

MICHIGAN
POTATOES
MICHIGAN POTATO INDUSTRY COMMISSION

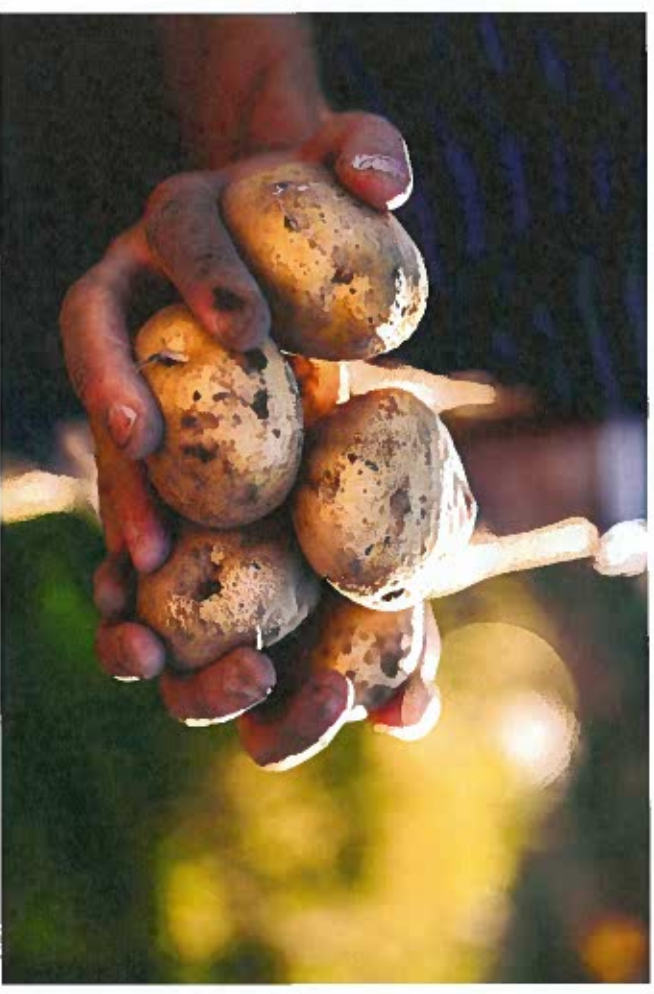


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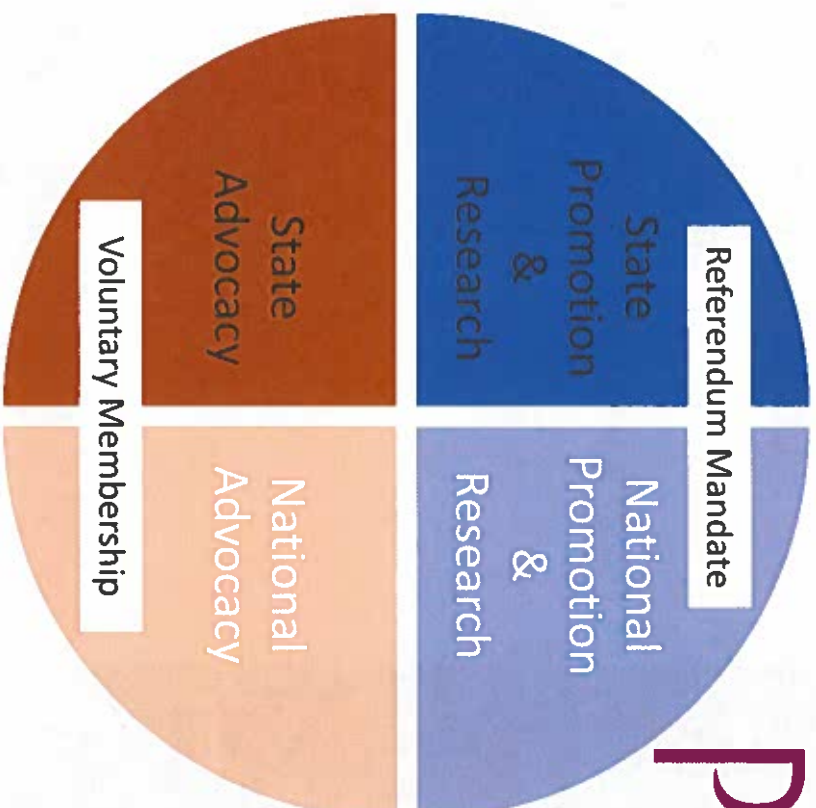
Potato Growers of Michigan, Inc.

