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• Fall Research Tours
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Manzate Pro-Stick fungicide. Formulated to spray better, stick better and work better.

Looking for advanced technology in the fight against early and late blight in potatoes? Look no further than Manzate® Pro-Stick™ from UPI. The unique formulation technology of Manzate Pro-Stick delivers uniform product coverage to the treatment area, providing superior, long-lasting disease control potato growers, like you, have come to trust. A multi-site protectant fungicide, Manzate Pro-Stick has very low risk to resistance, an important factor to consider in today’s disease management programs.

There is simply no imitation to Manzate Pro-stick when it comes to getting added security from blight. To learn more, contact your local UPI distributor or sales representative.
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Cover: A photo of part of the crowd at the PEI Potato Social held on August 9th. In the background is a transfer truck wrapped with potato imaging as part of a Canada’s Food Island initiative. Read more about the Potato Social on page 9.
THANK YOU!

The Prince Edward Island Potato Board wishes to thank all individuals, farms, and other businesses that contributed to the reward fund created to encourage members of the public to share information related to the potato tampering investigation earlier this year. The response to our call for contributions was fast and extremely generous. In addition to the names listed below, we received contributions from an additional 50 individuals or businesses that did not wish to be publically recognized.

While the creation and promotion of this reward has not yet resulted in the arrest of the individual(s) who are responsible for this crime, a reward for up to $100,000 will remain in effect until October 31st, 2015.

Dawson Produce Ltd.
Bedeque Farms Ltd.
Mull na Beinne Farms
Cavendish Farms
Owen Ching
Durabelt Inc.
Phillips Agri-Service
Fairhaven Farms
PEI Bag Co. Ltd.
Modhaicdh Farms Ltd.
Maritime Potato Inc.
Mid-Isle Farms
Kevin MacIsaac
David, Vicki & Brett Francis
Technology Crops International
Wallace Properties Ltd.
Triple M Farms
Eric C Robinson Ltd.
PEI Agromart
Island Lime
Birch Farms Ltd.
Kevin & Hazel Birch
Good Equipment Ltd.
MacFadyen Farms Ltd.
Shore Lane Farms
Tyler Wright
Dale & Ronnie Rennie
Cameron Farms Ltd.

McKenna Bros (1989) Ltd.
Garden Isle Farms
Ching Bros Inc.
Peter Boswall & Sandra MacKinnon
Michael Delaney
Lewis Potato Packers Ltd.
FJ Shea & Son Ltd.
De La Tour Co-op
Bluefield Acres Inc.
BJ’s Truck Centre
Skyeview Farms
Middleton Farms Ltd.
East Point Potato (2009) Inc.
Albert E. Waugh & Sons Ltd.
Wallace Family Farm Ltd.
Williams Family Farms Ltd.
Monaghan Farms Ltd.
Green Meadow Farms Inc.
MRSB Group & Llink Consulting
Linkletter Farms Ltd.
Keir’s Overhead Doors
Country View Farms Ltd.
Brendel Farms Ltd.
MacAulay Farms Inc.
Kensington Ag Services Ltd.
Green Diamond Equipment
West Isle Enterprises Ltd.
Peak of the Market
Chairman’s Comments
by Alex Docherty, PEI Potato Board Chairman

As I write this report on a beautiful and warm day, I am reflecting on the summer that is now behind us. The growing season was definitely challenging but at the end of the day, it looks like we are going to have a high quality crop with yield yet to be determined.

Since my last report, a Board meeting was held on June 24 where it was suggested that our industry hold a “Thank You” barbeque for Islanders, as a way to say thanks for supporting us. This was a great idea and your Board took little time to agree to make the Potato Social happen. For those who attended the social, you saw the overwhelming attendance and for those who couldn’t make it, you would have been very proud. A huge thank you to the Curley Family for hosting this event. Without the significant input from Terry, Derrick, their families and staff, the barbeque would not have been so successful. As well, I want to thank the Board staff for their assistance. What was an easy decision for the Board Members to make became an enormous task for the Board staff. Thanks to contributions of Board staff, the Curleys and many volunteers, I believe this has been one of the most effective events in our industry’s history.

The August 15, 2015 deadline for tips that are eligible for the $500,000 reward for information on the potato tampering came and went with no success in identifying the culprit. I am simply amazed that the coward(s) was not brought forward by this amount of money, yet the $100,000 reward is still in place until October 31, 2015. Always the optimist, I do believe we will bring to justice this person(s) who thought they could take on our industry. I personally want to thank everyone who contributed to the reward – your support went a long way in strengthening our industry.

Not everything has been encouraging since my last report. Although I typically try to look at things with a positive perspective, it is difficult to find anything positive when the industry seems to be finding it so hard to make progress in finding a more proactive way to work with provincial officials on enforcement of regulations. We have been encouraging them to use clarification and education on the specifics of regulations as the first steps when non-compliance issues are seen and leave formal charges and fines for those who knowingly cause environmental harm and repeat offences.

During the summer I spent two days in court watching four families see their lives turned upside down by a charge that the court system recognized was wrong and the judge agreed should never have been made in the first place. What I don’t understand is how the Provincial Government can continue to follow a process that drags people through the courts rather than work with them to make real changes that will improve the environment for all Islanders. Although your Board has been working with the government to improve relationships with our industry, progress has been far slower than I expected.

As your Chair, I remain both committed to resolving the issues we are having with Government and hopeful that this most recent case will have an effect on their spoken intent to make positive changes.

May the 2015 fall harvest be safe and the weatherman be on our side. I recently read a quote from John F. Kennedy that after 60 plus years, is still true - “The farmer is the only person in our economy who buys everything at retail, sells everything at wholesale and pays the freight both ways”. On a lighter note and credit to a provincial court judge, I suggest each of you look up into the sky each morning as “there could be soybeans falling from the sky”.

