Annual Report
2015-2016

Celebrating 50 years of working and growing together

albertapotatoes.ca
About the PGA

**Hard work**
**Determination**
**Power In Numbers**
**Perseverance**
**Respect**

These are only some of the qualities necessary to successfully launch an organization, with the purpose of allowing its members to grow and become sustainable for future generations.

In February of 1966, a group of seven individuals held the first meeting of the Alberta Potato Commission, with this very purpose as its driving force. Since that time, it evolved into the Alberta Potato Marketing Association in 1988, and finally to the Potato Growers of Alberta in 1992.

Today, the PGA is one of 21 Agriculture Boards and Commissions in Alberta; governed by the Marketing of Agricultural Products Act. We continue to provide a variety of services to our 150 members, aimed at enhancing best practices, promoting a unified stance, and expanding networks all while promoting longevity for the farm, the industry, and the environment in which we do business.
This is the 50th Annual Report for the organization.

It reviews the 2015 harvest, the 2016 planted potato crop, and outlines for you the accomplishments and highlights of the past year.

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Cover picture courtesy of Shimbashi Farms showing flood irrigation in 1966
Mission Statement

The PGA is a progressive, member driven organization focusing on success and sustainability in Alberta’s Potato Industry through leadership, engagement, collaboration and truly effective communication.

Core Values

The PGA is a progressive organization based on the unity of our members. We continually strive to enhance unity through member involvement and engagement.

As a member driven organization, we recognize the importance of trust, respect and transparency in all we do.

Our members operate in an industry founded on tradition and impacted by change. We support our members by focusing on environmental, economic, industry and Grower sustainability.

In order to be responsive to our members and proactive in addressing the challenges of the future, we strive to excel at servant leadership and collaboration.

Communication is vital to all we do. Through the use of skills, technology and understanding we ensure that we communicate in a truly effective manner.
The realization that Alberta’s soil and climate offered ideal growing conditions for potatoes, started with the first settlers. The actualization that its demographics and economy could grow this commodity into a one billion dollar industry, happened over time.

1961
The Alberta Potato Growers Association’s first directors meeting was held on Monday, March 13, 1961. Cyril Johnson was elected as President, Stan Kanegawa Sr. was elected as Vice President and Larry Jorgenson to act as Secretary Treasurer.

1966
The Alberta Potato Commission was created on February 23, 1966. It was established at the request of the Potato Growers and all preliminary work was done by the Alberta Potato Growers Association. The first attempts to set up a Commission were in 1961. At that time, the Growers association then requested a change in the Marketing of Agricultural Products Act to allow for Commissions, as well as Marketing Boards. This legislation was finally passed in 1965, and the very first Commission Members were appointed, a Secretary-Manager was engaged, and an office was opened on June 1st.

1971
On January 14th, 1971, one of the most important events in the history of the Alberta Potato Industry occurred. “Alberta Baker”, a fully guaranteed potato was launched. Alberta Bakers are “Netted Gems” that are specially selected 6-10 ounce netted gem potatoes. The Alberta Potato Industry gained the distinction of having the only potato that has a written guarantee attached to it, on the North American continent. In June 1973, the trademark “Alberta Baker” was purchased from a local farmer for $100.00, who was the original registered owner.

1988
September 19, 1988 was the date the APC became the Alberta Potato Marketing Board. This move was to help stabilize market prices through central desk invoicing, to keep track of the movement of potatoes in the province. This was to be a three year trial, and in 1992 the resolution was made to change back to a commission.

1998
During the 1998 AGM, a resolution was passed to look into the possibility and feasibility of relocating the PGA office to Taber. The main reasons being the need for a good location close to a large Grower population, and the new processing plants being opened. Another reason was the practicality of purchasing a building versus leasing one.

2016
The Potato Growers of Alberta celebrates its 50th Anniversary by creating a first ever history book, featuring facts from the PGA archives, stories from our Growers and sponsors, endless photographs, along with a collection of our favourite Alberta potato recipes. This publication will be launched in the Spring of 2017.

Our History
Learning from the past

PGA’s History & Cook Book Committee
Megan Buyks - Upper Green Farms Ltd.
Margaret Dyck - Peace Growers
Marlene Ekkel - Sunycrest Seed Potatoes Inc.
Heidi Haenni - Haenni Farms
Joanne Langeweg - Torslang Farms
Jolanda Mooij - Creek Side Seed Potato Farms
Terry Stolk - Stolk Farms
Elly Torsius - Torsius Tater Farms Ltd.
Cindy Fletcher - PGA Staff
Wendy McDonald - PGA Staff
Deb Brewin - Contract Staff

PGA Annual Report 2015-2016
A message from The Chairman of the Board of Directors
Ed Vandenberg

From the minutes from the first Annual General Meeting of the Alberta Potato Commission 1967:

The objectives of the Commission are:

1. Advertise, promote and otherwise increase the distribution and consumption of Alberta Potatoes.
2. Aid research work in all phases of production and marketing.
3. Provide the Potato Industry with a newsletter to keep everyone informed on the progress of the Alberta Potato Industry, and help stabilize prices.

All Growers are required to pay a fee of 5 cents per cwt on all potatoes.

I would like to welcome everyone to our Annual Meeting as we celebrate the PGA being in existence for 50 years. Fifty years ago, a group of Growers banded together because they felt they would be stronger working together than each of them working alone. In the past 50 years, there have been many different challenges and the organization has had to evolve to address those different issues. But one thing that hasn't changed is that our individual farms are stronger today, in 2016, because we continue to work together as a group. Alberta Potato Growers have many things to be grateful for.

