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Cover: A storm on March 23 that left this blanket of white on the ground was a reminder that winter of 2017 is not over yet. (Photo: M.K. Sonier).
Prince Edward Island Potato News March/April 2017

Chairman’s Comments
by Rodney Dingwell, PEI Potato Board Chairman

It is hard to believe that another planting season is about to start. It has been a very busy winter with meetings and information sessions and I hope growers have been able to take advantage of some of these opportunities. The format for the Agronomy Initiative Workshops was for smaller, more local sessions and hopefully this has made it easier for people to attend.

I would like to recognize two growers who represent our industry at the national level at the Canadian Horticultural Council. Gary Linkletter was presented with the Doug Connery Award for leadership excellence recognizing his contribution to CHC over the years. Gary is stepping away from his active role at the CHC due to changes in their farming operation, and we wish him the best for his retirement. Also this year, Alvin Keenan became President of CHC for the 2017-2018 year. I am sure Alvin will be an excellent voice for PEI potato growers and the overall horticultural industry in this important position.

There are many issues going on at the national and local level that require significant time from both our staff and elected representatives to address and make sure PEI potato grower concerns are expressed. Examples of these at the national level are the PMRA Re-evaluation program for the crop protectant products that we rely on to produce a quality crop, the Cost Recovery Initiative that is underway by the Canadian Food Inspection Agency, the implementation of a Carbon Tax on PEI and how this will affect agriculture, providing input on programs that are being developed for the next five year Growing Forward program, and the development of an Animal and Plant Health strategy for Canada. While there are survey opportunities for growers to register individual comments, these are issues that require a common voice and would be almost impossible for each of us to address individually.

Here at home we have seen the release of a draft Water Act for PEI. A very tight timeline has been provided to make a response, but the Potato Board will be making a presentation at the April 10th consultation session in Charlottetown. We all know that the devil is in the details and the regulations to accompany the Act have yet to be developed. There will be an opportunity to provide feedback once these are drafted as well.

It has been a fairly positive year with post harvest test results for seed coming back with a 92% pass rate to meet our planting cap requirements (3% total virus with a subcap of 2% for PLRV) and many of these seed lots tested clear. Tablestock and processing holdings are at comfortable levels and both movement and pricing have been good. The drought in Ontario certainly has helped to keep the table market strong for PEI potato growers this year, however, we cannot make our planting plans hoping for shortfalls elsewhere. 2017 will be a different year with its own surprises and we urge growers to avoid overproduction by planting for known markets.

As pressures increase with the rush of spring planting season approaching we wish everyone a safe and profitable year.
Canadian Potato Task Force Industry Representatives Meet with Federal Minister of Agriculture

On February 22, 2017, representatives from the Canadian potato industry met with federal Minister of Agriculture, the Honourable Lawrence MacAulay. The purpose of the meeting was to discuss the results of the Canadian Potato Task Force report on alternatives to the implementation of the Seed Potato Tuber Quality Management Program. This had been announced in the Harper Government’s 2012 budget to replace CFIA delivered shipping point inspection services for seed moving to Canadian and US markets. Our US trading partners did not support this move and the Task Force was established to look at this and other significant industry issues. Meetings and research took place over 18 months and a report was prepared to provide details on the feasibility of options available, including alternative service delivery formats as well as CFIA delivered shipping point inspection which CFIA had continued on an interim basis while the Task Force completed its work.

The final report was submitted to the Minister’s office in June of 2016. At the meeting on February 22, the Minister commended the Task Force for its comprehensive work and informed the industry representatives that after reviewing the report, his department was in support of the recommendations and that CFIA would continue with shipping point inspection on an on-going basis for seed potatoes moving to the United States.

The next issue to be dealt with by the Task Force is preparing analysis and a response to the CFIA Cost Recovery Initiative Consultations now underway.

Meetings with Provincial Department Representatives

Staff and Board executive members recently met with the Deputy Ministers of the Departments of Agriculture and Fisheries and Communities, Land and Environment, John Jamieson and Michele Dorsey. This was followed by a meeting with Minister Robert Mitchell and Acting Deputy Minister Todd Dupuis of the Department of Communities, Land and Environment. Discussions centred around moving ahead with previously proposed changes to environmental regulations that impact farm operations as well as the need to look at the following topics:

- reviewing the fine structure for environmental regulation infractions, including the inappropriate nature of both individual and corporate fine levels for farms; and
- to discuss the suitability of adopting a tolerance or pass level for pesticide records rather than a zero tolerance approach before charges are laid for infractions.

Changes to the pesticide transportation regulations are moving through the process. Minister Mitchell stressed the importance of proper recordkeeping and expressed his desire that educational efforts continue through the AgriEnvironment Unit that was established in 2016.

Federal Budget 2017 Overview for Agriculture and Agri-Food

(The following information was taken from a summary provided by the Canadian Produce Marketing Association.)

On March 22, federal Finance Minister Bill Morneau released...
his second budget under the federal Liberal majority government titled Building a Strong Middle Class. In his budget speech, the Minister said “We will help farmers, producers, and processors build their businesses globally, and do so sustainably.” Throughout the budget, agriculture and agri-food were consistently identified as high-growth sectors in which the Government must continue to invest in and grow, both domestically and internationally. Below are some of the key items of relevance to the produce industry including changes to the Special Import Measures Act (SIMA), which reflect comments submitted by CPMA on behalf of members.

**Food Safety**
- To support ongoing efforts to better prevent, detect and respond to food safety risks, a proposed investment of up to $149.3 million over five years, starting in 2017–18, to renew core food safety inspection programming delivered by the Canadian Food Inspection Agency (CFIA) and Health Canada. (p. 191)

**Plant Health**
- $80 million will be provided on a cash basis over five years, starting in 2017–18, to replace the Sidney Centre for Plant Health, located in Sidney, British Columbia.

**Trade and Transportation**
- $10.1 billion (over 11 years) Trade and Transportation Corridors Initiative, which includes a National Trade Corridors Fund that will target congestion inefficiencies at marine ports as well as the busiest rail and highway corridors; and a Trade and Transportation Information System to serve as the authoritative source of multimodal transportation data and performance measures. (p. 138-139)

**Skills, Innovation and Growth**
- A new Innovation and Skills Plan will target six key areas, including agri-food, with a focus on expanding growth and creating jobs. (p. 44). In addition, Innovation Canada will develop six Economic Strategy Tables to identify innovation opportunities, including one for agri-food. (p. 77) The Plan has set an ambitious target to grow Canada’s agri-food exports to at least $75 billion annually by 2025 through innovation and the development of value-added products. (p. 107)
- $7.8 million over two years is proposed, starting in 2017–18, to implement a new Global Talent Stream under the Temporary Foreign Worker Program, as part of the Global Skills Strategy. (p. 67)
- $279.8 million over five years, starting in 2017–18, and $49.8 million per year thereafter, to support the continued delivery of the Temporary Foreign Worker Program and the International Mobility Program. (p. 70)
- Up to $950 million over five years, starting in 2017–18, to be provided on a competitive basis in support of a small number of business-led innovation “superclusters” that have the greatest potential to accelerate economic growth including a supercluster for agri-food. (p. 79)
• A new $1.26 billion five-year Strategic Innovation Fund to consolidate and simplify existing business innovation programming, including high-growth sectors such as agri-food. (p. 82)

• $6 million to the Treasury Board Secretariat over three years to continue its efforts in supporting business growth by promoting regulatory alignment with Canada’s trade partners. (p.92)

Science and Technology

• $200 million over four years, starting in 2017–18, to Natural Resources Canada, Agriculture and Agri-Food Canada (AAFC) and Fisheries and Oceans Canada for clean technology research, development and adoption. (p. 99). Additionally, funding will be provided to AAFC to support the expanded adoption of clean technology by Canadian agricultural producers. (p. 108)

• An additional $70 million over six years, starting in 2017–18, to further support agricultural discovery science and innovation, with a focus on addressing emerging priorities, such as climate change and soil and water conservation. (p. 108)

Consultations on a Carbon Tax

During an update that was provided at the 2017 United Potato Growers of Canada Seminar in Charlottetown on January 31st, Todd Dupuis, Executive Director, Environment of the PEI Department of Communities, Land and Environment stated that the province would be setting up a committee to look at the effects of the proposed carbon tax on agriculture and what measures can be taken to ensure that our industry remains competitive. Potato representatives on the committee will be Brenda Simmons and Alvin Keenan.

New Information Items Added to PEI Department of Communities, Land and Environment Website

The Water and Air Monitoring Section of the Department of Communities, Land and Environment has developed two new items for the department website: Water Quality Report Cards and High Capacity Well Mapping:

1. Water Quality Report Cards - These are a series of short reports that are intended to inform the public about water quality on a watershed basis. The scores consider the occurrence of sedimentation, groundwater nitrate concentration, the frequency of fish kills related to run-off, and the frequency of anoxic events. These issues are all relevant to the agricultural sector as well as the public. The report cards will be updated annually and additional watersheds will be added as information becomes available.

2. High Capacity Well/Wellfield Map - This is an interactive map showing the general location of high capacity wells and wellfields in the province. There is a high public interest in the use of groundwater in PEI and this map provides an indication of where there is use of the resource by industry and municipalities. Some of the well uses are for or related to the agricultural sector and this map puts into perspective the relative comparison of current industry and municipal use of water on PEI.

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Lord Nuffield, born William Morris in England in 1877, was the grandson of a farmer. As a young man, after travelling to the USA to learn about best practices in the new automobile manufacturing industry, he returned home and achieved success with the Morris Cawley, mass produced on American principles. He strongly believed in the value of travel to learn about new concepts that could be adapted to improve local industries. In 1943, he established the Nuffield Foundation for the advancement of health care and later expanded the objectives of his foundation to include agricultural advancements.

Today, Nuffield Canada offers scholarships to agricultural leaders to expand their knowledge and network with top individuals around the world, to promote advancement and leadership in agriculture. The larger international Nuffield community includes the United Kingdom, Canada, the Republic of Ireland, Australia, New Zealand and Zimbabwe. Scholarships are available to anyone involved in agriculture in any capacity of primary production, industry or governance. The scholarship provides individuals with the unique opportunity to: 1. Access the world’s best in food and farming 2. Stand back from their day-to-day occupation and study a topic of real interest 3. Achieve personal development through travel and study 4. Deliver long-term benefits to Canadian farmers and growers, and to the industry as a whole.

THE JOURNEY

In 2014, I was accepted as a Nuffield Canada scholar. The goal of my project was to identify key success factors from world leaders in the potato processing, seed potato and fresh potato sectors. The travel/study period of my scholarship included a six week period spent in Belgium (processing leader), the Netherlands (seed potato leader) and the United Kingdom (leaders in fresh potato production). These visits were followed up during my two year scholarship period with participation in the 2015 World Potato Congress in China and the 2015 and 2016 National Potato Council Potato Expo in the United States.

My travels started in the winter of 2015 in Belgium which is one of the world’s leaders in processing potatoes. Belgium is located in the centre of Western Europe providing excellent access to a market of 400 million people. It also has access to some of the largest seaports in the world for global exports. Belgium has a large number of small scale producers - many with as few as 28 ha, smaller than most potato farms in PEI and a far cry from large scale production units in Washington State. Potatoes may be stored on farm
or shipped to contract or company storage facilities. Their overall potato yields are 56 tonnes per hectare (500 cwt per acre), second only to Washington State. Belgium’s potato producers have the lowest cost of production in Western Europe of approximately $3,126 CAD per acre and this cost of production combined with high yields gives them a very competitive cost per pound of raw product. The industry also has excellent research and technical resources to support the processing sector. These are the key success factors for the Belgium processing sector. Belgium’s future success will depend on a continued focus on sustainability, research and innovation, collaborations within the sector, increasing promotion, and capitalizing on growing export markets, in particular in the Middle East, North Africa, and South America.

My next stop was the Netherlands, the world leader in global seed potato exports. The Netherlands is strategically located near the major potato production areas in Europe as well as some of the largest seaports in the world, such as Rotterdam, that can provide access to growing markets. Due to global trade routes, Europe has very favourable freight rates for servicing offshore markets.

The Netherlands has excellent soils for seed potato production as well as a moderate climate with an adequate natural water supply. The Netherlands has many specialized farmers with a long history of seed production. It was evident from my farm visits that these farmers embrace new technology and innovation from production practices, and farm equipment used in the fields, to seed handling equipment and storages. There are over 100 seed companies, either private or cooperatives, that are involved in breeding and trading and are very active in sales and support in global marketplaces. An effective system for protecting plant breeders’ rights is in place. The independent inspection and certification system in the Netherlands is second to none and includes a very well developed testing system for a variety of potato pests that provides quality assurance to their customers. These attributes are the key success factors for the Netherlands’ seed sector. The Netherlands’ future success depends on a continued focus on new market-oriented variety development; research and innovation; and pest management. It was very apparent that production costs are very high, in particular land and the prevalence of the latest in technology. These two factors are among the reasons why it is believed the potato industry in the Netherlands will continue to focus on seed potatoes, which are a high value crop, because of their need to focus on getting better, and not necessarily bigger.

