



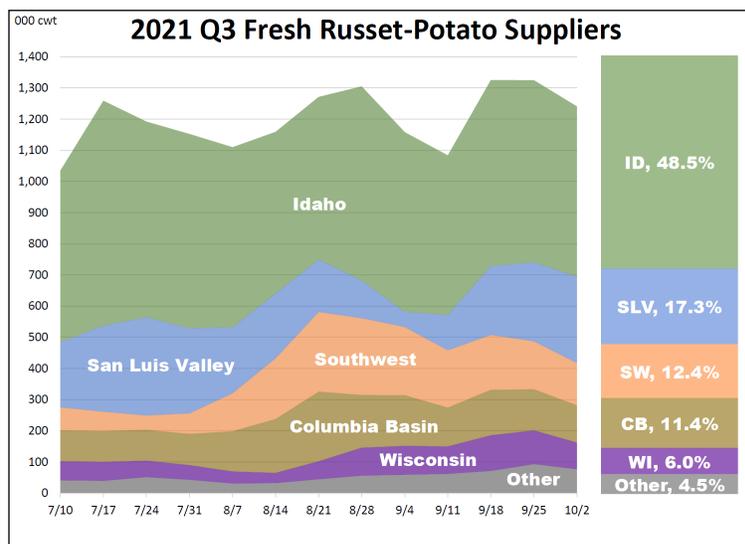
Visit UnitedPotatoPartners.com for information on National and Local United Potato Partners and Sponsors

