In This Issue:

- Nature Conservancy of Canada on PEI
- ALUS Update
- New Varieties at Fox Island
Add an X-Ray Inspection System to your line and ensure that all dense embedded foreign bodies are detected and rejected. Avoid thousands of dollars in rework costs and lost production.

Our X-Ray Inspection Systems will detect:

- Needles, Nails & Staples
- Other Ferrous, Non Ferrous and Stainless Steel Contaminants
- Glass
- Stones
- High Density Plastics & Rubbers
- Hollow Hearts
Cover: Potato flowers of all colours brighten the Island landscape in July and August.
Photo: M.K. Sonier.
Disease control that adds up.

Cabrio® Plus contains two modes of action, metiram and pyraclostrobin, for control of early and late blight. In 124 Canadian grower-applied trials over 8 years, pyraclostrobin-treated potatoes yielded an average of 32.9 cwt/acre (3.7 tonnes/ha) higher than the growers' standard fungicide programs¹. It’s just further proof that the benefits of AgCelence® help maximize yield potential. Call AgSolutions® Customer Care at 1-877-371-BASF (2273) or visit agsolutions.ca for more information.

¹Summary of grower applied trials in Canada, 2006-2014. ²AgCelence benefits refer to products that contain the active ingredient pyraclostrobin.

Always read and follow label directions.

AgSolutions is a registered trade-mark of BASF Corporation; AgCelence, and CABRIO are registered trade-marks of BASF SE, all used with permission by BASF Canada Inc. © 2016 BASF Canada Inc.
Chairman’s Comments
by Alex Docherty, PEI Potato Board Chairman

Good Day to All

After another Island winter and a relatively decent planting season, it’s hard to believe we are now over halfway through the growing season. At the time I am writing this report, we have been experiencing widely different weather patterns across our small Island. These will impact the growing plants and the resulting crop for each of us. Mother Nature has our destiny in her hands.

Our industry has benefited from two more good news stories since my last report and it is my pleasure to mention them. Together we sent a tractor trailer load of potatoes to Fort McMurray to show that we not only care about what is happening to the residents after the devastating fires but also to provide some nutritional food. It was a small gesture, but as Islanders we understand how good Fort McMurray has been to PEI. On behalf of the Board and the industry, a big thank you to all the packers who donated product and to Robert Irving and Cavendish Farms for donating the freight to get the potatoes to Fort Mac. Their effort made a huge difference in making this such a success.

The other good news story was the verdict from Judge Lantz regarding an environmental charge. Judge Lantz recognized that the farmer did everything within his power and control and because of that dismissed the case. It was good to hear this verdict if only to show the general public that farmers do not intentionally cause environmental damage and despite all our best efforts sometimes what nature throws at us causes damage we cannot control. We do not give up however, and as we all know, growers on the Island continue to make investments in Agricultural Stewardship and soil conservation efforts - so much so that the Growing Forward II programs in these areas are fully subscribed for this year. We know that growers are also continually making investments in sustainable farming practices outside of the initiatives supported by these funding programs. We will continue to promote this work that is being done in the potato farming community to the public.

As our season moves forward into the fall and the harvest, let’s pray for timely heat and rain so that we can have a great crop, as it appears things are looking like it could be a much better year than last year. Remember, do not hesitate to contact me or your Director with any questions or concerns you might have and all the best with the remainder of the growing season.

I leave you with this thought: “There is a purpose for everyone you meet. Some people come into your life to test you, some to teach you, some to use you, and some to bring out the very best in you”.

[Signature]
PEI Potato Industry Supports Fort McMurray

The Prince Edward Island Potato industry is proud to add its support to those affected by the devastating wild fires in Fort McMurray. A full tractor trailer load of fresh Island potatoes left PEI on Wednesday, July 6, 2016 to make the trip out west that’s been made by many Islanders and other Atlantic Canadians for decades.

The load contained 20 pallets, which is approximately 50,000 pounds of fresh spuds with a value of about $30,000. The potatoes are being donated by many packers and growers from tip to tip on PEI. “We have an industry of very generous people. This is the best way we know how to help.” says Alex Docherty, Chairman of the PEI Potato Board. “We reached out to help when the fires were burning, and were told that the food need would be greatest when people were moving back to their homes. We were very pleased to pull this together when the folks from Alberta contacted us last week.”

The PEI Potatoes were distributed through the Alberta Food Bank and the Salvation Army in Fort McMurray, and will help families get back on their feet as they make their move back to their homes and communities. “The Salvation Army is thrilled to be able to work with the PEI Potato industry to bring much needed resources from our Island to the people who have been...
impacted by the terrible devastation of the Fort McMurray fires. We appreciate the opportunity to share concern and hope with people who need it the most,” says Major Daniel Roode, of the Salvation Army.

The load of potatoes were shipped via Intermodal and took approximately 8 days to make the trip. The freight for the trip was generously donated by Cavendish Farms.


**Canadian Potato Council Summer Meeting Winnipeg, MB, July 14, 2016**

Representatives from grower organizations, CFIA, AAFC and provincial governments met in Winnipeg on July 13-14 for the summer meeting of the Canadian Potato Council. Items discussed included:

- Work that’s underway to assess the feasibility of a National Promotion and Research Agency for the Canadian potato industry;

- Plant health matters, including updates on market access for our major export markets, Dickeya, Potato Cyst Nematode, USDA certification of U.S. private labs (currently none are certified by the US, but work is underway on a pilot approach), and revisions to the North American Plant Protection Organization (NAPPO) standard pertaining to the importation of plantlets and mini-tubers from outside the region;

- Research underway via the Canadian Horticultural Council’s Science Research Cluster 2;

- Potatoes Canada (Alberta recently joined this initiative, which previously involved just Prince Edward Island and New Brunswick);

- Potato promotion and marketing, which included an update on the Chef Michael Smith potato-themed videos that were done on behalf of the CPC and United Potato Growers of Canada;

- Cost recovery – the previous federal government had advised the Canadian agricultural sector that it had initiated a review of all cost recovery fees, and would be proposing increases in those fees. The new government has not yet moved ahead publicly with increased fees, but the PEI Potato Board, through the Canadian Potato Council, is gathering information on fees in other potato producing countries as well as cost of production data across Canada in order to be able to respond strongly and factually about the impact that any proposed fee increases would have on the competitiveness of Canadian potato farmers;

- Updates on several initiatives, including the Potato Task Force (which is finalizing its report regarding the CFIA’s approach to shipping point inspection of seed potatoes), Potato Sustainability Initiative, the Alliance for Potato Research and Education (APRE), CFIA’s Emergency Response Framework for Plant and Animal Health, CFIA’s proposed Electronic Service Delivery Platform, Plant Breeders’ Rights.

If you are interested in any further information on any of the topics above please contact the Potato Board Office.

**PMRA Re-Evaluation**

The Pest Management Regulatory Agency (PMRA) is re-evaluating the registration of several crop protectants that are used by the horticultural sector in Canada, including several used by potato growers. The reviews are
CHC Appoints New Executive Director

The Board of Directors of the Canadian Horticultural Council is pleased to announce that Rebecca Lee has accepted the position of Executive Director.

Rebecca has significant experience in the industry. Rebecca obtained her Bachelor in Science/Agriculture from McGill University, her Masters in Science from the University of Guelph and her Doctorate from Wageningen University in The Netherlands.

Rebecca’s most recent position was as Technical Director with the North American Plant Protection Organization (NAPPO), where she also served as Acting Executive Director. During the six years with NAPPO, she worked very closely with government, research and industry representatives from the three North American countries. Prior to that, she worked as Technical Director with the Association of Colombian Flower Exporters, for whom she designed the Colombian Centre for Innovation in Floriculture. She then served as Executive Director of the Centre for six years. These two positions provided Rebecca with extensive experience in dealing with government in Colombia.

Rebecca has significant experience in developing strategic plans, working with staff and bringing diverse groups together to develop common goals.

Rebecca will be working part time in August including connecting with CHC members and will be full time with CHC starting in September.

You may contact Rebecca at the following: rlee@hortcouncil.ca; office 613 226 4880 extension 211; mobile 613 296 8383. Please join us in welcoming Rebecca to the CHC family.

The Prince Edward Island Potato Industry would like to thank outgoing CHC Executive Director Anne Fowlie for the effort and dedication she put into working with CHC members, government staff and elected representatives over the years to improve the Canadian Horticulture industry. We wish her well in all her future endeavours.

conducted on a regular basis, but six reviews scheduled closely together this year required a lot of work on the part of the Canadian Horticultural Council, the Canadian Potato Council (CPC), and grower organizations across the country. The products involved this year included Sevin (carbaryl, insecticide); Ferbam (Group M fungicide); Ziram (Group M fungicide); Thiram (Group M fungicide); Bravo (chlorothalonil, Group M fungicide); Rovral (iprodione, Group 2 fungicide); and Captan (Group M fungicide). We are also awaiting decisions from PMRA on previous re-evaluations on Lorox (linuron, herbicide); Dithane (macozeb, Group M fungicide) and Polyram (metiram, Group M fungicide).