Good Morning!

Dr. Kelly Turner, Ed.D., CAE
Michigan Potato Industry Commission
Executive Director



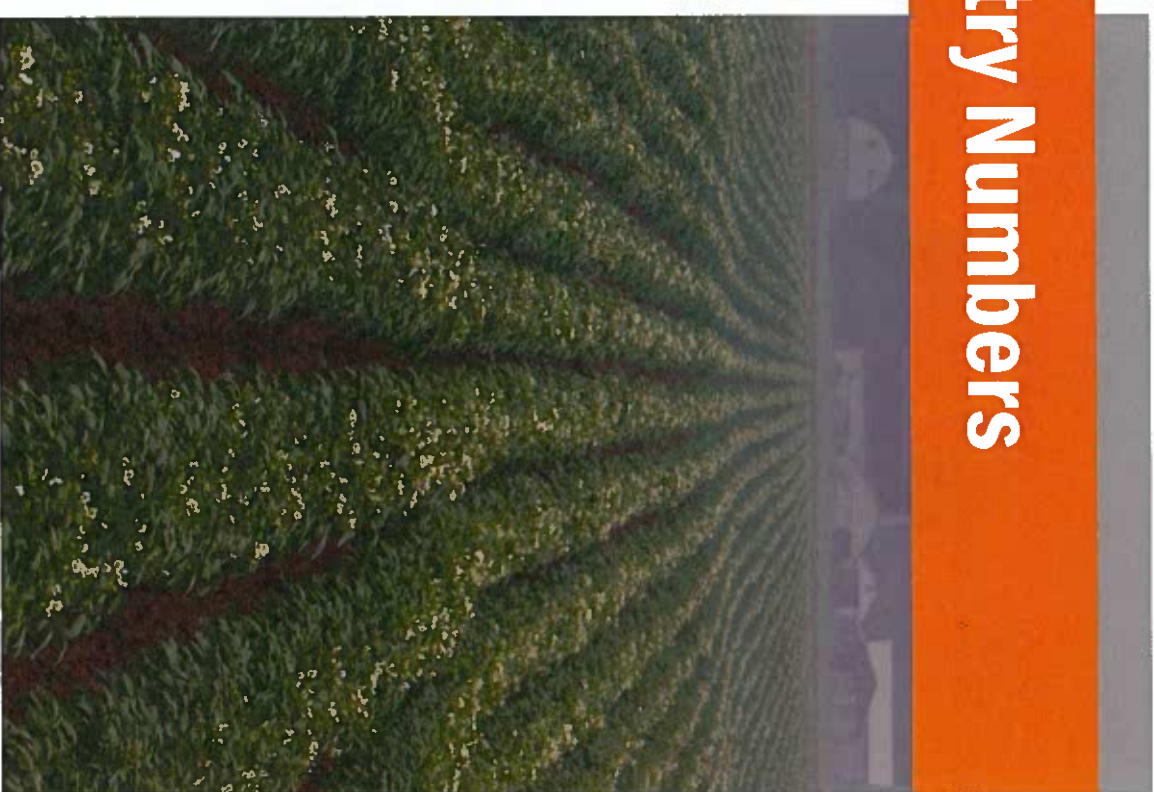
How the industry works



Michigan Potato Industry Numbers

By The Numbers

- 47,000+ 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



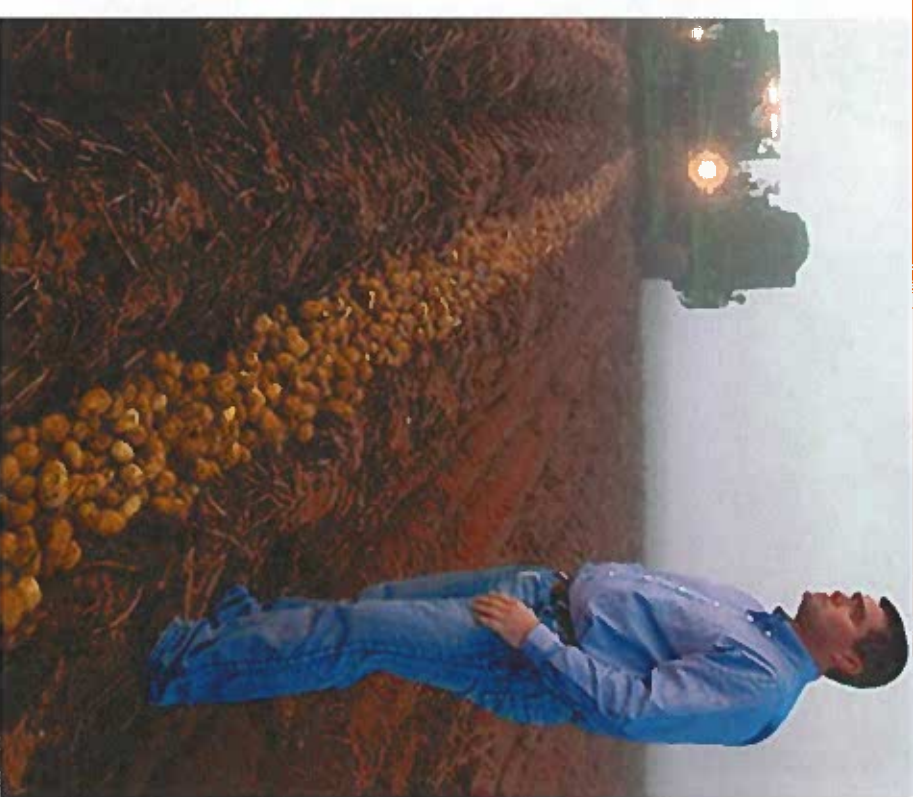
Michigan Potato Industry Commission

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



Expand talent development and collaboration within the industry

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



MIDWEST WATER STEWARDS



**MICHIGAN
SOYBEAN
ASSOCIATION**



MICHIGAN CORN



Provide research and sustainability direction

- Managing new and emerging diseases & pests
- Sustainability Research
- Nutrition Research
- Variety Research



TEAMING UP, WE BRING MICHIGAN POTATOES TO YOUR PLATE!