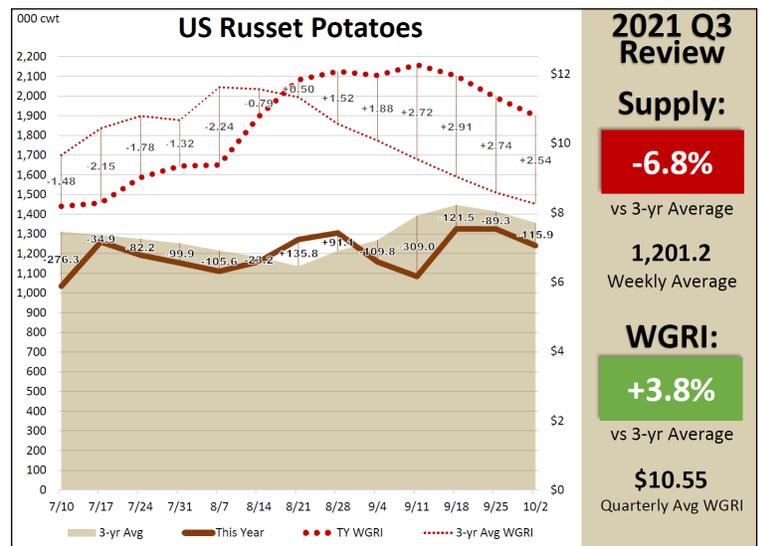
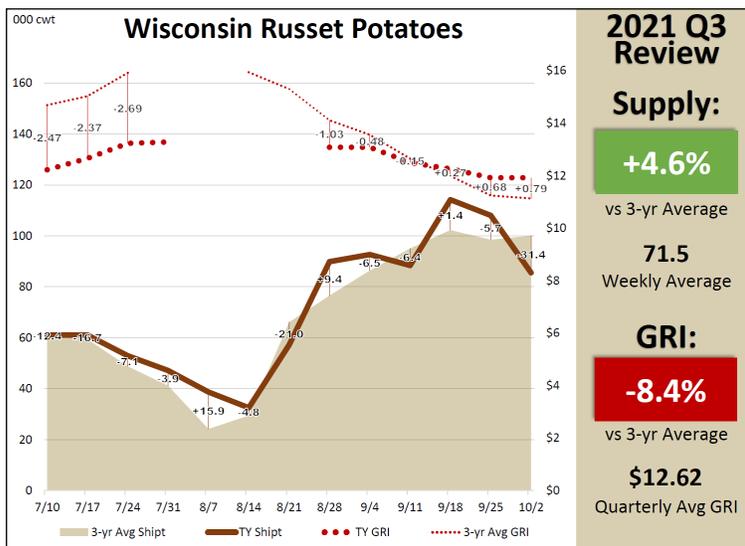
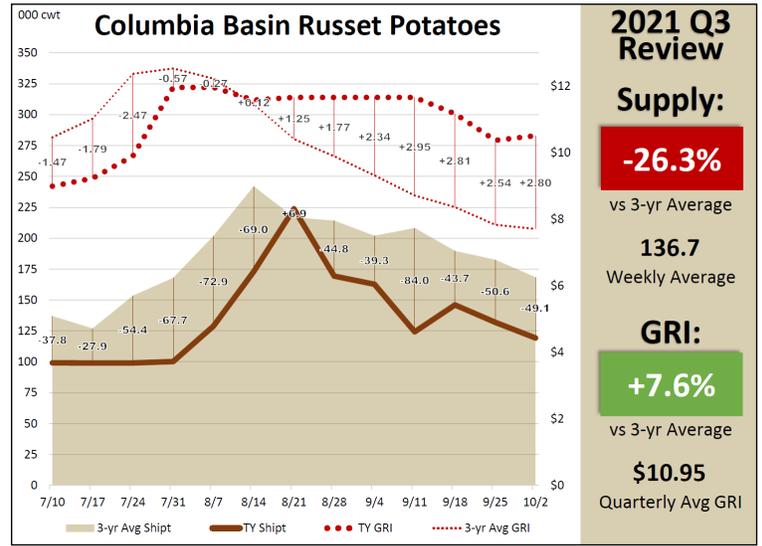
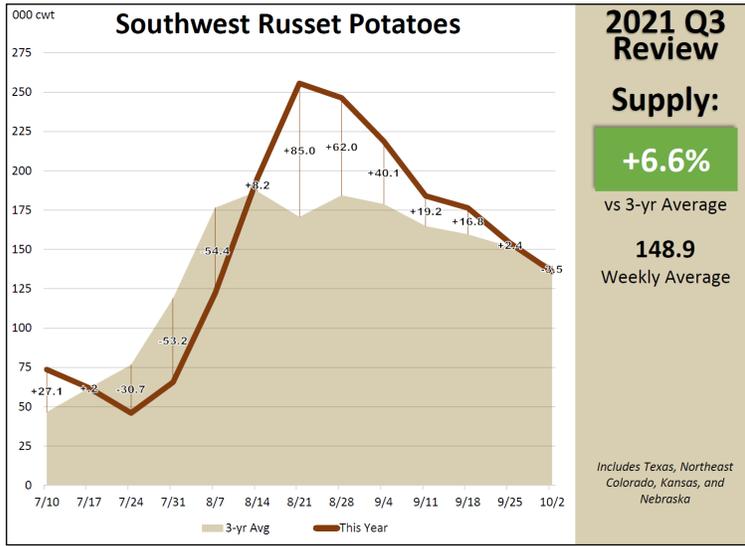
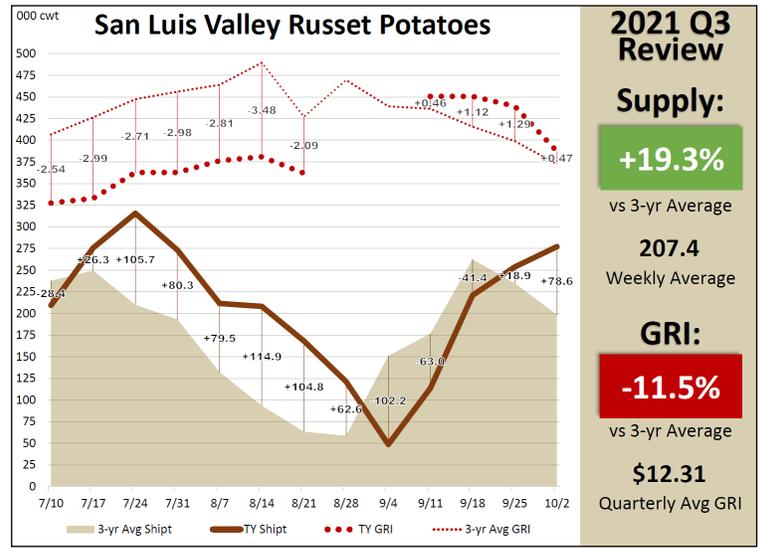
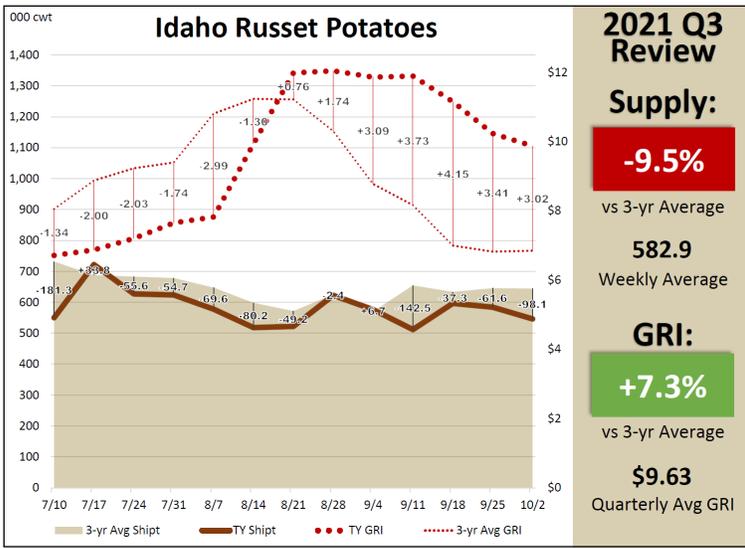
2021 Q3 Overall Potato Summary

