of building our soils and lowering when justified. This

is the off year for our big Potato Expo, so we hosted our PEI Potato Conference in Summerside. It was great to see so many in attendance.

Post harvest virus test results are probably the strongest in memory with an overall pass rate of 93%. This marks two back-to-back years of 92% or higher which is unheard of. A huge shout out to our seed growers who work so hard to grow high quality seed for our industry.

We have worked very closely with CFIA on the development of their new National Potato Wart Response Plan which will be released in March. Special thanks to all the growers and Potato Board staff, and especially Mary Kay Sonier, who took time to review each draft and submit comments during the many consultations.

Processing negotiations will start as this magazine goes to print. The Processing Committee does an excellent job of representing our processing growers Island wide and is working hard to stay on top of the North American negotiations already underway or settled. Our fresh shipments are up slightly over last year. After the dry summer in 2024 yielding only an average crop, we are not expecting to be long this year in any varieties. Reds and yellows seem to be in short supply in North America and russets seem to be plentiful. Storages are holding up well and pricing is stable. Seed from our Fox Island Elite Seed Farm has yielded good post-harvest results and is moving quickly.

I hope everyone can take some time away from the farm work and get ready for the long hours to begin again in a few short weeks. I look forward to a productive year as chairman.

A handwritten signature in blue ink that reads "Donald W. Stavert".

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PEI Potato Board News

Happy Retirement Debbie!

After 16 years of dedicated service to our staff and the growers respectively, our IT and Office Administrator, Debbie Hirst, has retired! Debbie held various roles throughout her years here at the Potato Board, starting as receptionist. But with her talents and desire to take additional education and training, and the Board becoming more digitized, she quickly moved into a more defined IT role. She has honed a remarkable skill set and has offered support and assistance to all of the staff over the years, especially in times of difficulty like the recent potato wart crisis.

Debbie enjoys travelling, being outdoors, golfing, and spending time with family, especially her dog Walter. Retirement will provide her with more time to spend on those activities and more. We will miss Debbie's welcoming smile, positive attitude, and above all, her true devotion to our potato industry and all of those who work in it. She has made a great impact over the years and we wish her all the best in her retirement!



Greg Donald, GM of the Potato Board, Debbie Hirst, and Donald Stavert, chair of the board

Welcome New Employee Ken Reid

The PEI Potato Board is excited to announce that Ken Reid has joined the team as our new IT / Office Administrator. Reporting to GM Greg Donald, Ken will be responsible for overseeing the smooth operation of both our IT and administrative functions, ensuring

efficiency and effectiveness across the board.

Ken comes to us with a strong background, having previously worked in a management role at Buchanan Technologies. With his extensive experience in IT systems management and office administration, he will bring a wealth of knowledge and expertise to our team.

Ken is eager to connect with our industry members, gain insights into our specific IT and administrative needs, and work to maintain the highest standards of service for the organization.



*Welcome to the Prince Edward Island
Potato Board Ken Reid*

AIM Workshops

AIM Winter Workshops were held January 14th and 15th in Emerald, Mill River and Montague on the topic of soil health. Kate Vander Zaag of P & K Vander Zaag Farms of Alliston, Ontario was our guest speaker. Kate farms with her husband Peter and family, specializing in chipstock potato production. Kate is a strong practitioner of potato production practices favouring healthy soil, including reduced tillage, maximizing weeks of green cover crops, and enhancing the microbial activity of soil. She was able to talk about the journey her farm has gone on in adopting new soil health-friendly BMPs, starting with rehabilitating newly purchased fields with low yield potential before expanding implementation to their whole farm. Approximately 100 people attended across the three meetings, which also included updates from Ryan

on the results of some 2024 AIM trials related to soil health and fertility. Videos of the presentations are available on the PEI Potato Agronomy site on the Seminar/Workshop Presentations page.



Kate Vander Zaag of P & K Vander Zaag farms

PPC Meetings

The Potato Processing Committee (PPC) held three district meetings during January: in Mill River on the 13th, at Emerald Junction on the 14th, and in Montague on the 15th. Forty processing & chip stock farms were present across the three meetings and PPC Chair Kevin Schurman hosted each meeting. The agenda included a brief report on Potato Board activities given by Krista Shaw. Also, Scott Howatt reported on the latest news from the PMANA regarding contract settlements in the Columbia Basin. Kevin and Scott briefly reviewed the efforts made to date to increase grower participation in the 2024 CoP report, how they are working with current and past PPC members to complete projections on potato production costs in 2025, and they reviewed a number of points of fact from the market place for growers to consider as we enter the contract negotiation season.

Scott presented a number of slides comparing Cavendish Farms growers' fall-delivery grade slip results of the newer varieties (Mountain Gem, Alverstone and Targee) in 2025 with the overall fall-delivery grade slip results to illustrate how our database can provide growers with significant details on variety performance. The PPC reminded the growers in attendance that this grade slip information belongs to them and could be helpful as they make plans for future expansion or variety diversification. Scott also presented the Excel spreadsheet the PPC has developed to complete a cash flow analysis on the

construction of a modern, ventilated, air-conditioned potato storage. This worksheet is available to each farm for them to use in their own decision-making process. The meetings concluded with growers discussing and putting forward their interests for the 2025 contract negotiations to the PPC.



Joanne Driscoll presenting at the BRR Workshop

PEI Potato Board Hosts Regional Workshops on Bacterial Ring Rot (BRR) Management

In response to growing industry concerns surrounding Bacterial Ring Rot (BRR), the PEI Potato Board organized three regional industry extension sessions in January. These sessions focused on building awareness of the BRR disease, discussing best practices for risk mitigation, and reviewing both Provincial and Federal regulations and protocols.

Key presenters included Dr. Solke De Boer, a retired plant pathology scientist with extensive experience in bacterial diseases. Over his career, Dr. DeBoer developed pathogen detection methods for BRR that have remained a standard tool in the industry for more than thirty years.

Kelly Bowness, an Inspection Advisor with the Canadian Food Inspection Agency (CFIA), emphasized the federal regulations regarding the management of BRR. Her presentation highlighted the CFIA's inspection protocols and compliance requirements for farms.

Dr. Suqi Liu and Dwight Thompson from the PEI Department of Agriculture also contributed their expertise, discussing provincial regulations and protocols.

Joanne Driscoll, of PEI Horticultural Association, and Biosecurity Project Consultant outlined the steps for developing a unique biosecurity plan.

The workshops saw strong attendance, reflecting the industry's proactive approach to better understanding BRR.



Welcome New Employee Holly MacDonald

Holly MacDonald has joined the PEI Potato Board team as our new Comptroller. Holly will be reporting directly to GM Greg Donald and will oversee all financial management and accounting functions for the Board.

