



Washington State Potato Commission

ANNUAL **2015** **—** **2016** **REPORT**

2016-2017 COMMISSIONERS

Chair Rex Calloway District 1	Albert Stahl District 1
1st Vice Chair Stacy Kniveton At Large	Heath Gimmestad District 1
2nd Vice Chair Roger Hawley At Large	Chris Olsen District 1
Secretary Mike Madsen At Large	Mark Hammer District 2
Treasurer Derek Davenport District 2	Jared Balcom District 2
Past Chair Mike Dodds At Large	Ted Tschirky District 2

STAFF

Chris Voigt Executive Director	Brandy Parker Executive Assistant/ Accounts Payable
Ryan Holterhoff Director of Marketing & Industry Affairs	Lisa Skeesick Accounts Rec. Mgr.
Matt Harris Assistant Exec. Director	Verla Steffler Adm. Asst. /Trade Show Support
Andrew Jensen Tri-State Research Director	Katy Dray Reception/ Office Support
Matthew Blua Director of Industry Outreach	



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LETTER FROM THE 2015-2016 COMMISSION CHAIR

Dear Washington Potato Growers,

I have truly enjoyed the past year as I was able to serve as the Chairman for the Washington State Potato Commission. I have been a commissioner since 2008 but it is amazing the perspective you get working with so many great people throughout our state and beyond as a commissioner. This report provides just a quick snapshot of the programs and projects the commission's staff and commissioners have focused on this past year. Of course there is more information than we can fit into a condensed report, but this report allows us to share the highlights.

One of the most important activities we were able to undertake this year was the Potato Summit. The Summit has traditionally been held every 5-years and is geared toward learning from industry experts and hearing from all of you. Last December nearly 100 people gathered in Spokane for the opportunity to hear from speakers who shared their insight, and discussed trends on topics ranging from soil health to global potato competition to labor issues and more. The findings and feedback from the two days we spent in Spokane built out the programs and campaigns the commission looks forward to focusing on in the coming years. We thank all of you who took the time to participate, and we look forward to keeping you all updated with the results of the commission's activity.

There was plenty of work done outside of the summit as well. In the annual report you will find information on the post-doc funding the WSPC has provided to help with potato research at WSU, the grant the commission was awarded from NIFA to help study soil health, summary of all of the potato research projects the commission partakes in, the results of the economic impact study that shows potatoes significantly contribute to the economic health of our state, a summary of the legislative outreach efforts we have made at both the state and national level, the Governor's trade mission we participated in that visited two of our most important markets, Japan and Korea, our efforts in getting potato friendly salad bars to schools in our state and much more.

Of course all of these projects would not be possible without the help of the staff at the WSPC office. They are a great

group of people who truly care about doing the best job possible on behalf of our industry and they it is a pleasure to be able to work with them. I know that all of the commissioners appreciate their efforts.

As always we would appreciate and encourage all of the state's potato farmers to at some point in their career get involved in one of the commission's committees or consider serving as a commissioner. Please contact the commission office if you would like to be involved or if you would like to have any additional info on our programs or the results of this year's Potato Summit. As one of the commissioners working for this great industry in Washington, please know we all take pride in doing what we can on behalf of each of you. Thank you for all of your support and please enjoy our 2015-2016 Annual Report for this past fiscal year.



Sincerely,

Mike Dodds
WSPC CHAIR
2015-2016



THANK YOU FOR YOUR SERVICE 2015-2016 COMMISSIONERS!

BACK ROW LEFT TO RIGHT

Ryan Holterhoff, Ellie Charvet, Chris Voigt,
Rex Calloway, Chris Olsen, Matt Harris,
Derek Davenport, Heath Gimmestad

FRONT ROW LEFT TO RIGHT

Matthew Blua, Mark Hammer, Mike
Dodds, Cameron Crump, Stacy Kniveton,
Mike Madsen, Nelson Cox, Roger Hawley

NOT PICTURED

Ted Tschirky, Jared Balcom, Darrin Morrison



WASHINGTON STATE POTATOES ABROAD

Helping to develop, advance and protect international markets is always one of the key focuses of the Marketing and Industry Affairs committee. With that goal in mind, this past year the WSPC participated in the Governor's trade mission to Japan and Korea. The trade mission allowed WSPC representatives the opportunity to participate in meetings with government officials and others. It provided the chance to deliver better insight into the disruptions at the West Coast ports and help to calm concerns in these two critical markets. The trade mission also allowed for french fry promotions in each market where the Governor and the Director of the WSDA served up french fries to customers in local restaurants.