[Signature]
**Board Summer Strategy Sessions**

The Board holds its August meeting each year at the Fox Island Elite Seed Farm. Committee Chairs (who in some cases may not be Board directors) are also invited to attend. Board staff made presentations on activities related to the seed, table and processing sectors and in the area of research and communications that have been carried out over the past year. Directors and Committee Chairs reviewed the past activities and provided feedback on those planned for the coming year. Although activities are discussed on an ongoing basis during regular monthly board meetings, the goal of the August meeting is to review the entire year and to ensure that Board activities are meeting the objectives set out in the strategic plan.

**Croplife Research Site Tour**

The Action Committee for Sustainable Land Management and industry and government personnel were invited to visit a site on tributary of the Dunk River where samples for water quality are being collected. The research project is being carried out by Dr. John Purdy on behalf of CropLife Canada. Water samples are taken automatically multiple times per hour and samples are then pooled and tested for a variety of water quality parameters as well as the presence of commonly used pesticides. This is the second year of research. In 2014, sampling was done in the Barclay Brook Watershed where fish kills had occurred in the past. The sampling at this site is being repeated in 2015 and the site in the Dunk River watershed was added. The goal of the sampling and testing is to review water quality changes as well as any changes in pesticide content in the water in the tributaries following significant rain events.

**Water Act Consultation**

Round one of public consultations on a new Water Act is scheduled for October and November this fall, hosted by the Environmental Advisory Council. The Potato Board will be making a presentation to the Advisory Council on behalf of PEI potato growers, but individuals are also welcome to make a presentation or provide feedback on the Province’s website, by phone, email or written submission. Information on the proposed Water Act, the process for development, details on how to make a comment or submission and background resources are available on the government website at www.gov.pe.ca/wateract.

**Board Executive Meet with Premier**

The Board’s Executive, General Manager and Assistant General Manager had a bi-annual meeting on August 24th with Premier MacLauchlan and Chief of Staff Mr. Robert Vessey. These meetings are an excellent opportunity to review and discuss current events in the potato industry. In this meeting, we took the opportunity to again thank the provincial government for their funding support for foreign material detection equipment and provide a brief update on the tampering issue. We also provided a general market update/outlook as well as discussed a number of issues of importance to the industry. These included environmental/regulatory issues, disinfection services, plant health issues, competitiveness and marketing.

**Board meets with Provincial Party Leaders**

Over the last few Board meetings, we have hosted visits from provincial party leaders Dr. Peter Bevan-Baker (Green Party) and then PC Party leader Rob Lantz. Both occasions were good opportunities to review with provincial party leaders the potato industry, our organization and some of the key issues we face. In particular, we highlighted competitiveness, the environment, marketing, research and extension issues. These visits were also good opportunities to hear the leaders’ perspectives on the potato industry.

General Manager Greg Donald also had the opportunity to take Peter Bevan-Baker on a half day tour of a few potato farms to gain an on-farm perspective of the important issues facing potato farmers. Additionally, the Board of Directors has also recently met with Environment Minister Robert Mitchell and Deputy Environment Minister Steve MacLean.
**Food Island Day**

General Manager Greg Donald is a Director on the Board of the newly-formed Food Island Partnership. Greg and Brenda attended a one-day symposium held on September 2nd at Clinton Hills organized by the Partnership. This industry-led group works collaboratively with government partners to support the growth of the food sector and position Prince Edward Island as Canada’s Food Island. The organization’s main activities are food company and product development, applied research, food branding and food tourism development. The new organization is the result of the merger between the former Prince Edward Island Culinary Alliance and the Prince Edward Island AgriAlliance. The key function of the new organization is to work collaboratively with government to implement a food strategy for the province. The vision is to establish Prince Edward Island as an internationally recognized place of origin for premium food products and a destination for culinary excellence.

Food Island Day was a one-day symposium that brought together food processors, growers, exporters, food tourism operators, industry associations, product development centers, government agencies and other stakeholders to learn about emerging food trends, best practices and to network with others in the industry.

The program for the symposium featured a number of leading experts in the industry. Paul Uys, senior director of the Food Institute at the University of Guelph, provided a retailer’s perspective on the future of food and agriculture. Shelly Balanko, senior vice-president at the market research firm Hartman Group, outlined the new premium marketplace and the opportunities it offers to Prince Edward Island. Food packaging trends were presented by Jos Oostendorp of the European Packaging Gallery and Joris Leferink of Foodatelier, Netherlands.

The keynote address - From the Kitchen to the Boardroom: Business, Entrepreneurship and Cooking with Love - was delivered by Vikram Vij, a celebrity chef and entrepreneur who is a member of CBC’s Dragons Den.

Prince Edward Island’s food brand is well recognized and growing. The Food Island Partnership will leverage this brand recognition to the benefit of the agriculture and food industry in Prince Edward Island.

**Exporter Meeting**

On September 21st, Board staff arranged a meeting between licensed potato exporters and representatives of Trade Team PEI (TTPEI). Discussions centred on ways to maintain and grow our export markets for seed, table and chipstock potatoes. Ellen Larsen-Kouwenberg and David MacSwain from the Potatoes Canada project also participated in order to provide a status update on Potatoes Canada activities. TTPEI is holding its Export Day on Tuesday, October 20th, and all industry members are invited to attend.

**United Potato Growers of Canada Meeting**

Representatives of all major potato producing provinces met in Toronto on September 8-9 for a Board of Directors meeting and a strategic planning session. United Potato Growers of America CEO Jerry Wright also attended and provided an update on U.S. potato markets.

It was also an opportunity to talk about the challenges arising from the transition from the long 2014 crop to the pricing and issues that arose in the 2015 new crop in Central Canada. United directors will meet again on the margins of the Canada-United States Potato Committee meeting, which will be held in Toronto in early November.
Dialogue with Pesticide Free PEI

Greg, Brenda and Mary Kay recently had a meeting at the Potato Board office with Joan Diamond and Lynne Lund, representatives from Pesticide Free PEI. The objective of the meeting was to gain greater insight and understanding of both of our perspectives when it comes to farming and pesticide use. Board representatives believe the meeting was successful in starting a dialogue and communication that can lead to the possibility of constructive efforts. After sharing information on our industry, we spent some time trying to understand what Pesticide Free PEI means when they use terms like “monoculture”, “sustainable”, “industrial agriculture”, and so on. The Pesticide Free representatives stated several times that they are not anti-farmer, despite their messages that strongly suggest that.

