

## 2011 CANADIAN POTATO PRODUCTION DOWN 4 %

	ACRES PLANTED		ACRES HARVESTED		YIELD (CWT/ACRE)		TOT. PRODUCTION (CWT)		CHANGE FROM 2010
	2010	2011	2010	2011	2010	2011	2010	2011	
Newfoundland	500	500	500	500	176	180	88,000	90,000	2%
Nova Scotia	2,000	1,900	2,000	1,900	235	235	470,000	447,000	-5%
Prince Edward Island	85,500	86,000	85,000	85,500	300	280	25,500,000	23,940,000	-6%
New Brunswick	51,500	52,000	51,300	48,500	295	245	15,134,000	11,883,000	-21%
Quebec	44,000	42,700	42,700	41,500	269	275	11,486,000	11,417,000	-1%
Ontario	38,500	37,700	38,000	36,500	215	175	8,170,000	6,388,000	-22%
Manitoba	70,000	73,000	68,000	70,000	280	260	19,040,000	18,200,000	-4%
Saskatchewan	7,500	7,000	7,000	7,000	255	280	1,785,000	1,960,000	10%
Alberta	50,500	53,800	45,000	50,500	314	328	14,130,000	16,564,000	17%
British Columbia	6,500	6,500	3,500	6,300	300	280	1,050,000	1,764,000	68%
CANADA	356,500	361,100	343,000	348,200	282	266	96,853,000	92,653,000	-4%

Statistics Canada released its 2011 Canadian Potato Production Estimate on November 18, 2011. The estimate shows total Canadian potato production being down by 4% from 2010 levels, even though Canadian growers planted and harvested more acres in 2011. The main reason was a decline in overall yields.

### Highlights:

- British Columbia had a 68% increase in production in 2011, which resulted from a return to more normal growing and harvest conditions. In 2010, BC growers lost 46% of their acres due to excessive rain.
- Alberta's production was up 17% due to 5,500 more acres being harvested and a yield increase.
- Saskatchewan's yield also improved versus last year, and its production was up 10%.
- Both New Brunswick and Ontario experienced major reductions in production, 21 and 22 percent, respectively. Both provinces lost acres during the season, and both had large drops in yield.
- PEI, Quebec and Manitoba also had less production in 2011, again, due to lower yields and unharvested acres.



## DECEMBER 1ST CANADIAN POTATO STORAGE HOLDINGS BY PROVINCE

(THOUSANDS OF HUNDREDWEIGHTS (CWT))

	2011 - 2012	2010 - 2011	% CHANGE
Nova Scotia	NA	NA	NA
PEI	19,029	20,637	-7.80%
New Brunswick	8,126	12,479	-34.90%
Quebec	7,612	7,755	-1.80%
Ontario	4,305	5,401	-20.30%
Manitoba	12,236	13,153	-7.00%
Saskatchewan	1,189	1,180	0.77%
Alberta	11,617	9,628	20.70%
British Columbia	884	348	154.00%
CANADA	64,998	70,581	-8.59%

Source: AAFC's InfoHort website.

Note: NA means not available.

When CFIA announced a few years ago that it would no longer be preparing the monthly Canadian potato storage holdings, the provincial organizations that are members of United Potato Growers of Canada agreed that this information was too important to the industry to let it be discontinued. Each month, the provincial potato organizations develop the holdings, and submit them to Agriculture & Agri-Food Canada for publication on their InfoHort website. The December 1st holdings were recently released, and they are further proof of the tight supply situation within Canada in 2011/12.

### Highlights:

- Total Canadian holdings on December 1st were down by over 5.5 million cwt from a year ago.
- In Eastern Canada (Ontario east), the shortfall is even more severe, with December 1st holdings being a staggering 7.2 million cwt below last year's total.
- Disappearance has been strong to date this season due to strong fresh sales, efforts by processors to use as much stressed product as possible, and unfortunately, storage losses.
- In Western Canada, the return to more normal crops in Alberta and British Columbia have off-set the reductions in Manitoba.
- Open purchases for processing have happened in every area, and competition for open potatoes will likely remain strong between fresh sales and processing needs for the balance of the season.

## BREAKDOWN OF SUPPLY BY SECTOR

Another effort of United Potato Growers of Canada over the past year was to get all provincial potato organizations to provide a monthly breakdown of storage holdings by sector. Ag Canada calls this the “intended utilization” report, and it is available on InfoHort.

Prior to last year, this information was available for all provinces except PEI and New Brunswick. Those two provinces have now made this information available, so a more complete picture of the Canadian supply situation by sector is provided.

It should be noted that potatoes can, and do, move from one sector to another, depending on the demand situation in a given year. It is also important to remember that a significant portion of the potatoes remaining in storage are already committed, and are not available for open sales.



	2011/12			2010/11		
	Split by Category ('000 cwt)			Split by Category ('000 cwt)		
	Fresh	Seed	Processing	Fresh	Seed	Processing
Prince Edward Island	5,173	1,699	12,157	7,007	2,242	11,388
New Brunswick	1,873	1,820	4,433	2,757	3,430	6,292
Quebec	4,165	853	2,594	4,236	800	2,719
Ontario	1,446	114	2,745	1,858	135	3,408
Manitoba	1,167	1,235	9,834	1,141	1,331	10,681
Saskatchewan	406	783	--	361	819	--
Alberta	377	2,494	8,746	480	2,420	6,728
British Columbia	431	229	174	172	162	14

## 2012 UNITED POTATO PARTNER SEMINAR SPEAKERS

Each year, United Potato Growers of Canada hosts a series of United Potato Partner seminars across the country, providing growers with production and market information that has proven to be invaluable for management decision making on their farms. The United Potato Growers of Canada, in conjunction with its major partner, Bayer CropScience, is pleased to announce the following line up of speakers\*:

**Dr. Joe Guenther**, from the University of Idaho, is well qualified to discuss the economics of potato production. He is a regular contributor to Spudman, and Potato Grower magazines, as well as a sought-after speaker for the Potato Expo and World Potato Congress. He is a past president of the Potato Association of America.