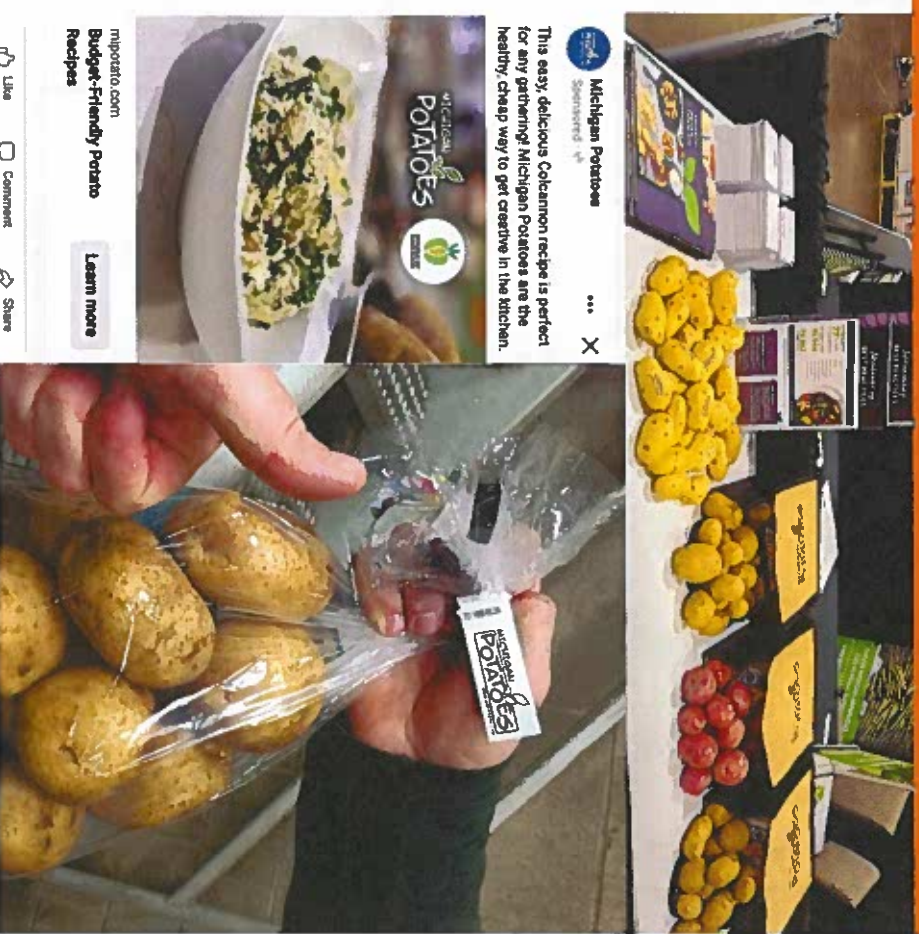


Michigan Potato Industry Research Storage



Lead promotion of farms and potatoes to the public

- Specialty Crop Block Grant Projects
- Social Media
- Consumer Newsletter & Website
- Expo & Trade Shows
- Geofencing
- Nutrition Research
- Understand markets and trends