The meeting was followed up with a tour recently by Greg taking Joan Diamond and Maureen Kerr to some potato farms that utilize organic and conventional production practices. The Board will continue efforts to have an open dialogue with Pesticide Free PEI and try to work together on some basis rather than in opposition. We welcome suggestions from farmers on this and any other Board activities.
It all started with a call from a grower to a Potato Board staff member: “Wouldn’t it be nice to show Islanders how much we appreciate the support they have shown while we have been dealing with all the fallout from the potato tampering. Maybe we could...” This conversation was the genesis of the 2015 Prince Edward Island Potato Social.

In recent months, Board staff had heard presentations by representatives of Farm & Food Care in Ontario where they organize events called “Breakfast on the Farm” that introduce urban dwellers to modern farm operations. The idea of putting a PEI twist on that gathered steam. The PEI Potato Board directors were quick to agree to the idea when it was discussed at their Board meeting in June and a Social Committee was struck consisting of Board staff and grower representatives from across the Island. Ideas were thrown around, lists were made, prices, food, tables, chairs, and talent were gathered. In typical Island fashion, everybody contacted was ready to help where they could. The Curley family of Monaghan Farms agreed to host the event. They have a great central location, warehouse space and large yard that would accommodate all activities.

With a limited budget for advertising, the word was spread by public service announcements, event cards that were distributed across the Island, visits by Tate to Charlottetown grocery stores, in church bulletins and by industry folks inviting their neighbours. People were encouraged to pre-register using an online system called EventBrite - there was no charge, but numbers were needed to ensure we had enough food. Over 80 growers, family members and industry people offered to volunteer and cheerfully cooked and served french fries, cleaned tables, picked up garbage, directed traffic, explained how the large pieces of farm machinery were used, watched over the kids activities, and answered questions from the public. The weather cooperated fully as it was not a beach day, but the rain held off till nightfall.

When all the dust settled, it was determined that we had over 1,300 people attend the event, including those pre-registered and numerous drop-ins. The majority of these folks included our intended audience - ordinary Islanders unrelated to the potato industry - but also included Island business people, federal and provincial politicians, and Island potato growers out to enjoy the day with their families. We had many positive comments during the event and via email and social media afterwards. All in all, we feel that the PEI Potato Social was a resounding success!

While we had many volunteers and contributors to the success of the event, special thanks are due to:

The Curley Family and staff at Monaghan Farms
West Isle Enterprises Ltd. (Rod MacNeill)
East Prince Agri-Environmental Association
Kensington Fire Department (Alan Sudsbury)
John Hogg and Family
W.P. Griffin
Vernon Campbell
Cavendish Farms
ADL
St. Anne’s Parish, Hope River

Morley Annear Trucking (Scott Annear)
PEI Department of Transportation (Alan Aitken)
Kensington Intermediate Senior High
Green Diamond Equipment
Scott Lewis
Kensington Agri Services
Agriculture More Than Ever
Emerald Community Centre
Atlantic Beef Products
Scenes from the

First row (L to R): Our host farm - Monaghan Farms in Norboro; part of the large turnout for the Social! Second row (L to R): Bertie Webster talking about potato equipment with attendees; some “agvocates” at our photo booth; digging for PEI Potatoes in the red soil! Third row (L to R): Debbie and Kendra welcoming people at the registration table; pedal tractors courtesy of Green Diamond; Ray Keenan, Jim Marchbank and Donald Stavert; Billy Cameron helping at one of our food stations. Fourth row (L to R): Greg Donald, Hon. Gail Shea, and MLA Jamie Fox; Vernon Campbell talking about new sprayer technology; a young PEI Potatoes supporter!
**PEI Potato Social!**

First row (L to R): Sarah and Katie Sonier on the musical stage; Mark and Spencer Phillips entertaining the crowd. Second row (L to R): Wayne Easter, MP and Hon. Alan MacIsaac; making potato heads; stickers identifying potato growers for members of the public that had questions. Third row (L to R): Jett and Burke Mills meeting Tate; the baked potato wagon from WP Griffin Inc; the bouncy maze was a big hit with the kids! Fourth row (L to R): A finished Mr. Potato Head; Tate and the Shaw family meet Premier Wade MacLaughlin; the Cavendish Farms Fry Wagon was well attended throughout the day!
Each year, farmers across Prince Edward Island invest in soil conservation projects to continue strengthening the sustainability of their farms and preserving the soils in their fields. Farmers’ primary partner in these efforts is the Sustainable Agriculture Resource Section of the PEI Department of Agriculture and Fisheries, which provides technical and financial assistance to assist farmers and land owners with soil conservation activities.

The Department provides surveying and contractor supervision services at no cost. Producers can also receive assistance in developing management plans relating to the Agriculture Crop Rotation Act (ACRA) and the High Slope Land restrictions in the Environmental Protection Act. In addition, staff will also help producers identify necessary steps to ensure compliance with legislation.

Department staff use the RUSLE2 Erosion Prediction Model as a tool in designing soil conservation plans for farmers and land owners. It uses a comprehensive list of parameters, including crops in rotation, tillage practices, winter cover, field slope length and grade, soil type, and annual rain fall amounts. RUSLE2 is used in developing general soil conservation plans and management plans to meet ACRA and High Slope Legislation requirements.

Soil conservation plans could involve recommendations to install soil conservation structures such as terraces, grass waterways, and farmable berms; to adjust crop management; and/or retire sensitive areas.

