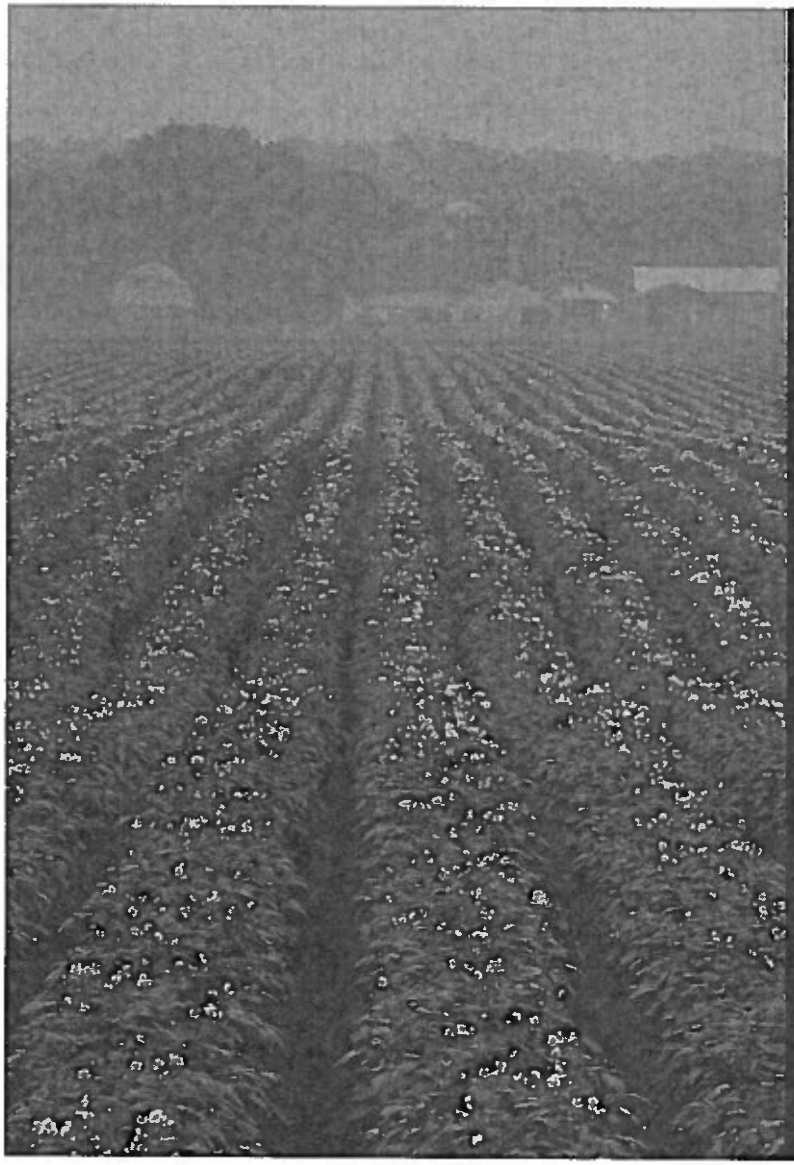
Overview of Michigan Potato Industry and Opportunities