The WSPC also funds international grants that focus on both processed and fresh potatoes. The WSPC works with processors, distributors and brokers who apply for funding by submitting applications and proposals. The WSPC reviews each submission to see how every project proposes to increase the awareness of Washington potato products within international markets. Approximately 90% of the funding is focused on the promotion and sales of processed potato products. The remaining portion of the funding is dedicated to fresh potatoes. The program is one of the key focuses of the Marketing and Industry Affairs Committee.

POTATO FRIENDLY SALAD BARS DONATED TO SCHOOLS

This year, the WSPC partnered with Potatoes USA to deliver 20 potato-friendly salad bars to schools throughout Washington state. The WSPC connected with the schools at the Washington State Nutrition Director conference. Schools interested in the program filled out an application describing how they would utilize the new salad bar and what role potatoes would play within them. All 20 schools were very excited about how the salad bar units would increase their students' overall consumption of produce, especially potatoes.

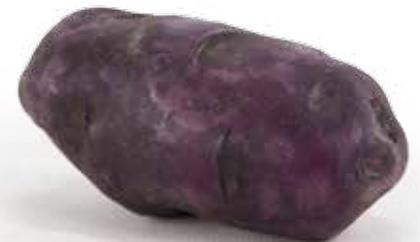
TACKLING HUNGER

The WSPC partnered with many of the potato farm families and businesses to help tackle hunger this past year, as we teamed up with the Oregon Potato Commission for the second annual "Potato Bowl." The Potato Bowl occurs during the Washington State Cougar and Oregon State Beaver football game. Before the game, baked potatoes were given away to fans and money was raised to benefit Second Harvest. The outcome of the game determines the overall donation, with 1,000 pounds of potatoes donated to food banks for every point scored in the game. In total, 83,000 pounds of potatoes were donated to food banks in Washington and Oregon.

The giving continued at the annual All Ag Day held in Olympia. The WSPC invited all state legislators to visit their booth during the State's second annual Ag Day. Those State Senators and Representatives that did were entered into a drawing to win 2,500 pounds of fresh potatoes for a food bank or charity of their choice. This year Representative Steve Thranger from the 24th legislative district won the drawing. Representative Thranger elected to donate the potatoes to Coastal Harvest located in Hoquiam, WA. Coastal Harvest is a nonprofit organization that distributes food to some 50 agencies serving those in need across Southwestern Washington.

FIFTH GRADERS CELEBRATE POTATO LOVER'S MONTH

In honor of Potato Lover's Month in February, the WSPC partnered with schools throughout the Puget Sound to give one classroom of students a chance to win a cooking school experience using potatoes, while also giving back to local shelters serving children in need. Promoted on our social media sites, classes visited our website to enter a drawing that would let them win a day of potato-themed cooking classes, hosted by Blue Ribbon Cooking. Ms. Ventura's fifth grade class from Seattle won the contest. More than 500 entries were received and the winning class spent the day learning basic kitchen techniques and preparing potato casseroles and potpies for a local shelter that supports children in need. Later, the class broke up into three teams. Each team was led by one of Blue Ribbon's chefs and all of the participants competed in an Iron Chef-like competition featuring Washington potatoes. All the students took home potato recipes so they could share their potato inspiration with their family and friends.