The Third Quarter in the fresh potato business sets the tone for what is likely to happen for the rest of the year. That is because old crop (crop grown and stored last year) finishes and new crop (crop grown and stored this year) begins in Q3, and no two crops are alike. Spring and summer ‘window’ crops conclude in Q3 but have negligible effect on year-long supply. It is the total supply and quality (bright color for Red and Yellow potatoes and shape and size for Russet potatoes) available for consumers throughout the year that matters. Extreme summer heat in the Pacific Northwest and Idaho stressed potato vines to the point of diminishing yield. All plants, particularly potato plants, depend upon evapotranspiration (evaporating water on the plant’s surface that comes from inside the plant not unlike human sweat) to keep plants cool and functioning optimally. Extreme heat is defined as being too hot for the plant’s evapotranspiration system to keep up. The early result is wilt. The final result can be necrosis. Remember that the plant’s job is to use chlorophyll to photosynthesize gaseous carbon (CO₂) into structural carbon (C-O-H-carbohydrate) and that is what the wonderful potato plant does. You probably don’t say to yourself while eating a potato, “Wow! I’m helping the climate by eating sequestered carbon.” Because of this extreme heat, total potato supply has been slightly curtailed, but not radically diminished. Everyone will be able to go to the grocery store or Wendy’s, McDonalds, or Burger King, or anyplace else that sells your favorite vegetable and walk away well-fed and happy. The net effect is that no glut awaits to kill the grower’s economic return. In the process (foodservice) side of the industry (French fries, hashbrowns, etc.), the limiting factor has been transportation: U.S. ports require 98 seconds to off-load a shipping container from a ship while Chinese ports do the same thing in 48 seconds. This has caused an uneven flow of container ships and significantly interrupted supply-chains. This logistical interruption is happening in every commodity imaginable.

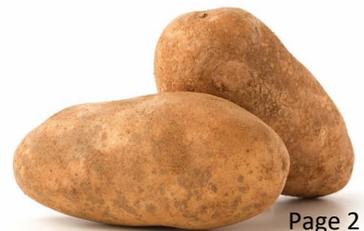
Russet-Potato Summary

The overwhelming victim of summer’s extreme heat was the Northwest’s Russet potato crop. Colorado’s San Luis Valley crop and Nebraska’s and Wisconsin’s crops were little affected if affected at all by the hot summer. Because most of the Nation’s potato processing (French fries, hashbrowns, etc.) happens in the Northwest (this is partially due to port access for exports) and because most processed potatoes are Russets, a shortage in process raw supply is putting pressure on total Russet supply. This scenario will play itself out throughout this crop’s market period. Determining factors will be: 1. How short is raw processor supply? 2. How much will processors be willing to pay for product dedicated to the fresh market? And 3. Can fresh-potato marketers and sales organizations afford in the long term to short traditional buyers like Walmart and other big chains? It’s never good policy to hurt someone you need down the road.