Mike Wenkel

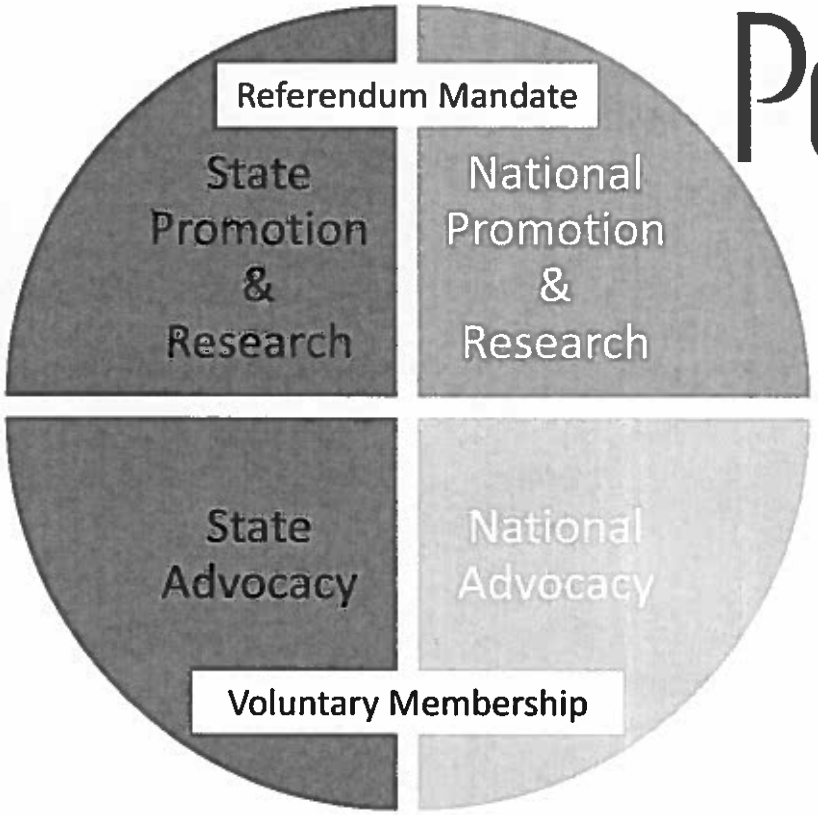
Michigan Potato Industry Commission

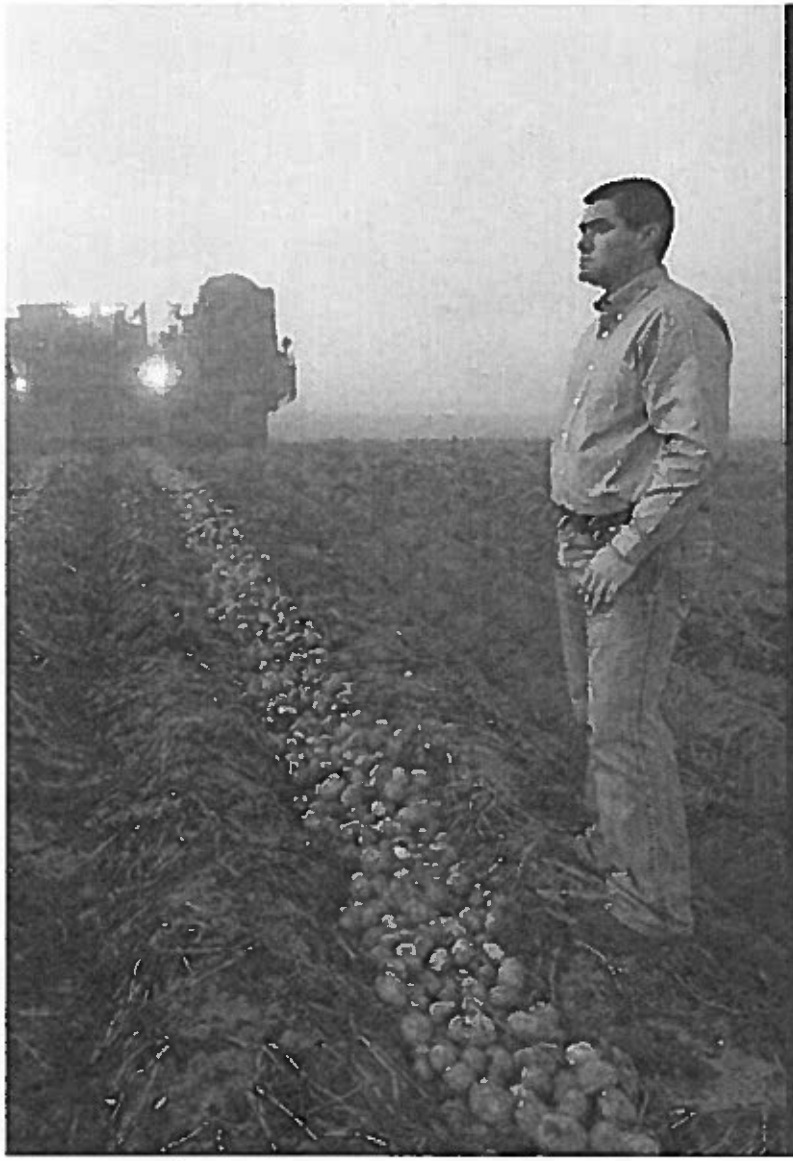


Michigan Potato Production

- 46,000+ acres
- 1.8 billion pounds (18 mil CWT)
- More than 3,200 employed
- $554 million in economic activity
- Ranked 1st in chip stock production (28%)
- Ranked 6th in value of crop
- Ranked 8th in overall US production