Holly brings with her a wealth of experience, having held key roles in accounting, operations, and analysis. Most recently, she worked with Biovectra here on PEI, and prior to that, she was with Colliers in Ottawa, Ontario. Her strong background in both accounting and management will be a tremendous asset as she ensures the effective financial management of our organization.

Holly is excited to deepen her understanding of the potato industry, build relationships with our members, and contribute to maintaining the high standards of service for our organization.

Please join us in extending a warm welcome to Holly.



Former Board Chairman John Visser was awarded the King Charles III coronation medal from Senators Jane MacAdam and Mary Robinson. The award is presented for positive contributions to Canadian Communities.

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Effectiveness of Minuet on Scab

By: Ryan Barrett, Research and Agronomy Specialist

Common scab, caused primarily by *Streptomyces* spp. bacteria, continues to be a significant source of loss in marketable yield for PEI potato producers. While there has been a movement toward varieties that are more resistant to common scab, there are no varieties commonly grown in PEI that are completely resistant. Furthermore, there are few cultural practices or products that have shown consistent control of common scab. One of the few cultural practices that has been associated with lower levels of common scab is lowering soil pH levels, which can have a negative effect on nutrient availability and yield potential in potatoes and other rotation crops.

Recent research on common scab indicated that the use of the Bayer in-furrow biopesticide Serenade Soil®, since rebranded as Minuet®, may help to suppress common scab symptoms. Field scale trials were started on PEI in 2023 and resulted in a reduction of common scab incidence and severity in the Minuet treatment in two out of three fields. Five additional trial fields were added in 2024 to further investigate the potential for Minuet to suppress common scab symptoms under commercial conditions in PEI.

Minuet® is a biological fungicide labelled in Canada for suppression of *Rhizoctonia* root rot, black scurf and stem canker, *Fusarium* root rot, pink rot, *Pythium* root rot and cavity spot. It is sold as an aqueous suspension of a strain of beneficial bacteria (*Bacillus subtilis* strain QST 713). It is applied in-furrow at a rate of 379 mL/acre.

Four farms participated in this trial. Three fields were located in East Prince, with an additional field each in West Prince and Kings County. At harvest, four ten-foot strips were harvested per treatment in Fields A-D. In field E, six ten-foot strips were harvested per treatment due to a greater observed amount of common scab symptoms. Following grading for yield and size, a random subset of tubers from each sample were then graded for percent scab and scab severity by AAFC staff.

Based on the results, no significant differences were observed for total yield. This is similar to what was found in 2023. However, the level of common scab in

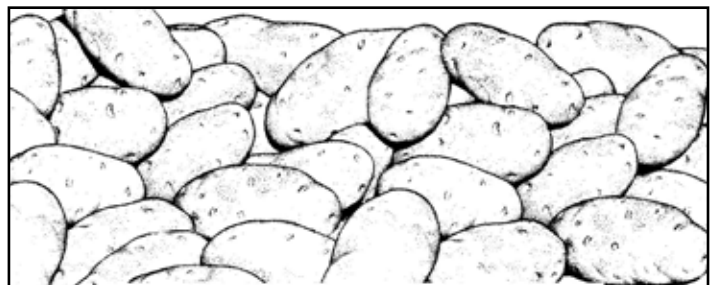
Field E was substantial enough to impact the overall analysis of marketable yield across all fields. More than 50% of tubers in the control samples were unmarketable on a processing grade standard due to high scab incidence. In this field, Minuet reduced scab coverage of tubers by 72% compared to the control treatment. This is similar to the reductions observed in two of three field trials in 2023, where reductions of 64% and 61% were found.

While Fields A and D showed improvement in scab severity under Minuet, it should be noted that both treatment and control strips had very low average scab of under 1%. No scab severity ratings were performed for Field C, as no common scab was observed.

There was also a significant reduction in the percentage of *Rhizoctonia* black scurf symptoms in the Minuet treatment compared to the control across the four fields scored, with statistically significant reductions in two of four individual fields. Field E saw a reduction in *Rhizoctonia* black scurf of 49% in favour of Minuet.

Another observation made in the analysis of graded results showed a difference in percentage of 10 ounce or greater potatoes, with a 6.9% increase overall in favour of Minuet. This reflected the significant increase in 10 ounce or greater sized tubers in three out of the five fields.

Based on these two years of field trials using varieties susceptible to common scab, there appears to be a trend toward the reduction in common scab symptoms in favour of Minuet as well as improved tuber skin quality through reduction of *Rhizoctonia* black scurf.





Tuber sample from Field E - Control



Tuber sample from Field E - Minuet

Combined Yield Analysis – 5 Fields:

Treatment	Total Yield	Smalls	>10 oz.	Off Type/Culls	Unmarketable Scab	Marketable Yield
	cwt/ac.	%				cwt/ac.
Minuet	350.7	4.1	15.0	1.1	3.8	320.8
Control	340.8	4.8	8.1	0.8	17.7	264.8
Difference	9.9	-0.7	6.9	10.2	-13.9	56.0
p value	0.681	0.562	0.018	0.650	0.134	0.135

Combined Tuber Quality Analysis – 4 Fields:

Treatment	% Scab	Scab Severity	% Rhizoc	% Silver Scurf
Minuet	4.69	0.76	3.31	1.46
Control	16.31	0.81	5.26	1.35
Difference	-11.62	-0.05	-1.95	0.11
p value	< 0.001	0.508	< 0.001	0.654

Potato Expo 2025

From January 9-10, 2,170 potato growers and industry professionals from 22 countries gathered in Orlando, Florida, for Potato Expo 2025. With the second-largest turnout in the event's 17-year history, the expo featured 201 exhibitors and over 40 educational sessions aimed at helping growers and industry partners prepare for the future. Among the attendees and exhibitors were numerous Islanders, including staff and directors from the Prince Edward Island Potato Board, along with local farmers and industry members.

Hosted annually by the National Potato Council (NPC), Potato Expo 2025 continued its legacy as a platform for advancing the industry. This year's event addressed a range of crucial topics, from the role of artificial intelligence (AI) in farming to challenges in agricultural labor and access to export markets.

The expo also served as an important venue for collaboration among national and regional potato associations and industry stakeholders. Organizations such as Potatoes USA, United Potato Growers of America, United Potato Growers of Canada, Potato Sustainability Alliance, Alliance for Potato Research and Education, Potato LEAF, and various corporate partners held meetings and receptions during the event.

The 2026 Potato Expo will take place in Dallas, Texas. (Source: NPC release)



Buzz and Susan Shahan, and Greg Donald at Potato Expo 2025



Great to see PEI so well represented and see everyone supporting PEI potatoes while they were there.