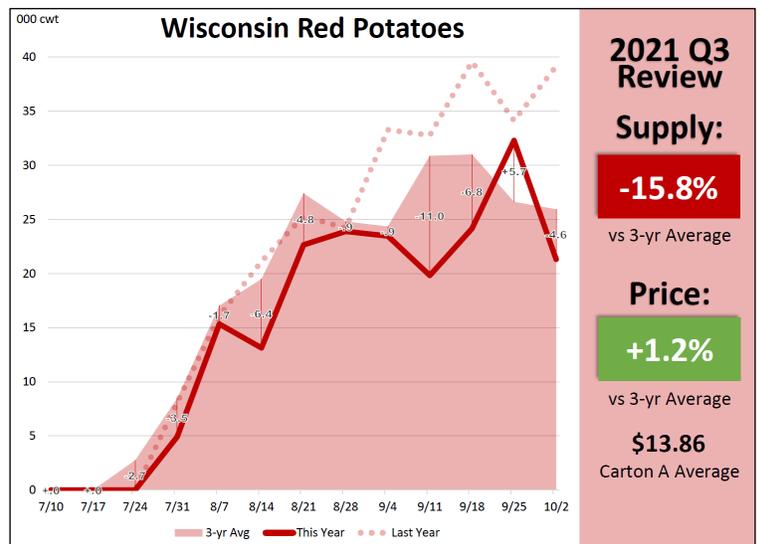
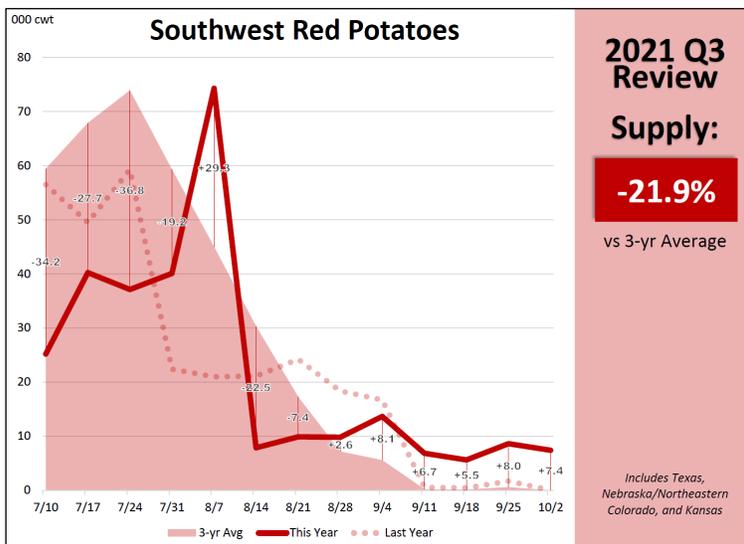
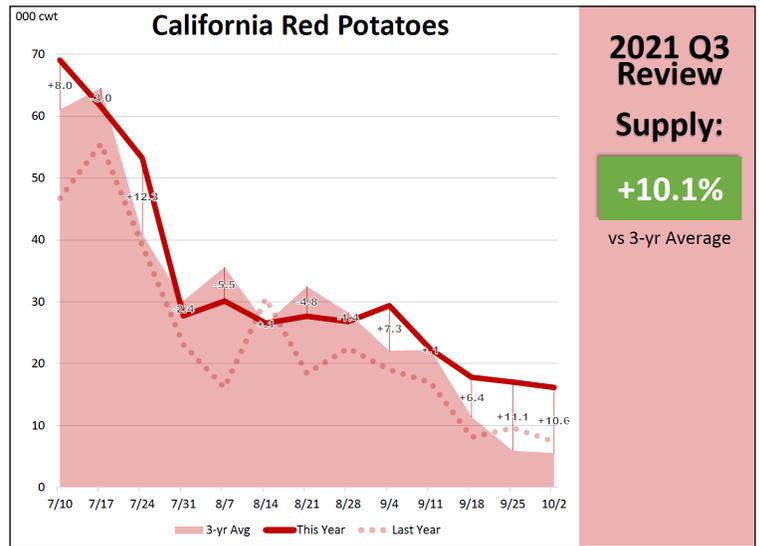
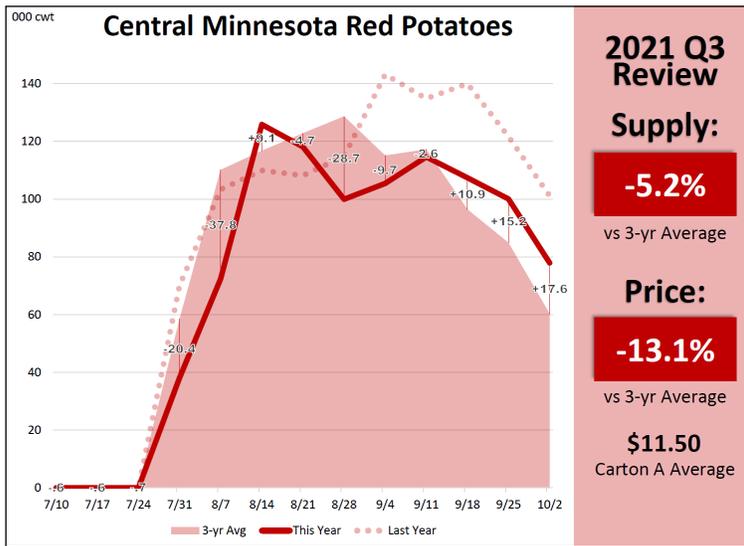
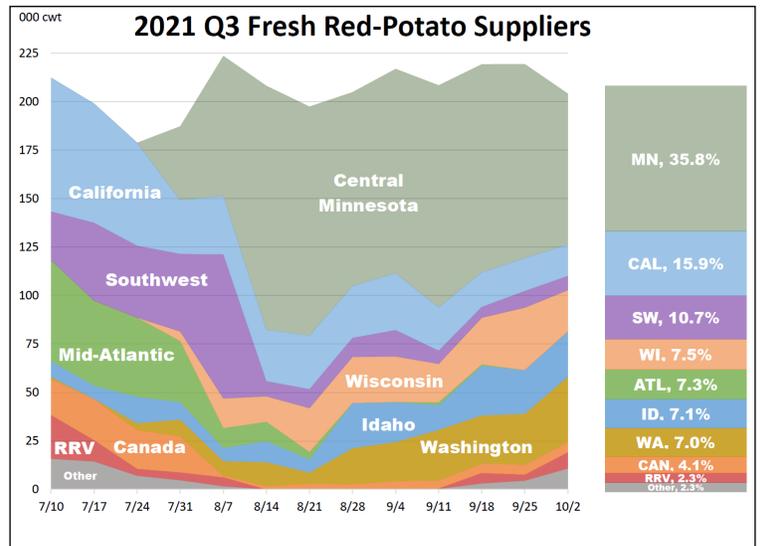