After several weeks in mainland Europe I travelled across the English channel to Great Britain. The key success factors that have made Great Britain a world leader in the fresh potato sector include: a huge local market; focus on new exclusive varieties; branding; promotion of health attributes; economies of scale; and value-added products. The local market is sixty-five million people strong. There has been significant consolidation of potato fresh pack operations in the UK over the last decade or more and most packing today is done by five major fresh packers that have achieved significant economies of scale. Some of Great Britain’s fresh potato businesses have invested in the development of new and exclusive proprietary varieties to achieve a differentiation strategy in the marketplace. Branding is also an important strategy that is used by Albert Bartlett and Greenvale, two of the large packers.

Despite recognition as a world leader in the fresh sector, I was surprised at the significant decline in the region’s fresh consumption. AHDB (the Agriculture and Horticulture Development Board) has been very active in promoting the health benefits of potatoes to counteract the decline. Numerous examples of innovative and value-added products which offer convenience, such as ready to serve options, were observed in retail stores. Great Britain’s future success will depend on managing supply; promoting the health benefits of potatoes; improving convenience; and increasing environmental stewardship. It was most apparent that addressing the decline in fresh consumption will be the single most important future success factor for Great Britain.
A broader perspective on the current and future success factors for the potato sectors was gained by attending the World Potato Congress in China in 2015 and the National Potato Council Potato Expo in the United States in 2015 and 2016. To meet the world’s increasing food needs, the potato will play a critical role because of its ability to produce a great deal of food per unit of area with less water per unit of production versus the world’s other major crops. It seems realistic to expect that growth in potato consumption and production area will occur in the developing countries, while consumption will be static or continue to decline in developed countries. Production area may decline in developed countries as well, due to increasing yield trends.

Trade of frozen processed products will follow a similar trend, however, it is believed that production of processing potatoes and processing will be provided by the most competitive suppliers. The big question will be whether local processing sectors in developing countries will be able to compete with the quality and price of world leaders like Washington and Belgium.

**KEY LEARNINGS TO APPLY TO THE PEI INDUSTRY**

The ultimate goal of this project was to gain useful information to assist in the long term planning and success of the PEI potato industry. Based on my observations and discussions during my travels and application of this information to the PEI conditions, I feel that factors for consideration to ensure future success for the PEI potato industry should include:

i.) Processing Sector

- Pursue research and adoption of production practices that will lead to higher marketable yields and contribute to producer economic stability and processor competitiveness.

ii.) Seed Sector

- Support and promote market oriented variety development.
- Continued adoption of effective disease management practices and supportive testing services.

iii.) Fresh Sector

- The use of exclusive proprietary varieties that offer production and consumer benefits.
- Strengthening our PEI brand.
- The development of new innovative products that offer greater consumer convenience.
- Promoting our potatoes and their health benefits.

iv.) All Three Sectors

- Focusing on market oriented production and ensuring producers will not over supply the market or prices below the cost of production will be guaranteed.
- Be leaders in environmental stewardship and consideration of adopting a program such as Great Britain’s “LEAF” environmental stewardship assurance program.
- Continued investment in research and extension.
- Create opportunities to adopt new technology and innovations.
- Take advantage of opportunities for collaboration.

This project enabled me to gain greater knowledge and broadened my insight into the long term success factors identified in other regions that can be used to assist in the long term planning and success of the PEI Potato Industry.

The nature of the initial six week travel period forced one to take time for thought and in-depth discussion that is often cut short by day to day workplace deadlines. I appreciated the willingness to share information and the thoughts and opinions provided by all the people with whom I visited. It was apparent that, although far apart on a geographic basis, we all share similar challenges in potato production and marketing and are working hard to ensure the future success of our individual operations and our industries.

As a final note, there are endless opportunities to ensure long term success by collaborating with stakeholders on PEI, across Canada and around the world.

To find out more about becoming a Nuffield Scholar please visit www.nuffieldcanada.ca

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Greg (left) visits with Peter Evenhuis at his processing and starch potato farm in the Netherlands.
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Hear their stories at TitanEmesto.ca
A good crowd took a break from snow clearing activities on Wednesday, February 15 to catch up on the latest developments at the 2017 PEI Potato Day at Credit Union Place in Summerside.

The day started with introductions by Sebastian Ibarra, the new PEI Department of Agriculture & Fisheries Integrated Pest Management Specialist and Dr. Andrew MacKenzie-Gopsill, the new Weed Scientist located at AAFC Charlottetown Research Station. Both gentlemen are looking forward to meeting with producers and obtaining input on industry priorities as they get started in their new positions.

Ryan Barrett, Project Lead with the Agronomy Initiative for Marketable Yield (AIM) reviewed the project background, structure, priorities, research projects and upcoming extension activities in the areas of Soil Health, Precision Agriculture and Seed Handling.

Discussion then turned to the ongoing issue of wireworm. Dr. Suqi Liu was hired last year by the Department of Agriculture and Fisheries to study the biology of the click beetle and wireworm larvae. She provided details and interesting videos that showed mating behaviours of males and females, egg laying and larval development. This information can be used to help target control activities to the stage in the life cycle when the insect is most vulnerable and the actions may have the best opportunity to reduce the population. Dr. Christine Noronha, AAFC Research Scientist who has spent several years working on wireworm control, hosted a Question & Answer session to discuss research findings and the impact of several control options such as trapping beetles and the use of a variety of cover crops and tillage operations.

Following the break, Greg Donald, General Manager of the PEI Potato Board, provided a brief update on reports of the incidence of blackleg caused by \textit{Dickeya spp.} in North America; a research project conducted last year to evaluate the accuracy and consistency of lab testing for \textit{Dickeya spp.} in North America; and where things stand with this emerging disease in terms of seed potato certification. This was followed by a presentation by Dr. Solke de Boer, retired CFIA pathologist, on the biology and control of blackleg causing bacteria. His presentation concluded with four basic recommendations for growers:

- Use clean, early generation seed.
- Know your seed source.
- Ensure that you and your seed grower are using regular and effective disinfection and sanitation procedures as part of your production practices.
- Lab test if unsure of the quality of the seed lot.

The morning session was rounded out with a presentation by Dr. Rick Peters, a familiar face to all, from the AAFC Charlottetown Research Station, on a quick review of disease pressures on the PEI potato crop, current control options and product resistance challenges.

A topic of increasing concern to producers kick-started the afternoon session – this was the re-evaluation of pesticide products and proposed decisions by the Pest Management Regulatory Agency (PMRA) to curtail or cancel use outright.

Delly Keen, area representative for the PMRA, provided a summary of the process followed for the re-evaluation of pesticide products and some new changes that have been proposed for this system. There are several reasons for
pesticide re-evaluations:

- Re-evaluation of older chemistry.
- Cyclical re-evaluation of active ingredients 15 years after their first registration.
- Special reviews triggered by:
  - Incident reports of health or environmental issues resulting from pesticide use.
  - A request for a special evaluation with substantive background reason provided for the request.
  - Action by an OECD member country to prohibit use of an active ingredient for health or environmental reasons.
  - New information reported from federal or provincial department research or monitoring programs.

David Jones, from the Canadian Horticultural Council, then provided information on the procedure CHC follows to respond to these proposed decisions by PMRA:

- Review of Proposed Decision - look at proposed cancelled uses and limited uses, basis of decision – human health (dietary/drinking water, worker exposure) or environment.
- Determine what are assumptions PMRA has made in terms of use rate, number of applications, application method and post application in-field activities.
- Gather information needed to address assumptions that may not be correct.
- Respond to PMRA during the public consultation period.

Grower input on usage patterns, rates and frequency of use, application methods, and post application in-field activities is crucial. Accurate information can be used to correct assumptions PMRA has made and result in a revised risk assessment and decision.

The industry is currently awaiting final decisions on the following products and proposed decisions:

- LOROX/linuron – September 2012 – Cancel all uses
- DITHANE/mancozeb – September 2013 – Cancel all uses
- POLYRAM/metiram – September 2014 – Cancel all uses
- ADMIRE/imidacloprid – March 2017 – Cancel all uses
- BRAVO/chlorothalonil – June 2016 – Cancel some uses (potato 1 application)
- MAESTRO/captan – July 2016 – Cancel some uses (potato 1 application)

Jones concluded by encouraging growers to complete and return the surveys that will form part of the industry response to the re-evaluation decisions and left growers with these final thoughts:

- Grower input via surveys is critical to correcting PMRA assumptions for revised risk assessments.
- Extreme pressure on PMRA from environmental advocates (during the ADMIRE consultation period PMRA has already received over 17,000 responses (mostly click and send, not substantive comments).
- Recent decisions based on water monitoring data and extremely conservative risk assessments are concerning.
- Precedent established for future re-evaluations!

Robert Coffin then provided a presentation on the issue of glyphosate drift onto non-target crops and damage that can occur as a result to both commercial and seed potato crops. This is becoming a more common occurrence due to the prevalence of Round-Up Ready corn and soybean varieties. Good communication with neighbours and attention to detail when spraying are important elements in avoiding this problem.

The day wound up with a “4R Hotstove” group of presentations. Greg Donald provided an overview of the 4R program on PEI including information on sponsors,
support and activities. Kayla Nieuwhof, an intern with the PEI Potato Board sponsored by the AAFC Youth Green Initiative Employment Program, gave an overview of the continuum describing the levels of adoption of 4R principles from basic to advanced. She has surveyed 36 randomly selected Island potato producers to determine where they would fall on the continuum. The majority are completing all the requirements for the Basic level and many are doing elements of the intermediate and advanced levels.

Steve Watts of Genesis Crop Systems has been hired by the 4R sponsors to conduct demonstration trials over the past four years. In this time, demo plots have been grown at 42 sites. The plots included fields grown for seed, fresh and processing use. At the majority of sites, the 4R sections provided equal or greater value than the grower’s standard practice (GSP). (Figure 1) and all 4R plots had less Greenhouse Gas Emissions.

Jonathan MacLennan, a grower from West Prince, then discussed the reasons he became involved in the 4R demonstration trials. He has been pleased with the results both from a crop quality and value perspective as well as reducing excess nutrients that may have a negative effect on the environment. He is moving ahead slowly and has evaluated the program one variety at a time before adopting the program on a wider scale.

Donald concluded the Hotstove commenting that “It is no longer enough to do the right thing – now we have to quantify and provide credible evidence that we are doing the right thing. Documenting grower actions with the 4R survey helps us to do that.”

Short technology updates were provided throughout the day by tradeshow participants adding to the overall value of the day.

RESULTS  Crop Value

![RESULTS Crop Value](image)

Average GSP $3043
Average 4R $3155
20 RB fields over 4 year period  Genesis Crop Systems

Adam Townshend  902-969-7325  easterncropsupplies@gmail.com
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**Potatoes Canada Planning Meeting**

The Potatoes Canada project is part of the overall AgriMarketing Project funded by Agriculture and Agri-Food Canada for Canadian Potato Council marketing and promotion activities. The Potatoes Canada section involves sponsorship and participation by Alberta, New Brunswick and Prince Edward Island. Activities include maintenance of a website, participation in trade shows and sponsoring incoming trade missions as well as the administrative and coordination work for all these activities.

A face-to-face steering committee meeting was held in conjunction with the CHC AGM in Winnipeg in mid-March. The purpose of the meeting was to make plans for 2017/2018, the final year of the currently approved project.

Some of the topics discussed included:

- Participation in a trade show in the Middle East. This is one geographic area where the Potatoes Canada Project has not participated in a trade show before and is an area where there may be some potential for export of high quality products.
- Continuation of our promotional communications to our international contact database and website maintenance activities.
- Work with CFIA to sponsor a trade/laboratory mission and revisit elements of the Canada-Mexico workplan in an effort to resume seed potato trade to this market. Possibilities for fresh potato access might also be explored.

It was very beneficial to have discussions amongst the funding partners in person. The hard work of the project contract consultants Ellen Kouwenberg and David MacSwain was noted and they were thanked for all of their efforts and hard work that have kept the project moving ahead despite numerous funding disruptions and short term funding agreements.

**Potato Task Force**

The Potato Task force met on the evening of March 13. Industry Co-Chair Terence Hochstein provided a summary of the meeting of Task Force representatives with the federal Minister of Agriculture Lawrence MacAulay, CFIA President Paul Glover and AAFC DM Andrea Lyons to present the “Review of Options for Tuber Inspection and Certification of Seed Potatoes Exported to the United States” report.

The Minister was pleased with the cooperative nature of the Potato Task Force and the systematic and thorough way the report had been researched and prepared. CFIA has accepted the recommendations of the report and will continue to conduct shipping point inspection for seed potatoes moving to the United States on an on-going basis.

The job of the Task Force does not finish with the completion of this report. The Task Force was created to deal with major issues facing the Canadian Potato Industry. After discussion, there was consensus that the next topic tackled by the Task Force should be to prepare a response to the CFIA Cost Recovery Initiative that is now in Phase I of consultation. There are good numbers in the above mentioned report on seed potato inspection costs relative to those of our competitors. It was suggested that we look at bringing some new people onto the task force who have more experience with inspection costs for fresh product.