Danny McCardle, Krista Shaw, Jack Shaw, Rebecca MacSwain, Katie MacLennan and Guy Cudmore providing information at the Prince Edward Island Potato Board Booth.



Impact of Reduced Phosphorus on Potato Yield and Quality

By Ryan Barrett, Research and Agronomy Specialist

Historically, potato production in PEI has involved high levels of phosphorus (P) application. Phosphorus is essential for shoot and root development early in the life of the crop but can be bound by other elements (such as aluminum) in acidic soils. For this reason, PEI potato producers have historically applied P at three times the removal rate by the crop. However, many potato fields are now maintained at a higher pH (> 6.0), so the rate of P availability is significantly improved. In addition, P concentrations in many fields have reached levels greater than 500 ppm, which is many times higher than the needs of the crop.

Therefore, this project was undertaken to explore the effects of reducing applied phosphorus in fields where it makes sense, based on soil test data. Each selected field had pH at or above 6.0, ppm P greater than 400, and a P/Al ratio greater than 10:1. The hypothesis is that there will be no reduction in yield or tuber quality by reducing P by at least 33% from the grower standard practice rate.

Two farms participated in this trial. Farm A contributed two Mountain Gem fields in East Prince and Farm B provided a Mountain Gem field in the Elmsdale area of West Prince. For Farm A, the grower standard practice (GSP) phosphorus rate was 160 lbs/ac P₂O₅ applied in the dry fertilizer blend at planting. Treatment rate (low P) was 100 lbs/ac P₂O₅, with no change in the other applied nutrients. For Farm B, the GSP rate was 150 lbs/ac P₂O₅ and the treatment rate was 100 lbs/ac P₂O₅.

In all three trial fields, GSP and Low P rows were planted within parts of the field that were consistent for soil type, slope, and background fertility. Ten-foot samples were collected from the three fields prior to harvest in each treatment area, stored under controlled temperature, and then graded at Cavendish Farms Central Grading.

In comparing results from all three fields, while there is a slightly higher total yield and marketable yield in favour of the Low P treatment, this difference is not significantly different in any individual field or across fields. Nonetheless, it can be assumed with some certainty that there was no negative impact on yield where phosphorus was reduced. These results are consistent with other on-farm trials that farmers have shared in recent years.

A reduction of 50 lbs/ac of P in the fertilizer blend at planting was estimated to reduce the per acre fertilizer bill by \$37.30, assuming that DAP is the source of phosphorus and the nitrogen contributed by DAP is replaced by urea. While this value will change depending on fertilizer blends and blend pricing, it is not an insignificant opportunity for savings. For fields with higher pH and P/Al ratios greater than 10:1, there is ample rationale to reduce phosphorus rates. How much reduction is warranted will depend on how much available P₂O₅ is in a field based on soil test results, as well as pH levels. Liquid phosphorus products applied in-furrow at planting may accomplish the goal of having high P availability at emergence/early root development without requiring high application rates of P₂O₅.

Treatment	Total Yield	Smalls	>10 oz.	Total Defect	M. Yield	Payout
	cwt/ac	%			cwt/ac	\$/acre
Low P	308.2	9.5	9.0	0.9	277.5	\$4938
GSP	295.1	8.0	9.5	0.4	270.6	\$4809
Difference	13.1	1.5	-0.5	0.5	6.9	\$129
p value	0.27	0.27	0.89	0.35	0.61	0.62

Prince Edward Island organic farmer takes the crown in the latest AAFC Plowdown Challenge

By: Brett van Heyningen, Communications Advisor, Atlantic Region Agriculture and Agri-Food Canada / Government of Canada

The Plowdown Challenge returned for another season in 2024. It is one of many ways AAFC scientists and farmers are continuously working towards an even more sustainable agricultural sector. Once again, the Agriculture and Agri-Food Canada (AAFC) Charlottetown Research and Development Centre challenged Canadian farmers to put their knowledge to the test with the 2024 AAFC Plowdown Challenge.

As in 2023, AAFC knowledge transfer specialists Scott Anderson and Roger Henry planted the Mountain Gem potato variety on a field without using traditional fertilizers following a cover crop of red clover at AAFC's Harrington Research Farm, located on Prince Edward Island. In addition to the potential benefits of using leftover nitrogen from the soil and a cover crop, there was a twist this year – they added manure. Farmers were encouraged to guess the potato yield of these fields.

“Word of mouth spread a bit from last year’s challenge and Roger used the various meetings and tradeshows throughout this year to garner more than three times the number of guesses compared to last year,” says Scott.

When grading the harvested potatoes was done and dusted, the actual potato yield for this year’s AAFC Plowdown Challenge field was a whopping 293 hundredweight per acre. That compares to 169 hundredweight from the challenge in 2023 when no manure was used. This yield comes close to 2024’s

estimated Prince Edward Island average of 304.7 hundredweight per acre for potatoes.

“Adding manure put the potato plant growth into hyper speed when combined with the soil nutrients left over from the previous red clover crop,” says Scott.

“The potatoes were a good size and very uniform which is excellent for table stock and processing into chips or french fries.”

After all of the guesses were tallied, one happy farmer was crowned the 2024 winner of the AAFC Plowdown Challenge.

Prince Edward Island organic vegetable farmer Matt Dykerman was the winner of the challenge with the closest guess of 275 hundredweight per acre. Island potato farmer Ashley Ching was the runner-up, with a guess of 269 hundredweight per acre. The average of the overall guesses was 192 hundredweight.



Scott Anderson and Roger Henry grading potatoes for the plowdown challenge.

Some farmers may have underestimated the power of manure along with the nitrogen left in soil from previous crops, but as an organic farmer, Matt knows a thing or two about growing crops without inorganic fertilizer.

“With the outpouring of support for this challenge, we believe that we’ve been able to inform more and more farmers on the benefits of factoring in the leftover nitrogen from the previous crops or cover crops as well as the value of manure as a natural fertilizer,” says Scott.

The Plowdown Challenge serves as a demonstration of previous AAFC research, with the goal of increasing adoption of these types of beneficial management practices. It is one of the many ways AAFC researchers and farmers are continuing to act as stewards of the land, contributing to an even more sustainable agricultural sector. Considering leftover nutrients in the

soil when making decisions on fertilizer-use can be added to the toolbox for farmers along with other AAFC-researched beneficial management practices such as manure, cover crops and enhanced efficiency fertilizers.