The United Potato Partners program supports offerings of innovative and productivity-enhancing products to fresh-potato growers through [United Potato Growers of America](#), and to process-potato growers through [Potato Marketing Association of North America](#)
UnitedPotatoPartners.com



Red-Potato Summary

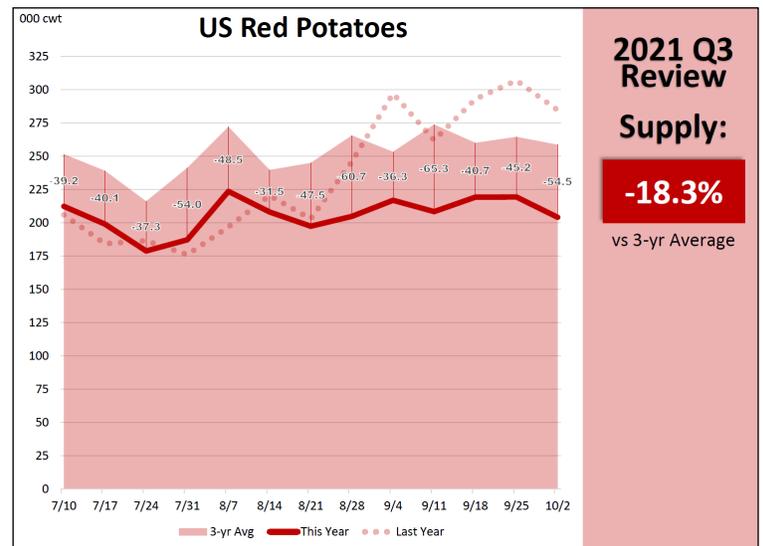
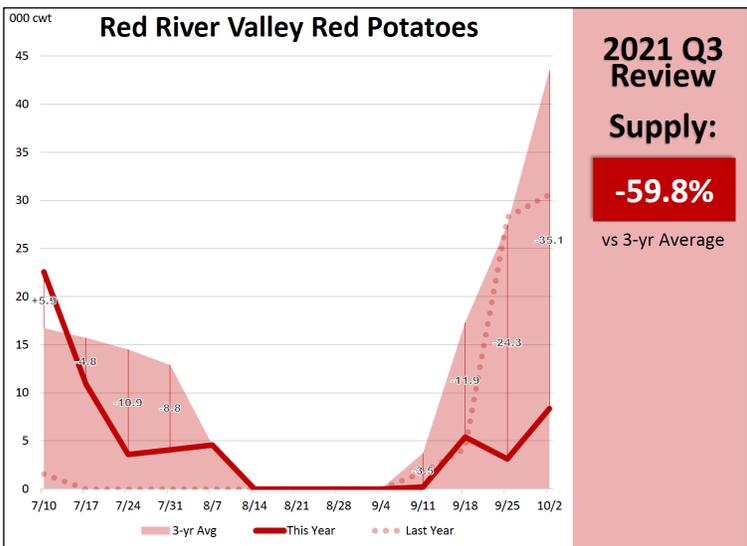
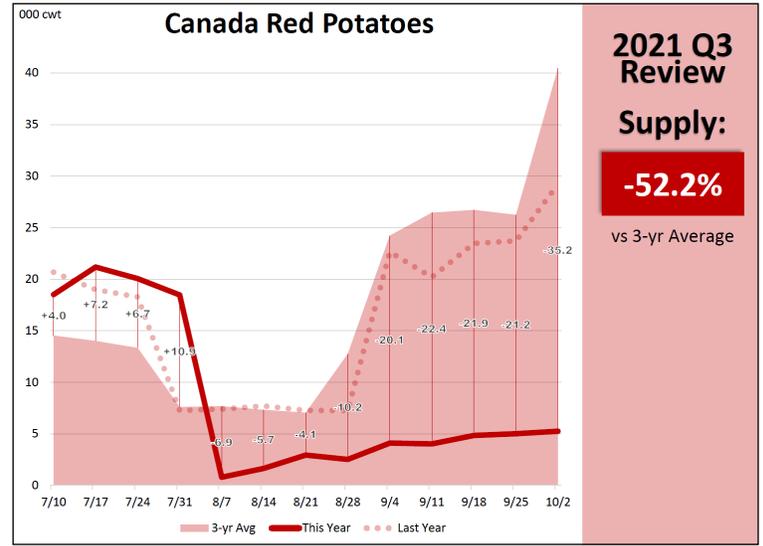
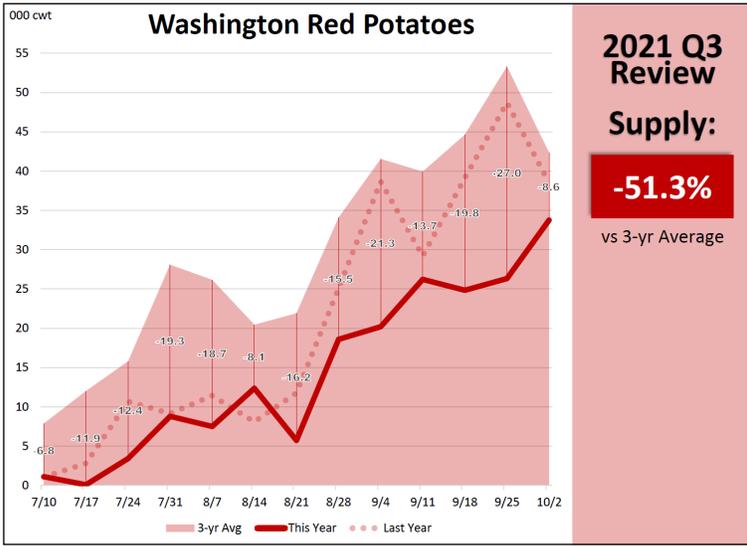
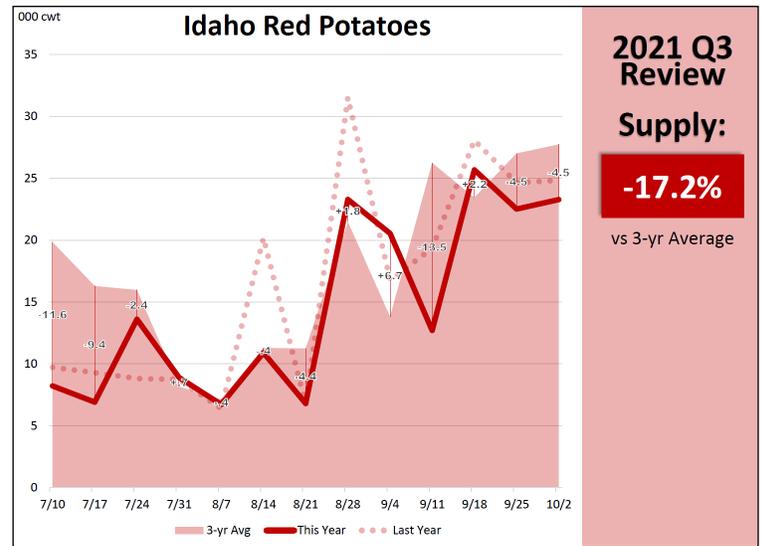
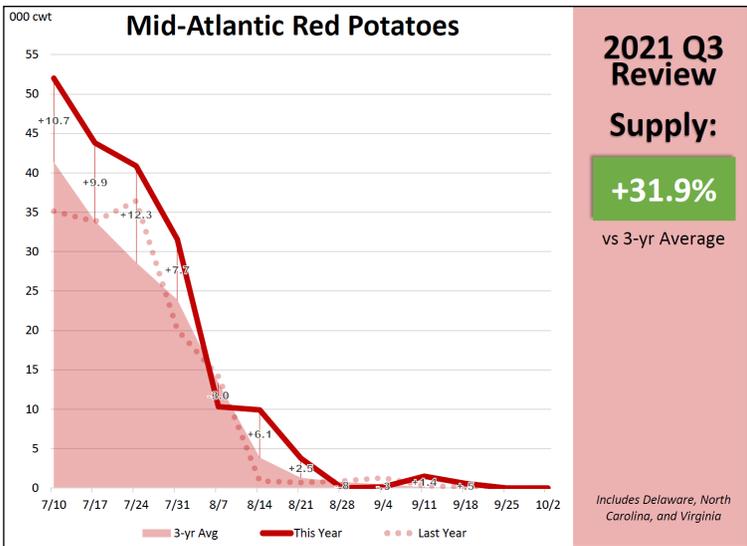
Red potatoes find themselves in an uncomfortable position. Traditional Q3 movement of Red potatoes is down about 18% and the Red potato market is soft in spite of this cutback. What explains this drop? It is surmised that the public sees the Red potato not as a staple like the Russet, but as a specialty potato, a potato for special occasions like potato salad or St. Patrick's Day dinner. Competing in the specialty category are Yellow potatoes, fingerling potatoes, and medley potatoes. Economically, too, asking the consumer to pay more for Red potatoes than Russet potatoes is hard to do, especially in hard times. Time will tell the story: Is this a one-time reduction or a trend?