The Potato Industry in Alberta is growing and expanding, which allows many young people to stay on the farm. The size and strength of our farms allows each of us to focus our individual talents in many diverse areas; whether that be growing potatoes, managing the finances, improving the equipment, etc. When we consider the natural resources and the opportunities we have here in Alberta, we should count our blessings. It is also a responsibility that each of us builds on the past accomplishments to grow and strengthen our industry.

Your Board of Directors has endeavored to be careful stewards of the levy money you have entrusted to the PGA. Your Bargaining Committee has worked very hard to get the best possible contracts and to strengthen the bargaining process. We are always working to entice processors to expand in or move to Alberta. The PGA staff works very hard in many different areas, which are not always immediately noticeable, but some examples I would list include trying to minimize power rate increases, working with the Ag Coalition to make Bill 6 practical to our farms, directing the CanadaGAP regulations to improve food safety in a practical way and being instrumental in the development of the University of Lethbridge Research Chair.

Sometimes it is a challenge to be away from my farm or family, but I am convinced that without working together, our farms would not do well. I would like to thank my fellow Board members for their dedication and ask my fellow Growers to engage with your Board members on any issue that might concern you. On behalf of Grower group, I would like to thank the PGA staff - Patti, Wendy, Cindy, Deb, Jay and Terence for their dedication.

Sincerely,
Ed Vandenberg
Ed Vandenberg
Sun Vista Farms Ltd.
South Director
Chairman
Served 2005-2011
Re-elected 2015

Through the PGA, Growers can accomplish more collectively than they could alone. The PGA faced many diverse issues over the past 50 years, but the need to work together has remained the same.

Chris Perry
Perry Produce Ltd.
Director at Large
Elected 2010

“It has been an honor and a great learning experience for me to represent the Potato Growers of Alberta Family as I reflect after serving six years on the PGA Board and my term is at an end. The PGA to me is the heart of the successful Potato Industry in Alberta; a real community that transcends the vital day to day services the PGA provides. Congrats to us all on the 50-year journey, I sincerely hope to see us grow healthy potatoes together for 50 more! THANK YOU”

Louis Ypma
S.L.M. Spud Farms Ltd.
Director at Large
Elected 2011

“It’s hard to believe I am the old fellow on the Board. Times goes fast when you are having fun. Not always fun, but potatoes are an interesting crop. Different every year. I believe the PGA employees and the Board are doing their best at representing the Potato Growers of Alberta.

Michel Camps
CP Farms Ltd.
South Director
Elected 2014

“The beauty of the PGA is the unique synergy we have between the different “divisions” of our industry. Seed, process and fresh all work together with each other and the relationship that Growers have with the seed buyers, processors and packers is truly amazing and is not found anywhere else in the world. I’m proud to be an Alberta Potato Grower and I think the PGA is essential in bringing and keeping our Growers unified and our industry vibrant.”

Albert Ypma
A & A Seed Farms Ltd.
North Director
Served 2000-2006
Re-elected 2013

The PGA is an effective Grower organization that unifies our Grower group. It is a privilege to be a part of this group. I enjoy serving here as it gives me a chance to give back to a community that has also given much to me.

Jake Schutter
3D Farms J.V.
South Director Vice Chairman
Elected 2013

Being organized, as the PGA, gives the Potato Grower some clout he/she would otherwise not have, it puts us as Growers on the map. It makes us a recognizable group that can defend all member’s interests. Our organization does this by financially supporting research and pest monitoring. The PGA has been instrumental in founding the U of L Potato Research Chair. Process Growers recognize the importance of the contract negotiating committee. The PGA also cooperates with other organizations to defend our interests, such as wire charges for electricity. There are always discussions going on with Canada GAP and with PMRA as well as other government institutions about new regulations, funding and so on. This is why my farming partners and I are big supporters and it is my pleasure to serve on this Board.

Russell Van Boom
Northbank Potato Farms Ltd.
North Director
Elected 2015

This organization is truly unique and incredible for our industry. Not only does the PGA bring Growers together in positive ways, it equips our farms and the industry with tools for success. Our farm would not be the same without the backing of Growers working together through the PGA. I am grateful for the camaraderie we have together and for the opportunity to continue growing potatoes in Alberta.

The PGA Board
Leadership
Cultivating a strong future

In this our 50th year, we asked our Board Members, “What does the PGA mean to you?”

PGA Annual Report 2015-2016
A message from
PGA’s Executive Director
Terence Hochstein

There always has to be a first in everything that we accomplish or aspire to accomplish. Your first crop, your first harvest, your first anniversary, the birth of your first child, this list could go on endlessly if you wanted it to. 2015-16 was one of those years for the Process Growers in Southern Alberta as yields were at an all-time high. We were finally closing in on the allusive goal of producing close to PNW yields. Some felt that maybe this would become the new norm, but alas this was a year where everything went just right. An early start, great growing conditions, minimal disease pressures and a long harvest season lead to one for the record books. Like most historical moments, the reality of normalcy soon replaces the moment and we all carry on.

Our Seed Industry as well, not to be outdone by their fellow Process Growers, had an excellent year with an increase in sales to our biggest export customer, the United States. The quality of our Alberta Seed and the Growers who continuously look for ways to improve their industry, continues to be the envy of many areas around the country. Our Seed Industry works very hard to remain the destination of choice when it comes to purchasing top quality seed potatoes.