**Garry Sloik** is a past Vice-President of the Potato Marketing Association of North America. He is the Executive Director of Keystone Potato Producers, and leads Manitoba growers through processing contract negotiations.

**Buzz Shahan**, is a former potato producer, having grown spuds in several different states. He has worked tirelessly with the United Potato Growers of America since its inception; explaining supply and demand scenarios to producers across both countries.

**Dale Lathim**, is the President of the Potato Marketing Association of North America. Each year, he leads processing growers in evaluating contract offers and language changes from processing companies across North America. Closer to his home, Dale is also the Executive Director of the Potato Growers of Washington, in the largest potato producing region of the U.S.

**Wayne Rempel**, is President and CEO of Kroeker Farms, a seed, table, and processing farm based in Winkler, Manitoba. He is a United of Canada board member, and also a director of Peak of the Market, a single desk selling agency.

**Bruce Huffaker**, is editor of North American Potato Market News. Based in Shelley, Idaho, Bruce is renowned for his data gathering and number crunching ability. He developed the Grower Return Index for Idaho potato growers back in 1975. He also brings corporate experience from companies such as Burger King.

**Jerry Wright**, is President and CEO of the United Potato Growers of America. Jerry is a familiar name, returning to this position; one that he held as the first CEO when United Potato Growers of America was founded six years ago. His private industry experience includes: General Mills, H.J. Heinz, and Con-Agra Foods. Jerry is well positioned to lead the United Potato Growers of America into the future.



### Seminar Schedule

<b>January 17:</b> Florenceville, New Brunswick
<b>January 18:</b> Charlottetown, P.E.I.
<b>January:</b> Abbotsford, B.C. (date to be confirmed)
<b>February 1:</b> Portage, Manitoba
<b>February 2:</b> Lethbridge, Alberta
<b>February 16:</b> Guelph, Ontario
<b>March 30:</b> Québec City, Québec

*\* Note: Not all speakers will be in all locations. Please contact your provincial potato organization for a detailed agenda for your area.*



## FRESH WEIGHTED AVERAGE (FWA) AND GROWER RETURN INDEX (GRI)

The P.E.I. Potato Board began reporting their FWA and GRI on a weekly basis, starting with the week ending November 16, 2011. When the FWA and GRI numbers are shared with PEI growers and dealers, the PEI Potato Board also reports the numbers for the previous week, the previous year, and the change for each. They have agreed to share their information with other regions, as some other provincial organizations are also now working on FWA and GRIs.

### FWA – Prince Edward Island

Week ending	Russet	Round white	Red	Yellow
16-Nov	\$19.20	\$17.84	\$25.81	\$25.04
23-Nov	\$19.42	\$17.65	\$24.42	\$25.56
30-Nov	\$20.07	\$17.65	\$23.19	\$26.81
7-Dec	\$19.37	\$17.36	\$21.90	N/A
14-Dec	\$19.56	\$16.91	N/A	N/A
21-Dec	\$18.97	\$17.56	\$21.67	\$24.32

### GRI - Prince Edward Island

Week ending	Russet	Round white	Red	Yellow
16-Nov	\$11.55	\$10.78	\$18.57	\$17.45
23-Nov	\$11.75	\$10.61	\$17.31	\$17.92
30-Nov	\$12.34	\$10.61	\$16.20	\$19.06
7-Dec	\$11.71	\$10.35	\$15.02	N/A
14-Dec	\$11.86	\$9.94	N/A	N/A
21-Dec	\$11.15	\$10.35	\$14.59	\$18.55



**TITAN™**



## Protect with the power of Titan.

Keep your crops potential at full strength with Titan™, the broadest spectrum insect seed-piece treatment available. It gives you everything you need to produce stronger plants and higher yields, year after year. Titan overpowers all major above-ground pests: Colorado potato beetle, leafhopper, aphids and flea beetle while reducing all damage caused by wireworm.

Witness the power of Titan right from the start.



Bayer CropScience



## POINTS TO PONDER



Kevin MacIsaac, GM  
United Potato Growers of Canada

As I talk to growers and shippers across the country, a common theme seems to emerge:

- Grocery stores continue to promote potatoes as a loss leader.
- Shippers are continually being asked to provide potatoes for an “ad feature”.
- Packers are reluctant to provide potatoes at a lower price. However when thinking about future sales relationships, they are also hesitant about refusing the order. If the potatoes were bought at a price that reflected the supply and demand conditions, and then featured, that is a different story; a story which must be communicated in the trade, so that the “special” price does not become the new “normal” price.

The most important thing to remember is that produce (fresh fruits and vegetables), is what is used to attract customers into the store in the first place. Store design has evolved over the years, so that the first thing you see upon entering the door, is fresh fruits and vegetables (not toothpaste). Our industry must never lose sight of this fact and “unite” to strengthen our marketing position.

Finally, as we enter this festive season, take some time to be thankful for all that we have in this country, and perhaps give some thought to those less fortunate than ourselves. On behalf of the United Potato Growers of Canada, have a Merry Christmas, and a prosperous New Year.



Photo courtesy of Stan Wiebe

JANUARY 2012



**"Providing potato industry information, intelligence and analysis that allows producers to make timely, informed production and marketing decisions."**