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Experiencing Potato Farming in the Philippines

By Krista Shaw, Director of Stakeholder Relations

In late November, a delegation of growers, exporters, and PEI Potato Board staff were fortunate to be selected as participants in the Team Canada Trade Mission to Indonesia and the Philippines. Accompanied by the Minister of Export Promotion, International Trade and Economic Development of Canada, Mary Ng, the trip was filled with industry related tours, business meetings, and economic and business overviews of each respective country. Further, each of the five chosen industries participating in the trade mission were segregated for business specific learnings /offsite tours to ensure the most important agricultural information regarding trends, needs, and business potential was shared.

With similar programs set up in both countries, the trade mission began in Jakarta Indonesia, and after three jam packed days, moved to Manila, Philippines. In addition to the business program and individual meetings for those who attended, the group were welcomed to the head offices of Universal Robina to hear directly about their upcoming business needs specifically relating to potatoes. There is a major market in both countries for potato-based snack foods and there is significant market potential for PEI exporters. Innovation PEI also co-hosted a chef demo for all major restaurants and hotels, utilizing PEI products including potatoes grown by the farmers we hosted in June, from our PEI seed sent to them back in 2020.

Once the official trade mission concluded, Greg Donald, General Manager, Krista Shaw, Director of Stakeholder Relations, and former chairman of the board John Visser, travelled six hours into the Benguet Mountain region to visit farms and see the techniques and growing conditions the Filipino farmers contend with. We toured their 'trading post' where all locally grown vegetables are gathered, washed, bagged, and loaded onto trucks to fill the orders for restaurants, hotels, and grocery stores as far away as Manila. The pride was more than evident in not only lobbying and working together with government for

the establishment of a new trading post, but in their livelihood in agriculture as well.

We visited several farms and saw the small plots of land being used – with three crops planted annually including potatoes, carrots, and cabbage in rotation. Many farm on small, cleared plateaus where very little mechanization is able to be used due to the small plot sizes and significant drops between plateaus. The climate is considered tropical with a rainy season during our fall/winter seasons. The farmers utilize a staggered planting approach and typically plant the first crop of potatoes in March. This year they had significant crop loss due to three typhoons hitting the area- which is unfortunately a common occurrence. The farmers opened their homes to us, provided wonderful food and put on a cultural display of Indigenous dancing one evening. The highlight was sitting with close to 50 members of their United Potato Producers of Benguet Mountain Province – the first grower organized potato association- to hear firsthand the impacts the relationship with Prince Edward Island, and our potatoes, has had on their lives.

It was truly an experience of a lifetime to witness the farming culture and techniques the farmers participate in. They are eager to continue to learn from us and once again grow our PEI seed. We look forward to fostering our relationship with the wonderful people of the Philippines and Indonesia.



Greg Donald, John Visser and Krista Shaw with a truck loaded with produce heading to Manila



Filipino Farmers harvesting some of their potato crop



Prince Edward Island Delegation, Filipino farmers with Minister Mary Ng.



Krista Shaw pictured with many of the farmers the delegation met with in the Philippines in front of some of the largest and flattest plots of land the farmers grow on.

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Future of Farming Conference

By Rebecca MacSwain, Seed Specialist

On November 15, 2024, the PEI Department of Agriculture hosted the “Future of Farming” event at the Stanley Bridge Resort. Designed to engage young agricultural producers, youth working in agriculture, and newcomers interested in the agricultural sector, the event offered valuable insights and resources tailored to the specific audience.

Key topics addressed during the conference included succession planning, financing options for farmers, mental health in agriculture, government support programs, and emerging opportunities within the industry.

The event featured engaging discussion panels and a live podcast taping, featuring the Honorable Bloyce Thompson, Minister of Agriculture. The event also featured a small tradeshow, showcasing a variety of agricultural organizations and businesses.

The strong turnout showed young farmers’ interest and commitment to gaining knowledge and accessing resources to support their roles in the sector.

Following the conference, the PEI Young Farmers Association hosted a social gathering, providing an informal space for participants to reflect on the day’s key takeaways and encourage networking within the farming community.



PEI Potato Board Staff; Rebecca MacSwain & Bethany Visser participating in tradeshow.

Pictured Below: Panel Discussion featuring Aman Sedighi, Keisha Rose Topic, and Robert Larsen.



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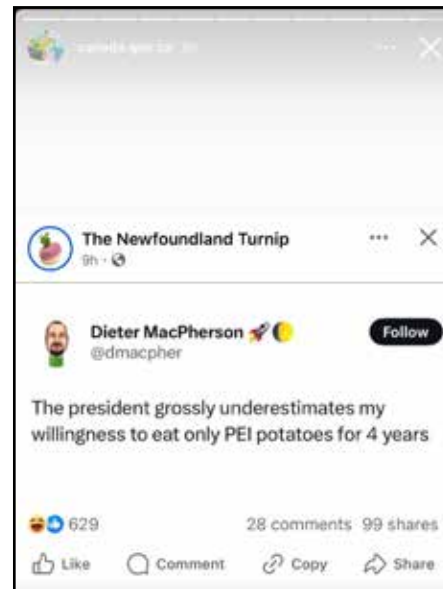
By Kendra Mills, Marketing Director

The looming threat of US imposed tariffs has sparked a movement of 'Buy Canadian' that most of us are not only aware of, but may even be participating in. If we are looking for silver linings to otherwise difficult situations, this renewed patriotism and solidarity for Canadian industries and businesses could be it. There are many different social media groups popping up to help Canadians find products produced or made in Canada, some with hundreds of thousands of members. People are asking questions, looking for Canadian swaps or options for their favourite American-made items, and posting grocery shops where much or all of their purchases are Made in Canada. An example of a post is below, including PEI Potatoes!

Of course, another by-product of the news, is when the meme-culture takes a hold of this too, and PEI Potatoes even got included. An example is the attached tweet that went viral, getting picked up by several popular Canadiana accounts – including @newfoundlandturnip and @canada.gov.ca, which would have been seen by hundreds of thousands of people.

We encourage packers to capitalize on this opportunity to use the PEI Potato industry packaging

to ensure all customers know that PEI Potatoes are PROUDLY Canadian but to also make it quick and easy for customers to see and recognize PEI Potatoes when in-store. These are the times when shopping habits are changing. Let's make sure PEI Potatoes are a permanent item on shopping lists and remains an essential part of Canadiana culture.



PEI Potato Conference 2025

by Ryan Barrett, Research and Agronomy Specialist

The 2025 edition of the PEI Potato Conference attracted a large number of potato producers and industry partners to the Credit Union Place in Summerside on February 12th. The agenda featured a diverse mix of topics with both local and out-of-province speakers.