How the industry works





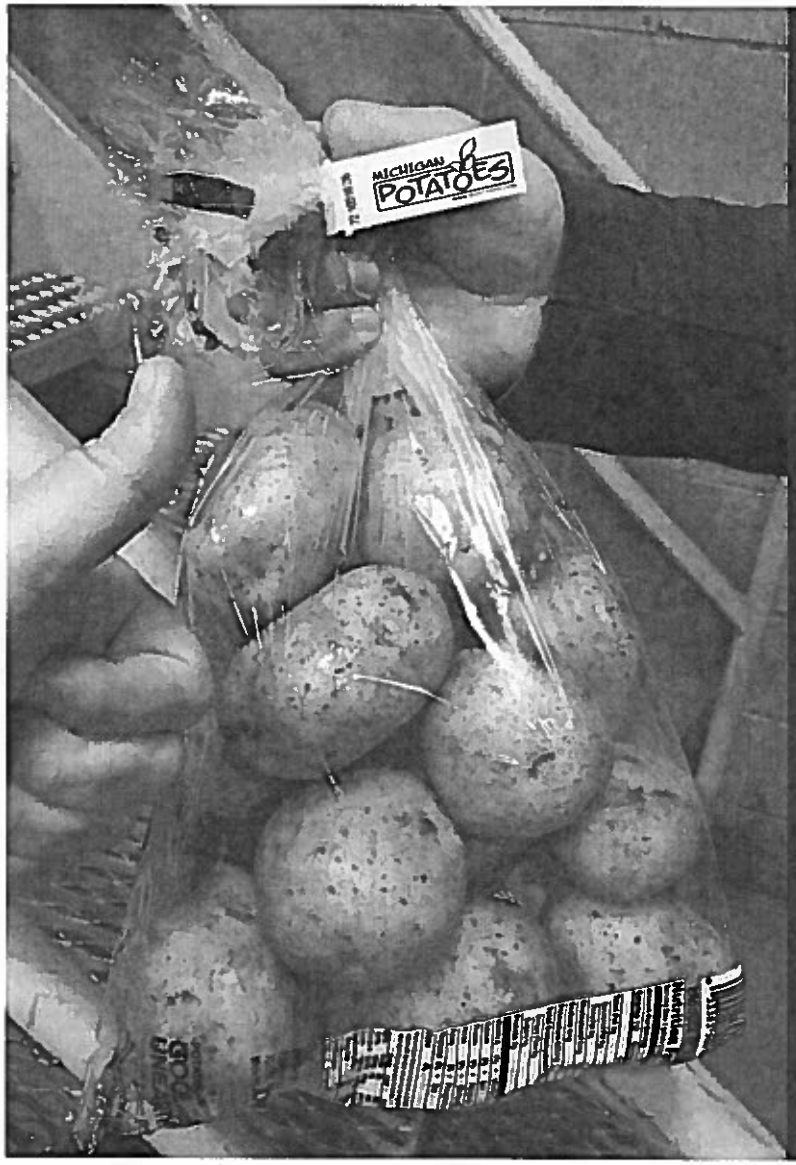
Industry Vision

Mission:

To grow an economically viable potato industry in Michigan

Strategic Goals:

- Expand talent development and collaboration within the industry
- Provide research and sustainability direction
- Lead promotion of farms and potatoes to the public
- Foster economic growth initiatives



Michigan Potato Industry Commission

- Formed under state law to:
  - Coordinate research
  - Promote Michigan potatoes
  - Educate consumers and decision makers about potatoes
  - Conduct marketing activities

Potato Growers of Michigan, Inc.