With respect to Bravo/chlorothalonil, as you may recall, PMRA had proposed to cancel the use of the product in several horticultural crops, including blueberries, and to reduce its use to one application per season for potatoes. In response, a survey was designed and conducted by the Canadian Potato Council to provide data for PMRA regarding how chlorothalonil is used in potato production in Canada. We greatly appreciated the strong response rate we received from PEI growers on this, and the data is very important in helping PMRA understand current potato farming practices. Close to 190 surveys from potato farmers were submitted to the CPC nationally, and the surveys represented 36% of Canadian potato acreage. Following are some results of the survey:

- In terms of importance for resistance management, 85.6% of growers ranked it as being extremely important, and 11.0% said it was important;
- The mean application rate used and the number of applications/season were less than PMRA used in its original assessment;
- Monitoring/scouting was the most frequent post-application activity in fields;
- Rogueing was not used on the vast majority of farms (ie. non-seed farms in Canada), and on seed farms, the amount of rogueing was less than PMRA had assumed;
- Personal Protective Equipment (PPE) such as gloves, long pants and long sleeved shirts had high frequency of use in post-application activities.

The results have been submitted to PMRA for its use in assessing the use patterns for potatoes, and will communicate the results of this and the other re-evaluations as they progress.
Meet The Volm Engineered Solutions Team.

Whether you’re considering a new equipment purchase, an existing line upgrade, or building a new state-of-the-art packing facility, the Volm VEST team can make sure you get exactly that—on time, on budget and to your specification.

• Packing line integration and optimization
• Equipment specification, sourcing and installation
• Facility design, construction and commissioning

800.253.4737 • volmcompanies.com
Antigo, WI • Idaho Falls, ID • Pasco, WA • Fresno, CA © 2016 Volm Companies, Inc.
Sustainable farming is the future. In many cases, that future is already here. 4R Nutrient Stewardship (Right Source @ Right Rate, Right Time, Right Place ®) lets the world know when food has been sustainably grown.

4R Nutrient Stewardship trials are continuing for the fourth year on PEI in 2016. The previous Memorandum of Understanding between partners Fertilizer Canada, the PEI Department of Agriculture and Fisheries, the Prince Edward Island Federation of Agriculture, the Prince Edward Island Potato Board and the Kensington North Watershed Association was renewed for another three years – from 2015 to 2018. The goal now is to increase adoption of the 4R Nutrient Stewardship approach, measure this adoption and recognize the 4R Nutrient Stewardship practices growers may have been following even before it became a formal program. The change in approach transitions from saying we support the 4R Nutrient Stewardship process of fertilizer application and explaining what 4R Nutrient Stewardship means, to showing, with real numbers, how it is being practiced.

Fertilizer Canada offers an e-Learning training platform that can be utilized by growers, agronomists and others involved in the provision and application of fertilizer products and extension activities. It can be accessed online at: www.elearning.fertilizercanada.ca. This is the first step in a three step process that needs involvement from growers, ag retailers, agronomists and a registry organization to provide hard numbers on the success of the program in moving from the research stage to the adoption stage.

Here are three easy steps to work on your own or with a certified retailer or agronomist and start counting your acres:

1) Complete the 4R Nutrient Stewardship training course. Fertilizer Canada’s 4R Nutrient Stewardship three-part training takes an in-depth look at sustainable fertilizer principles, which earns a Certified Crop Adviser 5.5 Continuing Education Units.

2) Make sure your farmer customers’ plans fit 4R Nutrient Stewardship. Once you get 4R Designated, you can oversee the development of a 4R Nutrient Stewardship consistent plan and sign off on farms practicing 4R Nutrient Stewardship.

3) Get Your Acres Counted. Counting acres under the 4R Nutrient Stewardship framework is the best way to demonstrate to customers and stakeholders what our industry is doing to be forward thinking.

The Grower

The first step is to learn about the 4R Nutrient Stewardship approach either through attendance at a field day, winter conference presentation or via the eLearning website and seeing if you are already following some of the principles, how much change it would take on your part and if that would make sense. The second step would be to work with your agronomist or ag-retailer to develop a 4R consistent plan and specific fertilizer recommendations for your operation. This would be...
followed by implementation of the plan which may include some, but not necessarily all, of the following: adjustments to fertilize rate or different fertilizer sources, changes to the actual application – moving to variable rate or split application, use of slow release fertilizer, etc. The first year may include splitting a field and continuing with your standard practice for a year so that you can do your own comparison in cost and results. The final steps would be reviewing the program with your agronomist or ag-retailer and providing permission to have the 4R acres reported as being part of a 4R Plan in summary reports. At the end of the season review the results and plan for the next year.

The Agronomist and Ag-Retailer

The first step in this case, as well as education and training, is buy-in and a company decision to make fertilizer recommendations based on the 4R principles. The second step is working with growers to review their information (varieties, soil test, field maps, etc.) and develop a 4R consistent plan. It will also be necessary for the retailer to follow-up with the grower to ensure the plan was implemented and obtain agreement to have these acres put into a 4R registry for documentation purposes. The information to be collected and summarized would include acres and crop type, ag-retailer information, and the local watershed and/or district in which the acres are located.

Registry Organization

Fertilizer Canada hosts an on-line system for ag retailers to register acres that have 4R Nutrient Stewardship fertilizer plans as approved by a 4R Agronomist (a Certified Crop Advisor or equivalent who has completed the 4R training). They would also maintain a list of 4R trained agronomists and would register information on crops, acres and areas, while protecting the confidentiality of growers and retailers. This summary information would be used to communicate information about the program to the public and interested farm organizations. In the future there may also be some sort of signage or recognition that growers could choose to display at their farm.
Conservation & Agriculture in PEI

By: Julie Vasseur, PEI Program Director, Nature Conservancy of Canada

Nature Conservancy of Canada (NCC) is the country’s leading environmental charity. We protect ecologically sensitive land across Canada, and have worked with partners in PEI since 1978. We believe that future generations deserve to have the opportunity to experience the unique land, plants and animals that Canada is blessed to have. We work with willing, private landowners, through donation or purchase, who want to see their land conserved in a natural state. NCC understands balance; Canadians need to sustain their families, communities, and economy, while conserving our country’s habitats and species.

Canada’s natural habitats and wildlife have formed our culture. Our country’s history is strongly interwoven with our natural resources – furs, farms, fishing, and forests have greatly shaped us a nation, and when we conserve landscapes we also conserve this cultural legacy.

The benefits we receive from nature are astounding, and range from physical and mental health, to ecosystem services like water purification and storm buffers. This is especially true in a province like PEI, whose primary industries (aquaculture, agriculture, and tourism) all depend on the health and sustainability of the land. People from all over the world visit our beautiful province expecting to experience small but lively harbours, neat rows of farmers’ fields, and majestic, towering sand dunes at sunset. This means that for the lucky folks who call PEI home, our way of life begins with properly caring for our landscapes.

NCC takes pride in being financially responsible – we respect donor wishes, and get the best conservation “bang for our buck.” As we evolved and grew as an organization, this became a challenge – how do you decide what land, plant or animals are most important to protect AND how do we do this with limited financial resources? The solution we came up with is the creation of conservation plans, which are based on the best available science to help us prioritize and guide our work.

Our new conservation plan for PEI encompasses the whole province, and different areas are given a prioritization ranking based on features like:

- Presence of rare or endangered species. (i.e. the internationally endangered piping plover)
- Type of habitat (natural habitats like wetlands, coastal marshes, and forests are a higher priority than habitats influenced or changed by people)

Aerial shot of the William Richard McKee Nature Reserve along the Percival River. (Photo by Mike Dembeck.)
Amount of habitat (since many animals need large territories, large areas of conservation land are best, so properties that are close to an existing conservation area are a higher priority)

What risks are there in the area (sea level rise, erosion, hardening of the coast line, etc)

We compile this information and overlay it as layers on a map. Those areas where several of these priority features overlap will be “flagged” and become a high priority for Nature Conservancy of Canada.

In PEI, the priority areas that have been highlighted include coastal offshore islands, Egmont Bay (especially around the Percival River), the Bonshaw Hills, the North Shore, the cedar forests of the west, and the eastern hardwoods past Souris.

Land conservation in Prince Edward Island faces some unique challenges. Even though we’re the smallest province in Canada by land mass, we have the highest population density. European settlement began in the 1700s and experienced an explosion of population once France seceded the colony to England, and unlike our huge western neighbours, we have no massive northern territory to expand towards. The French had even intended PEI to be an agricultural province from the very beginning to feed the soldiers station at Fort Louisbourg in Cape Breton. PEI’s forests made way for agricultural fields, especially in Queens County, as the soils are very well drained in that region.

There is much back-and-forth between the two sides as the debate concerning sustainable land use continues. The agricultural industry is crucial to Prince Edward Island’s economy. It is difficult to imagine meeting the demands of the industry, in addition to the demands of conservation.