The morning agenda started with an update on the On-Farm Climate Action Fund from Meagan Moynagh with the PEI Federation of Agriculture. The PEIFA has delivered approximately \$9 million to PEI farmers under the OFCAF program and is gearing up for a new round of funding starting in the spring of 2025. Next, new Canadian Potato Council General Manager Caleigh Hallink-Irwin provided an update on the priorities that FVGC and CPC are tackling right now, including the national research cluster, advocacy with government, consulting on crop protection product re-evaluations, and more.

Before the morning break, Dr. Jean-Pascal Matteau of the University of Laval in Quebec City spoke on irrigation management. The majority of his presentation dealt with deciding how to make irrigation decisions and how best to keep fields in the “comfort zone” without too little or too much soil moisture. One of the key findings of his research and the research of others was that irrigating more frequently with smaller amounts is better suited to keeping soil moisture in that comfort zone, and also better allows for natural precipitation while trying to avoid too much soil moisture. Up next was Dr. Julie Pasche of North Dakota State University discussing *Alternaria* IPM. Julie’s research has shown that eastern North America is experiencing greater infection from small spore *Alternaria* species (causing brown spot) rather than *Alternaria solani* (causing early blight). In addition, she shared how fungicide resistance is starting to appear for both diseases and how growers can be diligent in alternating chemistries as well as optimizing the timing of applications to minimize yield losses.

After the morning coffee break, Victoria Stamper from United Potato Growers of Canada provided an update on the state of the North American potato market. While there is some excess supply in the Pacific

Northwest this marketing season, it hasn’t had the same downward effect on pricing as in the 2023/2024 marketing season. Both Canada and the USA are not supportive of proposed tariffs, and it’s still early to know what impact tariffs may have on shipments and pricing. Following Victoria was Rabecka Hendricks, a Ph.D. candidate with the University of Idaho, speaking about best management practices to reduce bruising. Her lab has been doing substantial research on bruise reduction and severity for a number of years, including varietal differences, the impact of bruise on storage shrink, and the impact of bruise on other storage diseases.

The final presentation from the morning session was a grower panel on the adoption of new technologies on-farm, moderated by Ryan Barrett. Each grower on the panel shared their experiences in integrating new technologies into their farming practices:

- Chad Mooney of Mooney Farms, Souris discussed his use of satellite and drone-based imagery for scouting and trial management, the purchase of a new drone for application of foliar fertilizer and cover crop seeding, and the use of the HarvestEye imaging system to measure tuber size profile on a site-specific basis.
- Craig McCloskey of Bluefield Acres/Howmac Farms in Darlington shared his use of a newly constructed implement for hilling, deep ripping in the root zone of each row and seeding a cover crop in the fall; his use of the HarvestEye platform; and the use of his press wheel/Bluefield Seeding Solutions technology, including a new system for site-specific application of fertilizer and crop protectants on the seed piece.
- Jason Webster of MWM Farms in Middleton shared his farm’s experience using Climate Fieldview for field data (planting records, spray records, variable rate fertilization) as well as integrating variable-rate seed spacing into their management for the past two years. Jason also shared how they have been using the press wheel seed placement technology to improve seeding accuracy while increasing planting speeds.

All three growers did a great job candidly sharing their experiences in adopting new technologies, including a number of technologies or practices first explored under the AIM program.

After lunch, the meeting room was divided, and two concurrent sessions were held. In Session A, Rebecca MacSwain of the PEI Potato Board provided an update on how the industry is progressing to identify varieties resistant to potato wart. She was followed by Charanpreet Singh of UPEI, who provided an update on his development of robot and deep-learning imaging system to identify PVY in the field. This was the second year of this research, and results have been very promising thus far. Finally, Dr. Judith Nyiraneza of AAFC Charlottetown discussed current research on using a variety of soil amendments in potato rotations to improve soil organic matter and improve marketable yields.

Session B was kicked off with Dr. Julie Pasche reviewing the biology and control of black dot disease, including how it is often mistaken for other similar fungal diseases. While black dot hasn't been as prevalent in PEI as it has been in other parts of North America, it is important for PEI producers to be on the lookout for black dot and informed on how to manage it when it is present. Julie was followed by Steve Watts of Genesis Crop Systems, who provided an overview of preliminary results into the use of nitrogen-fixation foliar products as part of an ACS Living Labs research project. Lastly, Newton Yorinori of Cavendish Farms gave an overview of results from multiple years of plot trials investigating enhanced efficiency fertilizers and

biostimulant products. Results were more promising for the enhanced efficiency fertilizers than for the biostimulant products, with most of the biostimulant products providing so significant difference in marketable yield.

The conference organizing committee would like to extend a big thank you to all of the sponsors who contributed funding to make the conference a success, as well as acknowledging the financial support of the PEI Department of Agriculture under the Sustainable Canadian Agricultural Partnership.



A great crowd listening and learning from Dr. Julie Pasche



The grower panel was made up of Jason Webster, Craig MacCloskey, and Chad Mooney being moderated by Ryan Barrett



By: Victoria Stamper, General Manager of UPGC

The Canadian Potato Market Faces Uncertainty Amid Potential U.S. Tariffs

The Canadian potato industry is a key player in the global market, with a strong focus on exports to the United States. However, recent developments in U.S. trade policy have raised concerns about the future of this vital industry. With the Biden Administration recently replaced by President Donald Trump, potential tariffs of 25% on all Canadian goods entering the US has created uncertainty for potato growers, processors, and exporters across North America, with the potential of creating supply imbalances on both sides of the border.

Current State of the Canadian Potato Market

In 2024, Canada's potato industry achieved a fourth consecutive record harvest, with production reaching just over 128.0 million hundredweight, a 1.2% increase from the previous year. This growth was primarily driven by more favorable weather conditions and an increase in harvested area.

Provincial Production Highlights:

- Alberta: Maintained its position as the largest potato-producing province, contributing 23.5% of the national output, with the majority of these potatoes are destined for the processing sector
- Manitoba: Accounted for 21.4% of Canada's potato production, also with a majority contracted for processing
- Prince Edward Island: Produced 20.2% of the national total and remains the largest producer of fresh potatoes in the country
- New Brunswick: Experienced a significant production increase of 14.3%, harvesting 17.0 million hundredweight with much drier growing conditions compared to last year
- Quebec: Saw a notable rise of 27.8% in production, reaching 14.9 million hundredweight, recovering from very wet conditions in 2023.
- Ontario: the province registered a 3.6% increase in production over last year, mostly due to

better weather and increased planted acreage.

Acreage and Yield Insights:

Nationally, the seeded area experienced a slight increase of 0.5% from 2023, totaling 394,477 acres in 2024. Alberta and Manitoba saw decreases in seeded areas by 4.5% and 3.0%, respectively, due to reduced demand for processing potatoes. Conversely, Quebec (+11.8%), Ontario (+4.1%), and Prince Edward Island (+0.9%) reported increases in seeded areas.

