



Overview of Michigan Potato Industry and Opportunities

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Michigan Potato Industry
Commission

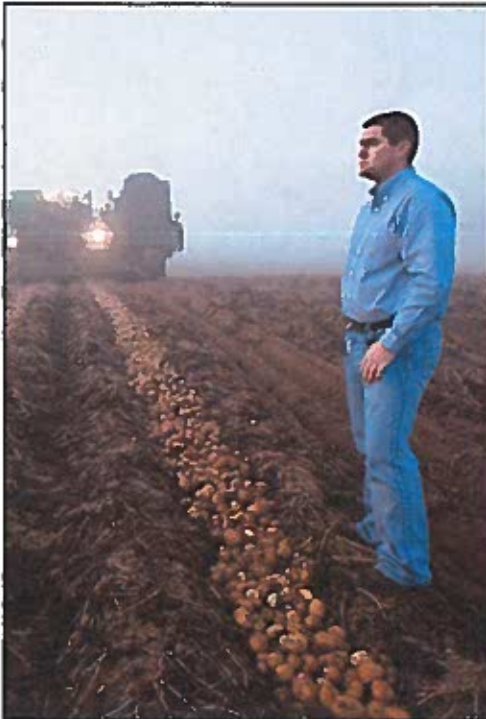
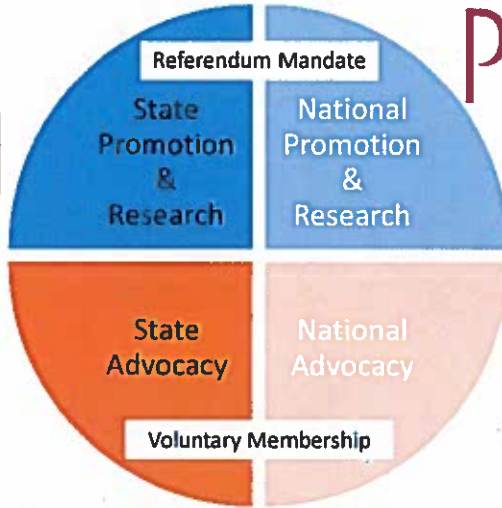


Michigan Potato Production

- 48,000 acres
- 1.8 billion pounds (18 mil CWT)
- More than 3,200 employed*
- \$554 million in economic activity*
- Ranked 7th in overall US production
- Ranked 6th in value of crop
- Ranked 1st in chip stock production (28%)

• * 2014 Economic Contribution of the Michigan Potato Complex study

How the industry works



Industry Vision

Mission:

To grow an economically viable potato industry in Michigan

Strategic Goals:

- Expand talent development and collaboration within the industry
- Provide research and sustainability direction
- Lead promotion of farms and potatoes to the public
- Foster economic growth initiatives



Michigan Potato Industry Commission

- Formed under state law to:
 - Coordinate research
 - Promote Michigan potatoes
 - Educate consumers about potatoes
 - Conduct marketing activities



Research Efforts



- Contribute \$175,000 annually in direct funded research
- Own and maintain Demonstration Storage facilities
- Fund 1.0 FTE technician dedicated to potato research at Michigan State University
- Match funding with Project GREEN for 1.0 FTE educator at Michigan State University
- Utilize Specialty Crop Block Grants and other funding sources to maximize grower dollars

Marketing Goals

- Help consumers identify Michigan potatoes
- Help consumers understand nutritional value
- Work with retailers to be visible at point of purchase
- Build social media presence



Marketing Activities

- Consumer Website
 - www.mipotato.com
- Free Groceries Campaign
- Box Bins in Spartan-Nash stores
- Labels on Bag Closures
- Consumer E-newsletter
- Social Media Presence
 - Recipe Videos
 - Grower/Processor Videos





Potatoes USA

- Marketing organization for the 2,500 commercial potato growers operating in the United States.
 - Fresh table-stock potatoes
 - Fresh chipping potatoes
 - Seed potatoes
 - Frozen potato products
 - Dehydrated potato products



Potato Growers of Michigan, Inc.

- Influence and educate decision makers at local, state and federal levels
- Meet with legislators in Washington and Lansing on key issues
- Conduct Food and Fact Tours
 - May 3, 2019
 - August 16, 2019
 - December 13, 2019



National Potato Council

- Advocate for the economic well-being of U.S. potato growers on federal legislative, regulatory, environmental, and trade issues

State Challenges

- Managing new and emerging diseases
 - Implement Seed Potato Law
- Water
 - Science Based Water Withdrawals
 - Impact of Lake Erie Basin
- Research
 - State funding through Project GREEN
- Distribution
 - Broadband, Energy, Roads
 - Increasing processing capacity
- Safeguarding
 - Maintaining access to key resources and products





Upcoming Events

- May 3 PGMI Potato Food and Facts Tour
- June 4 Potato Day at the Capitol
- Aug. 8 Montcalm Field Day
- Aug. 16 PGMI Potato Food and Facts
- Dec. 13 PGMI Potato Food and Facts



Phil Gusmano, Vice
President of Purchasing