**Canadian Potato Council Meetings**

The Seed Potato Sub-Committee and Canadian Potato Council meetings were held on Tuesday, March 14.
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Representatives of the member potato producing provinces met with CFIA and AAFC personnel to get updates on issues at the national level that will impact potato producers across the country. Some of the topics under discussion included:

- The NAPPO Expert Group on Potatoes has revised the existing RSPM 3, *Movement of potatoes into a NAPPO member country* to align it with ISPM 33, *Pest free potato (Solanum sp.) micropropagative material and minitubers for international trade*. NAPPO is making the proposed changes available for comments from February 26 to May 31, 2017. There is interest from European countries to move nuclear stock from approved facilities into North America without going through the lengthy plant quarantine process. Once the standards are aligned, there will still be much work to be done to determine specific regulations and the process to approve facilities and monitor seed after arrival in North America.

- PCN Testing Guidelines - a request has gone from CFIA to USDA, and from the Canadian Potato council to the US National Potato Council, to review the guidelines and proposing a reduction in the frequency of testing required to ship seed potatoes between Canada and the US from non-regulated areas. Since 2007, there have been 257,595 samples tested across Canada for export movement and PCN has never been detected.
There is a strong feeling that this body of test results provides ample scientific evidence that testing does not need to continue at the current level.

- Propagation of nonregistered and garden varieties is being reviewed. There are regulations in place that limit the acreage of non-registered varieties and garden varieties. If these varieties gain in popularity so that seed acreage rises above 10 ha, then the variety should be registered - this is a food safety issue, as testing for total glycoalkaloid levels is one of the requirements, as well as the need to streamline variety identification and inspection activities with a proper variety description. CFIA will be working with growers and variety agents to increase awareness of these regulations and bring producers into compliance.

- A report was provided by the CPC Research Working Group on the recent revision of the National Potato Research and Innovation Strategy and the update to research priorities. The Research Working Group is preparing a Research Cluster application for the next Policy Framework (Growing Forward 3) funding which will run from 2018 to 2023. A call for letters of intent for projects that address the research priorities was sent out in late February. These will be reviewed in April and requests for full proposals will follow.

**CHC Committee Meetings**

CHC Committee meetings took place over the next two days - committees such as Human Resources, Finance and Business Management, Trade and Marketing, Industry Standards and Food Safety, Crop Plant Protection and Environment as well as commodity specific committees for potatoes, apples and fruit, greenhouse and vegetable. Each committee meeting featured presentations on topics relevant to that committee, often by CFIA or AAFC personnel, as well as committee business and review of the resolutions that had been tabled to that committee.

**Resolutions**

The CHC has a clear mandate to be a strong and active presence in the nation’s capital on behalf of the horticultural sector by bringing issues to the attention of the Minister of Agriculture and Agri-Food Canada, and to other federal and provincial ministers and departments as directed by membership. The resolutions passed at the Annual General Meeting provide direction for the Board of Directors and staff for the coming year.

Several resolutions were made to address these issues and direct the lobbying efforts of the Canadian Horticultural Council:

**CFIA Cost Recovery Phase I Consultation**

A resolution was put forward by the PEI Potato Board, and received support at the AGM, to extend the consultation period from March 31, 2017 to September 1, 2017 to allow industry more time to gather information and prepare a response. CFIA continues to push forward with their tight timeline for this initiative. After the meeting, the industry learned that the deadline will be extended, but only to April 21, 2017 rather than September as requested.

**Business Risk Management Programs**

AAFC is currently planning for the next suite of business risk management programs to be offered under the new agricultural policy framework (Growing Forward 3) that will run from 2018-2023. Major changes were made under Growing Forward 2, reducing reference margin coverage for AgriStability and lowering maximum contribution levels under AgriInvest, greatly reducing the usefulness of these programs for producers. Several resolutions were passed requesting that CHC lobby AAFC to reinstate these programs to support levels that were in place prior to the GF2 changes.

**Crop Protection**

Over the past year growers in all sectors have seen a significant rise in the number of re-evaluation decisions being released by PMRA. Loss of crop protectant products has a significant impact, particularly for small acreage horticultural crops for which registered products are already limited. Growers are awaiting final decisions on several widely used fungicides. The new proposed decision on imidacloprid has the potential to impact a very wide range of both field and specialty crops. CHC has put considerable staff time and energy, in cooperation with provincial grower organizations and producers, into gathering grower usage data that can be used to correct some assumptions PMRA may have made about usage rates and patterns. There
were several resolutions passed at the AGM dealing with this issue.

Food Safety

There was concern expressed from several regions that there is a new trend to add retailer-specific food safety rules, over and above those required by CanadaGAP, that are not based on science or reviewed by CFIA. A resolution was put forward that the CHC work in partnership with CFIA to request the Retail Council of Canada and the Canadian Produce Marketing Association to adopt a policy that RCC/CPMA members must present requests for any food safety rules to CanAgPlus (or the equivalent organizations responsible for CFIA-review national food safety programs), and those requests should always be science-based, and that the CHC work in partnership with the Canadian Federation of Agriculture to urgently request that the federal Department of Justice and Agriculture and Agri-Food Canada seek to have Canadian retailers recognize CFIA-reviewed national food safety programs as the sole food safety programs that are required in Canada.

Trade

A key resolution in this section was that the Canadian Horticultural Council lobby the Ministers of Agriculture and Agri-Food and Innovation, Science and Economic Development Canada to take immediate action on longstanding industry requests and the proposal presented to, and supported by, the Standing Committee on Agriculture and Agri-Food to implement a payment protection program for produce growers in case of buyer bankruptcy; and that the CHC urge the government to negotiate with the US to restore Canada’s privileged access under the US Perishable Agricultural Commodities Act (PACA). The PEI Potato Board and the Ontario Greenhouse Vegetable Growers jointly sponsored this resolution.

Seasonal Agricultural Workers Program and the Temporary Foreign Workers Program - Ag Stream

These programs are extremely important to the horticultural sector and several resolutions were passed to encourage CHC to work with government to improve operation of these programs.

In summary, the Canadian Horticultural Council provides a way for growers of small acreage but high value horticultural crops to work together for the betterment of the horticulture industry in Canada. There are many similar issues affecting growers of different commodities and it is helpful at a national level to speak with one voice. Grower participation and input is always welcome.
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The Agronomy Initiative for Marketable yield (AIM) hosted a series of workshops in February and March at venues across the province. In an effort to diversify the type of extension opportunities available to growers, it was felt that holding smaller group, local meetings may increase participation and provide more value to growers than simply adding speakers to already busy research seminars.

On February 27th and 28th, Dr. Bob Larkin from USDA in Maine spoke to meetings in Emerald, Mill River and Montague about the role of crop rotation for building soil health and in disease suppression. Dr. Larkin presented results of a number of research projects he has conducted in Maine looking at the effect of crop rotation with multiple different crops on potato yield and quality. He also shared work he has done on measuring the impact of compost on potato rotation, and its impact on soil organic matter and soil health. Follow Dr. Larkin’s presentation, AIM Project Lead Ryan Barrett also presented some information on available tools for addressing soil health here in PEI, as well as some research results from local researchers and growers.

On March 13th and 14th, Karon Cowan from AgTech GIS in Ontario also presented to meetings in Emerald, Mill River and Montague on the use of precision agriculture technologies in potato production. She concentrated on making the best use of the significant amount of data provided by site-specific soil testing and yield monitoring technology through mapping tools. Karon’s presentation was followed by a presentation by Nathan Ching of Black Pond Farms near Souris, who spoke about how these mapping technologies have been used on their farm to make management decisions in recent years, including the use of variable rate lime and fertilizer application.

Both sets of workshops had good attendance and great engagement, with attendees able to ask many questions and get into discussions with the presenters about scenarios they are facing on their farms.

PDF copies of the presentations from these workshops, as well as 2 page factsheets with the key messages from each workshop, are available on the PEI Potato Board website under “Grower Site.” In addition, two Seed Handling Workshops were held on March 30th and 31st in Slemon Park and Charlottetown, respectively, and factsheets from these workshops will also be posted to the Grower Site in due course.
2016 Variety Trials

Cluster Trial

Variety Evaluation is a significant portion of the Canadian Horticultural Council Potato Research Cluster Project. Variety evaluation projects are taking place in Prince Edward Island, Quebec, Ontario, Manitoba, Alberta and British Columbia and include activities such as early line evaluation, advanced line and newly released cultivar evaluation, management trials for newly released varieties and nutrition trials.

At the Prince Edward Island site two trials were conducted:

1. Evaluation of advanced AAFC lines and newly released varieties in small plots under PEI growing conditions at AAFC Harrington Research Farm.

2. Variety management trials were grown at Cavendish Farms research site in New Annan looking at spacing and fertilizer rates for four new processing type varieties.

Harrington Research Farm

Primary objectives of 2016 trials were: (Trial 1) determine yield, quality and adaptability of processing and fresh market Accelerated Release (AR) lines, recently introduced varieties and standard varieties, three varieties said to be suitable for starch production; and (Trial 2) determine yield, quality and adaptability of fresh market AR lines, private breeding lines and one standard variety grown at 75 lb Nitrogen per acre.

Plots were 25 foot long, single rows planted at 10 inch in-row and three foot between-row spacing, with the exception of french fry lines which were planted at 12 inch in-row spacing. All lines/varieties were replicated four times in a randomized complete block design. Fertilizer was side-banded at planting as follows: Trial 1: 150 lbs/ac each of N, P2O5 and K2O and Trial 2: 75 lbs/ac N and 160 lbs/ac each of P2O5 and K2O. Insect and weed control consisted of in-furrow Admire® and Thimet®20G and pre-emergence Sencor®, respectively. Weekly foliar fungicide applications included Bravo® 500 and Manzate®.

Crops previous to potato were red clover in 2014 and

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- Worker safety, product is non-toxic and does not become airborne during application.
- Source of calcium enhanced with amino acids and enzymes for early seed piece growth.
- Excellent drying agent to add to your existing fungicide treatment.
- Economical based on research results by Ag Canada in PEI.

Adam Townshend
Owner/Sales

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easterncropsupplies@gmail.com
2015. Final stand counts were taken on July 4 with final cultivation and hilling taking place on July 13. Reglone® was applied to Trial 1 on September 26 and 30 (123 days after planting) and Trial 2 on October 4 and 12 (128 days after planting). Trials 1 and 2 were machine harvested on October 19 and 25, respectively.

Growing conditions in 2016 were warmer and drier than the 30 year average. Total rainfall for May, June, July, August, September and October was 63, 73, 49, 141, 71 and 121% of normal, respectively. Average monthly temperature over the same period of time was marginally above normal for May, June, July and August and above normal for September and October by 1.2 and 1.6°C, respectively. These dry conditions resulted in high percentage of small size tubers for many varieties.

Yellow and White-Skinned AR Lines and Varieties

All entries, with the exception of AR2015-09, outperformed Superior and Yukon Gold in total yield and three varieties, Electra, Lanorma and Noblesse out ranked Atlantic in total yield. AR2015-14 and Goldrush outperformed Superior and Yukon Gold in marketable yield while Electra and Lanorma out ranked all entries in marketable yield with Electra producing by far the greatest marketable and total yield of any entry. At least 77% of Electra and Lanorma yield was comprised of marketable tubers.

Red-Skinned AR Lines and Varieties

Plant stand was 99% or greater with the exception of Prince of Orange at 95%. Prince of Orange had later maturity than any other entry. AR2014-11, Prince of Orange and Norland had tubers with good appearance. Due to its heavily flaked skin, AR2015-12 scored lowest in tuber appearance.

AR2015-12 and Prince of Orange were equal to Norland in total yield with AR2015-12 outperforming all entries in Canada No. 1 and marketable yield. Almost 72% of AR2015-12 yield was comprised of marketable tubers. Prince of Orange had the second highest Canada No. 1 and marketable yield but not significantly greater than Norland.

With the exception of Prince of Orange, AR2014-11 had the highest yield of cull tubers. Culls of AR2014-11, Prince of Orange and Norland were comprised almost exclusively of tubers less than 1.5 inches in diameter.

Low Nitrogen

Emergence was excellent with all entries at 100% plant stand. Phyto-976 and Phyto-492 had late to very late maturity, respectively. AR2014-09, AR2014-11 and Exquisa had tubers with good to very good appearance.

Highest tuber set was achieved by Phyto-456 followed by Exquisa and Phyto-976. All entries, with the exception of AR2014-09 had a very high percentage of tubers less than 2 ¼ inches in diameter. At more than 39 t/ha Phyto-456 and Phyto-492 produced the greatest total yield. 80% of Phyto-456 yield was comprised of small tubers while over 65% of Phyto-492 yield consisted of tubers less than 1.5 inches in diameter.

A large percentage of AR2014-11, Phyto-976 and Exquisa yield was comprised of small and/or cull tubers. It should be noted that culls were almost exclusively comprised of tubers less than 1.5 inches in diameter, regardless of line/variety.

![Image](image-url)
Yield was lower than expected with Albatros producing the greatest total yield at 30.7 t/ha followed by Terena at 25.7 t ha\(^{-1}\) and Kolibri at 20.3 t/ha with no statistical difference in yield between Albatros and Terena.

All varieties had high specific gravity with values of 1.108 or greater.

**Cavendish Farms Variety Evaluation and Management Trials**

Two sets of variety trials were conducted from June to November, 2016 – irrigated and dryland processing type potatoes at the research field of Cavendish Farms in New Annan, PE. The trials were laid-out as a Randomized Complete Block Design (RCBD), replicated four times. Each entry was planted in a 25-ft. plot/rows spaced at 36 in. from each other. All cultural management was followed as recommended for a processing variety. In the irrigated trial, irrigation was based on available soil moisture and amount of rainfall at different stages of plant growth.