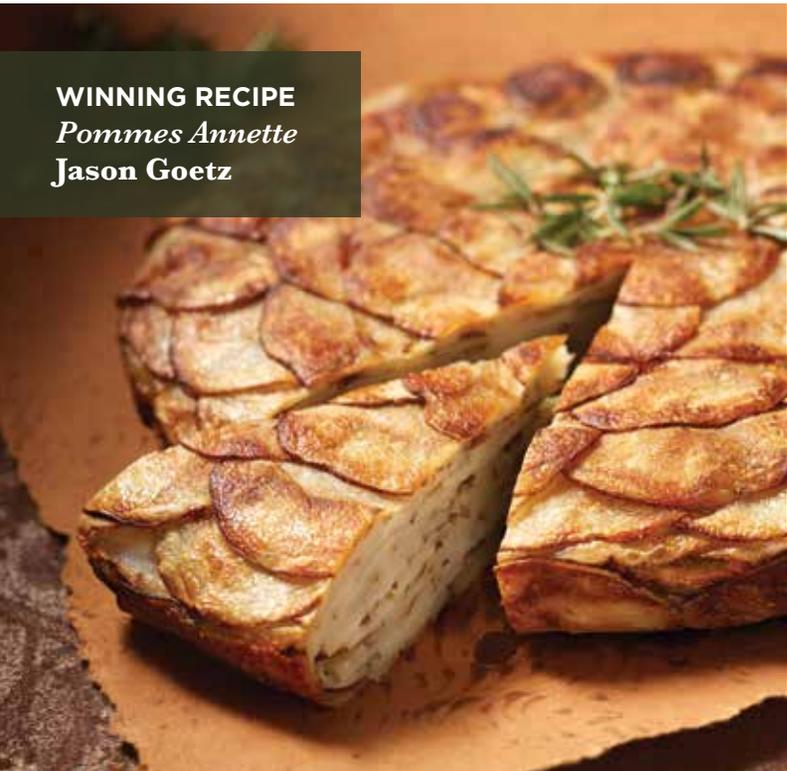


COMMUNICATING THE IMPORTANCE OF AGRICULTURE

The WSPC has been very actively involved in the Washington Grown campaign since it was founded four years ago. The campaign introduces the general public to Washington's farmers, inspiring consumers to buy and eat Washington's farm-grown products. One of the key elements of the campaign is the Washington Grown television show, which was awarded an Emmy® from the

Northwest Chapter of National Academy of Television Arts & Sciences. The show was nominated in three categories and was awarded the Emmy® in the Interview/Discussion Program category. It is a project that has allowed the WSPC to collaborate with other farm groups while helping people better connect with Washington's potato farmers and the potatoes they grow. The show airs weekly throughout much of the year on NWCN-TV and KSPS-TV.

WINNING RECIPE *Pommes Annette* Jason Goetz



CULINARY STUDENT COMPETITION

Dozens of culinary students entered our contest that allows them to show off their most interesting potato dish showcasing Washington potatoes. Students could use fresh, frozen or processed potatoes and create a recipe that best highlights Washington potatoes. The top 6 students present their recipe to a panel of judges. This year's winner is Jason Goetz, a student from Lake Washington Technical School in Kirkland. His recipe for Pommes Annette featured fresh russet potatoes. Each finalist also had their finished recipe photographed. The WSPC uses the recipes and photographs to create recipe books and recipe cards that we hand out at a variety of food shows and events. All of the recipes are also added to our website and are available to anyone looking for tasty and fun potato recipes.

MARKET & INDUSTRY AFFAIRS COMMITTEE 2015-2016

Nelson Cox, Chair
Cameron Crump, Vice Chair

Ted Tschirky
Stacy Kniveton
Chris Olsen

Mark Hammer
Jared Balcom
Suzy Schaapman

Jerry Heilig
Blaine Meek
Frank Martinez

Mel Calloway
Karen Halvorson-Johnson

ECONOMIC IMPACT OF WA POTATO INDUSTRY

\$3.1 Billion

Direct economic impact of potato industry to WA economy, (of which 54% frozen potato processing/27% potato farming)

\$4.35 Billion

Indirect economic activity in WA

\$7.45 Billion

Total economic output

5,846

Direct WA jobs created by potato industry

30,000

Indirect jobs created in state

35,846

Total jobs created

SOURCE: WSPC & IMPACT Center, School of Economic Sciences at Washington State University

GOVERNMENT AFFAIRS COMMITTEE 2015-2016

Rex Calloway, Chair	Lynn Olsen
Derek Davenport, Vice Chair	Bob Halvorson
Ted Tschirky	Randy Mullen
Cameron Crump	Mel Calloway
Stacy Kniveton	Kees Weynes
Darrin Morrison	Cully Easterday
Jared Balcom	Grant Morris

TPP TO BENEFIT WASHINGTON STATE POTATOES

An historic agreement, the Trans-Pacific Partnership (TPP), will benefit Washington's economy and provide significant new market opportunities for Washington's potato farmers in the Pacific Rim. The U.S. entered into a 12-country landmark trade deal that was reached in unison with Australia, Burnei, Darussalam, Canada, Chile, Japan, Malaysia, Mexico, New Zealand, Peru, Singapore and Vietnam. The trade deal will help to expand the demand for Washington potatoes and other U.S. foods and agriculture products to the nearly 500 million consumers in TPP partner countries. Once signed and approved the TPP will provide potato tariff concessions in all countries, but of primary interest to the U.S. potato industry are the countries of Japan, Vietnam and Malaysia. In Japan the current 8.5% tariff on frozen potatoes will be eliminated in four equal stages over four years. It will also see the tariffs eliminated on Dehy products over the course of six years and immediately eliminate the tariff on fresh chipping potatoes. In Vietnam the 12% tariff on frozen potatoes and 20% tariff on fresh potatoes will be eliminated in four years. Dehy tariffs in the country, which are as high as 30%, will be eliminated in six years. Malaysia has agreed to immediately eliminate all potato tariffs once the TPP enters into force.