From 2008 to 2014, there has been a steady increase in soil conservation work done each season. Preliminary estimates indicate that 2015 will prove to be one of the busiest years so far.

The Agriculture Stewardship Program (ASP) provides 66% financial assistance to land owners and farmers in the establishment of soil conservation structures such as terraces, waterways, farmable berms, surface inlets, rock energy dissipaters, and sediment dams. Farmers are responsible for the other 34%, which can be a significant expense. Eligible costs include the excavation costs, seeding, erosion jute mat, rock, and other materials. In addition, erosion control structures are an eligible feature in the Alternate Land Use Services (ALUS) program at an annual payment rate of $250 per hectare. This helps to defray the annual cost of maintenance of the structure and the loss of land for production.

After a soil conservation enquiry has been made by a producer for a property, one of the three Soil and Water
Conservation Engineers will be assigned to the file. He/she will start with an initial visit to get the field history and the producer's experience and knowledge of in-field erosion problems, as well as discerning from them what they are interested in for a solution. A first draft of a soil conservation plan is developed using an aerial photo or full topographical survey performed by Department staff, and staff will assist the producer with any necessary permits required, as well as mapping out changes to crop management.

GPS auto steer and 6-row planters are becoming common on potato farms of late. This equipment and technology allows the Soil and Water Engineers to precisely design soil conservation systems, situating short length diversion terraces within an 18-foot planter pass, thus less land is taken out-of-production than was previously possible.

Once a plan is approved by the farmer, an application and budget is submitted to the ASP Program. Following approval, the project is constructed and seeded and any necessary erosion control measures are put into place. Construction of soil conservation structures is done from the first of May to the middle of September to allow for adequate seed establishment. Once the invoices and proof of payment are available, the producer submits a claim for 66% reimbursement.

The funding applications for ASP and ALUS programs can be found at http://www.gov.pe.ca/agriculture. Staff from the Department can assist with paper work and help determine a budget for the ASP Program. The ASP also funds the practices of Primary Residue Tillage (PRT) and Crop Residue Management (CRM) at $15 per acre and $25 per acre, respectively. Strip cropping and furrow damming are also eligible under the ASP Program.

For the ALUS program, the Sustainable Agriculture Resource Section will review properties with landowners, and identify the features available for enrollment in the program. Taking sensitive lands that are currently farmed out-of-production is eligible. Such features include annual payments for land taken out of production for the following reasons: high slope, extended buffers, impacted buffer zones, soil conservation structures, and voluntary grass headlands.

Thank you to Tyler Wright and the team in the Sustainable Agriculture Resource Section of the PEI Department of Agriculture and Fisheries for providing statistics and background on the application and funding process for this article.

For more information on the ASP or ALUS programs and how they could apply to your farm, contact:

Gwen Corrigan-Vessey (902) 314-0786
Joshua Dillman (902) 314-0783
Tyler Wright (902) 314-0789

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Left: Terraces are essential on fields with slope to control water flow across the field and prevent soil erosion.
Prince Edward Island Potato News
September-October 2015

**PEI Potatoes on Social Media: A Year in Review of Facebook, Twitter, and more!**

by Kendra Mills, Marketing Director, PEI Potato Board

Social Media has become an avenue for us to connect with our consumers in an interactive way. It has been a focus of ours for several years, due to its affordability, popularity, and immediacy.

By building audiences to critical mass, these channels become media outlets in themselves. For an organization and industry like ours, social media becomes a main communication tool when other traditional mediums (TV, radio, print) are often unattainable due to cost. Social media serves to connect like-minded people who are interested in what we have to say.

We have been working hard at building these channels, and are proud of our results. To date, we have built up the following results:

**Facebook Likes:** 9,440
We are closing in on the 10,000 mark!
Our engagement last year was 53,493 people, while our reach of unique users was 986,637 people!

**Twitter Followers:** 4,598.
Almost every single tweet gets interaction from our followers.

For comparison purposes, we looked at other similar groups and their social media following:

- **100% Milk** (Dairy Farmers of Canada):
  - Facebook: 60,940
  - Twitter: 7,176

- **Egg Farmers of Ontario**
  - Facebook: 3,391
  - Twitter: 8,264

- **Canadian Beef**
  - Facebook: 10,867
  - Twitter: 9,524

- **BC Fresh**
  - Facebook: 2,109
  - Twitter: 1,756

**Linking Engagement to Sales**

Social media is an excellent way for us to interact individually with consumers. We get questions on a daily or weekly basis from consumers asking where they can get PEI Potatoes. This has urged us to launch a “Where to Buy” Facebook program where create a series of posts that lets consumers know where they can buy Prince Edward Island Potatoes that week. Additionally, we have made a small investment in promoted posts through Facebook, which allows us to reach the news feeds of people that don’t normally follow PEI Potatoes online but who live in the area where PEI Potatoes are on sale. We hope that this program will be a valuable tool to help us close the sales loop.

**“Going Viral”**

Social media can be very unpredictable, and the “viral” nature of the internet can work to both our benefit and our detriment. Fortunately, we have not experienced too much of the negative side, but have definitely experienced the positive side of social media. We had a video reach viral status this year when it got posted on a media aggregrator site called littlethings.com. The Chef Michael Smith cheddar bacon potato tart instructional video has since climbed to 4.3 million views, and helped our YouTube page exceed 3,100 subscribers!

Social media is not all we do but is incorporated into almost all of our communication/marketing plans. We encourage farmers and industry to get online and help us share the message and get involved in the conversation. Follow us:

- Twitter: @PEIPotatoes
- Facebook: www.facebook.com/PEIPotatoes
- Pinterest: www.pinterest.com/PEIPotato;
- YouTube: www.youtube.com/PEIPotatoes

**Email Database**

Our mailing database is an area on which we are focusing more and more. We have an list of close to 30,000 email addresses and we send them the *PEI Potato Pantry* six to eight times per year. This professional email includes recipes, contests, cooking tips and information on our events and sponsorships. The rates at which our emails are opened and read exceed industry standards in our category.