Canada annually exports over $40 million dollars of certified seed each year, of which 72% goes to the US, with Alberta Growers supplying close to 40% of that total. The potential loss of that market would be devastating to the Alberta industry. After the budget cuts to CFIA in the Federal Government’s Budget 2012, the Canadian Seed Industry’s ability to continue trade with the US was in serious jeopardy. In 2014, the Canadian Potato Council (CPC), CFIA and AAFC established a Potato Task Force to look at the current inspection system Seed Potato Tuber Quality Management Program (SPTQMP) and to come up with plausible alternatives that would be acceptable to our US trading partners. As Industry Co-Chair I am pleased to announce that in August 2016, after two long years and 13 drafts, the Final Report on the “Review of Tuber Inspection and Certification of Seed Potatoes for Export to the United States and Recommendations” was completed and will be presented to the Honorable Minister MacAulay, Federal Ag Minister, this fall for further discussion.

In October 2015, your PGA Board made a decision to partner with the Oldman River Watershed Council (OWC) to produce a film about the importance of the watershed in regards to the Alberta Potato Industry. The Potato Industry is one of the biggest water users on the watershed and we pride ourselves as being one of the leaders when it comes to water use efficiency, conservation and stewardship of our water, soil and air. These three, five minute films will be used for the classroom, the public and the scientific community to tell our story. I think that this is an exciting opportunity to put our industry at the forefront when it comes to the future of the Oldman River Watershed.

With this year marking the 50th Anniversary celebrations of the PGA, there has been many hours, days and months put into the preparation of this year-long celebration. Not only is the 50th celebration planned for Banff, but the compilation of the History/Cookbook will be released in the near future. At this time, I would like to personally thank each member of my Team: Deb Hart, Wendy McDonald, Cindy Fletcher, Patti Lamb, Jay Anderson and our contract team member Deb Brewin for their continued dedication to you the Growers, your families and the entire PGA. Your organization does not exist without the hard work that each of these individuals does on a daily basis. THANK YOU ALL!!

With the close of the 2015-16 crop year comes the end of six years of dedication of one of your Board members. Chris Perry has worked tirelessly for the last six years to serve on your Board and I would like to thank him for his countless hours of work and dedication to the future of the PGA and the entire Potato Industry across Canada. It has been a pleasure working both with and for you as your Executive Director. Chris’s successor will be chosen at the AGM in Banff. Jake Schutter and Albert Ypma have both been re-elected as area representatives for another three year term at the area meetings this fall.

Until next year,
Terence Hochstein
Team Work: All for One

Two very important responsibilities of the PGA Team is to promote and educate consumers about potatoes and the Alberta Potato Industry. We do that in several ways, including participating in events such as Aggie Days in both Calgary and Lethbridge, Ag Expo in Lethbridge, Outstanding in Their Field in Brooks, and for the first time this past year, Amazing Agriculture in Edmonton.

PGA Growers participate in telling our story by volunteering at many of these events, as do Industry Associates and often our spouses. Some producers offer their farms to educate the public, such as the three PGA Growers who participated in Alberta Open Farm Days in August. Others create their own event, such as offering 5000 pounds of free Mozarts, for the picking.

In the end, the PGA relies on 750 volunteer hours of contributed services each year! Many of those are spent representing our industry by helping us to educate the public and promote Alberta Potatoes. And for that we thank you.

Deb Brewin
Since September 2014
History & Archives Technician
(Deb originally worked for the PGA as the Accounts Clerk from 2007-2009)
It is the spirit that connects the farmer to the land. It is not ours forever, we use it for awhile and give it back for future generations. We are stewards of the land.


195 PGA Licenses were purchased for the 2015-16 growing season

137 Producers
47 Packer Dealers
7 Processors
4 Greenhouse Growers

For the 2015 crop year, 137 Growers produced 818,500 tons of potatoes destined for the process industry, 140,380 tons of seed, and 41,700 tons of fresh table potatoes.

47 Packer Dealers, of which 22 are also PGA Growers who offer farm gate potatoes and fresh product to local restaurants and retailers.

Alberta is home to three large processors, producing frozen potato products and two major potato chip processors.

Nuclear seed production is produced primarily by the four licensed Greenhouse Growers in 2015 crop year, which increased to seven licensed Growers in 2016.

Keynote speaker, Bruce Vincent, addresses the crowd at the 2015 Alberta Potato Conference & Trade Show.
141 Family Farms
Employ
400 family members,
500 full time employees,
and 1400 part time and seasonal employees

Five Major Processors
Create 980 jobs in the processing industry

Fresh Pack Industry and Seed Brokers
Contribute 450 jobs to the Alberta labour force

Services and Supply Industry
Over 1,000 employees in a variety of occupations

$200 Million Farm Gate Sales
Close to $1 Billion Annual total economic contribution of the Alberta Potato Industry

Honorary Membership
The Members of the APIA

An industry is not just the Growers, its all the businesses that are involved with potato growing whether it be the processors, packers, agronomists, retailers, crop protection companies, pesticide applicators, builders, financial institutions, workers that work on the farms; that’s what makes an industry. My vision was that we come together and build an industry together, one that would grow and be profitable for everyone.

From Ian McGillivray - Retired Grower and PGA Director, and one of the founding members of the APIA. Referencing the 25th Anniversary APIA Celebrations video, November, 2015
Seed: There are over 50 family-run seed operations across the province, with most located in the Lacombe and Edmonton areas.

Alberta's Seed Industry has a reputation for high quality and low disease, which secures a strong export industry of $18 - $20 million annually. Closer to home, Alberta Process and Table Growers stay loyal to certified AB Seed, which produce high yielding results. It is no wonder that Alberta Seed Growers tonnage production increased from 126,000 tons in 2011 to 140,380 tons in 2015.