- Influence and educate decision makers at local, state and federal levels

- Potato Day at the State Capitol
- DC Fly-in
- Elected Official Farm Tours

National Potato Council

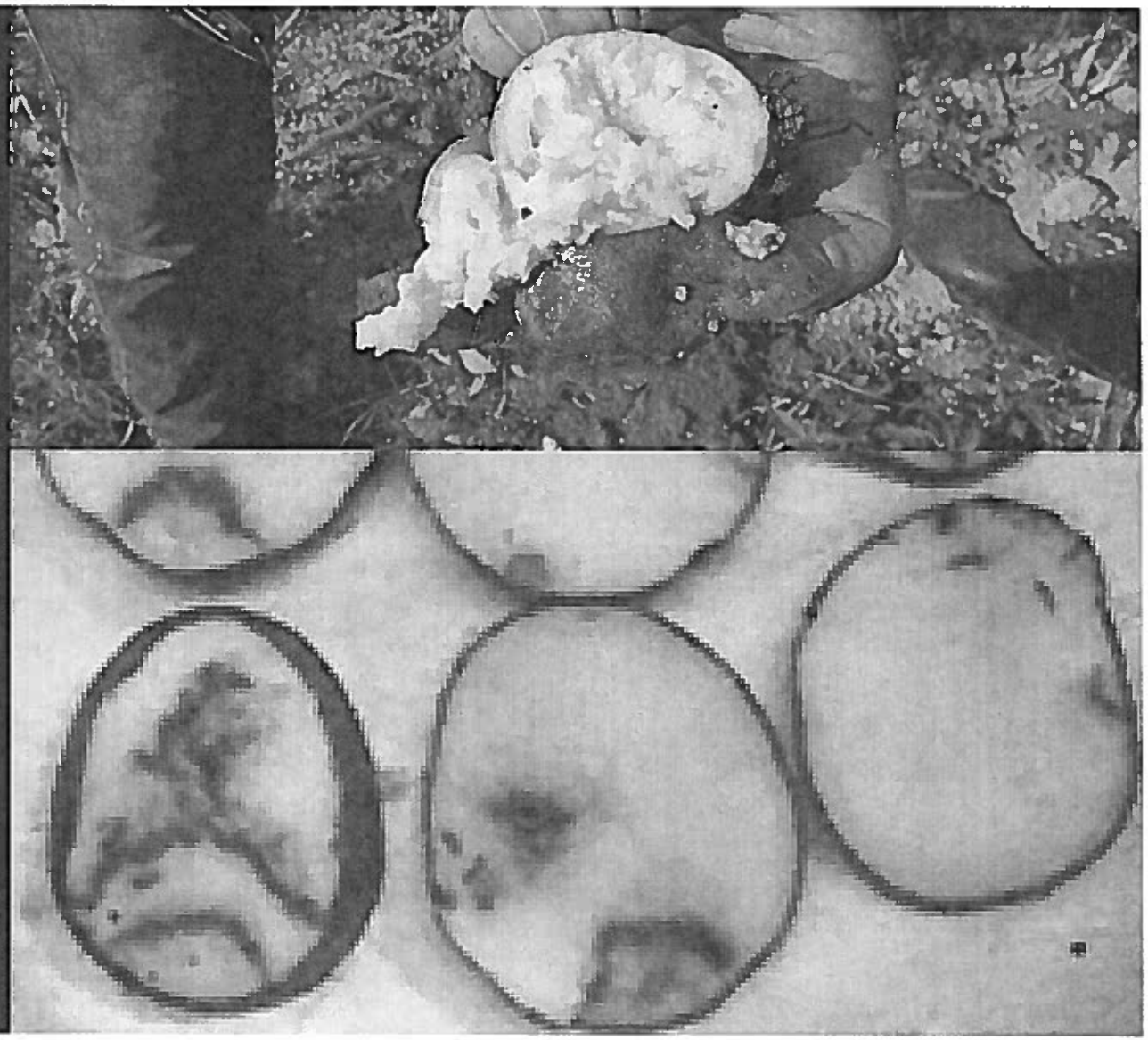
- Advocate for the economic well-being of U.S. potato growers on federal legislative, regulatory, environmental, and trade issues