As a conservation biologist working for a land protection charity, part of my daily tasks is to preserve the best natural areas that we have left and then reverse, where possible, the impact of development on the landscape. If we aren’t careful, human lifestyles can take their toll on our beautiful island coasts, rivers and forests, and if we do not look to the future, plan sustainably, and share the importance of sustainable land use, there is little guarantee our children and grandchildren will get to experience the same freedom, comforts and beauty that we have been blessed with.

Fortunately, agriculture and conservation have a common ideal: sustain the land, because it sustains us. All the necessary tools are available to find a solution, and both sides can make great leaps to lessen their impact on the land. However, communication is key; we have to talk to each other. Do we have common goals? Can we learn from each other? Can we help each other in any way? Are there opportunities to work together in ways that would benefit both industries? Can we share information that makes both of our industries more efficient?

If you want to find out more about Nature Conservancy of Canada’s work on PEI—including science, land protection, land management, or volunteer opportunities, please feel free to contact me at 902-892-3608, or Julie.Vasseur@natureconservancy.ca.

Nature defines all of us. If we recognize our common interests rather than pointing out our differences, opportunities will abound as we plan for our generations’ future.
“CleanFARMS is a non-profit industry stewardship organization committed to environmental responsibility through the proper management of agricultural waste,” reads the opening statement of “who we are” in the CleanFARMS 2015 report. Made up primarily through the membership of crop protection, fertilizer, and seed companies, CleanFARMS programs have managed agricultural waste across Canada with exceptional success.

Permanent programs are in place to collect:
- empty pesticide and fertilizer containers;
- obsolete pesticides;
- obsolete livestock and equine medications; and
- empty pesticide bags.

Pilot programs are in place to collect twine, ag film, silage cover, bale wrap, sileage and grain bags in Manitoba and seed bags in Eastern Canada.

CleanFARMS’ recycling programs divert agricultural plastic from landfills, help communities meet waste diversion targets, and ensure the safe disposal of obsolete pesticides and livestock/equine medications.

CleanFARMS works with ag retailers across PEI to make its programs accessible to farmers. With help from this network, most of the plastic containers CleanFARMS collects through the container recycling program are turned into farm drainage tile, which is frequently used again on the farm. Farmers across the country have been strong supporters of the waste collection programs since the first container recycling program was launched in Canada in 1989 and the numbers continue to tell the story:

---

### AG STEWARDSHIP IN ACTION

<table>
<thead>
<tr>
<th>PROVINCE</th>
<th>KGS.</th>
<th>ESTIMATED BAGS COLLECTED</th>
<th>COLLECTION SITES</th>
</tr>
</thead>
<tbody>
<tr>
<td>ON</td>
<td>81,000</td>
<td>300,000</td>
<td></td>
</tr>
<tr>
<td>QC</td>
<td>62,000</td>
<td>229,629</td>
<td></td>
</tr>
<tr>
<td>NB</td>
<td>700</td>
<td>1,982</td>
<td></td>
</tr>
<tr>
<td>NS</td>
<td>350</td>
<td>1,521</td>
<td></td>
</tr>
<tr>
<td>PEI</td>
<td>11,450</td>
<td>33,481</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>155,500</td>
<td>566,613</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>PROVINCE</th>
<th>KGS.</th>
<th>ESTIMATED CONTAINERS COLLECTED</th>
<th>COLLECTION SITES</th>
</tr>
</thead>
<tbody>
<tr>
<td>BC</td>
<td>34,111</td>
<td>94,001</td>
<td>21</td>
</tr>
<tr>
<td>AB</td>
<td>522,191</td>
<td>1,398,660</td>
<td>146</td>
</tr>
<tr>
<td>SK</td>
<td>654,630</td>
<td>1,753,582</td>
<td>379</td>
</tr>
<tr>
<td>MB</td>
<td>211,255</td>
<td>517,480</td>
<td>111</td>
</tr>
<tr>
<td>ON</td>
<td>217,351</td>
<td>544,514</td>
<td>172</td>
</tr>
<tr>
<td>QC</td>
<td>89,177</td>
<td>194,653</td>
<td>90</td>
</tr>
<tr>
<td>ATL</td>
<td>46,335</td>
<td>152,463</td>
<td>33</td>
</tr>
<tr>
<td>Total</td>
<td>1,775,050</td>
<td>4,655,143</td>
<td>952</td>
</tr>
</tbody>
</table>

**2015 Results**

- 2015 Results
- 2.5 MILLION KG of plastic collected in 2015
- AWARDED the Molson Award of Environmental Excellence 2015
- 4,655 MILLION empty pesticide and fertilizer containers returned
- 213,049 KG of obsolete pesticides and 4,435 KG of livestock and equine medications were collected and safely destroyed.

---
Barclay Brook Growers
2016 Environmental Award Winners

This year’s Prince Edward Island Environmental Award winners were announced June 13, 2016 in Charlottetown by Minister of Communities, Land and Environment Robert Mitchell. “There is a lot of great environmental work being done across Prince Edward Island and it is important we take the time to recognize and celebrate these efforts,” said Minister Mitchell. “Our department’s annual Environmental Awards allow us the opportunity to thank individuals, organizations and schools for making our province a better place to live. Congratulations to all of this year’s winners, and thank you to everyone who took the time to submit nominations to the Environmental Advisory Council.”

Award nominations are submitted to three categories: groups, individuals and schools. The winner of this year’s individual award is Ms. Lilly Hickox of Stratford. Lilly is a Grade 11 student at Charlottetown Rural High School (CHRS) who is a key member of the school’s Envirothon Team, a founding member of the CRHS Green Club, a volunteer with the Sierra Club and a member of Model UN.

The organization category award was presented to the Farmers of Barclay Brook with special recognition to Bill MacKendrick for the collaborative project undertaken by farmers, industry and government for the betterment of the environment. The Barclay Brook is an important fish nursing area for the Trout River Watershed and this group worked together to ensure this vulnerable area is protected.

This year’s winning school is West Kent Elementary School. West Kent staff and students are continuously placing focus on preserving and protecting the environment. Among the school’s efforts are participation in the IWMC Plastic Grab Bag Challenge, collection of recyclables to raise funds to donate to the CBC turkey drive, several garden projects, the collection of recycled materials for art projects, tree planting and the adoption of a bald eagle.

Nominations are assessed by a selection committee composed of members of the Environmental Advisory Council.

Barclay Brook Growers accept their Environmental Award from Minister of Communities, Land and the Environment in a ceremony held at West Kent School in June. Left to right: David Sweet, Jason Smallman, Jeff Smallman, Minister Mitchell, John Sweet, David Harris. Absent from photo: Karl, Wayne, Rodney & Ken Smallman, Harris Callaghan, Denton & Parker Ellis, Avarid Smallman & sons Derek & Christopher, Eddie LeClair and Bobby Harris. Photo: Brian Simpson.

Custom Combining Service for Island Farms

Combine is Class 6, 4WD, 30 ft flex head with air reel. Comes with grain buggy and operator and fully equipped farm service truck accompanies combine.

Trucking available upon request.

Contact Hinsperger Farms for details and booking.
Call Tyler at 1-226-747-6926
email: thinsperger@yahoo.ca
PUT THE LIGHTS OUT ON POTATO PESTS.

THE BEST INSECT CONTROL IN POTATOES.
Delegate™ insecticide provides superior control of two of the most damaging pests in potatoes – Colorado potato beetle and European corn borer. Delegate works two ways – on contact and by ingestion.

Visit DowAgro.ca

PROTECT YOUR POTATOES

Delegate™ INSECTICIDE

THE BEST INSECT CONTROL IN POTATOES.
Delegate™ insecticide provides superior control of two of the most damaging pests in potatoes – Colorado potato beetle and European corn borer. Delegate works two ways – on contact and by ingestion.

Visit DowAgro.ca

Closer™ INSECTICIDE

SUPER FAST APHID KNOCKDOWN.
For unmatched speed and effectiveness, use Closer™ insecticide. Nothing works faster. Powered by Isoclast™ Active, the first active in a new chemical class, Closer is a Class 4C insecticide and is effective on insect populations resistant to other insecticide classes such as neonicotinoids, organophosphates and pyrethroids. Closer will be a valuable rotational partner with other chemistries.

®™ Trademarks of the Dow Chemical Company (“Dow”) or an affiliated company of Dow. Always read and follow label directions.
S/16-50163
Opportunities to Reach Out to Islanders

In 2015, PEI potato producers said thank you to their friends and neighbours for their support during a difficult year by hosting the PEI Potato Social at Monaghan Farms in Norboro. In 2016, we hope to continue to reach out to Islanders by increasing potato grower involvement and presence at two regularly scheduled events: Open Farm Day and Farm Day in the City.

Both of these events seek to demonstrate the importance of the agriculture industry to the Island economy and to educate the non-farm population about life on the farm.

OPEN FARM DAY

In 2014, approximately 15,000 visitors took to Island roads to stop and see what Island farms had to offer. In 2015, 28 participating farms across the province provided the opportunity for families and individuals to get close to farm animals, watch cows being milked, dig up some potatoes, taste new grape varieties, pick apples and other fruit and take wagon rides through fields. This fall, PEI’s 2016 Open Farm Day will take place on September 18. The Potato Board will be working with Klondike Farms near Summerside to provide an interactive experience on their potato farm. The Hogg family are opening their facilities and there will be several stations set up to educate visitors in an entertaining and informative manner on what goes into producing the Island potato crop and the wide variety of markets which Island potatoes are grown to meet.