### Seed Acres Planted

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<tbody>
<tr>
<td>Acres</td>
<td>9,729</td>
<td>8,013</td>
<td>9,251</td>
<td>9,493</td>
<td>9,624</td>
<td>9,680</td>
<td>9,733</td>
<td>9,649</td>
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### Marketing the 1967 Crop

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<tr>
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<th>1966</th>
<th>1967</th>
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<tr>
<td>Acreage</td>
<td>22,000</td>
<td>19,000</td>
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<tr>
<td>Production (cwt)</td>
<td>2,800,000</td>
<td>2,300,000</td>
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</table>

Marketing the 1967 crop was as follows:

- **Calgary**: 245,125 cwt
- **Edmonton**: 328,719 cwt
- **Lethbridge**: 25,303 cwt
- **Medicine Hat**: 9,493 cwt
- **Miscellaneous Sales**:
  - Exports: 101,442 cwt
  - Processors: 421,640 cwt
  - Seed: 183,642 cwt
- **TOTAL SOLD**: 1,956,834 cwt
Table/Fresh:
The fresh market was the key sector in the beginning, and today many members continue to grow and market their own potatoes for farmers market, smaller retailers and restaurants. The larger distribution companies are located in Edmonton, and Calgary, but long running smaller packers continue in the Vauxhall and Brooks area. There is also healthy growth in value-added production from fresh and cull potatoes.

In the last five years there has been an increase in fresh tonnage production from just over 25,000 tons in 2011 to 41,700 tons five years later.

Process:
Process Growers make up 80% of our membership. Farming operations are located in the sunny south, where temperature and irrigation offers ideal growing conditions. Proximity to the five major processors allow for a continuous supply of potatoes shipped year round.

French fry processing began in the province in the late 60’s and has grown to three major processing plants today. Approximately 80% of process production is exported either to the US or Pacific Rim countries.

Old Dutch built their first potato chip plant in Calgary in 1970. Hostess (currently Pepsico/Frito Lay) began processing in Taber in 1976.

Harvested process tonnage has increased from 662,000 tons in 2011 to 818,500 tons in 2015.
Wow 50 years, that’s quite an accomplishment for the potato industry! The changes that have taken place over those 50 years have been amazing. During my time on the Negotiations Committee, I have seen changes take place in the industry and most have been for the good. When my Dad stepped down from the committee and I took over for him, I had some very good mentors in Gerald Perry, Ian McGillivray and John Miyanaga. They taught me to respect the processors’ needs, but at the same time, remember that the Growers need to remain healthy to keep the industry strong.

My early experiences were certainly an eye-opener as with York Farms, the only player in town there was not much negotiations as they often dictated the terms. Back then, the industry picture was focused more locally than global as it is now. In 1991, York Farms (Canada Packers) merged with Maple Leaf Foods, and the potato processing plant in Lethbridge became known as Maple Leaf Potatoes. It was during the 90’s that I became Chairman of the Negotiation Committee and enjoyed learning from my dealing with Maple Leaf Potatoes.

Then in 1998, Lamb Weston built a plant in Taber, and McCain Foods quickly followed. This certainly changed the French fry industry in Alberta and opened the doors for new Growers to get involved in the potato industry. It was an exciting time as Alberta went from being an afterthought in the industry to voice that others started to respect and listen to. In 2012, another big player entered the picture when Cavendish Foods purchased Maple Leaf Potatoes, then expanded and improved the operations. Since the expansions, Alberta has grown a reputation in the industry, as a province where processors can expect to, and get, good quality potatoes. The Growers here are always looking for ways to improve, finding ways to increase yields and quality whether through agronomy, technology or equipment. Alberta Growers should be proud of what we have accomplished over these 50 years and I hope that we continue to grow and maintain our reputation over the next 50 years.

In closing, I would like to commend Growers in their efforts to keep overage at a minimum and as we move forward remember that our unity as a Grower group keeps this industry strong. Please, if you have any concerns talk to myself or any committee member.

Congratulations on 50 years, Greg Nakamura
Research:
Leveraging our goals

The Potato Growers of Alberta (PGA) Research Committee met three times in 2016. Meetings were held in March, July and November. During the March meeting, two projects were reviewed including an extension for the air-borne pathogen monitoring project from Aerobio Solutions and a new irrigation water quality monitoring project with Taber Irrigation District. Both received recommendations for approval by the Research Committee and were subsequently approved by the PGA Board of Directors. During the July meeting, the Research Committee identified research priorities for the Alberta potato industry. Our industry research priority setting occurs roughly every three years. The committee identified specific issues such as disease prevention in storage, developing and testing potato varieties with low input requirements, variable rate technology exploration including irrigation and seeding, controlling tuber set in potato, surveillance and control of potato psyllids, late blight, Dickeya and necrotic viruses, and ground and surface water protection (to name a few). During the November meeting three additional projects were considered for approval and are awaiting final approval or refusal by the PGA Board of Directors.

Progress is being made at the University of Lethbridge (U of L) with Canada’s first ever Potato Research Chair. Dr. Yevtushenko is collaborating on a couple potato specific research projects with scientists from government and academia. And, he is on track to be advising and possibly supervising a few graduate students in the coming months. He is also currently working on a Natural Sciences and Engineering Research Council of Canada-Industry Research Chair (NSERC – IRC) grant application. The NSERC will help him to establish a world class potato research program in Lethbridge.