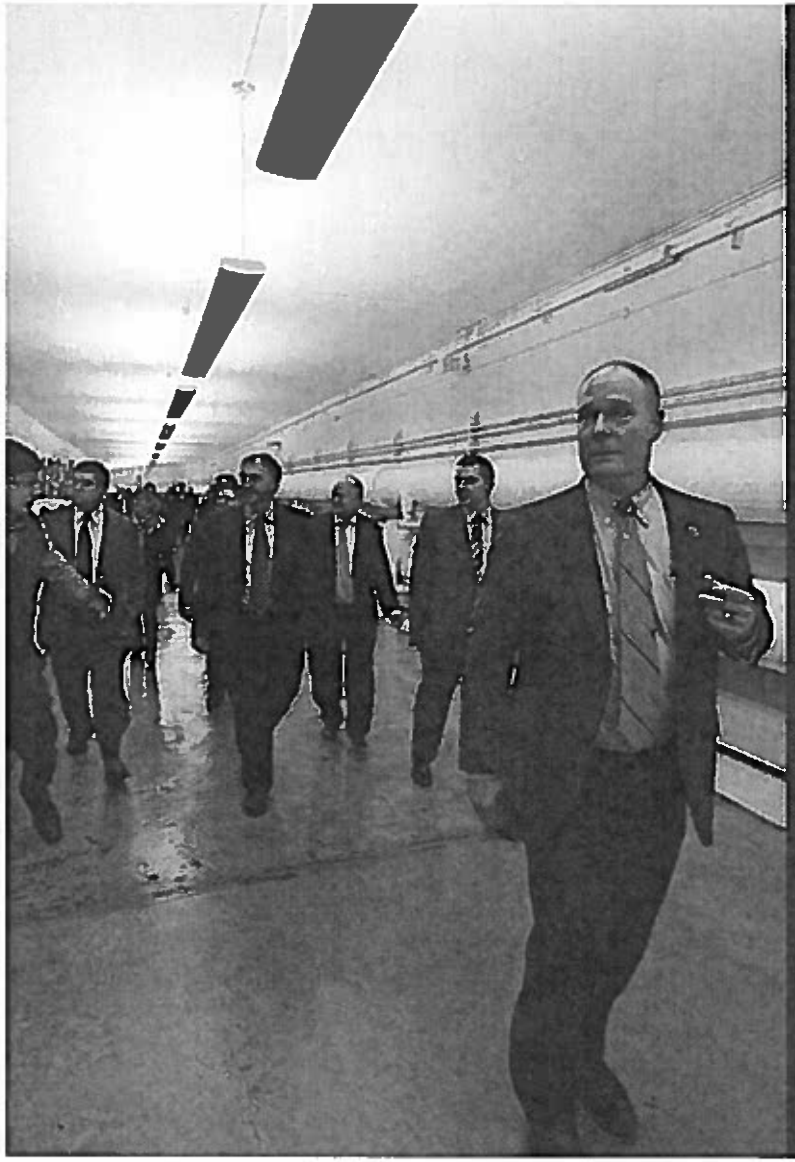
Potatoes USA

- Marketing organization for the 2,500 commercial potato growers operating in the United States.
  - Fresh table-stock potatoes
  - Fresh chipping potatoes
  - Seed potatoes
  - Frozen potato products
  - Dehydrated potato products

State Issues

- Managing new and emerging disease
  - Certified Seed Law
- Food Safety
  - FSMA Compliance
- Water
  - Science Based Water Withdrawals
  - Impact of Lake Erie Basin
- Infrastructure
  - Broadband, Energy, Roads





National Issues

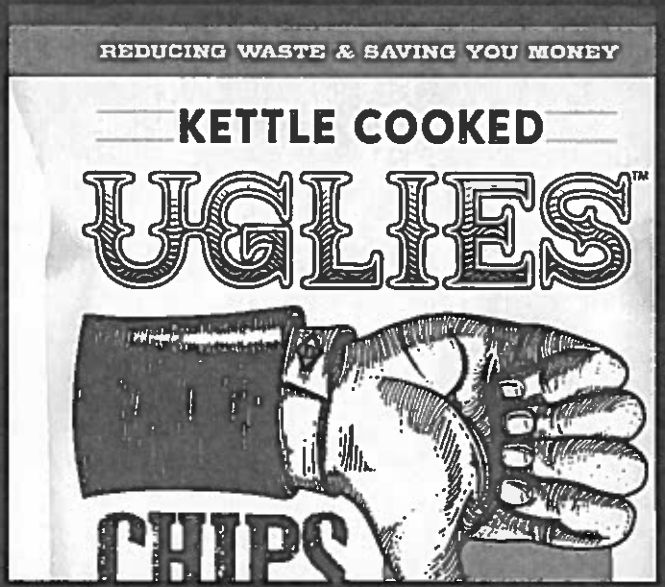
- Dickeya
- Labor (migrant & talent)
- Sustainability
- Transportation
- Farm Policy
  - 2018 Farm Bill
  - Nutrition Title
- Regulation
  - Labor
  - Water
  - Crop Protectants
  - Food Safety Modernization Act

Food Safety Modernization Act

Industry has developed *Commodity-Specific Food Safety Guidelines for the Production, Harvest, Storage, and Packing of Potatoes*

- Major Rules
  - Preventive Controls for Human Food
  - Preventative Controls for Animal Food
  - Produce Safety Rule
  - Foreign Supplier Verification Rule
  - Accredited Third-Party Certification
  - Sanitary Transportation Rule
  - Intentional Adulteration Rule

- Consumer Trends
  - Sustainability
  - Food Waste
  - Food Safety
  - Potato product preference
  - Health and Nutrition



Food companies want to reach the...

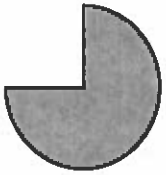
75 Million

Millennials

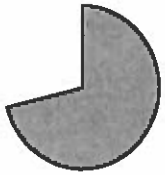
Who truly **desire** brands that place **high value** on ***sustainable practices***.

50% of **Millennials***

Believe **current** farming practices are **sustainable**.



75% of **Millennials***



72% of **Generation Z***

Will **spend more** on products and services from companies that commit to positive **social and environmental** impact.