FARM DAY IN THE CITY

PEI Farm Day in the City, set for October 2, 2016, is the finale to the month long Fall Flavours festival that celebrates Island culinary offerings. The website invitation to Farm Day in the City reads: “Come join farmers, producers, crafters and artists from across Prince Edward Island for the largest outdoor market of the year. Fall in love with the tastes of the harvest season and spend the day in downtown Charlottetown being entertained by local musicians, cooking demonstrations, face painting, balloon twisting and more. This free open-air market takes place on Queen Street, from Grafton to Dorchester, along Victoria Row and around the Confederation Centre Plaza.” The event has grown over the years, and in 2015 it was estimated that over 10,000 people were in attendance. The PEI Potato Industry has participated every year, but in 2016 we will be expanding our presence by becoming title sponsor of the event. Through this we will increase our booth space, sell baked and French fried potatoes with proceeds going to a designated charity, and most importantly, by having genuine PEI potato farmers in the booth to hand out recipes and talk to Islanders about potato production in PEI.

Farmers and members of farm families are encouraged to participate in this effort by helping to staff the booths at both these events to talk to visitors and help to explain modern potato farming on PEI to our non-farm neighbours. Please contact Kendra Mills at (902) 892-6551 if you are interested in helping out.
Prince Edward Island’s

Alternative Land Use Services (ALUS) Program

by Shawn J. Hill, ALUS Coordinator,
PEI Dept of Communities, Land and Environment
with Bridget Wayland Director of Communications, ALUS Canada

The province of Prince Edward Island has environmental regulations in place, such as 15 m buffer zones around watercourses and wetlands, and restrictions on growing row crops on land with a slope greater than 9 per cent. However, it was recognized early on in P.E.I. that the regulatory approach achieves a minimum standard of environmental conservation outcomes. Enter the P.E.I. ALUS program.

Alternative Land Use Services (ALUS) is a unique conservation program for projects that go above and beyond legislative measures.

“ALUS represents a new conversation with Island farmers and landowners,” says Alan McIsaac, Minister of Agriculture and Fisheries. “By allowing for a collaborative, ongoing dialogue, ALUS enables P.E.I. to achieve better environmental outcomes on private agricultural lands.”

ALUS gives farmers/landowners an annual payment for conservation projects on private agricultural lands. The annual payment is usually equal to local land-rental rates on a per-acre basis. This is a community-developed, farmer-delivered program in which Island farmers/landowners set aside land for environmental purposes and develop additional conservation projects on their farms, all for nature’s benefit, and are compensated for these extra efforts by the community.

Prince Edward Island is the first and only jurisdiction in Canada with a provincially-supported ALUS program. Originally implemented in 2008, P.E.I. ALUS is co-managed by the P.E.I. Department of Agriculture and Fisheries and the P.E.I. Department of Communities, Land and Environment. The PEI ALUS program has experienced an excellent uptake by Island farmers/landowners, with 415 clients currently enrolled in the program.

The goals of the PEI ALUS program are:
• Reduce soil erosion and siltation of watercourses and wetlands;

An aerial view shows a field belonging to Dunk River Farms near Bedeque, PEI. ALUS payments would help to cover the cost of taking land out of production and ongoing efforts to maintain the terraces, grassed waterways and farmable berms used to minimize soil erosion in this field.
• Improve water quality;
• Improve and increase wildlife habitat;
• Reduce the impacts of climate change.

ALUS continues to build a strong base of support within P.E.I.’s agricultural and conservation communities. There are now approximately 10,000 acres enrolled in the ALUS program and, in 2015-2016, annual payments to participating farmers/landowners amounted to $735,000. Audits of ALUS projects reveal a very high rate of compliance: in 2015, 458 projects were audited, revealing an impressive compliance rate of 97 per cent.

Over the next 12 months, the PEI ALUS program will be undergoing a review that will examine payment rates paid to farmers/landowners. Currently, payment rates are based on an analysis dating back to 2006. With increasing land values and input costs, a review of payment rates is warranted. In addition, the ALUS Costing Review will also consider some new incentives. This work is being conducted through a partnership with the University of Prince Edward Island and is expected to be completed in the spring of 2017.

Nationally, ALUS continues to gain traction, with projects being delivered in parts of Quebec, Ontario, Saskatchewan, Manitoba and Alberta. Interest has also been expressed from the other Maritime Provinces. These other ALUS programs throughout Canada are funded through ALUS Canada and managed through local Partnership Advisory Committees that are made up of community members and farmers. While the Government of Prince Edward Island manages the P.E.I. ALUS Program, it also has an external advisory committee that provides advice and direction.

ALUS continues to deliver a refreshing approach to conservation on private agricultural lands. The demand for ALUS projects in all Canadian provinces is expected to grow as the public’s appetite for environmental services continues to grow.

“Conservation will ultimately boil down to rewarding the private landowner who conserves the public interest,” Aldo Leopold, North America’s “father of wildlife conservation,” once said. Clearly, Leopold was on to something some eight decades ago. ALUS also believes that private landowners (for the most part farmers) are the key to conservation. This is the sound footing of the ALUS program, upon which it relies for its continued evolution in the years to come.

For more information on the PEI ALUS program, visit www.gov.pe.ca/growingforward/ALUS2. For information on ALUS Canada, please visit www.ALUS.ca.
Controlling potato diseases such as early blight, white mould and Rhizoctonia black scurf can be a complex job. That’s why we developed new Sercadis™ fungicide. With consistent continuous control of key diseases and highly systemic activity, Sercadis enables you to tailor your fungicide program to fit the specific application timing and tank-mixing needs of your farm. That’s what we call flexibility. Call AgSolutions® Customer Care at 1-877-371-BASF (2273) or visit agsolutions.ca for more information.

Always read and follow label directions.

AgSolutions is a registered trade-mark of BASF Corporation; SERCADIS is a trade-mark of BASF SE; all used with permission by BASF Canada Inc. © 2016 BASF Canada Inc.
CPMA Town Hall Event Comes to PEI

Beginning in 2015, the CPMA convened a series of town hall meetings across Canada. These regional events provided members and those with an interest in the industry the opportunity to interact with Canadian retailers and the CPMA Executive and to hear updates on current issues. The town hall meetings were expanded in 2016 to include two Florida stops.

On Tuesday, August 9th, 2016, industry members are invited to join the CPMA, The Honourable Lawrence MacAulay, Minister of Agriculture & Agri-Food and Chef Michael Smith for an afternoon of topical information on the state of the market and open industry dialogue moderated within a town hall setting, followed by Chef Michael Smith cooking demonstrations and a community BBQ in picturesque Tracadie, Prince Edward Island!

This is the first CPMA Town Hall in PEI and we are looking forward to this open discussion on industry issues followed by an opportunity for the entire industry and Islanders to try some delicious fresh produce. The event is free of charge and open for all to attend. Walmart, Loblaws, and Sobeys are confirmed to attend, and we anticipate many more retailers registering in the coming weeks.

Agenda:
- Industry Town Hall: 3:30 p.m. – 5:00 p.m.
- Cooking Demo with Chef Michael Smith & BBQ with Minister, Industry & Islanders: 5:00 p.m. – 8:00 p.m.

Don’t miss this chance to meet the Minister and your industry colleagues in our relaxed Maritime environment!

Registration is required for this event. Please go to http://www.cpma.ca/connect/allelevents/town-halls.

New Research Scientist Hired at the AAFC Fredericton Research and Development Centre

Agriculture and Agri-Food Canada is pleased to announce the arrival of Mrs. Chandra Moffat as Research Scientist – Entomology, to the Fredericton Research and Development Centre in September 2016.

Chandra Moffat completed her BSc in Biology at the University of Victoria, where her studies focused on plant and insect ecology. As a co-op student, she first worked with Dr Bob Vernon (AAFC Agassiz Research and Development Centre) to determine the behavioural responses of wireworms to existing and novel insecticides, as well as the relation between crop protection and insect mortality. She then investigated the response of aphid-parasitoid dynamics under simulated climate change as well as the relation between plant nutrition and parasitoid efficacy in a greenhouse crop with Dr Dave Gillespie (ARDC).

Following her BSc degree she worked in collaboration with AAFC and CABI Europe-Switzerland to develop biological control agents for invasive insect pests of Canadian crops. For her MSc, she combined host plant taxonomy and ecology, with extensive field surveys and molecular methods to develop targeted biological control programs for a complex of economically important rangeland weed species of western Canada. Her MSc was a collaboration with the University of British Columbia Okanagan, AAFC, CABI, and the USDA-ARS. For her PhD, Chandra Moffat received a Vanier Canada Graduate Scholarship to study with Dr Stephen Heard at the University of New Brunswick in Fredericton.