Those that wish to be added to our mailing list can sign up by clicking the newsletter sign-up button on the top right hand corner of our website at www.peipotato.com.
A fun tweet from one of the hottest days this summer!

"Where To Buy" campaign graphics for Facebook

June 2015 edition of the PEI Potato Pantry email newsletter
Fall Research Tours

by Ryan Barrett, Research & Communications Coordinator, PEI Potato Board

AAFC & PEI Potato Board Variety Trial Tour

A tour of the AAFC variety evaluation plots was held on Friday, September 4th at the Harrington Research Farm. The tour included a review of a number of the new varieties from the AAFC breeding program, a variety trial under organic production conditions, as well as the variety trial performed for the PEI Potato Board under the CHC National Cluster Project for potatoes.

A number of fresh market, French fry and chipping varieties from both AAFC and private breeders are included in the trials. Marketable yield as well as disease resistance characteristics will be fully evaluated after harvest, with full results available early in 2016. Despite the dry growing conditions this summer, there were a number of varieties that look promising, including the two pictured on the left.

Cavendish Farms Research Day

Cavendish Farms held its annual research field day on Tuesday, September 8th at their research farm in New Annnan. Led by Dr. Zenaida Ganga, the Cavendish research team conducts a large number of trials each year aimed at improving potato yield and quality. Full results of the trials will be shared at their spring Research Forum.

Among the trials under evaluation this year:
- Evaluating insecticides and crop rotation for effect on wireworm populations and damage;
- Fresh market and processing variety evaluation;
- Evaluation of foliar fertilizer products;
- Evaluation of products impacting physiological age of seed;
- Management trials using the Clearwater Russet variety;
- Assessing the effect of green sprouting on yield and quality;
- Comparing different generations of seed for resulting yield and quality;
- Evaluating the effect of seed cutting on yield;
- Assessing a number of products for Rhizoctonia, scab, Fusarium, late blight, and early blight.
4R Nutrient Stewardship Field Meetings

Fertilizer Canada’s 4R Nutrient Stewardship program is continuing to be assessed on a number of Prince Edward Island potato farms. For the third year, a number of growers are making small changes to the rate, source, timing and placement of fertilizer to both improve environmental sustainability as well as improve marketable yield. Results from the first two years have been very encouraging on both fronts.

To showcase the work that Steve Watts of Genesis Crop Systems has been doing with cooperating growers on behalf of Fertilizer Canada, a series of three “tailgate” meetings were held in mid-September in three different fields under 4R management in three different parts of the Island. This is not a blanket approach, with fertility management decisions being made on an individual field basis based on the variety, end use of the crop, soil test data, and other factors.

At two of the field visits, drone/UAV technology was also showcased for growers and industry partners to show how new technology can be used to remotely assess fertility and crop vigour. This technology is still in its early stages but holds great promise for agriculture.

Above: Steve Watts of Genesis Crop Systems and Alvin Keenan of Rollo Bay Holdings compare tuber samples from the conventional grower fertility program with the modified 4R fertility program.

Left: Harvey Cairns, agronomist with the Kensington North Watershed Association, discusses some of the nutrient stewardship ongoing with potato farmers in their watershed, including 4R projects and nitrate monitoring.

Precision Sprayer Demonstration

On August 10th, the East Prince Agri-Environmental Association hosted a demonstration of a new sprayer technology from Case IH which incorporates anti-drift capabilities as well as the ability through GPS and individual nozzle control to avoid spraying the same ground twice. This has the potential to reduce wasted product as well as reducing the risk of spray drift. There was also discussion of the use of additional strategies to reduce drift, including nozzle selection, sprayer speed and boom height.

Not only is it responsible to minimize spray drift for environmental and social reasons, it also ensure that crop protectants are being applied where they are needed and no where else.
Pesticide Sales Data: Putting Data into Context

by Ryan Barrett, Research & Communications Coordinator, PEI Potato Board

The Department of Communities, Land and Environment recently made available statistics relating to the retail sales of pesticides in Prince Edward Island. Detailed statistics for 2013 and 2014 were released with breakdown by chemical in kilograms of active ingredient. This data includes all products with a PCP number for all common uses, including crop protection, golf course management, etc. This data also includes pesticides used for organic production. Statistics from some selected years are in the table below:

<table>
<thead>
<tr>
<th>Pesticide Type</th>
<th>1999</th>
<th>2002</th>
<th>2008</th>
<th>2013</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Herbicide</td>
<td>86,220</td>
<td>35,004</td>
<td>27,779</td>
<td>158,114</td>
<td>161,536</td>
</tr>
<tr>
<td>Insecticide</td>
<td>119,945</td>
<td>111,237</td>
<td>96,003</td>
<td>222,124</td>
<td>190,376</td>
</tr>
<tr>
<td>Fungicide</td>
<td>848,340</td>
<td>667,862</td>
<td>556,768</td>
<td>766,805</td>
<td>647,627</td>
</tr>
<tr>
<td>Other</td>
<td>--</td>
<td>--</td>
<td>--</td>
<td>15,574</td>
<td>19,758</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>1,054,505</td>
<td>814,103</td>
<td>680,500</td>
<td>1,162,617</td>
<td>1,019,297</td>
</tr>
</tbody>
</table>

When contrasted against the last publicly available pesticide sales data in 2008, there at first glance appears to be a large increase in pesticide sales. Total active ingredient sold in 2008 totalled 680,551 kg, with almost 557,000 kg being fungicides. Pesticide sales figures from 1993 to 2008 fluctuate significantly year over year. This may be in part due to pest or blight pressure in a given year.

Nonetheless, it is important to put into context the main reason for the increase in active ingredient sold between 2008 and 2014. During this time frame, two products have become widely used by Island potato growers which have been proven to be effective while also being non-toxic to humans and the environment.