Favorable weather conditions allowed producers to harvest 98.0% of the total seeded area. Abandoned acres did decline this year by just over 25% to 8,229 acres, most of that in the west. The national average yield of 331.8 is almost exactly the same as 2023 with increased yields in the east balanced by yield decreases in the west.

The Potential Impact of U.S. Tariffs

The United States is by far the largest market for Canadian potatoes and potato products, accounting for over \$2.5 billion in exports in 2024. Fresh potatoes, frozen fries, and other processed products form the backbone of this trade relationship creating an interdependent supply chain that has benefited both countries.

If the United States moves forward with a 25% tariff on Canadian potato exports, the impact could be severe across multiple fronts:

1. Rising Costs for U.S. Consumers and Businesses

U.S. fast-food chains and processing plants do rely on Canadian potatoes in cases where local production cannot meet demand. But more importantly a tariff would raise pricing on finished product entering the US and in turn increase costs for American businesses, likely leading to higher prices for consumers and potential supply shortages.

2. Disruptions in Cross-Border Trade

The potato trade between Canada and the U.S. is highly integrated. Some Canadian processors operate plants on both sides of the border. Any disruption in

trade could impact jobs and production efficiencies in both countries.

3. **Retaliatory Measures from Canada and Mexico**

The Canadian government has already signaled the possibility of countermeasures, potentially imposing tariffs on U.S. agricultural products such as corn, soybeans, and processed foods. This could escalate trade tensions, further impacting industries beyond potatoes.

4. **Diversification Efforts & Alternative Markets**

If U.S. tariffs make exports to the US less viable, Canadian producers may look to expand their market share in Europe, Asia, and Latin America. However, shifting supply chains takes time and investment, and it is unlikely that other markets could fully replace U.S. demand in the short term.

5. **Increased Storage and Supply Chain Challenges**

With reduced access to the U.S. market, Canadian growers may face excess supply, requiring increased storage capacity and potential price drops for farmers. This could lead to financial strain for producers, especially smaller farms.

Upcoming Events & Program Deadlines

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

March 2025

- March 10-13 FVGC AGM, Hilton, Quebec
- March 19-20 **AIM Workshops, Weed Management**
Andy Robinson, NDSU, Emerald, Elmsdale and Montague
- March 25 **PEI Potato Board of Directors**
Monthly Meeting, Charlotttwn

April 2025

- April 8-11 CPMA, Montreal, Quebec
- April 16 **PEI Potato Board of Directors**
Monthly Meeting, Charlottetown

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Update from the Department of Agriculture PEI



By: *Rodrigo Sampaio dos Santos, Potato Industry Coordinator*

With spring approaching, we are all beginning to prepare for what comes with a new growing season. The importance of using quality seed is unquestionable, as it significantly reduces the risks that could compromise both the establishment and yield of the crop. However, this is just the first step to consider when working with seed potatoes. Proper phytosanitary measures while handling seeds before planting are equally crucial, as it prevents the spread of diseases to the lot and avoids contamination of other lots or varieties.

The Canadian Food Inspection Agency (CFIA) sets standards for the levels of diseases and defects tolerated during both the transport and receiving of seed potato shipments. If diseases or defects are identified upon receiving a shipment, you could check if they would be within the established limits by referring to the CFIA standards at the following address: <https://inspection.canada.ca/en/plant-health/potatoes/guidance-documents/pi-009#c2>. If they appear to be significant or off standards, anyone receiving the seed shipment, whether a seed producer or not, may request a re-inspection by CFIA. However, this request must be made within 48 hours of receipt. Upon receiving a shipment of seed, it is crucial that the lots be examined by experienced staff to identify any potential issues. If there are indications of non-conformities related to tuber size, tuber standards, or packaging requirements, it is important to contact the local CFIA office within the specified timeframe.

Once the inspection of the seed lots are completed, following proper biosafety practices must be ensured. Many diseases can spread during seed handling and cutting, including Fusarium Dry Rot, Late Blight, Bacterial Soft Rot, Bacterial Ring Rot, viruses, and others. Therefore, it is fundamental to adopt cleaning and disinfection practices for equipment, vehicles, machinery, and storage areas regularly, whenever there is movement and handling of seed. Special attention should be given to equipment and machinery that come into direct contact with the seed, especially to the exposed parts of the tubers, such as seed cutting blades. These pieces of equipment should be cleaned

and disinfected frequently and always between seed lots.

When cleaning, ensure the complete removal of soil and debris, followed by washing the surfaces to be disinfected. The use of hot water optimizes surface cleaning. After washing, apply the disinfectant and allow it to sit on the surface for 10-20 minutes to ensure the elimination of potential pathogens. There are registered products available to be used against the pathogen of Bacterial Ring Rot, and they should be used for disinfecting equipment, machinery, and storage. These products can be found at your local supply vendors.

Other important measures include limiting access to the property and to the seed storage and preparation areas, which reduces the risk of introducing pests and diseases. Cleaning and disinfecting machines and equipment whenever they enter the property and installing boot dips at the entrances of storage and seed preparation facilities are also highly recommended. Remember to perform regular maintenance on the boot dips, ensuring their cleaning and refilling with disinfectant solution.

It is essential to provide continuous training for all employees, both new and existing ones, to raise awareness and ensure compliance with biosafety practices. And always keep detailed records of all your operations and training!

During the growing season, constant monitoring for disease and pest management helps to prevent their occurrence and spread through the fields. Additionally, management of volunteer potato plants and proper management of cull piles reduce potential sources of inoculum present in the soil and crop residues.

The early planning of seed preparation operations, along with adherence to good biosafety practices, plays a fundamental role in reducing risks during crop establishment and ensuring a successful harvest. By following a few, but important steps, you can help mitigate the risks that exist with planting a new crop! Wishing everyone a safe and successful planting season!

New York Produce Show

By: Mark Phillips, Marketing Specialist

The Board participated in the New York Produce Show from December 10-12 in New York City. The Eastern Produce Council and Produce Business magazine host this event, which showcases innovation, collaboration, and sustainability in the industry. This year's theme was "When Passion Becomes Action."

The show took place at the Sheraton New York Times Square Hotel and the Jacob Javits Center in Manhattan. The trade show featured over 400 exhibitors and welcomed 5,000 attendees. The atmosphere was lively, with many larger buyers from the New York and New England markets in attendance. We had the opportunity to connect with current retailers and explore new options with prospective ones. Additionally, we engaged with packaging and technology suppliers to stay updated on industry trends. This was a valuable opportunity to promote the PEI Potatoes brand.