WASHINGTON STATE LOST \$769.5 MILLION DURING THE WEST COAST PORT SLOWDOWN

This past spring marked the one-year anniversary of the devastating West Coast port dispute and a study by The Washington Council on International Trade found that Washington state lost \$769.5 million in economic activity during that approximately six-month period. An estimated \$555.8 million worth of exports were not shipped via waterborne containers, while businesses spent an additional \$152.6 million on airfreight shipments, resulting in a net loss by value of \$403.2 million. Delayed delivery of imported goods through Washington ports cost businesses \$345.1 million. These estimates do not include the long-term costs of the slowdown, such as lost customers and permanently rerouted supply chains. The WSPC continues to work at the Federal level to help prevent any such slowdown from reoccurring. Specifically, the WSPC's Government Affairs Committee spent time providing input that helped establish the proposed legislation known as the ECONOMICS Act. The ECONOMICS Act would trigger measures to prevent future port slowdowns, such as the West Coast Port slowdown. The purpose of the ECONOMICS Act is to require an objective standard that defines when a dispute has reached a level of economic impact to require possible intervention.

LEGISLATIVE OUTREACH

Once again the WSPC coordinated their annual potato day in Olympia where nearly 1,500 baked potatoes are served in the Rotunda to legislators, staff members, and other agency officials. The annual visit to the capital also provides an opportunity to visit legislators and agencies in their offices to discuss issues impacting potato farmers and the industry. Also, many of the Government Affairs Committee members and other potato growers from Washington attended the National Potato Council Fly-in in Washington D.C. This event provides Washington state farmers with the chance to meet Washington's federal legislators and other federal agencies. Both programs prove critical in that all of the visits allow the participants to have a better understanding of how specific issues impact Washington potato farmers and the state's potato industry.

CITT CONTINUES PROTECTIONIST MEASURES AGAINST THE US FRESH POTATO INDUSTRY

The WSPC presented economic research and argued on the behalf of WA State fresh potato growers before the Canadian International Trade Tribunal (CITT) in Vancouver, British Columbia. During the two and a half day hearing, the WSPC testified before the CITT asking for the removal of long-standing fresh potato dump duties. Instead, the CITT sided with the British Columbia potato industry to continue a program that manipulates supply and demand, hurting consumers in the Province of British Columbia. The BC Vegetable Marketing Commission has sought the continuance of duties levied on U.S. potatoes for the past 30+ years. The WSPC argued the remaining dump duties on conventionally produced russet and white potatoes packed in 90, 100, 110 cartons, consumer bags, and 50 and 100lb bags should be removed. Dump duties will remain until the next CITT review, which is scheduled for 2020.

COSTA RICA REOPENS TO US CHIP STOCK

This past year, the Costa Rican government informed USDA's Animal Plant Health Inspection Service (APHIS) that it would begin issuing import permits for U.S. chipping potatoes on February 1st, after a two-year hiatus following a purported pest find. As a result, chipping potatoes are again shipping to the island nation. Costa Rican officials visited Washington, Oregon, and California in November to review industry growing and handling practices, which led to this announcement. Washington potato growers thank APHIS officials for their dedicated efforts in reopening this market.

KOREAN NATIONAL MRLS & AVOIDING IMPACT TO TRADE

The Korean government is planning to adjust its pesticide regulatory system on January 1, 2018, for fruits and vegetables. From that time, only Korean national maximum residue levels (MRLs) will apply. Currently Korea uses a mixed system where Korean national MRLs are supplemented by international Codex MRLs and other MRLs. The net result is that almost all crop protection products that are approved for use by the U.S. potato industry currently have acceptable standards in Korea. Once the new system goes into place, however, many national MRLs will need to be established for potatoes. The WSPC and entire U.S. potato industry are aware of this issue and are working with the U.S. government and registrants to ensure that data packages are submitted to the Korean government on time and with the necessary potato information. This issue has been brought up at the U.S.-Korea Free Trade Agreement (KORUS) sanitary and phytosanitary (SPS) meeting. Industry officials are working with the U.S. delegation heading to this meeting to ensure that the Korean MRL transition does not negatively affect trade.