She will be defending her thesis this summer. She combined insect-host plant ecology with plant morphometrics and DNA sequencing to test the role of host plant traits in the evolution of insect host range. She has broad research experience spanning integrated pest management, biological control, and plant-insect evolutionary ecology and has worked in a variety of basic and applied systems (i.e. potato, bell peppers, crucifers and canola). Chandra Moffat is an active member of the Entomological Society of Canada and chaired the Student Affairs Committee for several years. She is also on the organizing committee for the International Congress of Entomology to be held this fall.

Please join us in congratulating Chandra and in welcoming her to the Fredericton Research and Development Centre in September.
There is an abundance of new varieties available to producers, so much so that it seems difficult to decide what to grow. “Should I stay with the standard variety that has served me well over the years or should I try to be part of the next big thing?” Being part of something new is no longer just a matter of locating available seed: often times you must develop linkages with the variety agent to ensure that you have access to seed. Having sale for the end product is another issue and depends on the demand from the end user as well as marketing support and channels developed by the agent.

What is clear is that new varieties for the fresh and processing market are definitely filling market niches and are eating away at acreage of standard varieties such as Russet Burbank, Goldrush and Superior. While Fox Island does produce private varieties on a contract basis for agents and variety owners, we have also been propagating some new varieties, both public and protected, that are available for all Island producers. Many of these are varieties from the Potato Variety Management Institute (PVMI) in the western USA and a couple further up the line are ones obtained from the AAFC breeding program for further evaluation on Prince Edward Island.

This month we will provide information on new russets, and will have information on new yellows, reds and specialty varieties in the next issue.

**Classic Russet** has been grown commercially on the Island for a few years now both for the fresh market and for seed. Classic Russet is an early to mid-season russet variety that produces high yields and a high percentage of U.S. No. 1 tubers. It has attractive tubers and excellent culinary quality which makes it very suitable for the fresh-pack industry, and it can also be used as an early processor.

Trial information in the western US shows it will do well with less nitrogen than Russet Burbank and optimum spacing is about 9 inches. Dormancy is not as good as Russet Burbank.

Local grower comments: “slow to get going,” “beautiful type,” “requires less nitrogen,” “needs time after topkill to develop good skin.”

Seed for sale has been grown at Fox Island since 2015.

**Highland Russet**
Highland Russet is another PVMI variety that has been in commercial production in PEI for a few years. It is a mid to late season variety notable for its high yield of uniform, oblong-long, lightly russeted tubers. The variety has moderately high specific gravity and resistances to second growth and most internal defects. Highland Russet shows good potential for the processing market. It is moderately resistant to common scab, powdery scab, early and late tuber blight and PVY. It is resistant to infection by PVX.

Local grower comments: “Nice mid-season russet with good yield potential,” “good specific gravity,” “need to be stored a bit warmer to maintain colour,” “some blight resistance noticeable.”

A small volume of seed will be available from Fox Island for 2017 planting.

Clearwater Russet generated some excitement in the last year when it was noted that it had been added to McDonald’s list of varieties acceptable to be used to produce their French fries. It is medium-late maturing, with oblong-long tubers. Tubers exhibit excellent fry color out of storage and their attractiveness make this variety suitable for both processing and fresh market usage. Clearwater Russet has high specific gravity and is resistant to sugar ends as well as most internal and external tuber defects. Suggested spacing is 10-13 inches with less nitrogen required than used for Russet Burbank. Local trials are underway to develop management recommendations under PEI conditions.

Local grower comments: “nice type, good for processing and fresh pack,” “good specific gravity,” “good stand,” “stored well first year.”

Seed will be available from Fox Island for 2018 planting.

Teton Russet has been available for a few years but there has not been much uptake on the Island yet. Teton is a cross between Blazer Russet and Classic Russet. The tubers are oblong with moderate russet, good skin and shallow eyes. It is resistant to Fusarium dry rot and common scab. Teton Russet should be handled as gently as possible to minimize bruising and skinning and needs to be managed to avoid Hollow Heart. Should suit both processing and fresh market use. A small volume of seed will be available from Fox Island for the spring of 2017.

Blazer Russet was released in 2005 and was grown in PEI for a short time after that. It is an early-maturing, dual-purpose variety that was looked at as a replacement for Shepody. Blazer Russet is resistant to tuber external defects, sugar ends, common and powdery scab of the tuber, and PVX. It is moderately resistant to blackspot bruise and tuber late blight. Blazer Russet has moderate susceptibility to hollow heart and it may have been this that caused it to fall out of favour earlier on PEI. It is being grown for the processing industry.

A small volume of seed will be available from Fox Island for 2018 planting.

For information on ordering seed or having seed propagated at Fox Island Elite Seed Potato Farm please contact the PEI Potato Board at (902) 892-6551.
PMANA Summer Meeting Report

by Scott Howatt, Processing Coordinator

The Keystone Potato Producers Association hosted this summer’s PMANA meeting in Winnipeg at the Inn at the Forks on July 12-14th. The purpose of the summer meeting is to bring attendees up to date with crop conditions in the potato growing areas of North America, to summarize the various contract settlements of 2016 and to discuss important frozen potato industry issues.

The meeting had good attendance, with approximately 35 grower representatives along with reps from our long time PMANA sponsors, AgWorld Support Systems and Syngenta. The Potato Processing Committee (PPC) sent Vernon Campbell, John Ramsay, Jonathan MacLennan and Scott Howatt to represent PEI processing growers. Greg Donald represented the PEI Potato Board.

The following meeting summary comes from the area reports supplied by each of the thirteen grower organizations that attend PMANA. Acres planted for processing in these areas (compared to 2015) range from down to flat. The Atlantic Northeast (ANE) reported the largest reduction at 2.7% fewer acres planted while the acreages in the Pacific Northwest (PNW) and Midwest states are down slightly from last year. Overall the acreage for processing is down 1.4%.

Ontario reports very dry, stressful conditions for their potato crop, while all other areas report crop growing conditions being average to above average. Growers in the US Midwest, in Manitoba and most everyone east of Manitoba are projecting a reduction in their overall potato production compared to last year, which is a reflection of the record breaking crops most of them produced in 2015. In total, across North America potato production is projected to be down slightly at 0.6% or approximately 2.8 million hundredweight.

In the Columbia Basin, the early digs are ahead of schedule and well above average in size and quality which is providing the Basin fryers with great raw product to begin their 2016-17 processing season. Old crop potatoes have cleaned up nicely in The Basin and everyone one at the meeting reported old crop will be cleaned up earlier this summer than last season. Idaho reports their current crop as good to excellent with crop development ahead of average on early plantings and the balance of the crop being on schedule.

Alberta and Manitoba report their potato crops are ahead of normal, well advanced, and growers are pleased with the crop’s development to date. This is similar to the conditions shared from the American Midwest states of North Dakota, Minnesota and Wisconsin. Meanwhile Quebec, New Brunswick, Maine and PEI reported their potato crops look good to very good.

Projected costs of production (CoP) for 2016 were scattered again this year with Idaho and Maine projecting their CoP down $60 and $150 per acre respectively. Maine’s significant reduction is being driven by lower fertilizer, seed and fuel costs. Oregon, Alberta and Manitoba all project their costs will be increasing approximately $100 per acre with fertilizer, crop protectants and land prices being cited as the main causes of operating margin erosion. Meanwhile, the remaining reports showed CoP’s being relatively flat to slightly higher when compared to 2015.

The outlook and attitude from growers across the different production areas of North America for the upcoming season is as varied as their weather. The Potato Growers of Washington (PGW) remain upbeat and positive as their potato crops continue to provide acceptable profit margins and their processors experience continued growth from off shore markets demanding their frozen potato products. Washington’s acreage contracts and dependence on irrigation work to mitigate and control oversupply of raw potatoes. All French fry processing plants in The Basin are running hard and with the recent announcement of further plant expansion by Lamb Weston at their Richland facility, the future looks bright for Washington growers.

The outlook from Malheur County, Oregon and Idaho is less optimistic given their concerns on water supply from irrigation reservoirs, the low demand (and poor prices) for their alternative crops, combined with their shrinking profit margins on potatoes due to repeated reductions in contract prices and the changes in raw procurement at the Heinz plant in Oregon. Two years ago, Heinz gave over their raw procurement to the Oregon Potato Company and this continues to create upheaval among growers in Malheur and western Idaho as those growers look to secure contracted volume with the other fryers.

The process of collective bargaining for growers in the American Midwest continues to erode as there are no contract negotiations between grower organizations and processors in either North Dakota or Wisconsin. Alternative crops provide limited options due to depressed commodity
prices. Processing plants in the Midwest are operating at full capacity and contracting the majority of their raw potato requirements.

The scene across Canada is varied. Alberta growers have been buoyed by a series of high quality, above average crops and their fry plants are running hard, reaping the benefits of the low Canadian dollar and expanding off shore export markets. Manitoba seems to be marked by tighter grower profit margins on their potato crop however, increasing acreages of canola, soybeans and pulse crops indicate decent margins in those alternative crops. The attitudes from New Brunswick and Quebec are more positive, given the recent announcement by McCain Foods to expand their Florenceville, NB plant with a new “form line” and the growers of Quebec receiving the only contract price increase in North America for 2016; agreeing to a 25¢/cwt improvement.

