



Michigan Potato Industry

- Less than 80 potato operations
- 46,000 acres
- \$170 Million farm gate value
- #6 based on value of potatoes
- #1 state in production of potatoes for potato chips
- Nearly all acres are irrigated



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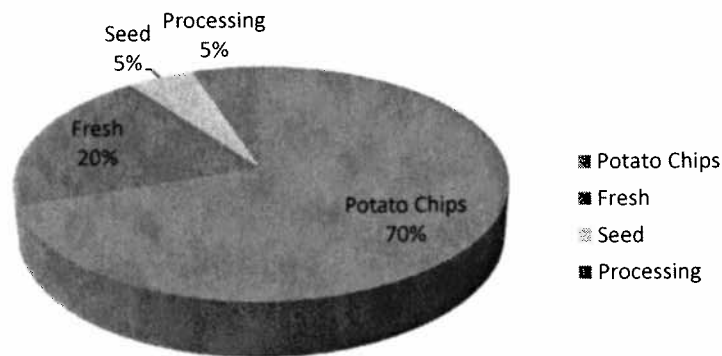
Michigan Production

- Grown in 34 counties
- Seed in north and Upper Peninsula
- Chip stock in southern
- Fresh and process throughout state



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Michigan Potato Utilization



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Processing in Michigan

- Better Made Snack Foods, Inc.
- Uncle Rays, LLC
- Great Lakes Potato Chip Company
- Downey's Potato Chips
- Pellerito Foods, Inc.
- Burnette Foods
- HoneeBear Canning Co.



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Supplier of US Potato Chips

- 70% of all Michigan potatoes are utilized for potato chips
- Michigan supplies 28% of the US with potatoes for chipping



Commission

- Created under PA 29 of 1970
- Represented by growers, shippers, processors and retailers, appointed by the governor
- To foster, develop and promote the potato industry in Michigan through:
 - Research
 - Promotion
 - Advertising
 - Market expansion
 - Development of new markets
 - Education
 - Development and dissemination of information



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Structure

- Commissioner Members
 - Chairman Brian Sackett, Mecosta (chip)
 - Vice Chair Tim Leep, Martin (chip)
 - Randall Styma, Posen (fresh)
 - Pat DuRussel, Manchester (fresh)
 - Ted Hanson, Cornell (seed)
 - John Marker, Elmira (seed)
 - Kevin Storm, Cass City (at-large)
 - Phil Gusmano, Detroit (shipper)
 - Bill Kitchen, Elmira (fresh shipper)



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Commission Committees

- Research Committee
- Storage Committee
- Variety Release Committee
- Fresh Marketing Committee



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Research

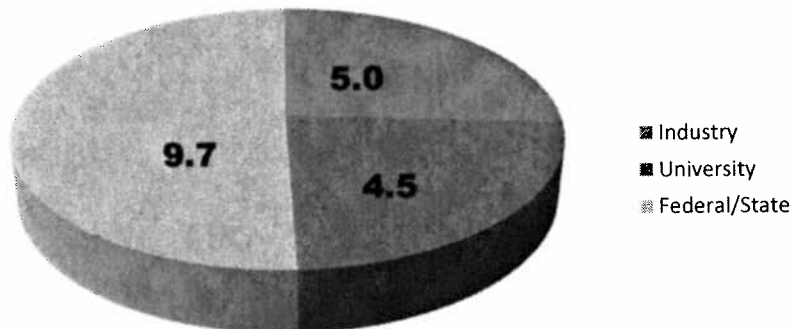
- Integrator and Technician positions at Michigan State University
- Research grants
- Storage facility
- Participation in national trials



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Michigan Potato Research ('10-14)

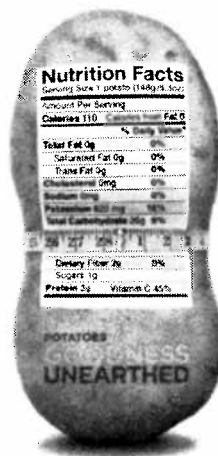
Funding Sources (Million)



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Educational Efforts

- Grower Education
- Consumer Education
 - Potato Day at the Capitol
 - Michigan Ag Council
 - Ag Day at Capitol
 - Potato resources
 - Michigan Potatoes
 - Nutritional value



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Salad Bar Challenge

- Generate funds to purchase 150 potato-friendly salad bars
- Place in schools throughout Michigan
- Provide recipes to meet school lunch requirements including potatoes



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Issues

- Availability of sandy soils with water
- Food safety
- Sourcing talent
- Nutritional misinformation
- Decreasing yields



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Future

- Producers specializing in potato production
- Michigan's geology – soils and water
- Proximity to US population
 - Transportation costs
 - Reduced carbon footprint
 - Freshness of product
- Ability to quickly respond to industry needs



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Questions

For additional information on the Michigan
Potato Industry Commission, visit
www.mipotato.com

Mike Wenkel
Executive Director
517-253-7370



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