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

REDUCING WASTE & SAVING YOU MONEY

KETTLE COOKED

USGILLES



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***

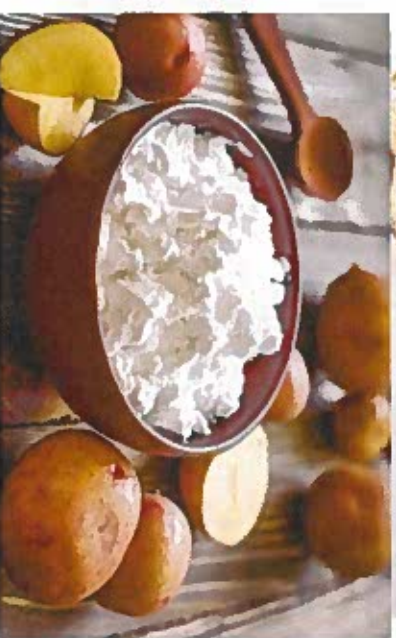


72% of **Generation Z***

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

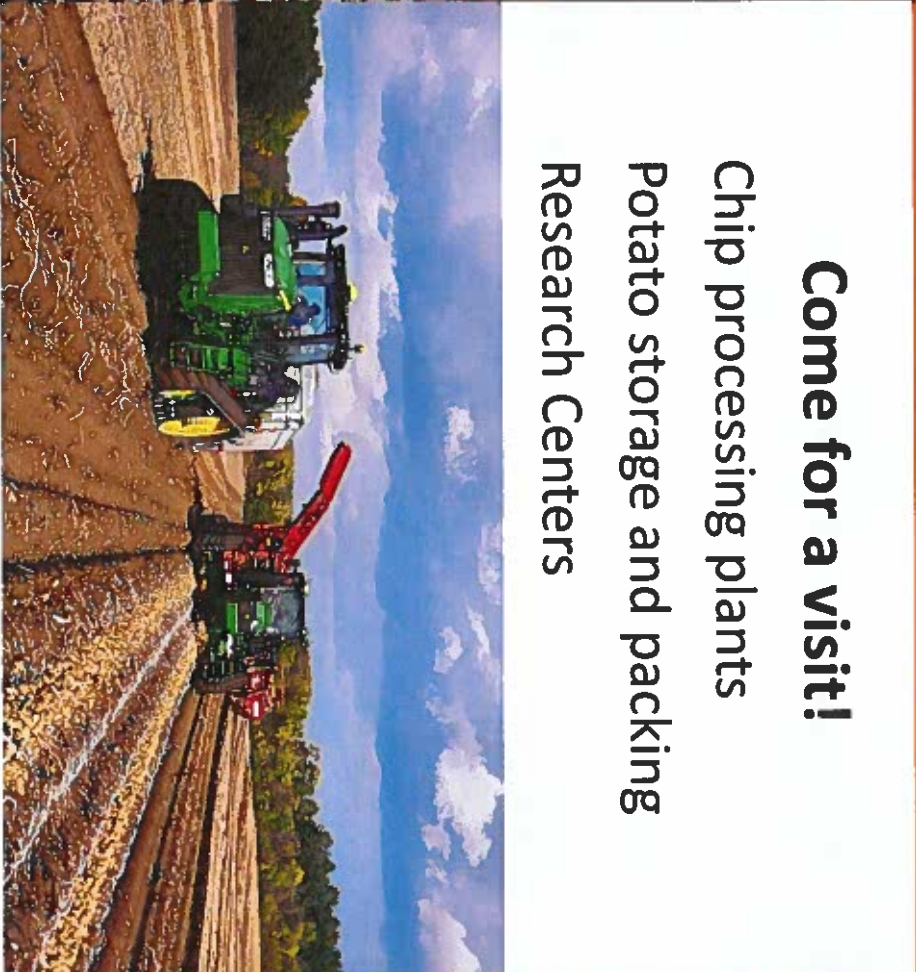
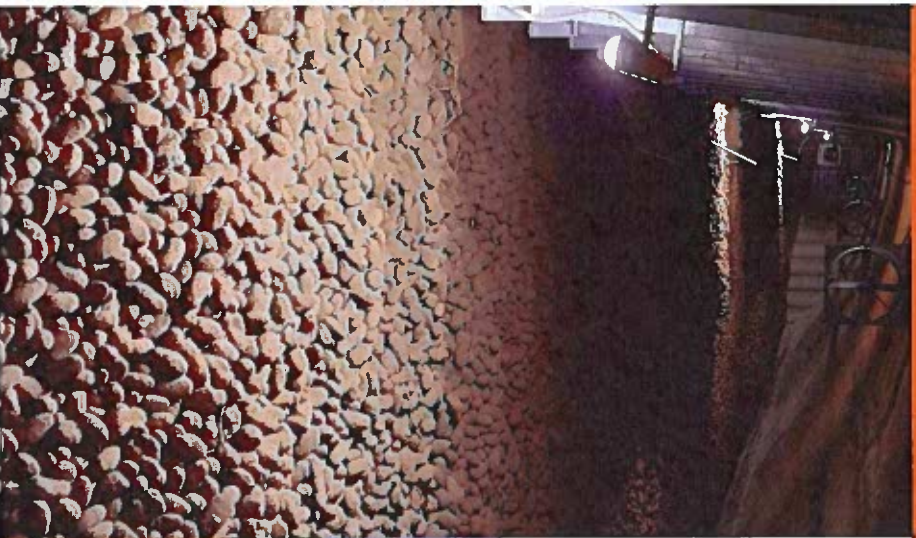
Foster economic growth initiatives

- New processing facility attraction
 - Tator-aid
 - Wine Chips
- New technologies that reduce food/water waste
- Create demand for more potatoes



Michigan Potato Industry

Come for a visit!
Chip processing plants
Potato storage and packing
Research Centers



Questions?



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