The use of mineral oils to prevent the spread of PVY by aphids is included in the 2014 sales figures and totals 140,961 kg of A.I in 2014. Mineral oil did not have a PCP number prior to 2011 so it is not included in 2008 statistics. Also, mineral oils are not believed to pose a risk to human health or to the environment.

Another chemistry which has been increasingly used by Island potato growers is phosphorous acid. While this is not new chemistry, it has also only been recently registered for application to prevent fungal diseases such as late blight and pink rot and its use has become much more widespread in recent years. More than 136,000 kg of phosphite products were sold in 2014. These products have also been shown to be very non-toxic to both humans and to other species, as they work primarily to strengthen the immune response of plants themselves.

Together, these two categories of products total more than 277,000 kgs of active ingredient sold in 2014, which represents the largest chunk of the purported increase in pesticide sales that has been reported by certain media outlets and activists. Taking these products into account, the retail sales data for 2013 and 2014 tracks very closely with data from 2008 and before.

Additionally, the graph on the next page shows total pesticide data in kilograms of active ingredient sold per year in comparison to the acreage for some of our important crops grown in Prince Edward Island (potatoes, soybeans, barley, and blueberries). Data from 2009 to 2012 has not yet been made available by the Province and, as noted above, the 2013 and 2014 data includes mineral oils and phosphorous acid products in the total.
Figure 1: Pesticide Sales (kg active ingredient) and Acreage of four major PEI crops by year.

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WWW.PHILLIPSAgRI.CA
The 2015 growing season started slowly, but we finally received sun and warm temperatures in August. The rainfall was sporadic across the province again this year, with some parts of the province getting quite dry in August. Overall, foliar diseases were minimal this year with no reports of late blight in the province to date. As we head into the harvest season, the lack of any major foliar disease outbreaks this summer will hopefully result in a quality potato crop in storage.

Foreign Material Detection and Security Equipment

We have been busy this summer working with growers and packers through our Growing Forward 2 Assurance Program to provide funding for foreign material detection equipment. We have had a lot of interest in the program and applications are being processed and payments are being made. Equipment has been arriving on the Island and has been installed on a number of operations the last few weeks. Anyone who may be interested in taking part in the program is encouraged to contact the Department.

As well, through our Growing Forward 2 programing we have funding available for security cameras. A number of farms have taken advantage of this and installed cameras around the farm and warehouses to monitor buildings and equipment. There are a number of suppliers and types of cameras that are being installed. New technology and connectivity allows cameras to be checked on smart phones from anywhere. Contact us at the Department for more information.

Aphid Alert Program Results

The Aphid Alert Program wrapped up for the 2015 season with the last collection date on September 10th. I would like to thank all growers that participated in the program again this year. Through the whole summer, the aphid numbers were lower than our long term average. We had some high and low numbers during the season, but the impact of the aphid population will be known as the post-harvest virus results come back later this fall. We are always looking for more growers to take part in the Aphid Alert Program so if you are interested in having a trap next year let us know.

Water Act Development

As many growers know, the process of developing a Water Act on PEI has begun. A white paper on the subject was released this past spring. The Government of Prince Edward Island invites all Islanders to contribute to the development of a Water Act. There are a number of ways to make your views known, including public consultations, online, via email and mail. The public consultations will be held this fall during October and November across PEI. For more information and locations of the meetings go to www.gov.pe.ca/wateract/

Registration of Thimet 20G

In August 2015, we received notification from the Pest Management Regulatory Agency that Thimet 20G has been registered and will be available for the 2016 season. One of the conditions of registration was that it can only be applied with the SmartBox pesticide applicator system properly calibrated to ensure accurate placement and rate. The company will be providing more information to growers in the coming weeks.

All the best for a safe harvest and storage season!

SAVE THE DATE!!

International Potato Technology Expo
Feb 26-27th, 2016
Eastlink Centre, Charlottetown, PEI
## 2015 Entered Seed Acreage

*Information provided by the Canadian Food Inspection Agency as of September 15 each year. Expressed in acres.*

<table>
<thead>
<tr>
<th>Variety</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Russet Burbank</td>
<td>4,446</td>
<td>3,525</td>
<td>2,225</td>
<td>2,034</td>
</tr>
<tr>
<td>Goldrush</td>
<td>2,270</td>
<td>2,223</td>
<td>1,470</td>
<td>1,644</td>
</tr>
<tr>
<td>Prospect</td>
<td>n/a</td>
<td>n/a</td>
<td>n/a</td>
<td>1,477</td>
</tr>
<tr>
<td>Eva</td>
<td>469</td>
<td>850</td>
<td>1,198</td>
<td>1,302</td>
</tr>
<tr>
<td>Shepody</td>
<td>966</td>
<td>798</td>
<td>793</td>
<td>944</td>
</tr>
<tr>
<td>Kennebec</td>
<td>948</td>
<td>818</td>
<td>504</td>
<td>912</td>
</tr>
<tr>
<td>Superior</td>
<td>2,117</td>
<td>998</td>
<td>780</td>
<td>647</td>
</tr>
<tr>
<td>Atlantic</td>
<td>827</td>
<td>855</td>
<td>709</td>
<td>624</td>
</tr>
<tr>
<td>Ranger Russet</td>
<td>269</td>
<td>306</td>
<td>403</td>
<td>536</td>
</tr>
<tr>
<td>Norland</td>
<td>343</td>
<td>380</td>
<td>494</td>
<td>382</td>
</tr>
<tr>
<td>Chieftain</td>
<td>390</td>
<td>222</td>
<td>121</td>
<td>263</td>
</tr>
<tr>
<td>Dakota Pearl</td>
<td>593</td>
<td>245</td>
<td>170</td>
<td>222</td>
</tr>
<tr>
<td>AC Chaleur</td>
<td>813</td>
<td>504</td>
<td>247</td>
<td>220</td>
</tr>
<tr>
<td>Yukon Gem</td>
<td>n/a</td>
<td>321</td>
<td>384</td>
<td>202</td>
</tr>
<tr>
<td>Yukon Gold</td>
<td>832</td>
<td>338</td>
<td>303</td>
<td>196</td>
</tr>
<tr>
<td>Classic Russet</td>
<td>n/a</td>
<td>212</td>
<td>156</td>
<td>187</td>
</tr>
<tr>
<td><strong>Total All Varieties</strong></td>
<td><strong>21,169</strong></td>
<td><strong>17,465</strong></td>
<td><strong>17,941</strong></td>
<td><strong>16,629</strong></td>
</tr>
</tbody>
</table>

A few adjustments are still being made to this year’s figures, but overall it appears that fewer seed acres were entered for inspection in 2015 versus 2014. Varieties such Superior, Yukon Gold, and AC Chaleur have continued to decline in acreage as there seem to be numerous new varieties in these categories with production benefits over these standard varieties.

