

THE POTATO MINUTE

October 2024



Growing Healthy Potatoes Together

EXECUTIVE DIRECTOR REPORT - Terence Hochstein



As the 1st of October nears, it appears that our seed growers will have their harvest complete before the commercial industry reaches 75% of their harvest. It has been a strange year indeed, with rain events over the last 10 days in Southern AB delaying harvest. At this time of year, it takes a lot of sunshine and wind to dry things out. Just because the top looks dry does not mean that 6 inches down we don't have straight mud. The sandier soils tend to dry out quicker but even they have a limit when it comes to saturation. Let's hope the weather holds and we get another 2-3 weeks of harvest weather. Right now, the 2-week forecast looks promising, but everyone knows that can change over night during this time of year. Harvest across North America is well underway and the reports out of the various growing areas are all over the place. PEI was off to a tremendous year and had one of their better crops coming on. Then summer hit and the rains stopped. Potatoes do not fare well without moisture and inevitably the shine wore off their crop. Right now, they are hoping that an average crop ends up in their warehouses when all is said and done. New Brunswick, depending on the growing area has a variable crop but anything is better than what they experienced last season. That was a disaster for their industry and growers cannot take those kinds of years on the chin very often. PQ and Ontario have a mixed bag of reports coming out as well. Moving west, Manitoba started out cool and wet in the spring much like Alberta did, then the summer heat came along and the rains stopped, leading to the optimism of a great crop rapidly disappearing. The 7 inches of rain in the last two weeks, in some of their growing areas, will not lead to a pleasant harvest. Even if they do get their crop out of the ground, will it store long term? Only time will tell on that one. We hope for the best for our neighbors across the nation. With the Alberta crop starting out late due to cool, wet weather in May and June, it looks like our yields will end up trending towards our 5-year

average. This, in itself, is not bad considering the year and the fact that the North American growers are trying to dig out from under a year of excess production last year. Reports out of the Basin are that they are harvesting a very good crop and yields will probably be above their average.

Once harvest is complete, we will have a better picture of how the PGW growers did. Idaho is well into their harvest as well and indications are they have a good crop coming on. Couple that with the, always planted open acres in Idaho, come November we will have a better idea of what the total pile of potatoes looks like across North America.

With October comes the Thanksgiving holiday across the country. This is always a special holiday to the agricultural community as it gives farmers and ranchers the opportunity to look back on the past growing season, regardless of crop or species and reflect on the harvest in the shed, bin or pasture. Thanksgiving is exactly as the name indicates, a time to give thanks for the bountiful harvest and all that comes from it. As producers we have no control over the weather and markets. The primary producer is always at the mercy of the rest of the supply chain, we are price takers, not price setters. Good or bad, farmers and ranchers are always thankful for the past year and look forward to the next opportunity.

Fall area meetings are scheduled for October 21st in Taber for the South growers and industry and our North area meeting is scheduled for October 23rd in Nisku. Look for further details on page 4 in the Potato Minute.

The PGA conference and Tradeshow is also right around the corner. This year's dates are November 19-21st at the Grey Eagle in Calgary. Hope to see everyone there. Word from the APIA is that the Tradeshow is already sold out.

Until next month,

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Little Lake Farm Ltd. crew in Burdett getting spuds off during the last week of September.

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GOV'T RELATION - POLICY / SEED UPDATE - Stacey Bajema



Harvest is well underway for the 2024 seed potato crop, though perhaps we are running a little further behind than what is comfortable for our Alberta growers. The wet spring and hot periods through the summer kept our crop growing slow. Here in Alberta we benefit from the northern advantage which keeps disease under control and contributes to the added vigour of our seed. However, with a short season, we don't have the luxury of pushing back our harvest period. Every seed grower knows that snow is possible in September and we strive to have the crop fully in the bin by the first week of October. We are pushing that boundary this year. Depending on their location in the province, we have some seed growers harvesting in the dust while others are taking field delays due to rain. We expect a slightly below average seed crop for the 2024 season. Quality was not an issue going into the bin and size is expected to be right on target or slightly small depending on the variety and area grown. As always, in years with variable yield, it is important for commercial growers to start communicating with the seed growers early to prepare for planting 2025.