The irrigated processing variety trial consisted of nine named varieties, including three different seed sources of Russet Burbank, Shepody and Prospect as standard check varieties.

In terms of total yield, Riverdale Russet had the highest total yield but only the fourth in terms of payout value because of its high total defects particularly caused by pitted scab and sunburn. Payout value per acre would be the amount that will be paid by the processor to the growers considering yield and quality parameters which include external and internal defects, fry colour and dry matter (specific gravity = 1.0898) that is comparable to Russet Burbank; however, some sunburn/greening was also observed. The three different seed sources of Russet Burbank still out yielded other new varieties.

The dryland processing variety trial consisted of 19 entries, including advanced clones from the AAFC’s Potato Early Release Program and from the Colorado State University Breeding Program. The highest payout value was obtained from AAFC clone AR 2016-03 which also had the highest total yield. Riverdale Russet, Arbour Globe (a round white variety), Payette Russet, Blazer Russet and a CSU clone CO-98067-7RU were the six highest yielders; their payout values were not statistically different from each other, but all significantly out yielded the check variety, Russet Burbank.

**Management Trial**

Separate trials were conducted to determine the best planting distance and Nitrogen-fertilizer requirement for Blazer Russet, Dakota Russet, Ivory Russet and Clearwater Russet (N-rate only) under PEI conditions.

An RCBD trial was laid out to compare different planting distances to determine the best for each variety. Except for the planting distance, all cultural management was followed as recommended for processing potato variety production.

Blazer Russet – the 16-inch planting distance had the highest payout value but in terms of total yield the 10-inch planting distance was the highest; differences between the treatments however, were not statistically significant.

Dakota Russet – the 10-inch planting distance had the highest payout value and total yield; differences between treatments however, were not statistically significant.

Ivory Russet - the 10-inch planting distance had the highest payout value and had the highest total yield; differences between treatments however, were not statistically significant.

Further trials to re-confirm results are recommended.

An RCBD trial was laid out to compare different nitrogen fertilizer rate for each variety; except for the N-fertilizer rate, all cultural management was followed as recommended for processing potato variety production.

Blazer Russet – the highest payout value ($3311) as well as total yield (332 cwt/acre) were obtained from 180 lbs. N/acre; 2/3 of the total

---

**Table 2. Cavendish Farms 2016 processing type irrigated variety trial.**

<table>
<thead>
<tr>
<th>VARIETY</th>
<th>PAYOUT VALUE PER ACRE</th>
<th>TOTAL YIELD PER ACRE (CWT)</th>
<th>SPECIFIC GRAVITY</th>
<th>Total Defects</th>
<th>Above 10 oz</th>
</tr>
</thead>
<tbody>
<tr>
<td>Russet Burbank 1</td>
<td>$4,597 a*</td>
<td>459</td>
<td>1.0932</td>
<td>13%</td>
<td>30%</td>
</tr>
<tr>
<td>Payette Russet</td>
<td>$4,508 a</td>
<td>443</td>
<td>1.0898</td>
<td>14%</td>
<td>44%</td>
</tr>
<tr>
<td>Russet Burbank 2</td>
<td>$3,989 b</td>
<td>421</td>
<td>1.0889</td>
<td>7%</td>
<td>14%</td>
</tr>
<tr>
<td>Riverdale Russet</td>
<td>$3,843 bc</td>
<td>500</td>
<td>1.0809</td>
<td>25%</td>
<td>20%</td>
</tr>
<tr>
<td>Russet Burbank 3</td>
<td>$3,825 bc</td>
<td>395</td>
<td>1.0892</td>
<td>11%</td>
<td>27%</td>
</tr>
<tr>
<td>Blazer Russet</td>
<td>$3,678 bcd</td>
<td>357</td>
<td>1.0901</td>
<td>10%</td>
<td>24%</td>
</tr>
<tr>
<td>Dakota Russet</td>
<td>$3,253 cde</td>
<td>387</td>
<td>1.0888</td>
<td>26%</td>
<td>28%</td>
</tr>
<tr>
<td>Ivory Russet</td>
<td>$3,128 def</td>
<td>318</td>
<td>1.0860</td>
<td>9%</td>
<td>18%</td>
</tr>
<tr>
<td>Clearwater Russet</td>
<td>$2,878 ef</td>
<td>315</td>
<td>1.0935</td>
<td>8%</td>
<td>13%</td>
</tr>
<tr>
<td>Teton Russet</td>
<td>$2,694 ef</td>
<td>319</td>
<td>1.0821</td>
<td>11%</td>
<td>15%</td>
</tr>
<tr>
<td>Prospect</td>
<td>$2,513 f</td>
<td>407</td>
<td>1.0730</td>
<td>40%</td>
<td>54%</td>
</tr>
</tbody>
</table>

*different letters indicate a statistically significant difference between values.
amount applied at planting & 1/3 applied at hilling-up. The differences between the 4 N-rates however did not differ significantly.

Dakota Russet – the highest payout value as well as total yield were obtained from 180 lbs. N/acre; the total amount applied at planting. The differences between the 4 N-rates however did not differ significantly.

Ivory Russet – the highest payout value ($2683) as well as total yield (269 cwt/acre) was obtained from 180 lbs. N/acre; 2/3 of the total amount applied at planting & 1/3 applied at hilling-up. The differences between the 4 N-rates however did not differ significantly.

Clearwater Russet – the highest payout value as well as total yield were obtained from 200 lbs. N/acre; 2/3 of the total amount applied at planting & 1/3 applied at hilling-up. The differences between the four N-rates however did not differ significantly.

It is recommended that further trials to evaluate nitrogen-fertilizer rate be conducted to determine the optimum rate that will give the highest yield and quality which will translate to higher payout values; and should be conducted at different locations on the island.

### Table 3. Cavendish Farms 2016 processing type dryland variety trial.

<table>
<thead>
<tr>
<th>VARIETY</th>
<th>PAYOUT VALUE PER ACRE</th>
<th>TOTAL YIELD PER ACRE (CWT)</th>
<th>SPECIFIC GRAVITY</th>
<th>TOTAL DEFECTS</th>
<th>ABOVE 10 oz</th>
</tr>
</thead>
<tbody>
<tr>
<td>AR2016-03</td>
<td>$4,455 a*</td>
<td>498</td>
<td>1.0813</td>
<td>21%</td>
<td>60%</td>
</tr>
<tr>
<td>Riverdale Russet</td>
<td>$4,288 ab</td>
<td>436</td>
<td>1.0827</td>
<td>6%</td>
<td>13%</td>
</tr>
<tr>
<td>Arbour Globe</td>
<td>$4,228 abc</td>
<td>396</td>
<td>1.0853</td>
<td>11%</td>
<td>40%</td>
</tr>
<tr>
<td>Payette Russet</td>
<td>$4,227 abc</td>
<td>383</td>
<td>1.0932</td>
<td>8%</td>
<td>38%</td>
</tr>
<tr>
<td>Blazer Russet</td>
<td>$3,858 a-d</td>
<td>373</td>
<td>1.0880</td>
<td>6%</td>
<td>26%</td>
</tr>
<tr>
<td>CO-98067-7RU</td>
<td>$3,773 a-d</td>
<td>380</td>
<td>1.0809</td>
<td>7%</td>
<td>26%</td>
</tr>
<tr>
<td>Russet Burbank</td>
<td>$3,599 b-e</td>
<td>394</td>
<td>1.0870</td>
<td>23%</td>
<td>40%</td>
</tr>
<tr>
<td>CO-97087-2RU</td>
<td>$3,548 cde</td>
<td>384</td>
<td>1.0975</td>
<td>15%</td>
<td>21%</td>
</tr>
<tr>
<td>Ivory Russet</td>
<td>$3,358 def</td>
<td>313</td>
<td>1.0876</td>
<td>9%</td>
<td>33%</td>
</tr>
<tr>
<td>AR2015-01</td>
<td>$3,241 d-g</td>
<td>304</td>
<td>1.0834</td>
<td>3%</td>
<td>37%</td>
</tr>
<tr>
<td>AR2016-02</td>
<td>$3,046 e-h</td>
<td>330</td>
<td>1.0779</td>
<td>8%</td>
<td>19%</td>
</tr>
<tr>
<td>Dakota Russet</td>
<td>$2,961 e-h</td>
<td>337</td>
<td>1.0952</td>
<td>16%</td>
<td>21%</td>
</tr>
<tr>
<td>Teton Russet</td>
<td>$2,952 e-h</td>
<td>326</td>
<td>1.0834</td>
<td>11%</td>
<td>18%</td>
</tr>
<tr>
<td>AR2016-01</td>
<td>$2,866 e-h</td>
<td>299</td>
<td>1.0899</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Clearwater Russet</td>
<td>$2,828 e-h</td>
<td>289</td>
<td>1.0890</td>
<td>5%</td>
<td>12%</td>
</tr>
<tr>
<td>Prospect</td>
<td>$2,767 fgh</td>
<td>379</td>
<td>1.0771</td>
<td>32%</td>
<td>67%</td>
</tr>
<tr>
<td>AR2015-04</td>
<td>$2,535 gh</td>
<td>336</td>
<td>1.0866</td>
<td>37%</td>
<td>59%</td>
</tr>
<tr>
<td>Shepody</td>
<td>$2,439 h</td>
<td>304</td>
<td>1.0828</td>
<td>29%</td>
<td>52%</td>
</tr>
<tr>
<td>Mercury Russet</td>
<td>$2,436 h</td>
<td>266</td>
<td>1.0861</td>
<td>8%</td>
<td>15%</td>
</tr>
</tbody>
</table>

*different letters indicate a statistically significant difference between values.*
Variety Performance in Various Climates

by Ellen Kouwenberg, Project Coordinator

In 2008, a Benchmarking Study was commissioned by the Canadian Potato Council, Seed Potato Sub-Committee to determine the state of competitiveness of Canadian potatoes in the global market place. The study was conducted by visiting and interviewing various parties in five key markets for Canadian potatoes. One of the recommendations of this study was:

“Continued support for public and private breeders in Canada to develop new protected varieties that better meet the needs of target countries.”

There can be many challenges to conducting preliminary trials in target countries, including phytosanitary barriers, political unrest, shipping obstacles, and financial risk. To mitigate this risk an alternative is to trial at various universities in the United States which have potato programs in place and conduct variety trials as part of this research. Environmental conditions at these locations are representative of various global climate zones and thus the climates of existing and target markets of the Canadian potato industry.

These include:

1. **California**: Mediterranean climate similar to Lebanon, Algeria, Western Turkey and Greece.
2. **North Carolina**: Short, tough season, selection stress testing, similar to Eastern Europe.
3. **Texas**: Semi-Arid Climate, similar to India, zones of South America.
4. **Florida**: Subtropical climate, similar to Central America, Philippines.

In addition to representing climates from other potential target markets, the US is also an existing market for Canadian potatoes. The objectives of taking part in these trials over the three year project time frame were to:

- Build data that the breeder could use for registration and variety protection purposes.
- Determine the suitability of the varieties tested for production under those climatic conditions.
- Build a database of production information that can be used in promoting varieties in suited target markets.
- Create a venue by which Canadian breeders (public and private) can work together on determining the suitability of their varieties for production in export markets.
- Help the public and private potato breeding community in Canada to build a stable of Canadian bred varieties that Canadian growers could produce to compete as a Canadian brand in the global marketplace.

Four trial cooperators were identified and promising selections solicited from private and public Canadian breeders and variety agents for inclusion in the project. Ten selections were sent to the 2016 trials.

Non-exclusive AAFC selections in California:

<table>
<thead>
<tr>
<th>Selection Code</th>
<th>Weight (cwt)</th>
</tr>
</thead>
<tbody>
<tr>
<td>AR2015-05</td>
<td>331.2</td>
</tr>
<tr>
<td>AR2015-09</td>
<td>265</td>
</tr>
<tr>
<td>AR2015-12</td>
<td>247</td>
</tr>
<tr>
<td>AR2015-14</td>
<td>322.6</td>
</tr>
</tbody>
</table>
A PEI trial site was conducted at the AAFC Charlottetown Crops & Livestock Research Centre, Harrington, PEI. This provided local growers, exporters, and breeders the opportunity to evaluate how these varieties grow under local conditions and assess their potential for seed, fresh market use and production for export.

Varieties submitted to the trials ranged from russet lines suitable for french fry and fresh pack lines, to those with chipping potential and whites, yellows and reds with potential for fresh use. Canadian participants included Agriculture and Agri-Food Canada, Real Potatoes, and McCain Produce.

**Conclusions, Observations and Recommendations:**

This was the last season of this three year project funded under Growing Forward 2 - PEI Agriculture Research and Innovation Program.

Facilitating the trials revealed a very detailed process of testing, and regulatory challenges to be dealt with prior to shipping seed into the United States. Canadian/US agreements require the phytosanitary requirement of PCN testing from the soil in which the seed was grown. Soil samples for PCN testing are taken during the harvest months and are not available once the soil has been frozen. This short window for sampling as well as the introduction of cost recovery fees for PCN testing will be an ongoing obstacle for breeders looking to trial in the US in the future. Less cumbersome, but detailed, was the CFIA phytosanitary certificates, commercial invoices and US FDA documents to be completed and presented to couriers prior to shipping to ensure customs officers had sufficient information to allow the seed to pass into US. That being said, having learned the process, industry now with an understanding of the necessary procedures and a streamlined approach should there be participation in future years.