We currently have fifteen projects underway which are funded using the designated research portion of Potato Grower’s levies. Of the fifteen projects, six are being conducted on a national level and are funded by a handful of provinces and Growing Forward 2 and are coordinated through the Canadian Horticultural Council (CHC). The remaining projects are primarily provincial and are funded by industry collaborators and the PGA.

A few highlights from the 2016 research year include:
1. The effective surveillance and management of late blight in Alberta thanks to collaborators (you know who you are) on the air-borne pathogen monitoring network.
2. The excellent cooperation that took place to monitor aphid and psyllid populations in the potato crop.
3. The establishment of a unique late blight forecasting network using three Dacom Decision Support weather stations.
4. The establishment of an pollinator friendly ecosystem that helps improve and sustain a healthy diversity of insect-pollinators. A comprehensive list of our active projects is included below.

We are very thankful to our industry partners and collaborators on the many research projects we currently have running. We would like to offer special thanks to Aerobio Solutions, Agriculture and Agri-Food Canada, Agro Forestry and Woodlot Extension Society, Alberta Agriculture and Forestry, Alberta Crop Industry Development Fund Ltd., Alberta Potato Industry Associates, Cavendish Farms, Canadian Horticultural Council, Growing Forward 2, Lamb Weston, McCain Foods Canada, Old Dutch, Pepsico/Frito-Lay, Promax Agronomy Services, Taber Irrigation District and the University of Lethbridge.

<table>
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<tr>
<th>Project Title</th>
<th>Approved</th>
<th>Total Project Amount</th>
<th>PGA Contribution</th>
<th>Leverage %</th>
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<td>Potato Consortium B</td>
<td>2012</td>
<td>590,000.00</td>
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<td>U of L Research Potato Chair</td>
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<td>Nitrogen vs. Yield and Quality in Canada</td>
<td>2013</td>
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<td>Late Blight Strain Tracking in Canada</td>
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<td>579,094.00</td>
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Good news! The Oldman Watershed Council (OWC) is producing a film that will become a signature communication piece for Southern Alberta – and the PGA has come aboard on this venture!

As a Collaborative Partner, PGA donated $5,000 towards the project. In exchange, the OWC is producing three short videos that help explain the connection between agriculture and irrigation for potato growing within the larger watershed context.

Many industries in Southern Alberta find it difficult to communicate to the public how they use water to thrive, survive and create the conditions for prosperity in the region. These videos will demonstrate what PGA does, how it uses and cares for water – and why it does for watershed management and health will become of increasing importance as time goes by.

Filming for PGA’s videos is nearly complete, and is utilizing the incredible talents of Jonathan Blackwood of My World Photography (check out his work here: http://www.myworldphoto.com/oldman-watershed-council).

The OWC’s Film Project is building a library of such short videos that are accessible to the public, free of charge. They are a great way to begin presentations and meetings and events and will help showcase – from various points of view – where our water comes from, where it goes, and what happens in between.

The videos are one part of the project, but there is also the film itself. It will be a short documentary that looks at key watershed decisions throughout the history of Southern Alberta. It will begin in the late 1800s and, based on current scientific models, project into the near future to promote a greater awareness of how our social and economic well-being – especially in semi-arid Southern Alberta – is contingent on watershed health. The film will portray Southern Alberta’s diversity and entrepreneurship and will use historical photos, interactive maps and spectacular footage of the people places and landscapes.

OWC’s Film Project was made possible via seed money from its five Founding Partners: Real Estate Centre, University of Calgary Faculty of Environmental Law, Alberta Irrigation Project, South Central Welding, and Canadian Institute of Resource Law.

Additional Collaborative Partners are currently welcome to participate in the project. Please contact Anna Garleff, Communications Specialist at the Oldman Watershed Council for more information: anna@oldmanwatershed.ca

Photos from the PGA shoots - and all OWC Videos released to date - are available here: https://oldmanwatershed-council.squarespace.com/audiovideophoto/

Thanks to Terence Hochstein, Mike Wind, Greg Nakamura and Chris Perry for their help in getting the ball rolling. Post-production of the OWC - PGA videos will begin at the end of October.
Establishing a Chair in Potato Science at the University of Lethbridge

Within southern Alberta’s agricultural mix, the Potato Industry is of critical economic importance – not only for the Growers, but also for the food processing industry. Working to ensure that the industry can thrive in the face of ongoing change; the Potato Growers of Alberta, along with their processing partners at McCain Foods (Canada) Ltd., ConAgra Lamb Weston and Cavendish Farms approached the University of Lethbridge with the purpose of establishing a new research Chair in Potato Science.

Industry took the lead and committed an initial five years of funding. The $1 million in industry funding was matched by the Province of Alberta bringing the investment in the Chair in Potato Science up to $2 million. In January of 2016, Dr. Dmytro Yevtushenko joined the faculty of the University of Lethbridge as the university’s first industry focused Chair in Potato Science. Educated in the Ukraine, Dmytro arrived in Canada to complete a post-doctoral fellowship at the University of Guelph and then went on the University of Victoria and research positions within industry – always with a focus on potatoes.

The university recognizes that the vision and insight of the Growers and Processors will have long-term positive impacts, not only on the potato industry, but also on the research conducted as well as on the scope of training and education that is available to students. Since Dmytro’s arrival, he has visited with Growers, Seed Producers and the Processors. He has had a first-hand look at current production practices from seeding and irrigation to harvest. His discussions with Producers and Processors is leading to the implementation of a focussed potato research program that will be of benefit to the industry.