The Canadian Food Inspection Agency has completed in-field sampling in Alberta for the 2024 National Potato Wart Survey. Though potato wart has never been found outside of PEI and NFLD, the CFIA conducts an annual national sampling survey of potato fields across Canada. For the 2024 season, sampling included both grid sampling and tare soil. Sampling of tare soil is a new procedure for this year which involves taking soil from the shed when a truck unloads potatoes at harvest. Every truckload represents a portion of the field harvested and the soil collected is the soil that drops from the tubers as they are being handled.

The Potato Wart National Survey is one of the many ways Canada is nationally monitoring for the introduction of regulatory pests so that they can be quickly identified and managed accordingly.

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Potato Wart National Survey

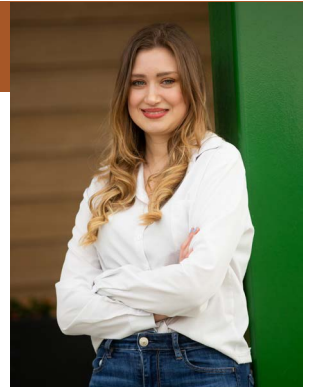
Virus Monitoring Funding Announcement!

We are very happy to announce that the Potato Growers of Alberta has received continued funding for our provincial virus monitoring program through to the end of the SCAP programing period in 2028. We highly value this program that allows seed potato growers to monitor the presence of Potato Virus Y and understand the prevalence of various strains operating in our seed system. Alberta has always maintained a competitive advantage in the seed potato market due to our extremely low incidence of PVY in our system. This federal-provincial-territorial program allows us to monitor virus levels across the grower base and respond to challenges should they arise. Under Sustainable CAP, business risk management programs will continue to help producers manage significant risks that threaten the viability of their farm and are beyond their capacity to manage.



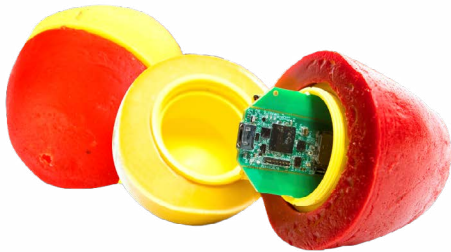
Triple M Farms Ltd. harvest north of Taber going strong to get spuds out of the ground.

AG RELATIONS UPDATE - Rebecca Wieler



One of the services the PGA offers to our grower membership is the SmartSpud. It is a sensor that detects bruising and potential damage of potatoes during harvest. The intent of this sensor is to reduce waste by minimizing bruising, shatter damage and blackspots during harvest and down the processing line. The sensor measures where your spuds are experiencing impact that can cause damage, which replicates a potato and comes with different casings to replicate different varieties such as chipping potatoes or russet burbanks.

The sensor provides real time data, measures the impact as well as the location and severity of the damages which are then displayed on the tablet. This data has been used on many farms to make adjustments to reduce bruising or simply to ensure that minimal damage occurs during harvest.



The SmartSpud can be run through a harvester, into a truck and all the way down the line into your storage. The PGA purchased the current sensor in 2012 and has been utilized on many farms. We are looking forward to the arrival of our new SmartSpud with an updated system coming soon to ensure that this service is available to our growers in the future.



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GV Ridges in Enchant creamer harvest going steady despite some rain delays.

UPCOMING AREA MEETINGS

SOUTH AREA MEETING

OCTOBER 21, 2024

8am Breakfast Meeting

Heritage Inn, Taber
4830 - 46 Ave

NORTH AREA MEETING

OCTOBER 23, 2024

6pm Supper Meeting

Holiday Inn & Suites, Nisku
1100 - 4th St Nisku



The Spuds In Tubs Program is gearing up for another great year! This program provides schools across the province with kits to grow potatoes in a pot at the school who don't normally have access to school gardens or greenhouses, while learning all about potatoes.

In order to build a successful program and give schools this opportunity to participate, we are looking for sponsorship dollars to help purchase 500 kit items, which includes just the right amount of soil, locally sourced seed potatoes, pots, guidebook and print media for each. This program is developed for grades 3-9 with learning outcomes to fall under school subjects like math, science, health and many more from the Alberta school curriculum. Students will also learn all about our fast growing potato industry in Alberta, what the farmers are doing on their operation and the contributions towards the economy.