Material Transfer Agreements, a legal contract between each breeder and each of the four University legal departments, while tedious in nature, provides industry with a document that gives participants confidence that material they submit will be protected. Each MTA was unique to each state’s regulatory framework and, should conflict result, had to be written to ensure the contract falls within the laws of the individual state. These documents provided security for the breeder and his rights and proprietary ownership over the variety.

Each year of the trials saw, for each climate growing region, unexpected weather patterns (flooding, drought, early freezes, etc). As in our own climate, every production year varies based on the soil and weather. It is essential to replicate over a number of growing seasons to gain a true picture of what the standard result will be for each individual selection.

Open House/Field Days are held in each location and are valuable for agents to attend to meet with growers and potato buyers who may have interest in commercial production of their varieties.

Through submitting to the various climate locations, breeders received a better understanding of the stability and performance of their selections over different growing conditions and production systems. This valuable feedback helped map the future of the selection(s). Some selections which had been carried for years by a breeder with fair to good results domestically were dropped due to consistent, year over year, poor production data in all four trials. In contrast, some selections, as a result of the production and yield data coming from these University sites have continued on their path towards commercialization and trial results provide the agent with information to use as a selling point for the variety. This was truly a highlight of this project, to see promising Canadian bred varieties become part of the seed and table production on local farms which, in turn, have the data to back up its seed export potential.
CFIA Consultations Underway on Changes That Will Have Significant Impact on Potato Producers

Consultations on the New CFIA Cost Recovery Initiative

CFIA, in concert with the release of regulations to accompany the new Safe Food for Canadians Act, is also working to update their fee schedule for inspection and testing services that they provide for a wide range of commodities. This will have considerable impact on the cost of doing business for everyone in the potato business from seed potato growers to fresh packers and shippers. The Canadian Horticultural Council had asked for an extension of the Phase I consultation period from the original deadline of March 31, 2017 to September 1, 2017. In late March it was announced that the deadline would be extended to April 21, 2017. This is a very complex issue with significant implications and adequate time is needed to review the plan and provide constructive comments.

We have been advised by the Federal Minister of Agriculture, Lawrence MacAulay, that it is very important for growers to submit input through the consultation process both through their associations and as individuals.

Information on the consultation is available by going to http://www.inspection.gc.ca/ and following links to current consultations. A two phase consultation is underway:

Phase one: From January 26 to April 21, 2017, the CFIA is seeking your input on:
- a proposed list of services that allows fees to be charged consistently for similar CFIA services
- proposed service standards for CFIA services
- the appropriate level of cost sharing between regulated parties and taxpayers
- impacts of potential fee increases on businesses

Phase two: The CFIA will provide stakeholders with a summary of feedback received during phase one consultations and specific fee proposals for each service.

The objective from CFIA’s perspective is to have a common approach to service and the application of fees. Fees would be applied on a consistent basis for all commodities and sectors and be charged either at a flat or an hourly rate. Services would no longer be defined by commodity, but rather organized by activity (e.g. an application submission would be a flat rate whereas the actual inspection will be based on an hourly fee).

CFIA will follow Treasury Board Secretariat’s Guide to Establishing the Level of a Cost-Based User Fee or Regulatory Charge when developing fees. This includes three steps:
- Step one - estimating the full cost of an activity
- Step two - assessing the upper limit of the fee
- Step three - consideration of pricing factors.

According to CFIA, the pricing factors include:

- Mix of public - private benefits: the Canadian agriculture and agri-food industry benefits from many CFIA activities as the primary end users of CFIA services. These are considered private benefits. Where a particular CFIA activity confers a benefit to a regulated party, the regulated party is expected to contribute to the costs of this activity. The general public also benefits from CFIA activities from a health and safety perspective (consumer protection). These are considered public benefits. As a result of this mix of private and public benefits, CFIA services are funded by both private and public funds.
- International benchmarking: as part of its analysis, the Agency will compare its cost recovery approach, including services, service standards, and fees with those of major trading partners.
- Other considerations: fees may also be adjusted to take other factors into account, such as:
  - fairness and equity of the fee across industry sectors
  - economic impact on regulated parties; ability of regulated parties to pay
  - competition with the private sector
  - public policy objectives
  - need for interdepartmental and/or multi-jurisdictional coordination
  - regulatory efficiency

The easiest way to take part in the consultation is to complete the online CFIA Cost Recovery Initiative Impact Assessment Questionnaire for Regulated Parties. There
are twelve questions. These questions ask for information about your company, what CFIA services you use and pay fees for currently and the impact fee increases would have on your business. The questionnaire can be accessed through the CFIA website or directly at http://inspection.sondages-surveys.ca/s/cfia-cost-recovery-initiative/?l=en. Comments can also be submitted by mail or email to:

Director – User Fees
Canadian Food Inspection Agency
1400 Merivale Road
Ottawa, Ontario
K1A 0Y9
CFIA_Cost-Recovery.ACIA_Recouvrement-des-couts@inspection.gc.ca

Safe Food For Canadians Act

On November 22, 2012, the new Safe Food for Canadian Act received Royal Assent. The new Act consolidates the authorities of the Fish Inspection Act, the Canada Agricultural Products Act, the Meat Inspection Act, and the food provisions of the Consumer Packaging and Labelling Act. The stated purpose of the Safe Food for Canadians Act is that it:

- makes food as safe as possible for Canadian families;
- protects consumers by targeting unsafe practices;
- implements tougher penalties for activities that put health and safety at risk;
- provides better control over imports;
- institutes a more consistent inspection regime across all food commodities; and
- strengthens food traceability.

From an internal operations point of view:

- staff will have one set of regulations for all commodities;
- fees will be standardized for services provided for all commodities;
- it will allow implementation of electronic and digital service options across all commodities; and
- it is expected to be a more preventative system – with a focus on licensing, preventative practices and traceability when food recalls are required.

Since the Safe Food for Canadians Act received approval, CFIA staff have been working on developing regulations to accompany the Act and there have been various consultations going on with the industry as this process proceeds. The draft regulations were published in the Canada Gazette on January 21, 2017 and the consultation period ends on April 21, 2017.

The Safe Food for Canadians Act covers food for human consumption – food exported from Canada, food imported to Canada, and food traded across provincial boundaries. It takes the common elements of all the Acts it is replacing and puts them in one place.

The new regulations will not include all the commodity specific documents included in the 13 Acts that it is replacing. There are 17 documents that will be “incorporated by reference” in the new regulations. This means that the documents will be referred to in the new regulations but their text will not actually be part of the regulations. This will address a major complaint industry had with the previous Acts and that was the fact that due to the time it took to change regulations, the regulations were not responsive to changes in the industry. Under the new system the documents that are “incorporated by reference” can be changed much more easily and in less time.

CFIA advises that many of the items covered for potatoes such as grade standards, standard container sizes, ministerial exemption requirements to name a few will remain the same, just covered under a new Act and a new regulation document. However there will be changes. The examples below come from information available on the CFIA website:

Part 3 – Licensing

Anyone who imports food to Canada, exports food from Canada and grows, grades or ships food across provincial boundaries will require a license. The license will be good for two years. Some sectors will require a license
immediately upon the regulations taking effect and others will have a transition period. Cost of the license has yet to be determined.

Part 4 – Preventative Controls

A Preventative Control Plan (PCP) is a written document that demonstrates how hazards and risks to food are identified and controlled. It must be prepared, kept, maintained, and implemented according to sections 84-87 of the proposed Safe Food for Canadians Regulations. (Potato Board staff have asked if CanadaGAP will cover this requirement and are awaiting a clear response.)

Part 5 – Traceability

Licensed establishments will have to have the ability to trace their product one step forward (who they sell to) and one step back (where it came from). Documents must be kept for two years. Specific requirements can be found using another interactive tool.

The full text of the proposed regulations can be found online at: http://www.gazette.gc.ca/rp-pr/p1/2017/2017-01-21/html/reg1-eng.php#reg.

To support businesses in adapting to new regulations CFIA is hosting webinars on the draft regulations during the consultation period. In addition, they have developed several web-based tools:

1. Interactive web based tools with a series of questions to help businesses decide if a section of the regulations applies to them.
2. A handbook for Food Businesses including a list of FAQ’s.
3. Several infographics that can be downloaded that help to explain the new regulations using visual cues and diagrams.
4. Videos.
5. On-line service “Ask CFIA”.

Details on the Safe Food for Canadians Act can be found at www.inspection.gc.ca/safefood.

Roll Out of “My CFIA”

My CFIA is a new portal that provides clients access to secure business resources online. It was launched in early 2017 and new services will be added throughout the year. There have been opportunities for packers and dealers to participate in trials of the system.

Those wishing to utilize online services through my CFIA must do a one time registration of their business to obtain a My CFIA Account.

Roll out plans include the following information as taken from the CFIA website:

As of Spring 2017 Clients will be able to:

• Submit an application for Registration of an Establishment for Fresh Fruits and Vegetables.
• Submit an application for Permit to Import Plants and other things under the Plant Protection Act.
• Apply for a Table Stock Potatoes Canadian Partners in Quality (C-PIQ) Certificate to the United States and Puerto Rico.

Summer 2017

• Apply for a Table Stock Potatoes, Fresh Fruits and Vegetables Shipping Point Certificate to the United States.
• Apply for a Seed Potatoes Certificate to the United States.

Fall 2017

• All export certificate requests can be made through My CFIA.

At this point, it is not mandatory that CFIA clients use the on-line portal. It is an attempt to streamline the process of receiving applications and scheduling inspection services from a central location.

We are told that CFIA seed potato inspection applications and requests for inspection are not included in the My CFIA portal at this time and seed growers should continue to work through their local inspection office.

For further information on all the above topics please go to:

www.inspection.gc.ca
Fruit Logistica, held in Berlin, Germany, in early February, is the world’s largest trade show for the fresh produce industry. The event provides an excellent platform for business-to-business contacts and professional networking. This year’s event showcased 3,100 exhibitors from 84 countries and broke previous years’ records with over 75,000 trade visitors from 130 countries attending the three day event.

The PEI Potato Board booth space this year was top notch. The location was front and center for any of the visitors to the show when entering through the main North east entrance. This booth acts as an anchor for bringing together PEI Potato Industry representatives in Berlin. It was a great opportunity for PEI delegates to interact with customers across the globe and determine how best to approach their growth strategies.

**Fruitnet World of Fresh Ideas**

This brand new, curtain-raiser event for Fruit Logistica took place from 1:30-6:30pm on the day before the trade show. The live multimedia event’s objective was to inform those attending about the latest ideas, trends and innovations in the international fresh fruit and vegetable business. The event was recorded live in front of an audience of around 350 people with a global network of industry experts presenting what is new and upcoming in the fresh produce industry.

Speakers included:
- Charlie Hicks of Total Produce UK, who explained how the huge potential of social media now puts effective marketing within reach of everyone in the business;
- Tom Coen of Belgian company Octinion, which is developing the world’s first robotic harvester for tabletop strawberry growers;
- Dan Mathieson, Global President of sales and marketing at New Zealand kiwifruit marketer Zespri, who explained how a global approach to branding was reaping rewards for the company;
- Claas van Os, discussed Dutch supplier Levarht’s innovative approach to new product and packaging.

Pictured above is the PEI Delegation at Fruit Logistica 2017 (left to right): Adam Jay and Randy Visser of Gerrit Visser & Sons (1992) Inc., Ellen Kouwenberg and Greg Donald representing the the PEI Potato Board, and John Griffin and Garth Smallman of W.P. Griffin Inc. Missing from the photo is Phil Enserink of Red Isle Produce Co. Inc.
Kurt Ratschiller of Vog and Michael Grasser of VI.P Val Venosta revealed how the Italian companies are aiming to tap into new apple markets around the Mediterranean with their new branded apple variety Yello. The variety, which originated in Japan, is set to be marketed heavily in Italy this year, with plans to extend that marketing into export markets in the coming years; Gilad Sadan of Melbourne-based Navi Co Global delivered a whirlwind tour of recent innovations in packaging design; Mihai Ciobanu of Fresh4Cast outlined the huge potential for big data to improve decision-making in the fruit and vegetable business; Sarig Duek of Israeli firm Phytech gave us a glimpse of the future with an explanation of how individual plants could be monitored via an internet-based system; and Dr. David Bosshart noted some important consumer trends and drivers in the international fresh produce business.

The Trade Show

The actual trade show took place on Wednesday to Friday, February 8-10 from 9 AM to 6 PM daily. The outcomes below demonstrate the benefits of attendance at this venue:

1. Inquiries for fresh potato imports were made from various countries. Inquiries were most pre-dominant from the Middle East but also from South America, Malaysia, and Morocco to name a few. PEI Potato Dealers and the PEI exporter present fielded these inquiries and a number of business-to-business meetings were held.

2. Seed potato inquiries were made by participants, primarily from the Middle East and Sub-Sahara Africa. Some of these markets represent areas where Island seed exporters have been active in the past, however, with strong competition, increased trade barriers, and volatility/political risks, there had been declining activity into these regions. That said, a great highlight was the depth of the inquiries from countries within the Middle East to which Canada has not shipped seed in the past. Follow-up with embassy posts and trade commissioners led to their meeting with in-country agricultural authorities. PEI Potato Board consultants and embassy posts have been fielding inquiries with licensed in-country importers post-show.