At Vive, we are committed to developing products and technologies to increase farm efficiency and productivity. We create new ways to use trusted products using our targeted Allosperse® Delivery System. Products developed using Allosperse help growers do more with less, reduce environmental impact, all while increasing crop quality and yields.

vivecrop.com





AMVAC provides Yield Enhancement Solutions (YES) for many different crops worldwide. In the potato market, AMVAC provides solutions in every step in the process from soil prep through sprout management. Through acquisition, licensing, technology development and international expansion, AMVAC will continue to grow their product offering and global market presence.

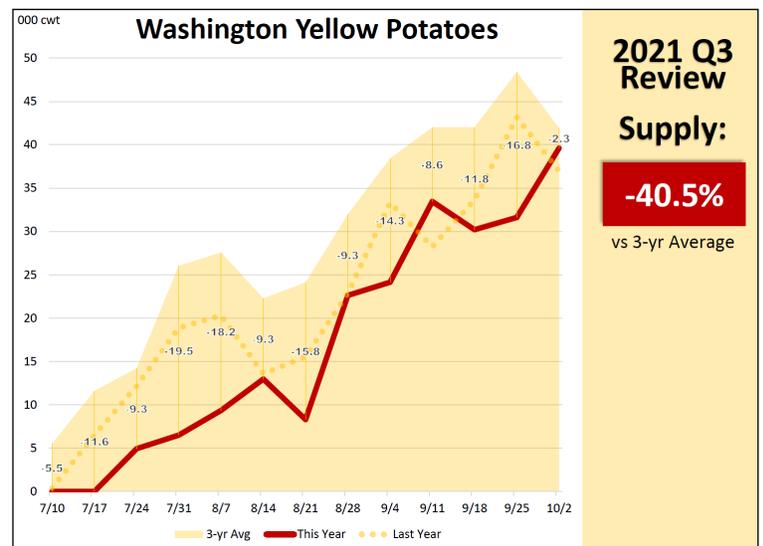
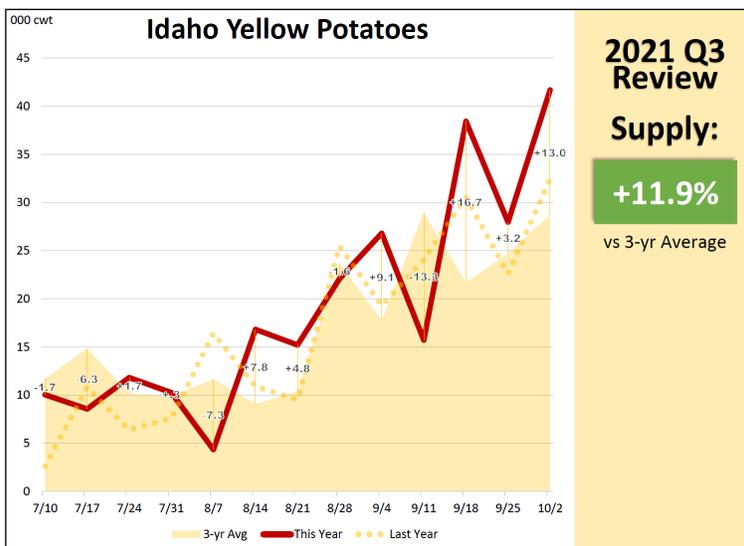
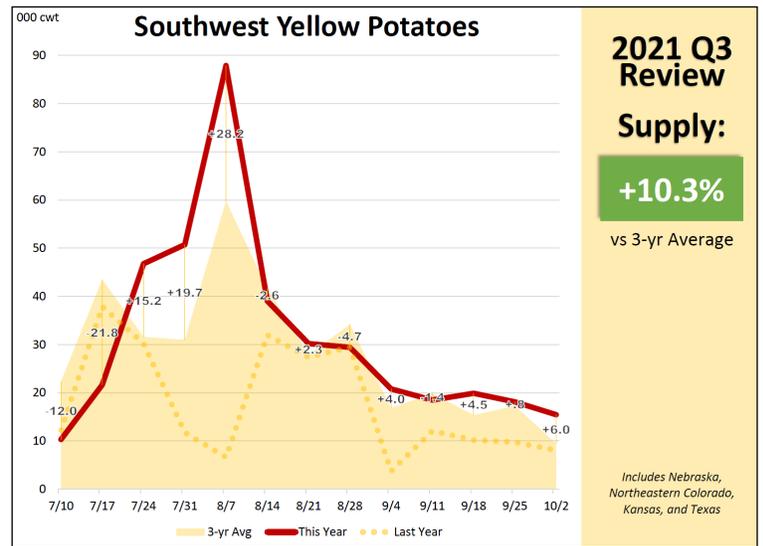
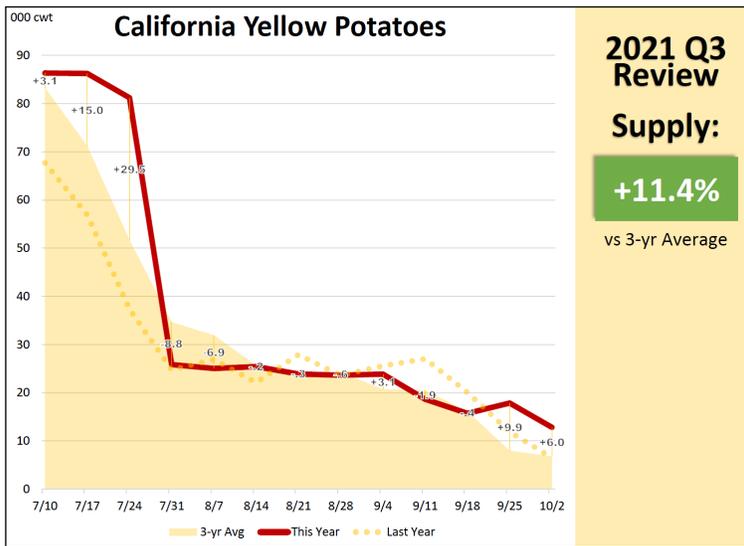
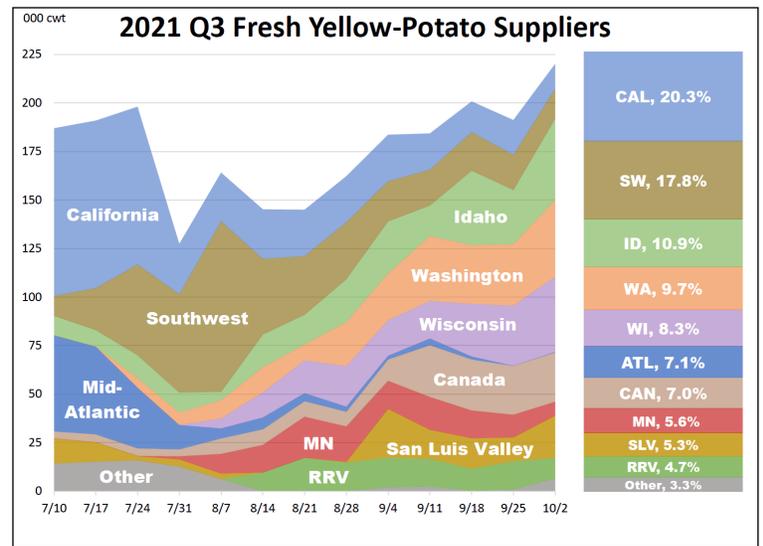
amvac.com