Interested? Jump onboard the Spuds In Tubs program! You'll be *helping students connect to agriculture in a fun informative way*. Your name will be included on both the PGA and Ag For Life websites, guidebooks and social media. ***This opportunity is open to potato growers and businesses in Alberta. Space is limited. To learn more or sponsor, please call Deb at 403.223.2262 (cell: 403.892.4066) or email deb.b@albertapotatoes.ca for more information.***

LOOKING FOR SPONSORSHIP

Spuds In Tubs
ALBERTA

Brought to you by

PGA
POTATO GROWERS OF ALBERTA

Ag for Life

Connecting Students
to Agriculture

A promotional graphic for the Spuds In Tubs program. It features a cartoon potato character with a smiling face, wearing a green shirt and holding a sign that says "SPUDS IN TUBS". To the right, a young girl with curly hair is smiling and holding several potatoes. The background is a blurred outdoor scene with green foliage. The text "LOOKING FOR SPONSORSHIP" is at the top. Below the potato character, it says "Spuds In Tubs ALBERTA". Further down, it says "Brought to you by" followed by the logos for "PGA POTATO GROWERS OF ALBERTA" and "Ag for Life". At the bottom right, it says "Connecting Students to Agriculture".

Russet Sponsor - \$1000

Tuber Sponsor - \$500

**2024
ALBERTA POTATO CONFERENCE & TRADESHOW**



**November
19-21**

Grey Eagle Resort & Casino
Calgary, Alberta

SPONSORSHIP OPPORTUNITIES

	PLATINUM \$5000	GOLD \$2500	SILVER \$1500	BRONZE \$750	SUPPORTER <\$250
Recognition on social media FB, Twitter, Instagram	3 SOLO shoutouts	3 Shared shoutouts	2 Shared shoutouts	1 Shared shoutouts	
Logo on banquet slideshow	✓	✓	✓	✓	✓
Verbal recognition during sponsored event	✓	✓	✓	✓	✓
Display pop-up banner at sponsored event	2	1			
Recognized in December newsletter	✓	✓	✓	✓	✓
Logo on digital TV display	✓	✓	✓	✓	✓
Complimentary registration	2	1			

THANK YOU TO ALL OUR INCREDIBLE SPONSORS

OPPORTUNITIES...

- Tuesday PM Break
- Tuesday Welcome Reception
- Wednesday Breakfast
- Wednesday AM Break
- Wednesday Lunch
- Wednesday PM Break
- Wednesday Banquet
- Thursday Breakfast
- Thursday AM Break
- Thursday Lunch

- Partner's Program
- Tater Toss Game Sponsors (bean bag)
- Banquet Centerpiece Sponsor
- Banquet Menu Card Sponsor

*First come first serve. Please call office for more details.
[\(403.223.2262\)](tel:403.223.2262)



Corporate Sponsor

**Deadline is
November 1st**

2024
ALBERTA POTATO CONFERENCE & TRADESHOW



Registration for licensed
PGA growers for the main
conference

**GROWER REGISTRATION
FOR MAIN CONFERENCE**

Registration for general,
industry & non-growers for the
main conference

**INDUSTRY & GENERAL
REGISTRATION FOR MAIN
CONFERENCE**

Sponsorship and Registration
for **sponsors** of the main
conference only

**SPONSOR / REGISTRATION
FOR MAIN CONFERENCE**

APIA Tradeshow Booth
registration. Call Bruce for
more info @ 403.393.6497

SOLD OUT

The Grey Eagle is full for hotel rooms. Your alternate is :

Hotel Blackfoot Inn-Calgary call 403.252.2253 and mention Potato Growers of Alberta only for this hotel.
Booking deadline is October 1, 2024

Shuttle service will be provided to and from the Blackfoot Inn and the Grey Eagle.

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When you think potatoes...think Alberta





MEMBERSHIP

The Alberta Potato Industry Association (APIA) is composed of 'individuals' from many different areas of businesses. All of these people work with, and alongside, the potato growers in Alberta. Formed in 1990, the APIA participates and leads in various activities, such as APIA Burgers N' Beans, Alberta Potato Conference Trade Show, and hole sponsorships for the Annual PGA Golf Tournament. In addition to these events, the APIA is also a proud supporter and sponsor of Spuds and Tubs Alberta, PGA Area Meetings and Nuffield Scholarships relevant to the Potato Industry in Alberta.

Membership into the APIA is \$55/year to 'individuals' of a business.

Membership benefits include: name exposure to growers and industry via the PGA's "Potato Minute", early access to events such as the Alberta Potato Conference Trade Show, an invitation to Burgers N Beans, and the opportunity to help out and meet growers and industry people involved in the Alberta Potato Industry.