WSPC & NIFA JOIN TO FUND POTATO SOILS RESEARCH

Recently, the USDA National Institute of Food and Agriculture (NIFA) rolled out a new program that allows commodity commissions to propose research topics they are willing to co-fund with NIFA on a dollar-per-dollar match basis. If a proposed topic is selected by NIFA, a request for proposals is released to fund research addressing that topic. The WSPC proposed a topic to study potato soil ecology with the goal of controlling soil-borne diseases and nematodes, and reduce costly applications of soil fumigants. It was selected by NIFA, and a request for proposals for \$300,000 in funding was released. We are eager to review proposals and see the project started in the upcoming months.

WSPC FUNDS POST-DOC

The WSPC is funding a new post-doctoral research associate for a three-year term in potato research at Washington State University in Pullman. The program will produce a scientist who will go forward to spend a career in potato research. The first WSPC post-doc will work under the tutelage of Dr. Dennis Johnson, who is thrilled with the opportunity and is currently seeking the best candidate available.

GAP GUIDES

Taking a leadership role in Good Agricultural Practices (GAP), the WSPC recently produced a Primus Ranch Audit notebook to help growers whose buyers demand adherence to that set of GAP standards. In the past, we have produced similar notebooks to help growers

RESEARCH & TECHNICAL COMMITTEE

Mike Madsen, Chair	Rex Calloway
Roger Hawley	Darrin Morrison
Ellie Charvet	Bob Halvorson
Heath Gimmestad	Greg Harris
Derek Davenport	

adhere to USDA GAP and USDA Harmonized GAP standards. The notebooks are updated as necessary, and are provided to Washington state potato growers upon request. The Research Committee is also considering the production of additional notebooks covering other GAP standards.

IPM SUPPORT

In support of Integrated Pest Management (IPM) the WSPC provides WA potato industry operatives tools to combat pests and diseases that are important in our area. Among these tools are (1) insect monitoring supplies, including yellow sticky cards (aphids, leafhoppers, and psyllids), and delta traps with pheromone caps and sticky liners (potato tuber moth); (2) a document entitled "Integrated Pest Management Guidelines for Insects and Mites in Idaho, Oregon and Washington Potatoes" by A. Schreiber, A. Jensen, S. Rondon, and E. Wenniger; and (3) a set of note-book bound, tab-indexed and laminated informational pest cards, with photographs, covering insect pests, nematodes, and diseases that impact potatoes in the Pacific Northwest.