Russet Burbank acreage is down slightly, but surprisingly Goldrush acreage is up slightly despite the fact that there were reports of many lots of local seed that were not sold in the spring.

The inspection season seemed to go well and reports on passed acreage should be available in the next few weeks.
Although the potato crop in Prince Edward Island is only starting to be harvested, many areas of North America are well into digging their crop. Here are some early observations from the U.S. at press time.

**Idaho**

Yield predictions have moved downward for the largest producing state of Idaho. A trend line of 417 cwt/acre has been decreased to 412 cwt/acre. With harvest in full swing, producers find they have just an average crop compared to earlier expectations. Across a large acreage base, this would move the shipping forecast down about 1.4 million cwt. Although Norkotahs are of excellent quality, there seems to be variability in the Burbanks. Growth cracks and other number 2 grade quality parameters have created a lower pack out expectation. With 60% of the acreage, comprised of Russet Burbanks, the impact could be significant. With regard to Idaho’s processing crop, fryers are currently satisfied with recovery rates. However, they are very concerned about the storability of the processing crop with regard to disease issues.

**Southern USA**

Colorado has lowered its yield expectation compared to last year as well. Organic production in that state has doubled to 8,500 acres and appears to be bringing down their overall state average yield.

Texas, a bigger player in recent years, has struggled this year with late blight and psyllids, resulting in lower yields.

**US Midwest**

In the Red River Valley, harvesters are leaving some acres behind due to water soak issues created by torrential rains early in the growing season. The rains provided a higher gross yield but producers feel that their pack out will actually be less, due to growth cracks and other issues.

Wisconsin is the one area of the United States coming in above trend line yields. Yields this year are predicted to be up 10-15% over last year (in the 450 cwt range) due to an excellent growing season. It is expected that Wisconsin packers will need to ship hard in the coming days to fit their remaining crop into storage.

In summary, at press time, most areas of the U.S. are coming in with below trend line yield predictions, a different scenario than a year ago at harvest time.

What is also very different this year is the strength of the Canadian dollar. South of the border, processors appear to be walking away from at least two areas with extra availability of processing spuds (Idaho and Washington), in an effort to move production north into Canada this year. Industry insiders expect Canadian plants will run hard this year on a regional shift to capitalize on the currency exchange rate.
Syngenta Canada Renews Support for PEI Watershed Work

(September 21, 2015 - Guelph, ON) Syngenta Canada is renewing its partnership with two Prince Edward Island watershed associations in support of ongoing efforts to improve biodiversity and enhance river and stream habitats of some of the island’s rural areas.

With the support of Syngenta and other organizations, Bedeque Bay Environmental Management Association and Kensington North Watershed Association have planted more than 10,000 trees, shrubs, and pollinator specific plants, and implemented restoration projects on more than 14 kilometres of streams over the last several years.

“Our partnerships with these two organizations are important elements of our ongoing work as part of The Good Growth Plan,” said Chris Davison, Head of Corporate Affairs with Syngenta Canada. Funding from Syngenta totals $25,000, and will be directed to projects that reduce field run-off and improve biodiversity around waterways.

“Agriculture is a huge part of the economy and culture of the Kensington North area,” says Kensington North Watershed Executive Director, Barry Murray. “As a result of partnerships like the one we have with Syngenta, we can bring agricultural stakeholders together to work on a variety of projects and initiatives of common interest, from fish and wildlife habitat improvement to nitrate management to agricultural weather networks and stations.

Enhancing biodiversity on farmland is one of the six commitments Syngenta is working towards in The Good Growth Plan, to help address major global food security and sustainability challenges by 2020.

“For our part, Bedeque Bay Environmental Management Association is excited to continue this important partnership with Syngenta,” said Tracy Brown, Executive Director of the Association. “The financial support that comes with this collaboration will assist us in our ongoing work with farmers to conserve and enhance biodiversity through on-farm enhancements that protect aquatic ecosystems, improve fish habitats, promote native pollinators and restore riparian forests.”

“We have a shared interest in the stewardship of these watersheds,” Davison adds, “and we are pleased to be able to continue our support for the work being done in these areas.”

The six global commitments in The Good Growth Plan are:

• Making crops more efficient: by increasing average productivity of the world’s major crops by 20 percent without using more land, water or inputs

• Rescuing more farmland: improving the fertility of 10 million hectares of farmland on the brink of degradation

• Helping biodiversity flourish: enhancing biodiversity on 5 million hectares of farmland

• Empowering smallholders: reaching 20 million
smallholders and enabling them to increase productivity by 50 percent

• Helping people stay safe: training 20 million farm workers on labour safety, especially in developing countries
• Looking after every worker: striving for fair labour conditions throughout our entire supply chain network

Fruit and vegetable growers at risk

by Alvin Keenan and Greg Donald
Canadian Horticultural Council and P.E.I. Potato Board

Right now the local fruit and vegetable season is well underway, and as we all know fresh produce is perishable. Delicious as it is at its peak, you have to eat fresh produce quickly.