3. Throughout the three day trade show, a number of inquiries regarding Canadian potato varieties were received. Interest was expressed from Sub-Saharan countries and Middle East in trialing varieties. These inquiries received follow up upon returning back home and are moving forward. In-country variety trials will most likely occur in one of these countries this coming season. Varieties from PEI which do well in these trials would then be added to the in-country Variety Registration Database, a requirement in most countries prior to that seed variety being allowed for import.

4. The PEI Potato Board booth and Canadian Pavilion at Fruit Logistica, 2017 provided an excellent venue to promote the PEI potato industry to the international marketplace. The booth and pavilion area provided a base from which the Trade Team delegates could work and use as a meeting point/venue.

5. There was a wide range of companies exhibiting innovative packaging, and quality control products and systems. This show is where the world comes to showcase the most advanced technology. If businesses from PEI industries wish to be part of the same playing field as our world competitors, Fruit Logistica is the place to find out how to get to and stay at the top.

6. In response to requests to see product displays and packaging, a “store tour” was arranged as an added piece over last year. This walking tour was laid out with the start point being the delegate’s hotel and included the top chains in Europe. It provided opportunity for PEI packing houses to visit local market chains to view product, display units and consumer trends in the German marketplace. By providing the tour map prior to travel, participants could do this on any free time available if they were not able to participate in the full week events.

Follow-up with the commercial contacts made at the trade show have been strong post-show. While the promotional element is vital to raise awareness of the PEI Potato industry, it is ultimately the development of commercial trade relationships, and the export of our Island’s seed and fresh potatoes that generates the most value to the PEI potato industry.
How does Trust play a role in your farm business decisions?

by Scott Howatt, Processing Coordinator

Usually at this time of year, my Potato News article reports on the various contract settlements across North America. It would be a brief report this year since, at time of editing, there is only one French fry processing contract settlement on the continent. For only the second time in the last 23 years, contract talks in Washington State have run into March. My column could be about the dynamics surrounding that unique situation, but I have chosen to write about something that is much closer to home... Trust.

As I enter my tenth year of negotiations here on PEI, I continue to see more degradation of Trust within the community of growers that I proudly work for. We all know such mistrust builds up over a number of years of experiencing broken commitments or watching unacceptable actions, but I have experienced more talk of mistrust these last few years. It is a difficult trait to overcome and believe me, as a dedicated employee, it is a tough trait to work with.

As examples, growers tell me they do not trust the acreage or production numbers that come from StatsCan or from United Potato Growers of Canada, “…you can’t trust what other growers tell you.” Some growers do not trust the people they sell potatoes to, “…those guys are always taking advantage of me!” The way some growers talk, I would suggest they don’t even trust their peers on their Processing Committee to get the best deal available, in any given year.

Probably we could write two pages on the history and reasons of why individual growers carry around these deep suspicions of their fellow industry players. I would rather use this limited space to speak to the value of becoming more trusting and the role that could play in your farm operation advancing, both financially and socially.

I wish to drill down into three relationships which growers could find great value by elevating their level of trust; grower organizations, your customer and your neighbours.

Organizations such as the United Potato Growers of Canada (UPGC) and your own PEI Potato Board have people in positions and have created processes to provide you with greater and more accurate information. Since I started working for the potato growers of PEI, each day we use the motto: Before you can manage successfully, you need to measure accurately. After ten years of travelling and working with people from across North America, I can testify that the staff of UPGC and all other Canadian grower organizations are both highly competent and deeply passionate about improving your potato world. Individual growers need to lower their barriers and accept the resources and the help that are just a phone call away. We want to help you; it is why our jobs exist.

Your customer! We sit across the table from the number one buyer of raw potatoes on PEI and the executives of that company want to build more trusting relationships with their growers. They are sincere, because they know to have a future on PEI, their plants require consistent, cost competitive and guaranteed supplies of quality potatoes and, in order to achieve these goals, they must maintain good working relationships with growers. I encourage growers to be open to listening to the challenges that your buyers present to you in the spirit of working together; even if those challenges at first seem unrealistic; we will only succeed by trusting each other.

Last, but perhaps most importantly, your neighbours. As your negotiator, the most consistent and worrisome theme I hear from growers is their farms’ profit margins are lowering and their ability to reinvest is fully dependent on leveraged money as their retained earnings stagnate. The vast majority of growers that enter these conversations also talk about their desire to improve their productivity, but they are skeptical about whether they can increase their productivity fast enough to address their financial concerns. To that end, these conversations usually end with the instructions for the PPC to, “Get some more money in these contracts!”

What does that have to do with Trust? If any portion of these above-described conversations rings true for your farm business, then Trust can play a major role in you moving forward towards improved business viability. Firstly, on PEI there is a major effort being made by your neighbours, your processor, your provincial & federal governments, and your Board to increase marketable yields; the program called AIM (Agronomy Initiative for Marketable yields). Individual growers should go to the AIM sponsored extension meetings and ask for the research literature and results that AIM has already gathered together. Growers need to bring an open-mind to doing some things different compared to what your forefathers did, and you need to actually Trust what other growers are sharing as successful agronomic practices.

Secondly, a buyer of any good or commodity does not
need to pay “more money” for that good or commodity if they are already being offered all the product they need, in fact they can and do pay less. More specifically, North American fryers do not need to increase raw pricing when they are being offered more raw potatoes than they need. If your farm actually needs more money in your contracts; Trust yourself and your neighbours and stop looking for more contracted volume.

The clearest message on contract pricing that you can send your potato buyer is, “With current prices we cannot afford to grow more acres of potatoes. In fact, we are reducing our acres and concentrating on improving our farm’s productivity.” Growers need to be united and Trust one another to not oversupply your marketplaces both here on PEI, in New Brunswick and throughout the Atlantic.

The P.E.I. Ice Breakers defeated the Cape Breton Sledgehammers 7-1 in the gold medal game of the first-ever East Coast Sledge Hockey Challenge held in late March 2017 in Bedford, NS. The team has also gone further afield travelling to a tournament in London, Ontario last year and recently to South Florida where they won a close final game 2-1 in the South Florida Sled Invitational Tournament.

Several PEI potato industry members are involved and enjoying the action, camaraderie and travel: Jamie Thompson of Thompson Potato Co. (far right), Jason Webster of MWM Farm Ltd. (back row fifth from left), and Austin Roberts (back row third from left) of R&L Farms Inc. and R&L employee Marie Camilleri (far left back row).
New Nutrition Label Guidelines

by Kendra Mills, Marketing Director

Packaging is one of the most important tools we have to sell our product. It is a heavy-lifter that has the opportunity to communicate product, attributes, recipes, nutrition and much more. More thought is going into packaging in our category, which is great to see, however, it is important to stay on top of regulations, changes or guidelines. For instance, the Nutritional Facts Table (NFT) that must appear on all food packaging has recently undergone some changes. To provide current information for any packers or companies that are currently examining their packaging, I interviewed Sally Blackman, the CPMA’s resident packaging expert, to provide some resources and tools to help in that process.

Kendra Mills (KM): The Canadian Nutrition Facts Table (NFT) that we are used to seeing on food packages has undergone some changes for implementation as early as 2017. Can you comment on some of the changes that we should expect to see?

Sally Blackman (SB): For fresh fruits and vegetables the Nutrition Facts Table (NFT) is considered voluntary and is not compulsory. As a result of the new amendments to the regulations, even when an allowable compliant health or nutrient content claim is made on packages or in advertisements of fresh fruits and vegetables an NFT is no longer required. There are several changes in the NFT which will be required by 2021, and they include:

- More consistent serving sizes
- Increased font size for serving size and Calories; adding bold line under Calories
- Revised % daily values for some nutrients; % Daily value added for sugars
- Updated list of core nutrients – Add potassium, remove Vitamin A and Vitamin C (Note: additional nutrients can still be included)
- Adding amounts in milligrams for potassium, Calcium and Iron

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Current nutrition label in use on PEI potato bags.
Footnote added at bottom of table about % Daily value.

**KM:** Our industry conducts business on both sides of the border. What are the differences between the American NFT and the Canadian NFT?

**SB:** The new US Nutrition Facts label and the new Canadian NFT have several differences— including:

- Canadian NFT must be presented in both languages
- Order of presentation of core nutrients
- Serving size placement and presentation
- Calories presentation
- US requires Added Sugars information
- Difference in required vitamin declaration

The compliance date for the US NFT is July 26, 2018 for companies with sales less than $10M and July 26, 2019 for companies with sales more than $10M.

**KM:** Although it is voluntary, most, if not all of our PEI Potato packers choose to display the NFT on their packaging. How long until packaging must transition to the new NFT?

**SB:** The New NFT will be required by December 14, 2021, which is a transition period of five years from the date of the publication of the amendments.

**KM:** Packaging and labelling review is one of the many resources provided by CPMA, and as a member, one that I have used myself many times. What are the first things you look for when reviewing a member’s packaging?

**SB:** We look at the entire label to ensure compliance to all Canadian regulations including additional language requirements for product to be marketed in Quebec.

**KM:** Any tips for ensuring all guidelines are included when a company is designing a package?

**SB:** It is important that all pertinent acts and regulations are consulted before designing labels for the Canadian marketplace.

**KM:** What are the most common errors that companies make when designing packaging for fresh fruits and vegetables?

**SB:** We find that format, information placement, and translation (or lack thereof) are among the most common errors we see in packaging design. All packages must be provided in both French and English in Canada.

**KM:** What are some of the health claims that are permissible by Health Canada to make on packaging for fresh potatoes?

**SB:** The claim regarding “a healthy diet rich in fresh fruits and vegetable and reduction in risk of some types of cancer” and as well a claim regarding “a healthy diet rich in fresh fruits and vegetable and reduction in risk of heart disease” are not permissible. However nutrient content claims about Fat, Potassium, Sodium, Iron, and Vitamin C (and other nutrients, if applicable) will still be allowed.

Thanks to Sally Blackman of the CPMA for providing some clarification on packaging regulations for potatoes. If anyone has any questions on the attached, or for more information on the CPMA, you can contact Kendra Mills at the Board office or check out the link provided below:

http://www.healthycanadians.gc.ca/eating-nutrition/label-etiquetage/changes-modifications-eng.php#a1

As well, below is a reference link to a checklist to ensure your packaging is compliant:


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Soil Conservation Awards Recognize
Kinkora and Darnley Farmers

PEI Soil and Crop Improvement Association recognized two farmers for their soil conservation and general sustainable agriculture efforts at a recent event held in Charlottetown, March 2nd, 2017.

“It is amazing that even after 29 years, the quality of submissions still remain very impressive. It goes to show that PEI is second to none in sustainable agriculture”, says John Hooper, President of PEI Soil and Crop Improvement Association.

Kenneth and Jacqueline Lawless of Kinkora was the recipient of the 2017, Soil Conservationist of the Year Award in the Livestock Category; and Hickey Farms Ltd. of Darnley was the recipient of the 2017, Soil Conservationist of the Year Award in the Cash Crop Category.

Kenny, Jackie, Jonah and Lydia Lawless operate a beef feeder operation in Kinkora, finishing around 100 head a year.

Kenny has been a livestock and cash crop farmer in Kinkora for over 25 years. He is currently producing cereals and corn as a cash crop with his brother James with whom he shares equipment and labour resources.

Kenny owns 250 acres of land and crops 500 acres of wheat, barley, corn and forages. The land is in a three year or longer rotation with local potato growers. The crop rotation is:

- potatoes - grain - hay; or
- potatoes - corn - cereal - hay.

Kenny has considerable soil conservation measures in place on four of his farms having 200 crop-able acres. Eighty percent (80%) of this land that he owns has enhanced soil conservation measures in place that includes:

1. 5,670 feet of diversion terraces,
2. 7,665 feet of grass waterways,
3. 2,720 feet of farmable berm terraces and
4. 2,725 feet of voluntary grass headlands.

In addition these four farms have 89 acres or 31% of the area suitable for wildlife habitat - forested, streams and wetlands. The other 20% of his properties do not need any additional soil conservation measures.

Kenny has planted a double row hedge row, retired a high slope area and has buffer areas enrolled in ALUS. He has a 3-acre constructed Ducks Unlimited pond and wetland on the home farm. An additional property he owns with two brothers has 30-acres of strip cropping and a 900 foot grass waterway. Further to that, one other farm he farms he changed the cropping direction to farm on the contour in order to reduce soil erosion rates.

All of the livestock are in a housed area and has no access to watercourses or wetlands. The solid bedded manure is also contained in the housing and is removed to appropriate field storage monthly. Manure is applied to the potato and corn crop land 24 hours before field tillage and incorporation occurs.

The potato producer who uses Kenny’s land in the rotation practices Primary Residue Tillage with a Lemken or Synkro tillage implement in the forage year before potatoes, leaving 20 to 25% residue ground cover over winter. This effectively reduces erosion by wind and water. In the spring, one pass with a kongskilde harrow is made before planting potatoes by the lessee.

“A successful agri-business, the Lawlesses balance a strong work ethic with a dedication to family and sustainable agriculture” says John Hooper, President of the PEISCIA.