Our industry, along with the APIA, has experienced much growth, in part, by combined efforts of many individuals who have taken the time to get involved. If you are interested in membership, please reach out to geraldine@grattonmechanical.ca with your contact information. She will work with you to get a membership set up.

The following individuals are recognized for their long-standing contribution to the APIA and have been awarded a Lifetime Membership to our association.

Corah, Chuck	Jensen, Wayne	Nelis, Jacques
Gash, Brian	Kaiser, Dave	Oikawa, Tricky,
Gouw, Arie	Mitchell, Peter	Sandberg, Phil
Hacker, Bill	Mrak, Tony	

The following individuals are members in good standing of the APIA for the 2024 calendar year:

Andrews, Nathan	Duell, Gary	Iwan, Josh	Mackinnon, Kevin	Quiring, Cassidy	Trempler, Darren
Bareman, Kelsi	Duell, Michael	Janssens, Blayne	Marshall, Robin	Rattray, Desiree	Trottier, Donna
Barnes, Autumn	Duesing, Scott	Jennings, Mike	McBroom, Henry	Richard, Marc	Van Eedan Petersman, Lloyd
Bauman, Gerald	Durrin Gentry, Jenny	Jensen, Brad	Meier, Whitney	Ritchie, Mike	VanBerkel, Wim
Bell, Jared	Durnall, Simon	Jensen, Ryan	Menkveld, Andrew	Russell, Jessie	VandenDool, Ed
Bexte, Taylor	Dykstra, Ray	Kaiser, Dave	Michalezki, Brynn	Sawatzky, Kirby	Vermette, Brian
Bonertz, Terry	Engleson, Kristi	Keys, Scott	Michielsen, Frank	Scholing, Karlo	Visser, Darryl
Bos, Johan	Finch, Melanie	Kinniburgh, Shaun/Stacey	Miller, Alex	Schuppler, Steve	Vossepoel, Adam
Bos, Tim	Fletcher, Blake	Kirkham, George	Molenaar, Reegan	Schutter, Ehren	Walter, Greg
Boychuk, Sarah	Fletcher, Braden	Klassen, Greg	Morris, Patrick	Slingerland, Tim	Warkentin, Bruce
Brehaut, Randy	Fletcher, Bruce	Kleisinger, Chad	Mrak, Tony	Slomp, Harry	Waugh, Jeremy
Brewin, Lindsay	Fletcher, Derrick	Knitel, Georgina	Nagata, Cameron	Slomp, Jordan	West, TJ
Burton, Luke	Forbush, Todd	Konyonenbelt, Marlin	Nelis, Brian	Smienk, Susan	Wilson, Barb
Claassen, Chantal	Gallant, Dave	Kowalchuk, Nolan	Nelubowich, Adam	Smith, Kevin	Wind, Jeremy
Claassen, Lauren	Garos, Dirk	Krautkramer, Josh	Nicholson, Joe	Sorensen, Martin	Workman, Brodie
Coleman, Doug	Gash, Brian	Kruk, Adam	Nikles, Brendan	St. Laurent, Ed	Wynker, Sara
Collins, Collin	Gavin, Tim	Kuepfer, Edwin	Nyborg, Bruce	Stevenson, Kelly	Zarazun, Owen
Cousins, Trent	Gillespie, Scott	Kuizenga, Al	Olson, Darcy	Stewart, Craig	Zuber, Wojciech
Dahlen, Joe	Glas, Cobie	Kwiatkowski, Ryan	Orr, Bill	Stewart, Russ	
Day, Carol	Goertzen, Nathan	Lawson, Andrew	Pickles, Taunya	Stinnissen, Pat	
DeHaan, Jeff	Gouw, John	Lazar, Ioana	Pieters, Kristof	Stinson, Bryce	
Delisle, Mike	Gratton, Lawrence	Lewis, Kyla	Pluta, Denine	Stober, Brent	
Dilworth, Marty	Haacke, Aaron	Lyczewski, Laurie	Powers, Dan	Swanson, Charlotte	
Dok, Martin	Hanlon, Brendon	Lyon Blair	Quinn, Dean	Tavchandjian, Nico	
Draper, Derrick	Humble, Anthony	Mackenzie-Grieve, Rob	Quinton, Justin	Tetz, Andrew	