As producers of fresh fruits and vegetables in P.E.I., we are acutely aware of the perishability and limited shelf life produce has when shipped to brokers, wholesalers and retailers.

Unfortunately, as is the case in business, sometimes buyers go bankrupt or refuse to pay. This might not be as much of a concern when we’re talking about TVs or running shoes because those can be reclaimed. This is not the case for fresh produce.

It is for this reason that financial protection is essential for fruit and vegetable growers. Once a shipment is gone, it’s gone, and a buyer refusing to pay can have a huge financial impact on growers who, in Canada, have little recourse to reclaim the value of their produce.

U.S. growers have something called the Perishable Agricultural Commodities Act (PACA) Trust, which allows growers, (including Canadian growers) to reclaim the value of their produce should a buyer go bankrupt or refuse to pay, all at no cost to taxpayers.

Canada offers no similar protection to Canadian growers or U.S. exporters, and because of this, on Oct. 1, 2014, the U.S. Department of Agriculture revoked Canada’s preferential status to the PACA suite of services so important to Canadian exporters. So now we’re vulnerable north and south of the border.

In order to file a formal complaint with the (U.S.) PACA we must now put up a bond of twice the value of our shipment.

As most fruit and vegetable growers in Canada operate on a smaller scale, many operators cannot afford the cost of the U.S. bonding system. Many Canadian exporters will just walk away, often from tens, if not hundreds of thousands of dollars of our produce receivables.

As you can imagine, the risk we’re dealing with is real and it is constant.

The lack of payment protection is the number one issue for Canada’s produce industry. With 40 per cent of Canadian produce being sent to the U.S., the impact of our industry’s loss of protection south of the border is perilous for many growers.

It is also an unnecessary trade irritant with our largest trading partner, which may make Canada a less appealing place to do business.

Our industry has worked with renowned law professor Dr. Ron Cuming of the University of Saskatchewan to create a proposed legislation. This legislation is of no cost to government or taxpayers, but failure to act by our government has a tremendous cost to growers and consumers of produce in Canada.

Recently the NDP has shown leadership by making this issue part of their election platform. We are looking to all federal parties to make this a priority in the upcoming election. We want them to show the people who bring fruit and vegetables to Canadian families that protecting our businesses, and the root of the supply chain that brings produce to Canadians, is important.

It begins here at home – in Canada for Canadian fruit and vegetable farmers. It is time for the Government of Canada to act and implement a made in Canada solution, and in so doing, help us here at home and also ensure that our preferred status in accessing the U.S. PACA is restored.

Produce sellers across Canada are watching their fruits and vegetables head to market without the financial tools that exist for other types of products. This is the first growing season that Canadian produce sellers have been forced to operate under these new conditions. The full impact is yet unseen, but already growers are being affected.

Canada can’t afford to operate this way, and neither can we.

Alvin Keenan is co-owner of Rollo Bay Holdings and Vice-President of the Canadian Horticultural Council. Greg Donald is General Manager of the P.E.I. Potato Board.
CHC and CPMA Partner to Promote Action on Key Produce Issues by Political Parties

The Canadian Horticultural Council (CHC) and the Canadian Produce Marketing Association (CPMA) are working together to pressure the three main political parties to take action on two key issues: payment protection for produce sellers (as outlined in the previous news item) and a fruit and vegetable nutrition policy.

The main message with respect to a nutrition policy is that increasing consumption of fruits and vegetables would reduce the costs and burden of chronic diseases and obesity, improve productivity, economic growth and employment in and beyond the produce sector, and significantly improve the health and well-being of Canadians, their families and communities.

Three critical areas which would benefit from support by federal policy include: common messaging aligning the industry-led Half Your Plate initiative with Canada’s Food Guide; programs to help improve food skills – the knowledge and skills for buying, storing and preparing fruits and vegetables; and children’s programs to set the stage for healthy eating patterns and dietary habits that will last their lifetime.

To learn how you can help spread the word and advocate for these issues visit: www.hortcouncil.ca/tools/advocacy.aspx.
Upcoming Events

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

October 2015
Oct 23-25 PMA Fresh Summit
Atlanta, GA

November 2015
Nov 2 United Potato Growers of Canada Meeting, Toronto, ON
Nov 2 Seed Potato Sub-Committee Meeting, Toronto, ON
Nov 3 Canadian Potato Council Meeting
Toronto, ON
Nov 4 Canada/USA Potato Committee Meeting, Toronto, ON
Nov 6-15 Royal Agricultural Winter Fair
Toronto, ON
Nov 9 PMANA Fall Meeting
Las Vegas, NV
Nov 20 PEI Potato Board AGM
Delta Prince Edward, Charlottetown, PE
Nov 25-27 AgEx Conference
Regina, SK

December 2015
Dec 3 Potato Association of America Seed Certification Section Meeting
Washington, D.C.

January 2016
Jan 12-14 NPC Potato Expo 2016
Las Vegas, NV
Jan 12 Potato Business Summit
Las Vegas, NV
2015 PEI Potato Board AGM
Friday, November 20th
Delta Prince Edward, Charlottetown, PEI

Business Meeting begins at 9:30 am, followed by a number of interesting speakers covering diverse topics including:

2015 Crop Updates from Canada, USA and the world
Market Outlook for PEI Potatoes
Linking Environment and Farming
Market-Oriented Variety Development
PEI Potatoes as a pillar in Canada’s Food Island and PEI Prosperity
New Brunswick Potato Industry Transformation Initiative

Annual Awards Banquet featuring Patrick Ledwell
Reception: 6 pm  Banquet: 7 pm

For tickets, contact Ann Marie at (902) 892-6551 or annmarie@peipotato.org
PHOSTROL® FUNGICIDE

Phostrol is a systemic, highly unique phosphite fungicide that has both a direct and indirect effect on harmful oomycete diseases on a broad range of crops. In potatoes, Phostrol provides effective, convenient and flexible preventative control of late blight, and suppression of pink rot during the season, as well as control of these two diseases after harvest.