



The United Potato Partners program supports offerings of innovative and productivity-enhancing products to fresh-potato growers through United Potato Growers of Canada, and to process-potato growers through Potato Marketing Association of North America (Keystone Potato Producers Association in Canada).

	Provincial	National	North American
	Sponsor \$5000/year	Sponsor \$10,000/year 3-yr agreement	Partner \$50,000/year 3-yr agreement
<b>United Potato Growers of Canada Website/Social Media</b> Logo displayed on homepage, company information and link	✓	✓	✓
<b>United Partner Seminars</b> Presentations at annual member meetings organized by provincial members	✓	✓	✓
<b>Data Access/Potato Market Insights</b> Quarterly newsletter including review of potato markets	✓	✓	✓
<b>United Potato Growers of Canada Website – Sponsor of the month</b> Monthly company/product updates and links (on demand)	✓	✓	✓
<b>Event/Program Promotion</b> Communication with members through UPGC website, e-newsletter, and/or email blasts to promote events or programs (on request)		✓	✓
<b>Focus Groups</b> Annual product-development regional focus groups with potato growers and industry leaders (on demand)		✓	✓
<b>Direct Introduction/Recommendation</b> Individual interactions with members facilitated by UPGC/UPGA/PMANA (upon request)		✓	✓
<b>Regulatory Advocacy</b> Regulatory advocacy/product support on your behalf through the Canadian Potato Council and other national affiliated organizations		✓	✓
<b>Potato Market Education</b> Quarterly webinar tailored to your company with analysis of supply and demand balance (on demand)		✓	✓
<b>United Potato Partners Logo</b> Use the United Potato Partners logo on your website to show customers your support of the potato industry		✓	✓
<b>United Potato News E-Newsletter</b> Blogpost with company/product update included in monthly newsletter to membership		✓	✓
<b>Potato Business Summit (January)</b> 5-minute introduction/opening remarks at event			✓
<b>Potato Business Summit (January)</b> Logo featured on event website, on screen, and program			✓
<b>Potato Expo Tradeshow (January)</b> Shared booth space available for displaying product information, interacting with growers and industry leaders			✓
<b>Crop Transition Conference (June)</b> 5-minute introduction, logo featured on event webpage, on screen, and program, table space available for product information display			✓