



# UNITED

## FRESH POTATO GROWERS OF COLORADO

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Dwight Freeman, CEO

**Fresh Facts**

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### **United Potato Growers of America Announces New Seed Division**

United Potato Growers of America announced the formation of a new Seed Division. Under the direction of Mike Telford, Seed Division Chairman and longtime potato seed grower, seed division members will, for the first time in the history of the industry, work collaboratively to market seed and match supply to demand. The Seed Division held its first nation-wide conference call in March to discuss current seed supply, shipments, prices, 2006 planting intentions and coordinate new programs. On the call were seed growers from Colorado, Idaho, Montana, Washington, Oregon and Wisconsin. The new Seed Division is one of what is expected to be four divisions of UPGA - seed, fresh, process and chip.

### **Potato industry faces surplus**

“Growers cannot depend upon a shift in demand to bail them out of the current surplus situation,” observes researcher and agricultural industry expert, Bruce Huffaker. Huffaker’s analysis is explained in the January 25, 2006 issue of *North American Potato Market News*, a 13-year-old subscription-based newsletter. “Demand has not kept pace with population growth over the past 10 years,” comments Huffaker. “It is apparent that total demand is not as high now as it was five years ago. Huffaker warns that North American potato yields are growing faster than demand for potatoes and potato products creating a structural surplus. He emphasizes that the North American potato industry will have to remove more ground from production long term to deal with the issue. “It is imperative that the industry find ways to deal with the structural imbalance between supply and demand,” adds Huffaker.

**Save the date:** UPGA will sponsor the Closing Ceremonies of the World Potato Congress which will be held in the U.S. for the first time. The international event will be held August 20-26 in Boise, Idaho. UPGA is also sponsoring a booth at the Technology and Farm Show that will be held on a nearby Simplot Farm. During the World Potato Congress, UPGA leaders will meet with international delegations to develop cooperative initiatives in support of the potato industry. To learn more, go to [www.potatofoundation.com](http://www.potatofoundation.com) or [www.potatofarmshow.com](http://www.potatofarmshow.com).

### **Report from Julia Cissel, President and Chief Executive Officer, First Quarter 2006**

#### **First Quarter significant milestones include:**

- Carried the United message and began developing relationships with key industry leaders at the U.S. Potato Board, National Potato Council, World Potato Congress, National Potato Foundation, and Potato Marketing Association of North America (PMANA).
- Traveled to Colorado, Idaho, and Wisconsin to perform member outreach as well as increased United’s visibility at conferences and farm shows in Las Vegas, Nevada; Moses Lake, Washington; New Brunswick, Canada; Grand Forks, North Dakota; and San Antonio, Texas.
- Developed alliance with PMANA to coordinate with process growers in the U.S. and Canada.
- Supported the launch of the United Potato Growers of Canada. Serving as advisor and mentor.
- Began dialogue with the chip grower industry in hopes of developing a National Chip Division.
- Granted interviews to multiple trade and consumer media, and authored trade press columns telling potato growers and industry members about the important mission of the United Potato Growers of America.