Agriculture and agribusiness are quickly becoming key focus areas within southern Alberta post-secondary education and research organizations. The investment in the Chair in Potato Science not only brings new research capacity to the region focused on a specific industry, but it has also been the catalyst for other discussions with Industry Partners and has been complimentary to other investments from industry. Academic programming is changing at the University of Lethbridge. Already a Minor in Agricultural Enterprise Management is available to students. The AGILITY program that focuses on innovation and entrepreneurship has an early focus in the areas of agriculture, agri-tech, agri-finance and agribusiness.

With Dr. Yevtushenko’s coming to the University of Lethbridge academic programming in agriculture has been expanded. Dmytro has developed a new third-year course in Plant Breeding and Genetics with more than 30 students – signalling the demand within the student population for more courses in agriculture. He has outfitted his lab to prepare for lab and field research and is actively recruiting graduate students for the potato research program. Other faculty members are also beginning to attune their research initiatives to engage in potato research and in the fundamental underpinnings of sustainable agricultural production.

Ideas produce consequences.

The ideas of the Potato Growers and Processors have led to a cascading impact of change and newness in agriculture programming at the University of Lethbridge.

David Hill
Director, Centres and Institutes and Research Advocacy (CIRA)
University of Lethbridge

Stefan Haenni of Haenni Farms provides a tour of his facility and the workings of the greenhouse industry to Dr. Dymtro Yevtushenko, Chair in Potato Science at the University of Lethbridge.
On behalf of the Canadian Horticultural Council, I would like to extend greetings to the Potato Growers of Alberta as we participate in this historic AGM.

Again, it has been an interesting and active time for CHC as we have recently welcomed Rebecca Lee as our new Executive Director. Rebecca brings a lot of new energy to her position and offers an impressive resume including previous Executive Directorship with NAPPO.

Right now we are engaged in formulating policy on a couple of “hot button” issues that affect all of us as Growers, namely, the effects of the new carbon tax on horticulture and also the emergence of a movement that is going to call for significantly more public trust/social license from all of agriculture and suppliers of food.

These two items, along with many others, present daunting challenges to the CHC. But, I would like to assure my fellow Growers in the PGA that they are being well served and capably represented as I see and marvel at the skill sets brought to the table by fellow directors as well as staff. It’s humbling.

As stakeholders in CHC, I would also like to encourage all PGA members to follow its activities as they are relayed online or in print through Hort Shorts, our monthly newsletter.

I hope to have a chance to meet and socialize with many of you over these few days and would be happy to discuss or answer any questions regarding CHC.

Regards,

Ernie VanBoom - Northbank Potato Farms Ltd.
Prairie Representative - CHC Board of Directors

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On behalf of the Canadian Potato Council, I would like to welcome all convention attendees to this historic Annual General Meeting of the Potato Growers of Alberta.

It is indeed a remarkable feat to attain 50 year as an organization. The PGA continues to build on a foundation that promotes the necessity of having a strong unified voice.

Those of us working on a national level congratulate the PGA on achieving this milestone and we wish you continued success in your future.

The CPC continues to work for the Potato Industry on a national level. Some of the challenges that have been or are being addressed range from pesticide registration issues with PMRA, staffing requirements at CFIA’s national Potato Sector, develop a strategy with regards to cross border inspections of potatoes and develop a national strategy for research.

On behalf of the Canadian Potato Council, once again congratulations on achieving this milestone and I wish you a successful meeting and conference.

Regards,

John Bareman - Bareman Farms
Chairman – Canadian Potato Council

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CPC Annual Highlights

The Canadian Potato Council voted in favour of extending the Plant Breeder’s Rights protection period to 25 years for potatoes; currently the protection period is 20 years. The change will not happen quickly, but we hope within the next three years.

The PGA, in conjunction with CHC and UPGC, supported instructional cooking videos featuring potatoes prepared by east coast celebrity Chef, Michael Smith, as part of the fill “HALF YOUR PLATE” campaign, which encourages Canadians to eat more fruits and veggies. Recipes can be viewed at www.halfyourplate.ca.

Gord Visser of Norbest Seed Potatoes is another PGA Producer who volunteers his time as Vice-Chair of the Seed Potato Sub-Committee. The PGA membership thanks each of these men for the time they commit at the national level.

The photo is of the Executive and Committee Chairs for the upcoming year. Ernie is on the far right and John is second in on the far left back row.
Congratulations to the Potato Growers of Alberta, on your 50th anniversary. It is an important milestone which demonstrates that producers value and stand behind a structured organization for marketing potatoes. The lack of such orderliness would lead to a last man or woman standing scenario.

This is not unlike our organization, which on a national scope, looks at the big picture of potato supply available for markets. The three sectors of potato supply: table, seed, and processing, are very different, yet they all relate to the big pile of potatoes. The flex potato becomes more prevalent when a particular sector experiences oversupply and those spuds are forced to enter a channel they were not originally grown for. There is power in knowledge, and it is important that producers have the level of knowledge and insight into the market, that our customer buyers already have. They invest heavily in both human and financial resources to keep them abreast of market developments, which in turn strengthens their bottom line.

Last year’s crop grown in 2015, produced some interesting dynamics. The processing crop in Western Canada was record setting in Alberta and Manitoba, thanks to Mother Nature’s contribution to yields. Although great to have, this large crop presented some difficulty in marketing over contract volume and also negotiating increased contract values for the 2016 crop. The fresh crop in the west cleaned up fairly early and the table market moved to usage of imported product. As we track potato imports into Canada on a weekly basis, there appears to be an attractive opportunity for the table sector.