The outlook from PEI is less optimistic as growers’ costs of crop inputs together with relatively stagnant yields and contract prices have combined to erode growers’ profit margins in the processing sector. The oversupply of open potatoes in 2015-2016 from New Brunswick, Maine and Quebec served to keep fresh market prices depressed in the ANE. The lack of viable alternative crops also serves to deflate optimism among Island growers.

In summary, overall the North American (NA) processing crop looks very good to excellent. This puts the 2016 crop on course to over supply our domestic processing marketplace. NA processors are contracting at high levels and most processing plants are running at full capacity. The low-valued Canadian dollar continues to encourage processor capital investment and production expansion within their Canadian factories. Across all growing jurisdictions again in 2016, grower groups placed more value on maintaining and expanding their contracted volume than they did on improving pricing during contract negotiations.

It will be interesting to witness how long it will take for NA processing growers to prioritize the need to improve their contract pricing to address profitability and provide stronger financial positioning for future reinvestment decisions and their long term financial sustainability. Under the current approach, NA growers surrender their business independence more and more each year.
New CEO Announced for PEI Food Island Partnership

The Board of Directors of the Prince Edward Island Food Island Partnership is pleased to announce that Bryan Inglis has been named CEO of the organization.

Mr. Inglis has most recently served as CEO of Co-op Atlantic. He joined Co-op Atlantic in 1986, starting his career with the Agricultural Marketing and Product Development Division. In 1996, Mr. Inglis moved to the Agricultural Division, where he served as Procurement Supervisor responsible for the grain brokerage and procurement functions.

In 2000, he was promoted to Vice-President of Agriculture, where he was responsible for Co-op Atlantic’s Agricultural business including Feed, Farm Retail (Co-op Country Stores) and Grain Brokerage. In 2006, Bryan assumed the additional responsibilities for Co-op Atlantic’s general merchandise and non-Co-op food business as Vice-President of Agriculture and Independent Food. In 2013, Bryan moved to Co-op Atlantic’s Wholesale Food Division as acting Vice-President.

“The Board and staff are very pleased that someone of Bryan’s experience, integrity, and extensive relationships in Atlantic Canada and beyond, will be leading Food Island Partnership’s work,” said John Rowe, Chair of the Board. “With Bryan’s leadership, we have a challenging and exciting opportunity to accelerate growth and profitability with all value chain partners in the PEI food cluster, and really earn our Canada’s Food Island brand,” said Rowe.

Mr. Inglis holds a diploma in Agriculture from the Nova Scotia Agricultural College and a B.Sc. in Agriculture Economics from McGill University (MacDonald College).

He is a member of the New Brunswick Institute of Agrologists and has extensive international agricultural experience. Mr. Inglis has served on the Boards of Country Ribbon Inc., IPCO Inc. and the Atlantic Council for Bioenergy Co-operative Limited, and is a past Board member of Atlantic Beef Products Inc, Co-op Research Farms, and Valley Fertilizers Inc.

The Food Island Partnership is an industry-led not-for-profit partnership of businesses, technology providers, and government agencies dedicated to the growth of the food and culinary sectors in PEI. Our food cluster builds on excellence in agriculture, fisheries and aquaculture products, and facilitates value-added opportunities that leverage our outstanding science and technology infrastructure.
The Canadian Press - TORONTO, ON - The Yukon Gold potato might have come from humble roots, but the Canadian-bred spud has achieved global status among chefs and food writers. It seems Gary Johnston, the plant scientist who bred the yellow-fleshed potato 50 years ago, was ahead of his time. He's hailed as an "agricultural hero," best known for the cross-breeding of a bright yellow wild potato from Peru with a domestic variety. That produced the Yukon Gold, which is praised for its versatility and flavour. Altogether Johnston developed and brought 16 potato varieties to market. Johnson was with Agriculture Canada and based at the the University of Guelph for close to 30 years. He named his iconic potato after the Yukon River, with its link to the Klondike Gold Rush. Yukon Gold was the first Canadian-bred potato variety to be promoted, packaged and marketed under its own name. But because the potato's release to market came a few years before breeder's rights legislation was implemented, no royalties were received.

Vanessa Currie considers herself lucky to have worked with Johnston for a few years in the early 1990s, when he was called out of retirement to fill in while the university sought a new potato breeder. The research technician thinks Johnston's Yukon Gold achievement was the culmination of several factors. For one thing, he bred the variety with European immigrants in mind. "Now a generation of Canadians have grown up eating the yellow-fleshed potato with it being something normal and yummy and great. It was also the start of the idea that the potato wasn’t just sustenance, that it could be a delicacy. Just the name Yukon Gold makes it sound like it was something interesting and exclusive," adds Currie.

Alex York von Sivers, whose father Hans von Sivers was Johnston's lab technician for two decades, has taken on the task of spreading the word about the Yukon Gold's big anniversary. Over the last three years he's gathered material about the potato and sought out congratulatory letters for the half-century milestone from the likes of Prince Charles, TV cook Rachael Ray, Canadian songbird Anne Murray and astronaut Chris Hadfield. "My objective is to pay tribute to a brilliant potato scientist, celebrate the 50th anniversary of his extraordinary creation and then what can I do to make this a lasting legacy ... because what Gary did was a wonderful example of patient, persistent research, patient, persistent out-of-the-box thinking," the Toronto-based York von Sivers says.

"The New York Times, I think, played the most important role in popularizing this potato ... writing about it and publishing recipes." At the recent state dinner in Washington attended by Prime Minister Justin Trudeau, White House chef Cristeta Pasia Comerford dished up Yukon Gold potato dauphinoise drizzled with Yukon Jack Canadian whisky. Celeb chef Wolfgang Puck served 1,500 Yukon Gold potatoes at this year’s Oscars Governors Ball. Baked in gold foil, they were topped with caviar and creme fraiche. And British stars like Nigella Lawson and Jamie Oliver often call for Yukon Golds in recipes.

Johnston died in Guelph in 2000.
The 2016 acreage of potatoes planted in Canada is estimated to be down 1.8% or 6,200 acres. This continues a 12 year decline of potato acreage planted in Canada.

The largest decreases are in Manitoba (-2,800 acres or -4.2%), followed by New Brunswick (-2,150 acres or -4.1%). Quebec estimates an increase of 0.6% or 250 acres.

Yield estimates for each area will be the next step in a process to estimate the country’s production in hundred weight per acre by mid November.
The PEI Potato Blossom Festival took place from July 18-24 in O’Leary, PEI. This popular community event includes a parade, harness racing, a photo contest, recipe contest and potato peeling contest, among other events. The Farmers’ Banquet is one of the highlights of the week. This took place on the evening of Friday, July 23. Guest speaker Greg Donald, General Manager of the PEI Potato Board spoke on “PEI Potatoes - Where do we grow from here?” He concluded his talk with commending local area residents for the many ways they show “Potato Pride” throughout the year.

Several awards are presented during the banquet. Troy Rennie and sons Luke and Spencer of Dock Corner Farms accepted the Potato Producer of the Year Award. Ian MacMillan from Gorrill Produce accepted the Hired Hand Award from Eric Phillips.


received the Hired Hand Award and Crystal Woodside, daughter of Norman and Donna Woodside, was awarded the Potato Ambassador Award sponsored by W.P. Griffin and Sons of Elmsdale and the Evangeline-Central Credit Union.
We are now at the end of July and we have seen tremendous growth in the potato crop over the last couple of weeks. Fields are looking very good for this time of the year with very little sign of any disease in the foliage. Let’s hope the crop continues to develop and that we have good quality yields this fall.

We are just winding down our 2016 Click Beetle survey for this year. Most of the traps are out of the fields and we are beginning to go through the samples. Results will be available later this fall. This is the third major survey that we have done with the others being done in 2009 and 2012. Thanks again to all the growers that allowed us to put traps in their fields.

We had the new Agro Environmental Officer Unit out at our first Crop Scouting meeting in July to introduce themselves and answer any questions. This is the unit that has been established by the Department of Community, Lands and Environment to work directly with farmers. The plan is that the Unit will take a compliance-focused, risk-based approach to environment requirements. Staff will focus first on education and helping farmers get into compliance and they have been meeting with a number of farmers so far this season. The AEO unit will still enforce requirements in instances where there is high risk to the environment or public health and safety, when efforts to achieve compliance have failed. If you are interested in meeting with the staff, please contact the Ag-Environment Team Leader (Shawn Schofield) at (902) 393-5285 or seschofield@gov.pe.ca

The Department Plant Diagnostic Lab is in operation again for the 2016 growing season. The lab is located in Charlottetown in the PEI Analytical Lab in the Bio-Commons Park. This is just south of the West Royalty Business Park. Marleen Clark has been receiving samples and processing potato samples over the last few weeks. I encourage all growers and industry reps to use the lab and take the time to get the any diseases identified and documented.

As well, we are continuously updating our email list for the Potato Crop Updates. If you want your name added to the email list just let us know. The Plant Diagnostic Lab number is (902) 368-5261.