The second recipient of the 2017 Soil Conservation Award from PEI Soil and Crop in the Cash Crop category was Myles and Gary Hickey of Hickey Farms Limited in Darnley, PEI.

Myles and Gary have been farming for about 40-years, following in the footsteps of their father, Junior, who started in the early 1950’s.

Their farming operation currently consists of producing 500 acres of cereals, 1200 of IP soybeans, and 400 acres of forages. They manage 3,000 acres in total with 400 acres rented to potato producers.

The Hickey’s crop rotation is either a:

- 5-year: Soybeans; wheat under seeded to ryegrass; soybean; wheat under seeded to timothy/clover/alfalfa; and hay; or
- 3-year: potatoes; soybeans; direct seeded forage.

For sensitive areas and properties with low soil health parameters or unsuitable topography, they use their 5-year rotation that does not include potatoes.

Junior and the family raised beef and had dairy cattle up to 1979 when they transitioned to potatoes. In the last 10 years their cash crop operation focused only on IP
soybeans, wheat, barley, and some niche crops such as borage. A large part of their IP soybean production is for the local seed market with Sevita. Bees are brought in to pollinate the borage.

The properties they own and rent are all plowed by the Hickey’s themselves, even those fields that will be potatoes the following year. This provides them more control over how it is done. On the more windswept properties located near dwellings, or where there is a concern due to slope for soil erosion, Hickey Farms Ltd. spring plows those forage fields. Generally about 100 to 150 acres are spring plowed each year.

All though they no longer have livestock, the application of manure is still of high value and importance to them. Each year 400 acres of cow and chicken manure is applied to their land base. Summerside Soil Amendment (SSA), a municipal product treated with hydrated lime, is applied at two tons per acre or an equivalent of one ton of lime.

They have been active members with the Kensington North Watershed Association, where they have been involved with constructing a nitrate cell bio-filter demonstration and research site in 2014, and cooperating in the 4R/ nitrate group.

To build and maintain organic matter they rely on their crop rotation, organic material and manure applications, mulching hay fields 3 to 4 times and leaving it on the field for most of their land base, forage mixes such as alfalfa and rye grass, and, soil conservation measures and practices. Manure is sampled for available nutrients, with the inorganic fertilizer rates reduced or even eliminated as warranted from these results. As cereals and oilseeds are often sensitive to soil nutrient levels like pH, the Hickeys pay close attention to those levels.

Myles and Gary generally apply 200 round bale of straw in strips across potato fields with hilly slopes or sensitive areas, and all of the 400 acres is winter cover cropped with spring wheat spun on before potato harvest.

The Hickeys have extensive soil conservation structures and features on 1,600 acres or 53% of their farm acreage. This consists of:

- 38,700 feet of grass waterways,
- 9,300 feet of terraces,
- 3,170 feet of farmable berm terraces,
- 14 regions or 28 acres of expanded buffers,
- 16 regions or 32 acres of high slope retirement,
- 135 acres of strip cropping
- planting of trees with the Kensington North Watershed Association, and
- 80 to 90% of their managed properties would have voluntary or mandatory grass headlands.

There is also a considerable amount of forests, buffer zones, wetlands, streams, hedgerows and other sensitive areas not farmed. Out of 1,600 acres, for example, 14% is not farmed. The Hickeys built a duck pond and wetland with the help and guidance of Ducks Unlimited Canada.

Most recently the Hickeys had three soil conservation projects and installation of a 4,000 L double walled fuel tank on their farm.

“As a very successful second generation family farm, with the most impressive line up of WHITE farm tractors in all of PEI, they are dedicated to growing economic opportunities in rural PEI, in a sustainable fashion,” says John Hooper, President of PEISCIA.
Since starting with the Department of Agriculture and Fisheries in January, I have had the opportunity to meet many growers at the various extension events held during the winter. These events have been a great opportunity to hear the concerns of farmers and to formulate some project plans for this coming growing season. Although I will be providing technical advice to all PEI farmers and agribusiness, the focus of much of my research will be on potatoes and blueberries.

In preparation for the coming season, I have been working on a number of integrated pest management and pesticide risk reduction projects including the planning of sampling for herbicide resistant weeds in PEI’s crops. This work is being done in collaboration with Agriculture and Agri-food Canada and the Maritime Weed Science Network. I am also planning to work on assessing and developing economic pest thresholds for a number of horticultural crops, as well as suggesting modifications to the GF2 Stewardship program to include IPM components to encourage greater use of disease suppressive cover crops in rotations.

As the PEI Department of Agriculture and Fisheries Minor Use Coordinator, I have talked with representatives of a number of organizations and farmers to identify priority areas for new product registrations and/or label expansion. I have been hearing a lot of concern about the re-evaluation of the neonicotinoid family of products, and the availability of sprout inhibitors for organic growers.

I am planning to visit with as many producers as I can this growing season to learn more about the challenges facing the PEI agriculture industry. If you have ideas for projects that you would like to undertake or suggestions for future research, please do not hesitate to contact me. I can be reached at 902-314-0388 or email at sibarra@gov.pe.ca.
Growing What the Customer Wants

The United Potato Partner Seminar held in Charlottetown on January 31, 2017 provided an excellent line up of speakers to provide information for decision making for the 2016 potato crop and the upcoming one in 2017.

One of the highlights of the day was a presentation by Cary Hoffman, President and owner of Mountain King Produce in Houston, Texas.

In addition to being a grower he owns packing sheds in Texas and Colorado and markets potatoes in several more states. He is one of the largest marketers of yellow potatoes in the U.S. In addition, he has chaired the Supply and Demand Committee of the United Potato Growers of America for many years.

Cary focused on a couple of key areas: Consumer preference and package size. He emphasized that growing what your grandparents grew might not be the best strategy. He highlighted the steep decline in sales of russet potatoes in the US and a slight decline in red potato sales. This is very different from an actual increase in sales of yellow potatoes of 33%. It is important to note that growers are trying to get away from traditional varieties, moving towards more flavorful ones. He used the analogy of the apple industry and how they have shifted from breeding varieties for bright red color to ones with better flavor. Newer varieties like Gala and Honeycrisp are driving sales in that produce category. The other significant area Cary focused on was package size. The ten-pound bag, which has been the industry standard for a long time, has seen a decline in sales of 3% last year. Five pound bags were also down at 8%, but amazingly enough, sales of 3lb. bags continued to grow at a rate of 26% last year. Finally, Cary discussed the desire of consumers to know more about their food, and how he has created in store displays and colorful packages to provide more information on; the kind of potato, who grew it and what use it is best suited for. He provided a great summary of the need to grow what the consumer wants to buy.

Todd, Dupuis, Director of the Climate Change Secretariat for the PEI government, addressed another topic on the minds of many potato farmers this winter; the proposed Carbon Tax that the province of PEI will be implementing to bring carbon dioxide levels in this province down to two tonnes per person per year. Currently the level in PEI is 12 tonnes/person/year making it the third lowest in Canada. At the other end of the scale, Saskatchewan has the largest level at 65 tonnes per year followed by Alberta. Agriculture accounts for 23% of greenhouse gas emissions compared to the transportation industry, at about 42%.

The potato industry has taken several steps in the last few years to reduce its environmental footprint. There may be potential for new initiatives such as the 4R Nutrient Stewardship Program to be a credit for carbon sequestration. Items also need to be taken into account, such as forested land, in determining how close our province is to being carbon neutral and take this into consideration when targets are set. One thing is clear – at this time there are many questions and much uncertainty about the proposed plan.
## Holdings and Disposition as of March 1, 2017

### CANADIAN HOLDINGS as of March 1 ('000 cwt)

<table>
<thead>
<tr>
<th></th>
<th>2013-14</th>
<th>2014-15</th>
<th>2015-16</th>
<th>2016-17</th>
<th>16-17 vs. 15-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>PEI</td>
<td>13,204</td>
<td>14,048</td>
<td>14,323</td>
<td>14,456</td>
<td>0.9%</td>
</tr>
<tr>
<td>New Brunswick</td>
<td>6,784</td>
<td>7,426</td>
<td>8,525</td>
<td>6,685</td>
<td>-21.6%</td>
</tr>
<tr>
<td>Nova Scotia</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Total Maritimes</td>
<td>19,988</td>
<td>21,474</td>
<td>22,848</td>
<td>21,141</td>
<td>-7.5%</td>
</tr>
<tr>
<td>Quebec</td>
<td>5,488</td>
<td>5,736</td>
<td>6,262</td>
<td>5,602</td>
<td>-10.5%</td>
</tr>
<tr>
<td>Ontario</td>
<td>3,275</td>
<td>3,084</td>
<td>3,026</td>
<td>2,200</td>
<td>-27.3%</td>
</tr>
<tr>
<td>Total Eastern Canada (inc. Maritimes)</td>
<td>28,751</td>
<td>30,294</td>
<td>32,136</td>
<td>28,943</td>
<td>-9.9%</td>
</tr>
<tr>
<td>Manitoba</td>
<td>11,739</td>
<td>9,545</td>
<td>11,938</td>
<td>11,458</td>
<td>-4.0%</td>
</tr>
<tr>
<td>Saskatchewan</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Alberta</td>
<td>9,841</td>
<td>10,414</td>
<td>11,287</td>
<td>10,434</td>
<td>-7.6%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>369</td>
<td>358</td>
<td>409</td>
<td>505</td>
<td>23.5%</td>
</tr>
<tr>
<td>Total Western Canada</td>
<td>21,949</td>
<td>20,317</td>
<td>23,634</td>
<td>22,397</td>
<td>-5.2%</td>
</tr>
<tr>
<td>CANADA TOTAL</td>
<td>50,700</td>
<td>50,611</td>
<td>55,770</td>
<td>51,340</td>
<td>-7.9%</td>
</tr>
</tbody>
</table>

### Prince Edward Island Disposition as of February 28 (cwt)

<table>
<thead>
<tr>
<th></th>
<th>2013-14</th>
<th>2014-15</th>
<th>2015-16</th>
<th>2016-17</th>
<th>16-17 vs. 15-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production</td>
<td>25,009,000</td>
<td>25,240,000</td>
<td>24,850,000</td>
<td>25,723,000</td>
<td>3.5%</td>
</tr>
<tr>
<td>Canadian Shipments</td>
<td>1,286,119</td>
<td>1,231,770</td>
<td>1,162,444</td>
<td>1,375,343</td>
<td>18.3%</td>
</tr>
<tr>
<td>U.S. Shipments</td>
<td>1,534,693</td>
<td>1,403,175</td>
<td>1,387,744</td>
<td>1,746,071</td>
<td>25.8%</td>
</tr>
<tr>
<td>Export Shipments</td>
<td>1,150,471</td>
<td>618,712</td>
<td>688,229</td>
<td>566,057</td>
<td>-17.8%</td>
</tr>
<tr>
<td>Total Fresh</td>
<td>3,971,283</td>
<td>3,253,657</td>
<td>3,238,417</td>
<td>3,687,471</td>
<td>13.9%</td>
</tr>
<tr>
<td>Processing / Local Use</td>
<td>6,471,791</td>
<td>6,682,573</td>
<td>6,066,296</td>
<td>6,292,334</td>
<td>3.7%</td>
</tr>
<tr>
<td>Seed for Next Crop</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td></td>
</tr>
<tr>
<td>Cullage</td>
<td>1,362,317</td>
<td>1,255,825</td>
<td>1,221,807</td>
<td>1,286,878</td>
<td>5.3%</td>
</tr>
<tr>
<td>Total Disposition as of February 28</td>
<td>11,805,391</td>
<td>11,192,055</td>
<td>10,526,520</td>
<td>11,266,683</td>
<td>7.0%</td>
</tr>
<tr>
<td>Holdings at March 1</td>
<td>13,203,609</td>
<td>14,047,945</td>
<td>14,323,480</td>
<td>14,456,317</td>
<td>0.9%</td>
</tr>
</tbody>
</table>

### Projected Utilization as of March 1 (cwt)

<table>
<thead>
<tr>
<th></th>
<th>2013-14</th>
<th>2014-15</th>
<th>2015-16</th>
<th>2016-17</th>
<th>16-17 vs. 15-16</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fresh</td>
<td>3,017,556</td>
<td>3,570,785</td>
<td>3,577,661</td>
<td>3,178,488</td>
<td>-11.2%</td>
</tr>
<tr>
<td>Processing</td>
<td>8,197,026</td>
<td>8,550,168</td>
<td>8,760,497</td>
<td>9,266,899</td>
<td>5.8%</td>
</tr>
<tr>
<td>Seed</td>
<td>1,989,028</td>
<td>1,926,992</td>
<td>1,985,321</td>
<td>2,010,930</td>
<td>1.3%</td>
</tr>
</tbody>
</table>
**INDUSTRY UPDATES**

**Innate® Second Generation Potatoes with Late Blight Protection Receive EPA and FDA Clearances**

Feb 28, 2017. Boise, ID – The J.R. Simplot Company announced today that the United States Environmental Protection Agency (EPA) and Food and Drug Administration (FDA) have completed their independent reviews and granted registrations and clearances for three varieties of Simplot’s second generation of INNATE® potatoes. The three varieties have already been deregulated by the United States Department of Agriculture (USDA) so these new agency registrations and clearances permit these proprietary bioengineered potatoes to be grown and sold in the United States.