Eastern Canada faced the opposite scenario with its table-stock sector. Overproduction created a constant drag on price and a market that should have moved before March did not advance upward until June. Processing volume was aligned closer, but not without movement between provinces. Given the unequivocal value of our currency in the last year, money was left on the table. Some members of the supply chain were able to take advantage of the dollar exchange rate, but many of those were not at the producer level.

As this report is being written at the tail end of harvest, the 2016 crop appears to be aligned much differently for this coming marketing season. Yields in the west are good, but likely not record setting compared to last year. The processing sector has had a 180-degree turn, driven by higher export demand and finished product increases. In the table sector, unfortunate severe weather events in the Red River Valley have removed significant volumes of red potatoes. Opportunities also arise for seed producers as this same area also produces a large percentage of the seed used in red potato production and excessive rainfall has removed a large portion of that acreage. Hot, dry weather in Central Canada has lowered their available crop to enter the market. Eastern Canada has reduced acreage and production in areas that were oversupplied last year.

Looking south of the border, many areas of the U.S. have a balanced supply this year. The exception is Idaho, which has a very large crop this year with very good quality. They will have a large presence in the market place over an extended period of time.

The final market information to take note of, concerns the European crop this year. Although harvest is not complete at press time, the five countries comprising the North-western European Potato Growers (NEPG): Netherlands, Belgium, France, Great Britain, and Germany expect production to be down 1.6% in 2016 compared to last year, due to weather related issues. The largest expected decrease is in Belgium with projections of 12.4% below 2015.

UPGC appreciates the support of the Potato Growers of Alberta and thanks are extended for the diligence of your Directors, Terence Hochstein and Mike Wind.

For further information please contact Kevin MacIsaac.
Session #1
Wednesday, November 18, 2015
Session Chairman – Laus Stiekeman
Laus called the meeting to order at 8:30 a.m. and welcomed those in
attendance. He introduced guests, Don Reiter and Andrea Dilworth, AAFC
and Freda Oudman-Mollencamp, Marketing Council, and gave a short
report on the OH&S changes for farm workers.

Additions to Agenda
Laus called for any additions to the agenda, however there were none
brought forth.

Approval of Agenda and minutes of last meeting
Motion: Chris Perry/Jan Bennen to approve the agenda. Carried

Approval of Minutes from 2014 Annual Meeting
Motion: Louis Ypma/Jake Schutter to approve the minutes from the 2014 Annual Meeting
as presented in the Annual Report. Carried

Call for Resolutions
Ernie Van Boom explained the process for submitting a resolution and mentioned there will be one coming from the Seed
Business Meeting. Ernie made the first and second call for resolutions. The third and final call will take place at the Business
Meeting on Thursday morning.

Call for Nominations
Laus introduced Russ Van Boom as the North Area Director, elected at the Area Meeting in October.
Laus made the second call for nominations for a Director at Large.
Jake Schutter nominated Bill Torsius, who accepted the nomination.
Louis Ypma nominated Ed Vandenberg, who accepted the nomination.
Jan Vermue nominated Markus Reicheneder, who accepted the nomination.
The third and final call for nominations will take place at the Business Meeting on Thursday morning.

PGA Chairman’s Report
Laus Stiekema highlighted his report as in the Annual Report and thanked the Board and Staff for making his job easy.

Executive Director’s Report
Terence Hochstein’s highlighted his report as per the Annual Report. Terence thanked the staff for their hard work and
dedication.

Planting and harvest numbers for 2015 Crop: Terence reported fresh acres are up to 3,300, seed was 10,000 and
commercial was 39,900 which is an increase from the 2014 cropping year. The remaining of the report reflected what is
happening across North America and as per the Annual Report.

Research Projects: The PGA continues to fund research projects in Alberta and an update will be provided at the
Research Meeting later Wednesday.

WCB & OH&S:
Ross Nairne, Executive Director of OH&S provided an update on the proposed legislation, Bill 6 to introduce WBC and
OH&S to farms and ranches in Alberta. There were many questions posed regarding the changes and how it will impact the
family farm. Ross explained industry will have opportunities to express their concerns and questions at various Town Hall
meeting to take place in the few weeks.

Appointment of Auditor
Motion: Ernie Van Boom/Louis Claassen. Motion to retain YPM* as Auditors for the Potato Growers of Alberta for the
upcoming year. Carried.

Laus closed the meeting and reminded everyone to attend the Business Meeting Thursday morning.

* YPM currently operates as Avail.
Session #2
Thursday November 19, 2015
Session Chairman – Laus Stiekema
Laus called the meeting to order at 8:40 a.m.

Financial Statements
Calvin Scott, Young Parkyn McNab LLP (currently operating as Avail), gave the Auditor’s Report for the past year’s financial statement. Calvin comments the PGA has a very healthy statement and there were no major concerns from the Auditor’s view. Terence Hochstein provided additional comments regarding the budget.

Final Call for Resolutions
Ernie Van Boom made the final call for Resolutions. Resolution 2015-01 was read regarding the PGA supporting the extension of Plant Breeder’s Rights to 25 years. The Resolution was moved by Gord Visser and seconded by Jake Hoogland. Deb Hart provided additional information and comments to support the resolution.

A vote, taken by using iclickers was taken and passed. There were no additional resolutions submitted.

Final Call for Nominations
Laus made the final call for nominations for Director at Large.

Chris Perry nominated Lyndon Nakamura who accepted the nomination.