The Department has a new program that provides assistance for establishing a Winter Cover following a Row Crop. It has been well documented that cover crop establishment prior to winter can help reduce nutrient loss events by retaining residual soil nutrients within the crop during the fall and winter months. Catch or cover crops can also act as soil cover by holding the topsoil in place outside of the growing season when soil erosion due to wind and water movement can be significant. Growers must establish a winter cereal as a catch crop following the growing season of a row crop. For more information and assistance, contact Kyra Stiles at (902) 316 1600

I can be contacted at the number and email provided above and check out www.peifarm.ca for current information from the Department of Agriculture and Fisheries.
2015-2016 Market Review

The 2015-16 marketing season brought another challenging pricing year. Overall movement increased over the previous year, but, due to our tight supply situation, was still lower than our 3-year-average. Prices were similar to 2014-15, but we experienced a sharp increase above last year’s prices towards the end of the season as supplies cleaned up. A graphical representation of the Fresh Weighted Average (FWA), Grower Return Index (GRI), and the average price (FOB PEI) of a 10 lb retail bag by month are shown in Figure 1.

Overall North American production was balanced, but regionally our closest competitors (New Brunswick, Quebec and Maine) had an oversupply. Early export sales made up for slower domestic movement. As the season progressed, favourable US exchange rates helped US sales, while Canadian sales were slower. Although our market was surrounded by a lot of potatoes, many of those were destined for processing markets. This regional supply made it difficult to increase pricing through much of the season but we easily cleaned up our supplies and with PEI potatoes and a substantial volume of New Brunswick potatoes repacked in our province many dealers and packers finished up earlier than they had intended.

Approximately 5,690,000 cwt of tablestock potatoes were sold from July 1st, 2015 to June 30th, 2016. This represented an increase of 2.6% from the previous year. When totaling both tablestock and seed sales, movement increased 1.4% from the previous year and was 1.6% below the three year average.

Movement to Canadian markets was down 3.1% for 2015-2016 compared to the previous year, and was also 8% below the three year average. Strong yields in New Brunswick and Quebec slowed movement of PEI Potatoes to Eastern Canadian markets. Although movement decreased to most Canadian markets, there was a significant increase in movement to Alberta and British Columbia.

Potato sales to the United States remained strong again in 2015-2016. Total movement was up 3.3% to the USA over last year and was up 14.4% from the three year average. The exchange rate, coupled with a more balanced overall North American production, assisted US movement. Twenty-nine states purchased PEI Potatoes in the last year.

Export movement improved after a slow year last year. 9.2% more PEI potatoes were exported than last year, but 15.4% fewer than the three year average. Export got off to an explosive start, but tapered off as more countries entered the market. Movement picked up again towards the end of the shipping season. Shipments started earlier than usual, and were sustained later than most years. A total of fifteen export countries purchased PEI potatoes in 2015-2016, with Caribbean markets accounting for the highest volume of shipments.

In total, approximately 43% of tablestock and seed shipments were sold to Canadian destinations, while 41% went to the USA (including Puerto Rico) and 16% were sold to export markets.

![Fig. 1 - 2015-16 Monthly 10lb Average compared to FWA and GRI](image-url)
McCain Foods Expands New Brunswick Facility

Florenceville-Bristol, NB, June 21, 2016 - McCain Foods (Canada) announced today a major investment in its Florenceville-Bristol French fry plant that will expand capability and create 40 to 50 new jobs.

The company is adding a new production line to meet growing demands for hash brown patties and similar potato products. The $65-million investment will include a 32,000 square foot expansion to the existing fry plant as well as state-of-the-art manufacturing equipment and technology.

Jeffery DeLapp, Regional President, North America for McCain, said the new line will allow McCain to better meet the needs of its retail and foodservice customers in Canada, the United States, and other export markets.

“Hash browns and other specialty products are the fastest-growing segment of the potato market,” he said. “This investment will help us continue to grow our North American and export businesses and just as importantly, allow us to support our customers’ growth targets as well.”

Shai Altman, President of McCain Foods (Canada), said the enhanced capability will allow the company to offer a broader range of products to its Canadian customers and consumers.

“Consumers are demanding more choice than ever before,” he said. “This investment will help us meet that demand by expanding our existing product portfolio and developing new innovative potato specialties that people can enjoy at home or at their favourite restaurant.”

Dale McCarthy, Vice President of Integrated Supply Chain, North America, noted that the expansion will stimulate economic growth in the area and will have a significant impact on New Brunswick potato growers.

“We are probably going to need an additional 4,000 acres of potatoes or more to feed the new production line,” he said. “We will obviously buy all that we can locally, but we may have to even reach across borders to meet our needs.”

Don't let them confiscate your crop!

Rampart Fungicide - Additional Uses Added

Safe guarding your crop from these devastating diseases just got a boost with new registrations for Rampart Fungicide. This systemic fungicide brings a different recipe of phosphorous acid that makes it more easily absorbed to protect your crop. Plus with zero sodium content, it allows for better uptake.

Safe guard your crop with Rampart Fungicide.
McCarthy noted this is the biggest single investment McCain has made in any Canadian facility since 2008, when it opened the new French fry facility in Florenceville-Bristol to replace the first plant ever built by the company in 1957.

“We are delighted to be making this investment in our home town,” he said. “The Florenceville area has been good to us over the last 60 years. It has provided us with the skilled workforce and dedicated farmers that helped build our company and achieve the international success that we enjoy today. It is great to be able to continue to invest in the community in this way.”

Construction will begin immediately and the company expects the new line to begin production in late 2017 or early 2018.

About McCain Foods (Canada)

McCain Foods (Canada) is the Canadian division of McCain Foods Limited, an international leader in the frozen food industry, employing over 17,000 people and operating 42 production facilities on six continents. McCain is the world’s largest manufacturer of frozen potato specialties, and also produces other quality products such as appetizers, vegetables, and desserts which can be found in restaurants and retail stores in more than 160 countries around the world. In Canada, the company has seven production facilities and approximately 2,600 employees.

Accidents averted and kids alerted at Oxford’s farm safety days.

OXFORD, NOVA SCOTIA, July, 2016 -- Accidents and injuries on the farm can be avoided – all it takes is a little education and the right resources. That’s why Oxford Frozen Foods’ wildly successful Progressive Agriculture Safety Days (PASDs) continue to grow each and every year.

Presented in partnership with the Canadian Agricultural Safety Association and the Progressive Agriculture Foundation, PASDs are one-day educational events hosted annually by Oxford Frozen Foods to teach children in grades 4 and 5 about the importance of farm safety through fun, hands-on activities and live demonstrations. Because children often play or live on farms, PASDs are a great way to learn about keeping themselves and others around them safe.

2016 has been a hugely successful year, reaching nearly 1600 students. The organization’s Annapolis Valley Safety Day in Middleton, NS broke all attendance records by hosting 520 Grade 4 & 5 students!!

First started in Oxford, Nova Scotia in 2011, PASDs have continued to branch out into other communities that work with Oxford Frozen Foods, including those in Nova Scotia, New Brunswick (their only French-language PASD, Sécurijour), Prince Edward Island and even across the border in Maine. Highlights from previous events include giant sprayer demonstrations, meet-and-greets with police search and rescue dogs, along with displays of grain wagons, tractors, honeybees and emergency vehicles.

A true community effort, the continued success of PASDs relies on the support of dedicated volunteers, presenters,
and sponsors including BASF who provides each attendee with a backpack. Look out for a PASD in Georgetown, PEI later this year as well as Truro, NS, St. Isidore, NB, Oxford, NS, Middleton, NS, Georgetown, PEI and Cherryfield, Maine in 2017!

For more information contact: David Powers, CRSP, HSP, M.Sc. (OSH), Director, Health, Safety & Environment, OXFORD FROZEN FOODS LIMITED, T: (902) 447.2100.2083, Email: david.powers@oxfordfrozenfoods.com

House Passes Roberts-Stabenow GMO Labeling Bill
SNAC International Thanks Members for their Hard Work Leading to Passage

July 15, 2016 - Yesterday, the House of Representatives passed S. 764, the Roberts-Stabenow Agreement, with bipartisan support. Tom Dempsey, President & CEO, SNAC International praised the membership for their hard work in getting this legislation passed. “After a long two years of working with legislators on the GMO issue we finally have legislation that gives the industry and consumers clarity. Manufacturers avoided a patchwork of potentially contradictory state laws and consumers have product transparency. The work of SNAC International members with their legislators was invaluable in this process. It’s a direct confirmation of the importance of our Legislative Summit and face to face meetings with our legislators and staffs.”

Dempsey also expressed his appreciation to House Agricultural Committee Chairman Mike Conaway, Ranking Member Collin Peterson, Congressmen Mike Pompeo and G.K. Butterfield, Senate Agriculture Committee Chairman Pat Roberts and Ranking Member Debbie Stabenow for their critical leadership on this issue. “The strong bipartisan support in both the House and the Senate is a testament to their hard work and leadership.”

The bill now moves to the President’s desk for signature into law. Once signed, Vermont’s labeling standard is immediately preempted and no longer required. The legislation would require food packages to carry either a text label, a symbol, or an electronic code readable by smartphone that indicates whether a food contains GMOs. Smaller companies would have the option to use a 1-800 phone number or website to disclose this information.