The INNATE® Gen. 2 Russet Burbank, Ranger Russet and Atlantic varieties contain significant benefits to growers, processors and consumers with reduced bruising and black spots; reduction of the natural chemical compound asparagine; protection from late blight pathogens; and enhanced cold storage capability. These benefits were achieved through biotechnology by adapting genes only from wild and cultivated potatoes.

Late blight, a major contributing factor for the historic Irish potato famine, is caused by a fungus-like pathogen and still has the potential to devastate world potato crops. INNATE® Gen. 2 potatoes express a gene from a South American wild potato species that provides natural protection against certain strains of the pathogen.

Simplot estimates that the late blight protection trait can result in up to a 50% reduction in fungicide applications annually to control late blight. Reduced asparagine means that accumulation levels of acrylamide can be reduced by up to 90 percent when these potatoes are cooked at high temperatures. In addition, lowered reducing sugars enable cold storage at 38°F for more than six months without the build-up of sugars, which maintains a quality that cannot be achieved until now.

Based on academic estimates from the American Journal of Potato Research, it is estimated that late blight disease contributes to 5% in-field yield loss and 1.7% storage loss each year in the U.S. which is the equivalent of 71,000 acres or 1.4 billion wasted lbs. In addition, late blight protection similar to INNATE® could result in the reduction of 1.2 million acre applications of fungicides overall.

“The Innate Gen. 2 potato is the most significant advancement to date in fighting late blight disease in North America,” said David Douches, Ph.D., Professor and Director of Potato Breeding and Genetics Program at Michigan State University. “Since late blight disease impacts both organic and conventional potato crops on a commercial scale and must be treated with fungicides, Innate provides the opportunity for a significant reduction.”

“We’re pleased to provide potatoes that address some of the biggest issues in the potato industry,” said Haven Baker, vice president and general manager of Simplot Plant Sciences. “Farmers and consumers have told us that they want to reduce chemicals, waste and pesticides whenever possible and the Innate program makes progress towards these goals.” For more information: http://www.innatepotatoes.com

The J.R. Simplot Company, a privately held agribusiness firm headquartered in Boise, Idaho, has an integrated portfolio that includes phosphate mining, fertilizer manufacturing, farming, ranching and cattle production, food processing, food brands, and other enterprises related to agriculture. Simplot’s major operations are located in the U.S., Canada, Mexico, Australia, and China, with products marketed in more than 40 countries worldwide. The company’s mission statement is Bringing Earth’s Resources to Life.

**CanadaGAP Introduces Unannounced Audits**

February, 7, 2017 - Effective April 1, 2017 CanadaGAP will introduce an Unannounced Audit programme in response to new GFSI benchmarking requirements.

**What is an Unannounced Audit?**

- Unannounced audits will not be scheduled in advance with the producer.
- The certification body will provide 2 to 5 business days’ notice that the auditor is coming.
- An unannounced audit will take place instead of a scheduled audit (NOT additional to a scheduled audit).
- The producer will pay the regular audit fee for the unannounced audit.
- Only if needed, the certification body or auditor may contact you ahead of time (e.g., early in the season) to confirm the scope of your operation’s certification.
- To confirm in general when certain activities are occurring (e.g., harvesting, packing, shipping, etc.)
- NOT to identify a specific time for the audit.

**When will Unannounced Audits occur?**

- Like all CanadaGAP audits, unannounced audits must
occur while activities relevant to the scope of your operation’s certification are occurring.
- You cannot block off “busy periods” like harvesting or shipping.
- Unannounced audits can occur during periods of high activity.

Be Audit-Ready
- You can refuse the first notification, for valid reasons as determined by the certification body.
- You cannot refuse the second notification.
- Not responding to the notification (phone or email) from the certification body or auditor will be considered an ACCEPTED notification.
- If you are not prepared to proceed with the audit when the auditor arrives, you will still be charged for the cost of the auditor’s time and travel.
- If possible, the auditor will return for another unannounced audit during the current season. Note that it may be impossible for the auditor to return during the current season due to scheduling demands.
- In other words, not being prepared for the unannounced audit could put your operation’s certification in jeopardy.

Who Will Be Chosen for an Unannounced Audit?
- The new Unannounced Audit programme will be for those enrolled in CanadaGAP certification Options A1, A2, C and D.
- The certification body will choose 5% of its clients each year.
- Over time, all individually certified companies will have an unannounced audit.
- Those enrolled in group certification Option B already have an unannounced component to their option. Option A3 will also see the introduction of an unannounced component in 2017.

What About Random Audits?
- If you are enrolled in CanadaGAP certification Option A1 or A2 (four-year audit cycle):
  - there is no change to your four-year audit cycle, and
  - there is no change to the way that random audits work.
- You would still be informed in advance if you’ve been randomly selected for an audit. However, you may not be told the exact date of your audit. It could be an unannounced audit.
- Likewise, if you already expect to be audited this year (because you are due for an audit in your four-year cycle), this audit could be unannounced.
- “Unannounced” means you won’t know more than 2 to 5 business days in advance of the date of your audit.
- You will still know in advance that you are having an audit sometime this year.
- “Although certification options A1, A2 and A3 are not GFSI-recognized, the CanAgPlus Board has chosen to include all certification options in the unannounced audit programme to improve the overall rigour of CanadaGAP certification,” explained Heather Gale, Executive Director for CanadaGAP.

Why are Unannounced Audits being introduced?
- To meet new GFSI requirements.
- To respond to market signals.
- To ensure that producers are maintaining their program on a continuing basis.

“We need to be ready to demonstrate to our customers that CanadaGAP-certified companies can meet program requirements at any time,” commented Jack Bates, Chair of the CanAgPlus Board.

A PowerPoint presentation outlining the new Unannounced Audit programme is available on the CanadaGAP website at: http://www.canadagap.ca/publications/canadagap-presentations/.

Please direct any questions to the CanadaGAP office.

CanadaGAP Program Receives Full Government Recognition

March 8, 2017: CanadaGAP is very pleased to announce that the program has received full Government Recognition.

“This achievement has been years in the making, and we are proud to receive recognition,” stated Jack Bates, Chair of the Board for CanAgPlus. “We congratulate our dedicated and hard-working staff on reaching this important milestone, and we thank government representatives for their commitment to this process.”

Government recognition is available to food safety
programs developed in Canada that meet all government requirements for a technically sound, effectively delivered program. Several stages are involved in achieving full recognition and these are detailed in the accompanying table.

How will Government Recognition benefit program users?

“Canadian government recognition of the CanadaGAP program coincides well with federal regulatory modernization that will significantly impact the fresh produce industry,” indicated Heather Gale, Executive Director for CanadaGAP. “New food safety regulations are on the way that include requirements for growing, harvesting and packing of fresh produce for interprovincial trade or export. The program is now positioned to be a ‘model system’ for program participants needing to demonstrate they have implemented effective preventive controls”.

For more information, please contact the CanadaGAP office.

Aprovia Label Expanded to Include Major Potato Diseases

January 5, 2017. Guelph, Ontario, Canada: Syngenta Canada Inc. is pleased to announce the expansion of the Aprovia fungicide label to include additional soil-borne diseases affecting potato production, including Verticillium wilt, one of the main contributors to potato early dying.

- Aprovia™ is the only fungicide product in Canada to provide Verticillium wilt suppression
- Contains powerful Group 7 Solatenol® fungicide
- Also suppresses Rhizoctonia and silver scurf

Potato early dying is a complex and economically significant disease that is widespread across many growing areas, but difficult to identify and effectively manage.

Verticillium enters plants through the roots and moves into the xylem – the plant’s water and conducting vessels – where they disrupt nutrient and water mobility. This causes plant leaves and stems to wither and die-off several weeks earlier than they would at normal maturity. Potato stems heavily infected with Verticillium stand out in a field above the canopy of uninfected plants.

In fields with high Verticillium infection, photosynthesis is decreased which results in reduced quality and yields.

“Up until now, growers did not have a fungicide solution for managing Verticillium wilt, and their only option was to use a fumigant,” says Eric Phillips, Fungicides and Insecticides Product Lead, with Syngenta Canada. “With this label expansion, Aprovia becomes the only fungicide in Canada registered for Verticillium wilt suppression, and can be included as part of a grower’s soil disease management plan to help protect potato quality and yield.”

Aprovia contains the recently registered active ingredient Solatenol (benzovindiflupyr), a powerful Group 7 succinate dehydrogenase inhibitor (SDHI) fungicide. When applied in-furrow at planting, Aprovia works from within the plant to help reduce the foliar symptoms of Verticillium wilt that appear later in the season.

Aprovia also provides suppression of silver scurf and Rhizoctonia, the cause of stem and stolon canker, and

Outstanding in the Field, a tourism experience company based in California is set to make their first visit to Prince Edward Island. The company hosts outdoor dinner events and as stated on their website: “Our mission is to re-connect diners to the land and the origins of their food, and to honor the local farmers and food artisans who cultivate it.” Events are about 5 hours in length and take place on a host farm. About an hour into the reception, there is an introductory talk followed by a guided tour of the host farm or site. The tour is generally 30 minutes in length, ending at the table where guests enjoy a multi-course meal composed by the guest chef in their outdoor kitchen. Dinner is served family style, with wine paired to each course. (Unless it’s a beer dinner.) Events begin in the spring in California with 26 events scheduled in May and June. They then move to the Pacific Northwest, the Rockies, the Midwest and the Northeast as the season progresses before returning to California in the fall.

The Event scheduled for PEI will be hosted at Victoria Potato Farm in Victoria-by-the-Sea. Hosts will be Melis and John Visser and families.
black scurf.
At this time, Maximum Residue Limits (MRLs) for Aprovia fungicide have been established for markets in Canada and the United States.
Growers should consult the Aprovia product label for complete rate and application information.

Congratulations to O’Leary, One of the Two Finalists for Kraft HOCKEYVILLE 2017

O’Leary may be small in size but they are big on pride and have a lot of loyal fans and friends. Not only home of the PEI Potato Blossom Festival, this year they were one of the two finalists vying for the title of Kraft Hockeyville 2017. With that placement they will be receiving 100,000 dollars for rink upgrades and improvements. A big accomplishment for a small community! We will continue to cheer for them at the April 1 final announcement.

Trade Team PEI Business Mission to South Korea

Innovation PEI, in partnership with the Atlantic Canada Opportunities Agency (ACOA), are seeking interest from PEI-based enterprises and organizations to participate in a multi-sector Business Mission to South Korea during the week of May 15-19, 2017.

This mission will serve to enhance existing export relationships, provide opportunities for market expansion while at the same time providing an exceptional opportunity to introduce companies to this strong market. Korea is the 13th largest economy in the world and is one of the largest importing countries on the planet. P.E.I.’s exports to Korea in 2016 were almost $15 million and Canadian products/suppliers are much sought after for our high quality and reputation to deliver. This mission will be of particular interest to companies in the professional services, ICT, clean tech, education, manufacturing and food sectors. The customization of each delegate’s business development program to advance their mission-week and market objectives will be a core feature of this initiative.

During this week the Seoul Food and Hotel Show will be taking place offering mission participants a chance to see first-hand the breadth of product offering and to gather key market intelligence. While there is a Canada pavilion at this event, P.E.I. will not have a booth at the show for this year. Participants will be able to walk the show. However we will also be exploring this opportunity for future years. For details on the Seoul Hotel and Food Show visit http://www.seoulfoodnhotel.co.kr/

For more information on this mission and to express your interest in participating, please contact either of these mission leads by email or by phone: Scott Ferris – Innovation PEI scferris@gov.pe.ca or Jeff Burry – ACOA Jeff.Burry@canada.ca.

Upcoming Events

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

April 2017

April 10  PEI Potato Board Presentation for PEI Water Act Consultations. Murphy Community Centre, Charlottetown.
April 21  Consultation period closes for the Safe Food for Canadians Act regulations and Phase I of the CFIA Cost Recovery Initiative.
April 30  Application deadline for PEI forage crop insurance.

May 2017

May 9-11  CPMA Annual Convention & Trade Show. Metro Toronto Convention Centre.
May 31  Application deadline for PEI potato and grain crop insurance.

Fox Island Elite Seed Potato Farm
Seed For Sale

<table>
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<tr>
<th>Commercial Varieties:</th>
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<tbody>
<tr>
<td><strong>Variety</strong></td>
<td><strong>Class</strong></td>
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<tr>
<td>Goldrush</td>
<td>E1 &amp; E2</td>
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<tr>
<td>Kennebec</td>
<td>E1</td>
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<tr>
<td>Yukon Gem</td>
<td>E1 &amp; E2</td>
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<tr>
<td>Yukon Gold</td>
<td>E1 &amp; E2</td>
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<table>
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<tr>
<th>Market Garden Varieties:</th>
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<tr>
<td>Elite 3, $15/50 lab bag</td>
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| All Blue, Caribe, Eramosa, Goldrush, Irish Cobbler, Norland, and Yukon Gold. |

Call Mary Kay at (902) 892-6551 or Matt at (902) 853-7866 for more information and to book seed.
GROW POTATOES, NOT SWISS CHEESE.

Proven by PEI growers to increase marketable yield. No expensive application equipment required. Safe, easy-to-use liquid.

Don’t let wireworms make a snack of your livelihood. Protect your crop with Capture – a convenient liquid insecticide engineered to fit your operation.

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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.1

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.

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