FINANCIALS

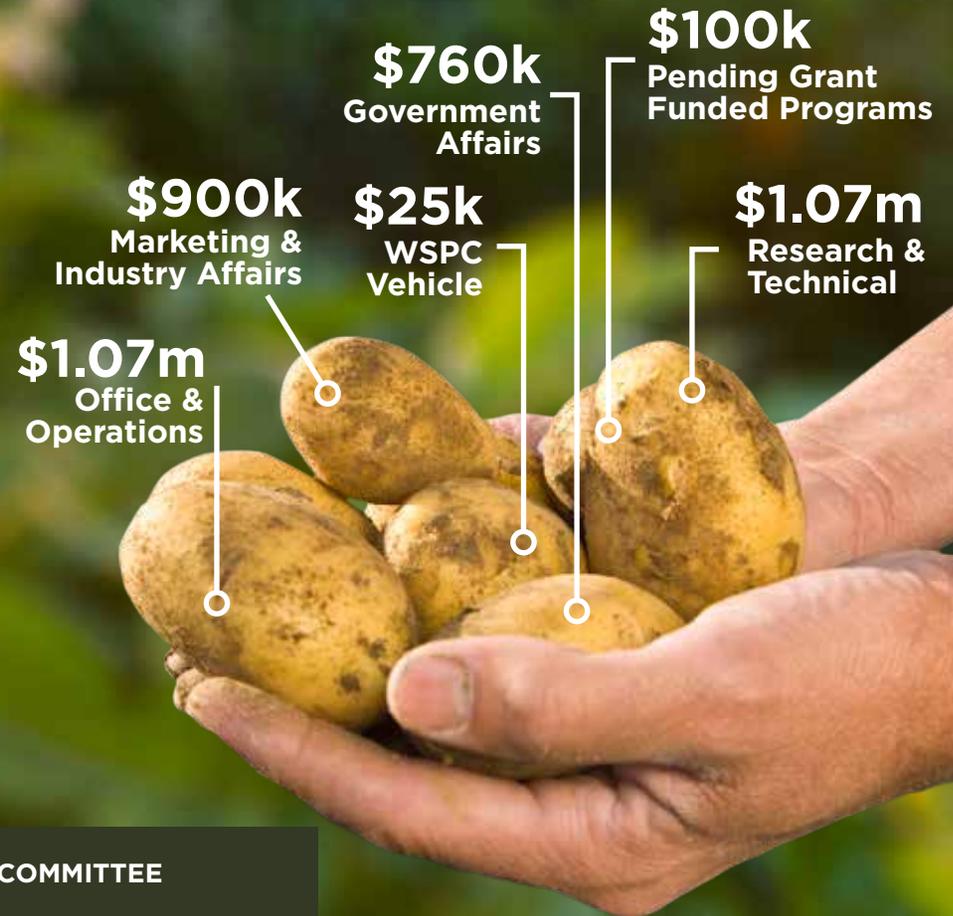
APPROVED BUDGET REVENUE

Subtotal: \$3,926,588



APPROVED PROGRAM BUDGETS

Subtotal: \$3,926,588



FINANCE COMMITTEE

Roger Hawley, Chair
Chris Olsen, Vice Chair
Ellie Charvet
Nelson Cox

Mike Madsen
Mark Hammer
Heath Gimmedstad

WSPC RESEARCH & TECHNICAL FUNDED PROJECTS 2015-2016

WEED/HERBICIDE SCIENCE

Targeted Herbicide Programs for Weed Control in Potatoes: Pam Hutchinson, Joel Felix, Tim Miller, Ian Burke

PLANT PATHOLOGY/SOIL HEALTH

Strategies for Increasing the Immunity of Potatoes against Fungal Pathogens: Lee Hadwiger

Development of Verticillium Wilt-Suppressive Soils and Evaluation of Fungicidal and Biorational Products for Northwest Potato Production: Dennis Johnson, Ken Frost, Mike Thornton, Phillip Wharton

Identification and characterization of elicitors to maximize defense system against powdery scab in potato roots: Kiwamu Tanaka

NEMATOLOGY

Functional Genomics of *Solanum sisymbriifolium* (Litchi Tomato) Immunity for PCN Eradication: Louise-Marie Dandurand, Joe Kuhl, Allan Caplan, Fangming Xiao, Chuck Brown, Inga Zasada

Eradication Strategies for *Globodera pallida*: Use of Trap Crops: Louise-Marie Dandurand, Matt Mora, Pam Hutchinson, Chuck Brown, Inga Zasada

ENTOMOLOGY/ZC

Comparative biology of potato psyllid haplotypes and implications for northwest potato growers: Dave Horton, Joe Munyaneza, Rodney Cooper

Evaluation of Potato Insect Pest Management Programs: Stuart Reitz, Alan Schreiber, Erik Wenninger, Silvia Rondon

Understanding the pest status of *Lygus* in the Pacific Northwest: Silvia Rondon, Erik Wenninger, Alan Schreiber, Tim Waters, Stuart Reitz

Development of Insecticides for the Washington Potato Industry - 2016: Alan Schreiber (Ag Dev. Group)

CROPPING SYSTEMS, PLANT PHYSIOLOGY

Effects of in-season management & stress on retention of postharvest quality: Rick Knowles

BREEDING/VARIETY DEVELOPMENT

Postharvest quality of new clones and cultivars: Rick Knowles

In-Field Testing to Identify New Potato Varieties and Best Management Practices: Mark Pavek

Re-building an *M. chitwoodi* resistant breeding population to select superior horticultural type: Chuck Brown

Development of genomic resources and enhancement of breeding efficiency for important potato pests: Sagar Sathuvalli, Hanu Pappu, Joe Kuhl, Chuck Brown

Breeding and Selecting Russet and Specialty Varieties with Improved Tuber Qualities, Disease and Pest Resistance, and Sustainability: Jeff Stark, Rich Novy, Mike Thornton

NUTRITION/POTATO DEMAND/FOOD SCIENCE

Consumer-oriented potatoes: Developing TriState varieties with superior appearance and nutritional value: Roy Navarre, Aymeric Goyer, Hanjo Hellman, Mike Thornton

Beneficial Effects of Potatoes on Gut Health: Meijun Zhu

STORAGE & TUBER PHYSIOLOGY OUTREACH/EDUCATION

Education Efforts Specific to the Potato Sustainability Initiative Survey: IACI, Nora Olsen, Carrie Wohleb, Tim Waters