Dempsey stated, “SNAC International’s membership consists of large and small businesses alike, and none of

New funding program under the PEI Ag Stewardship Program
WINTER COVER FOLLOWING ROW CROP

Catch crop establishment prior to winter can help reduce nutrient loss events by retaining residual soil nutrients within the crop during the fall and winter months. Catch crops can also act as soil cover by holding the topsoil in place outside of the growing season when soil erosion due to wind and water movement can be significant. Recent data also suggests that keeping living roots within the soil for as long as possible throughout the year is beneficial in promoting soil health and can help stimulate activity and diversity within microbial populations.

Eligibility Criteria: Applicant must establish a winter cereal as a catch crop following the growing season of a row crop. Eligible row crops for use under this program would include, but are not limited to: potato, turnip, cabbage, or carrot crops. Other row crops that are not listed must be discussed with the project advisor prior to application to assess eligibility under this program.

All fields approved through the program are subject to site visitations in the summer, late fall and early spring to ensure that a row crop was grown and that a winter cereal catch crop was well established and maintained until the following spring. Dependent on the season, general guidelines for planting of winter cereals on PEI is by mid to late September for drilled in seeding, and by mid-October for broadcast seeding (prior to harvest). Winter cereal catch crops for this program will be checked for acceptable establishment following November 15th, using the establishment criteria of a minimum plant density of 250 plants / m2, or the equivalent percentage of plant density using a smartphone canopy cover application. Fields that had extremely poor establishment below the minimum criteria will not be covered within this program.

Eligible Expenses: acreage in row crop production followed by a winter cereal catch crop.


For further details please check out: https://www.princeedwardisland.ca/en/information/agriculture-and-fisheries/asp-integrated-nutrient-and-pest-management or contact Kyra Stiles at the PEI Department of Agriculture & Fisheries, Cell: (902) 316-1600, Email: kstiles@gov.pe.ca.
our members do business in just a single state. The snack industry urgently needed this legislation to pass to avoid a patchwork of state labeling regulations from wreaking havoc on the entire food supply chain, and especially our small businesses."

New Farm & Food Care Canada Executive Elected

July 13, 2016 – Guelph, Ontario – Farm & Food Care Canada, a national charity with the mandate to build public trust, elected a new executive last week.

Ian McKillop, a fifth-generation egg, beef and grain farmer, was chosen to be the new Chair. McKillop has a proven track record for leadership, having been a Farm & Food Care board member since inception in 2010, and balancing his time with his busy farm and young family. McKillop served as a board member for the Canadian Cattlemen’s Association for five years, and chaired the National Farm Animal Care Council’s Beef Cattle Codes of Practice committee. He also served as president of the Ontario Cattlemen’s Association between 2005 and 2008.

“We need to continue to take a collaborative approach in reaching Canadians with credible information about their food and how it’s grown here at home,” says McKillop. “As interest in food and the need for transparency and trust grows, we will work to develop more partnerships and support from across the food system to best meet our shared goals.”

Also joining the executive as vice chair is John Geurtjens, vice president of Farm Credit Canada. Gwen Paddock, the national director of agriculture and resource industries for Royal Bank, takes the position of treasurer.

The Farm & Food Care board would like to extend special thanks to Bruce Christie of Nutreco Canada for his leadership and dedication to the objectives of the organization. Christie has served as the inaugural chair of Farm & Food Care Canada – a role held since 2010 – and will continue to serve on the executive in the role of past chair.

Farm & Food Care Canada is a coalition of farmers, associations and businesses proactively working together with a commitment to provide credible information and strengthen sustainable food and farming for the future. The new Canadian Center for Food Integrity is a division of Farm & Food Care Canada with the mandate to help today’s food system earn public trust. Find out more by visiting www.farmfoodcare.org.
Novacap Announces Sale of Idaho Pacific to Arlon Group

Montreal, July 6, 2016 – NOVACAP, a Canadian leader in private equity, announced today that they have sold Idaho Pacific, a company specializing in dehydrated potato products (“IPH”) to Arlon Group (“Arlon”), a food and agriculture investment firm with a global network that supports investments across the entire food supply chain in the Americas. IPH has been a portfolio company of the NOVACAP Industries III fund since May 2011.

“From our acquisition of IPH in 2011 and the value creating investments that followed, NOVACAP, along with the management team, have built IPH into a major player in the dehydrated potato sector,” said Domenic Mancini, Senior Partner at NOVACAP.

“It has been a pleasure partnering with the management team and all of the IPH employees over the last five years and I am confident that the transaction with Arlon will allow IPH to take its business to the next level in the North-American market,” mentioned Antoine Casimir, Vice-President at NOVACAP.

ABOUT IDAHO PACIFIC: Idaho Pacific is a leading producer of dehydrated potato products for the foodservice, industrial and export channels and is recognized as one of the premier potato dehydration companies in the industry. Idaho Pacific is headquartered in Ririe, Idaho and operates production facilities in Idaho, Colorado and Prince Edward Island. For more information, please visit www.idahopacific.com.

ABOUT NOVACAP: With assets under management of over $1.6 billion, NOVACAP has consistently been recognized as one of the leading private equity firms in Canada since 1981.

Russia Food Import Ban Extended

Moscow extends EU food ban until 2018: Moscow signed into law an extension of its import ban on EU food imposed in August 2014 until the end of 2017, a move that continues to hit EU exporters of dairy, meat as well as fruit and vegetables, for which Russia was previously a major market outlet. The extension comes as the EU prolonged its own economic sanctions against the Kremlin for 6 months until Jan 31, 2017 to maintain pressure over the continued fighting in eastern Ukraine. DG Trade officials say European countries have largely replaced volumes of exports to the Russian market with other destinations such as China, but often with a lower market value. But Moscow will allow EU imports of poultry, beef, dried & frozen vegetables used in the production of baby food in a change it says was needed as local manufacturers could not source necessary ingredients. The EU continues to push to end a separate ban on pig & pig meat exports introduced in Jan 2014 after a disease outbreak in the Baltic States & Poland. The WTO sided with the EU in its dispute over the ban in a preliminary report circulated in Feb, saying the move violated the trade bloc’s sanitary rules [see AF11-16]. The finding adds to pressure on the Kremlin to ease the restrictions, which include by-products such as fat, lard & offal, allowing the EU to take retaliatory action in the future if it fails to do so. Officials say the Commission will “pursue efforts to engage with Russia to repeal the ban & reopen the Russian market for EU’s agricultural & food products”, pointing to the “remarkable resilience” of the EU Agri-food sector over the past two years.

The ban also applies to Canadian potatoes. PEI had shipped significant volumes of potatoes to Russia in recent years and the closure of this market was a blow to growers and exporters.

Upcoming Events

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

August 2016
Aug 11-20       Old Home Week
Charlottetown, PEI

September 2016
Sept 6          Cavendish Research Day
New Annan, PEI

TBA            Variety Day
AAFC Harrington Research Farm

Sept 18        PEI Open Farm Day - Island wide.

October 2016
Oct 2           Farm Day in the City
Charlottetown, PEI

Montreal, Quebec.

November 2016
Nov 18         PEI Potato Board AGM
Charlottetown, PEI
Thanks to its highly systemic, antisporeulant activity, new Forum™ fungicide stops late blight and downy mildew in their tracks. It also prevents these devastating diseases from further infecting healthy plants. Forum’s convenient liquid formulation can also be applied pre-harvest in potatoes to significantly reduce tuber rot in storage. For more information, contact your BASF retailer or call AgSolutions® Customer Care at 1-877-371-BASF (2273).

Always read and follow label directions.

AgSolutions is a registered trade-mark of BASF Corporation; FORUM is a trade-mark of BASF; all used with permission by BASF Canada Inc. © 2016 BASF Canada Inc.
MAKE TIME FOR WHAT REALLY MATTERS. CORAGEN® CAN HELP.

You’re proud of your potato crop. Let’s face it. No one ever looks back and wishes they’d spent more time controlling crop damaging, yield robbing insects. We get that. DuPont™ Coragen® is powered by Rynaxypyr®, a unique active ingredient and a novel mode-of-action that delivers extended residual control of European corn borer, decreasing the number of applications needed in a season. And, if your Colorado potato beetle seed treatment control breaks late in the season, Coragen® can provide the added control you need, so you have time for more important things. Its environmental profile makes Coragen® a great fit for an Integrated Pest Management Program and it has minimal impact on beneficial insects and pollinators when applied at label rates.

For farmers who want more time and peace of mind, Coragen® is the answer.

Questions? Ask your retailer, call 1-800-667-3925 or visit coragen.dupont.ca

1 In line with Integrated Pest Management and Good Agricultural Practices, insecticide applications should be made when pollinators are not foraging to avoid unnecessary exposure.

As with all crop protection products, read and follow label instructions carefully.

Member of CropLife Canada.

Unless indicated, trademarks with ™ or ® are trademarks of DuPont or affiliates. © 2016 DuPont.