John Bareman moved nominations cease. John Bareman raised a point of order; are using electronic devices acceptable for voting of Board members? According to the Rules and Regulations of the PGA, they should not be acceptable. Freda Oudman-Mollencamp from Marketing Council said electronic voting is acceptable, however the PGA should get consensus from the licensed Growers. The results will not be published, but verified by Freda.

It was decided that with some of the iclickers not returned from the Seed Business Meeting, voting should be taken by ballot.

As the ballots were handed out, each candidate said a few words. The ballots were collected and counted by Freda Oudman-Mollencamp and Don Reiter, AAFC. Ed Vandenberg was elected as the Director at Large.

Other Items
Motion: Albert Ypma/Mike Wind to destroy the ballets. Carried.

Adjournment
Laus closed the meeting at 10:15 a.m.
INDEPENDENT AUDITOR’S REPORT

To: The Members of
   Potato Growers of Alberta

The accompanying summary financial statements, which comprise the summary statement of financial position as at July 31, 2016, and the summary statement of operations for the year then ended are derived from the audited financial statements of the Potato Growers of Alberta for the year ended July 31, 2016. We expressed an unmodified audit opinion on those financial statements in our report dated October 14, 2016.

The summary financial statements do not contain all the disclosures required by Canadian generally accepted accounting principles. Reading the summary financial statements, therefore, is not a substitute for reading the audited financial statements of the Potato Growers of Alberta.

Management’s Responsibility for the Summary Financial Statements
Management is responsible for the preparation of a summary of the audited financial statements in accordance with Canadian accounting standards for not-for-profit organizations.

Auditor’s Responsibility
Our responsibility is to express an opinion on the summary financial statements based on our procedures, which were conducted in accordance with Canadian Auditing Standard (CAS) 810, “Engagements to Report on Summary Financial Statements.”

Opinion
In our opinion, the summary financial statements derived from the audited financial statements of the Potato Growers of Alberta for the year ended July 31, 2016 are a fair summary of those financial statements, in accordance with Canadian accounting standards for not-for-profit organizations.

Lethbridge, Alberta

October 14, 2016

Chartered Professional Accountants

The audited financial statements of the Association are available on request by contacting the administration office.
A half century of financial success is something to be proud of, especially having started with a $20,000 operating loan in 1966. Today, your association champions a number of projects, while maintaining our responsibility as stewards of the Grower's resources. Planning for secure future is a responsibility we take very seriously.

### POTATO GROWERS OF ALBERTA

**SUMMARY STATEMENT OF FINANCIAL POSITION**

As at July 31, 2016

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<thead>
<tr>
<th></th>
<th>2016</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Assets</strong></td>
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<tr>
<td>Cash and short-term investments</td>
<td>$1,063,571</td>
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<td>Other current assets</td>
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<td>662,385</td>
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<tr>
<td>Other advances receivable</td>
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<td>Long-term investments</td>
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<td>Capital assets</td>
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<td>297,352</td>
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<tr>
<td><strong>Total Assets</strong></td>
<td>$5,011,088</td>
<td>$5,019,125</td>
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<tr>
<td><strong>Liabilities</strong></td>
<td></td>
<td></td>
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<tr>
<td>Current liabilities</td>
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<td>$520,563</td>
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<tr>
<td>Loans for crop advances</td>
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<td>2,474,385</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
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<td>2,994,948</td>
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<td><strong>Net assets</strong></td>
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<tr>
<td>Unrestricted</td>
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<td>861,157</td>
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<tr>
<td>Invested in capital assets</td>
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<td>297,353</td>
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<td>Restricted</td>
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<td>Research fund</td>
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<td>Contingency</td>
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<td>Repairs and maintenance fund</td>
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<td>120,000</td>
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<td>2016 Conference</td>
<td>57,800</td>
<td>57,800</td>
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<td><strong>Total Net assets</strong></td>
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<td>2,024,177</td>
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<tr>
<td><strong>Total Liabilities + Net assets</strong></td>
<td>$5,011,088</td>
<td>$5,019,125</td>
</tr>
</tbody>
</table>
Investments increased $350,000 from last year

Restricted Research fund reduced due to three year (retro) U of L invoicing

Increase in annual revenues due to 2015 service fee increases and high yielding overages
2015 APIA Burgers and Beans BBQ (and fries of course) at Taber Legion Park. This event is held every year the night before the PGA Golf Scramble. The PGA, in partnership with the APIA, organizes several fun events each year to bring together our Growers and their families with fellow Growers and Industry members. It’s all about helping our Growers cultivate strong relationships.
The PGA Board and Team wish to sincerely thank the many Growers and Industry who help us represent the Alberta Potato Industry at various events throughout the year. This includes providing your spuds for display or fries & chips for giveaways. Thank you as well to everyone for attending the various PGA events put on throughout the year.

We greatly appreciate your support.

The PGA thanks the following for providing pictures for this report:

Amazing Ag - Page 9 (boy holding potato plant)
Wedgewood Farms Ltd. - Page 12 (planting)
Hoogland Farms - Page 12 (spuds)
Chin Coulee Farms - Page 13
Oldman Water Council - Page 16 & Page 21 (top)
Canadian Horticulture Council - Page 18
Stolk Farms - Page 21 (solar)
Boston Farms Ltd. - Page 22 & 23
North Paddock Farms Ltd. - Page 24
Creek Side Seed Potato Farms - Back cover

All other pictures are from the PGA photo library.
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We keep you updated all year round...

Weekly (Growers Only) 
“Friday Facts”

Monthly 
“Potato Minute”
Newsletter