The trade show began with an Opening Keynote Breakfast and Awards Ceremony, featuring Matthew Luhn, who shared his experiences related to "The Simpsons" and blockbuster movies like "Toy Story," "Up!," "Cars," "Ratatouille," and "Finding Nemo." As a renowned keynote speaker, Luhn emphasized the importance of passion and storytelling—key elements for differentiating in all businesses, particularly in fresh produce.

One of the Best of the Show winners in the New Product Showcase was Side Delights Amazables! from the Masser Family of Companies. Amazables! are crispy-skinned, baked potatoes that can be prepared in the microwave in just six minutes using innovative Krisp Film technology. They are paired with gluten-free, shelf-stable Litehouse sauces—Loaded Potato and Buffalo Ranch. Consumers often opt for more convenient foods instead of potatoes. By offering these potatoes which are ready to eat in six minutes, russet variety types may be able to compete with creamers in terms of convenience, presenting an exciting option for the category.

The show also offered five industry tours across the New York Metropolitan region. I participated in

the New Jersey Retailers Tour, which included visits to Food Bazaar Supermarket, Sebra Foods, ShopRite, and Exp Group LLC. This was a fantastic opportunity to see innovation in the frozen and fresh produce sections of retail. We even spotted PEI Potatoes at one of the retailers.

The show is an excellent way to stay connected with current and prospective customers while gaining insights into the industry and keeping up with trends. We plan to attend the show again next year, from December 2-4, 2025. For more information about the show, please email mark@peipotato.org.



Mark Phillips set up and ready to speak to people about PEI Potatoes at the New York Produce Show



Matthew Luhn captivating the audience during his keynote speech at the 2025 New York Produce Show

Faces of the Industry

By Rebecca MacSwain, Seed Specialist

Will van de Wetering of Spud Isle Farms

Will van de Wetering operates Spud Isle Farms in Morrell, PEI, alongside his partner, Marijke Oudshoorn, and their three children. Together, they are dedicated to growing high-quality potatoes while continuing their family's farming tradition.

Their farm focuses primarily on processing potatoes, while also supplying some product into the fresh market. Their main varieties include Russet Burbank, Mountain Gem, and Dakota Russet.

In the past year, Will and Marijke made a significant investment in farm equipment, purchasing a 4-row Dewulf harvester through Allan Equipment. This upgrade has brought several benefits to the farm, including reduced labour requirements, a decreased need for

additional field equipment, and improved harvesting efficiency, even in challenging conditions.



Will van de Wetering pictured here with his new Dewulf harvester

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Rylan MacLellan of Shore Lane Farms and the newest Young Farmer Representative at the PEI Potato Board.

Rylan MacLellan of Shore Lane Farms

Rylan MacLellan farms in Indian River, PEI, alongside his brother Bevin, father Billy, and grandfather Kenny. Farming has always been his passion, and he takes pride in carrying on the family's long-standing tradition. Before returning home to a career on the farm, Rylan attended Dalhousie University's Faculty of Agriculture, where he earned a Diploma in Business Management. This education provided him with valuable insights into operating a successful agricultural business.

Shore Lane Farms primarily produces processing potatoes for the chipstock market while also maintaining a presence in the fresh market sector. In November of 2024 Rylan, was elected as the Young Farmer Representative on the PEI Potato Board, giving him a voice in shaping the industry's future. It was also an exciting time at Shore Lane Farms, with the completion of a new, seven-million-pound potato storage, featuring a Gorman Controls system.

Looking ahead, Rylan hopes his children will become the ninth generation of MacLellan's to carry on the family's proud farming legacy.

Andrew and Albert McMurdo of Heritage Farms

Located in Kelvin Grove, PEI, Andrew and Albert MacMurdo operate Heritage Farms, growing potatoes for both seed and tablestock markets. The primary varieties on the farm include Frito-Lay selections, Caribou Russet, Norland, and Sangre.

The MacMurdo family has been producing high-quality potatoes for multiple generations, with Andrew representing the fifth generation and Albert the sixth. They have built a strong reputation, particularly in seed production, where they specialize in early-generation seed potatoes. The process begins with the procurement of minitubers, and their seed is typically sold as Elite 2 to other producers.

In recent years, the farm has transitioned away from other cash crops in its rotation, instead incorporating a two-year forage mix to enhance soil health.

Andrew serves on the PEI Potato Board's Seed Committee, while both Andrew and Albert stay busy managing the farm and raising their growing families.



Andrew and Albert McMurdo of Heritage Farms

Team PEI Bus Trip to the US

By: Mark Phillips, Marketing Specialist

Board staff Greg Donald and Mark Phillips, along with industry representatives Jennifer Harris (Island Growers Co Inc), Ray Keenan (Rollo Bay Holdings), and Bill Misener (Cavendish Farms), joined Premier Dennis King, Minister Bloyce Thompson, and approximately 20 other officials from the Prince Edward Island government and industry leaders for a four-day road trip through the northeastern United States.

The trip aimed to strengthen business and political partnerships in light of the impending threat of trade tariffs. The delegation visited Maine, New Hampshire, and Massachusetts.

During the visit, the delegation engaged with key figures in New England, including Governors Janet Mills, Kelly Ayotte, and Maura Healey, as well as industry leaders, business associations, and key stakeholders. These meetings offered a platform to discuss the significance of tariff-free trade and to showcase the innovation and quality of P.E.I.'s exports.

Key agricultural interactions included sessions with the Maine State Chamber and Portland Regional Chamber, Judy Knapp of Hannaford Groceries, a session with John Hurst, Bill Rennie and staff and members of the Retailers Association of Massachusetts, as well as Ashley Randle, the Commissioner of Agriculture for Massachusetts. We also arranged meetings with buyers, including Greg Maheras of J. Maheras Co. and Sanford Gleddie of the Little Potato Company.

Throughout the mission, Premier King and Team P.E.I. consistently heard a unified message from industry representatives and elected officials: there is no support for Trump's tariff tax on Canadian

products. Much like Canadians, Americans do not wish to pay higher prices for groceries, utilities, and services, and our products are very much valued. This common viewpoint emphasized the need for continued collaboration to build a stronger economy on both sides of the border.

The majority of folks we met welcomed us warmly, and many felt it was the right thing to do. In addition to the key meetings with US stakeholders, it was great to network with some of the key figures in top PEI industries to better understand their businesses and learn how these tariffs would impact each of our key Island sectors. We hope to continue to build on these relations and use our pooled knowledge as these threats still loom.



Left to right – Mark Phillips, Gordon MacFayden, Bloyce Thompson - Minister of Agriculture, Commissioner of the Massachusetts Department of Agricultural Resources - Ashley Randle, Ray Keenan, Benny Nabuurs, Jennifer Harris, Greg Donald, and Bill Meisner.

Team PEI pictured on the left: Peter Handrahan, Jerry Bidgood, Min. Cory Deagle, Min. Bloyce Thompson, Min. Jill Burridge, Rory Francis, Nick Williams, Bianca McGregor, Ben Parsons, Premier Dennis King, Charlotte Campbell, Ray Keenan, Mark Phillips, Greg Donald, Min. Zach Bell, Benny Nabuurs, Ian MacPherson, Peter Warris, and Jennifer Harris.





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Industry Updates

PEIIA Outstanding Agrologist Award for 2024

The Prince Edward Island Institute of Agrologists was pleased to award the PEIIA Outstanding Agrologist Award for 2024 to Chris Jordan, P. Ag. Chris is the Senior Industry Development Officer within AAFC's Market and Industry Services Branch (MISB) where he supports the PEI agriculture and agri-food processing sectors through federal and cost-shared programs and other AAFC services.

Chris graduated from Dalhousie University's Agriculture Campus (NSAC) with a BSc (Agr) in Plant Science and an MSc (Agr) in plant physiology. Since then, his career has provided him with experience in both the private and public sectors. He worked with AAFC's entomology program in cooperation with the PEI Potato Board before moving to crop protection sales in the potato industry with Eric C. Robinson Inc. These experiences led him to the commercial banking industry, where he focused on growing the agriculture portfolio for TD Bank. Chris entered the public sector in 2000 when he joined the PEI Department of Agriculture as an Information Officer and then the Berry Crop Development Officer and Provincial Apiarist positions, where he worked until 2017. During that time, Chris provided industry development and extension expertise, and program development and delivery to over 200 farm clients in the horticulture and honey bee sectors.

Working with industry associations, regional counterparts, federal/provincial government agencies, and academia has been a significant part of Chris' professional career. The resulting collaborations enabled him to lead teams that made significant contributions to the horticulture sector in the region. Perhaps most notably was his work toward the identification, mapping and development of a management strategy for Strawberry Virus Complex as well as Spotted Wing Drosophila in PEI, the development of a revised importation strategy and protocol for honey bees into PEI for the provision of pollination services from Small Hive Beetle-positive regions, and the introduction of the Atlantic Technology Transfer Team for Apiculture (ATTTA) which is now in its eighth year of operation and managed by Perennia Food and Agriculture Corporation in Nova Scotia.

Nationally, Chris served on the Board of Directors as Secretary-Treasurer for the Canadian Association of Professional Apiculturists and has been a contributor to the development of the National Bee Farm Level Biosecurity Standard led by the CFIA. As a representative of the PEI Department of Agriculture, Chris contributed to the development of the strategy titled Agriculture 2025: How the Sector's Labour Challenge Will Shape Its Future, spearheaded by the Canadian Agricultural Human Resource Council.

In 2017, Chris began work in policy with the PEI Department of Finance Treasury Board Secretariat. Chris then joined AAFC's Science and Technology Branch in 2019 as Policy Advisor to the Director of Research, Development and Technology for Charlottetown and Fredericton Research and Development Centres, and as Advisor to AAFC's Agro-Ecosystem Resilience Sector Science Strategy with its focus on reducing the sector's impact on the environment. During that time, he played a key role in AAFC's environment files, including contributions towards the development of the Canada Water Agency, and a national freshwater audit on selected bodies of water by the Commissioner of the Environment and Sustainable Development, directed by the federal Office of the Auditor General. Chris moved into the Senior Industry Development Officer role within AAFC's Market and Industry Services Branch (MISB) in 2021.

Ryan Barrett, President of the PEI Institute of Agrologists, notes that "Chris is a very worthy recipient of the Institute's Agrologist of the Year Award. Chris is well-known and widely respected in the PEI agriculture industry, possessing with a strong drive to help primary producers and agricultural businesses succeed. Through a career that has included positions in private business as well as provincial and federal government, Chris has always been a strong collaborator and committed to the betterment of our industry."

The PEIIA is now accepting nominations for the 2025 Outstanding Agrologist Award, presented to a member of the Institute for outstanding service in the previous 5-10 years of membership in the PEIIA. In addition, the Institute is accepting nominations for the PEIIA Recognition Award presented to individuals for significant contributions to Prince Edward Island

agriculture. Past winners have included farmers, government employees, veterinarians, agri-business and other industry participants. Membership in the Institute is not required. For more information on nominations for these awards or any of the programs and services of the PEI Institute of Agrologists, please visit our website at www.peiia.ca.



Ryan Barrett presenting Chris Jordan with his award

CASA Appoints new Executive Director

The Canadian Agricultural Safety Association (CASA) is pleased to announce the appointment of Sandy Miller to the position of Executive Director.

Sandy began her career with the Ontario Farm Safety Association in 2005, and most currently worked as Account Manager at Workplace Safety & Prevention Services in Ontario. Throughout her farm safety career, Sandy has supported rural community partners and agriculture association partnerships. Sandy has a passion for providing farmers and farming communities with the right resources, and for advocating for a culture of safety and healthy farms.

“CASA plays a vital role in fostering positive changes in Canada’s national agricultural health and safety culture”, says Sandy. “I am looking forward to leading the CASA team to help ensure that farmers, their workers, and their family members of all ages get home safely every day.”

Sandy has been involved with CASA since 2011 and has contributed to various roles, including as a CASA Council and Board Member. Sandy also served two terms on the International Society for Agricultural Safety and Health (ISASH) board, including a term as President.

“On behalf of the Board of Directors, I am pleased to welcome Sandy as CASA’s Executive Director,” says CASA Chair Peter Sykanda. “Sandy’s expertise in leadership, planning, financial oversight and stakeholder engagement will lead CASA through its next phase of growth.”

The Canadian Agricultural Safety Association is a national, non-profit organization dedicated to improving the health and safety of farmers, their families and agricultural workers. CASA is funded in part by the Government of Canada under the Sustainable Canadian Agricultural Partnership, a federal, provincial and territorial initiative.

A blue rectangular advertisement with a white border. In the top right corner is the Prince Edward Island Potatoes logo, which features a red map of the island and the text "Prince Edward Island POTATOES". The main text is in white and reads: "The PEI Department of Agriculture and the PEI Potato Board facilitate an annual aphid monitoring program, called 'Aphid Alert'. If you would like to participate in this program this growing season, please call Rebecca MacSwain at 902-892-6551." The background of the ad shows a blurred green potato field under a blue sky.

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*When applied at label rates. In line with Integrated Pest Management and Good Agricultural Practices, insecticide applications should be made when pollinators are not foraging to avoid unnecessary exposure.

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