Yellow-Potato Summary

Q3's beginning saw Yellow-potato movement level with last year but with a big uptick at Q3's end. While the supply increase caused a pause in farm-level demand, grocery store sales moved upward. Because no single region dominates Yellow production, no single region dictates price.

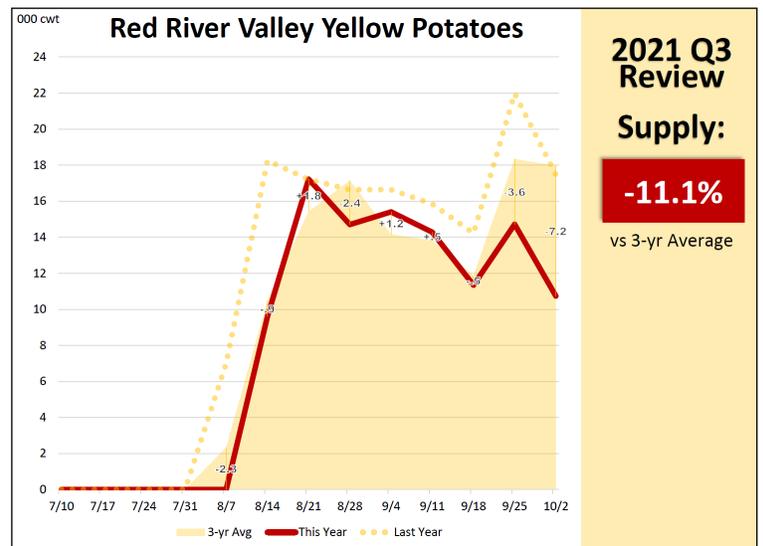
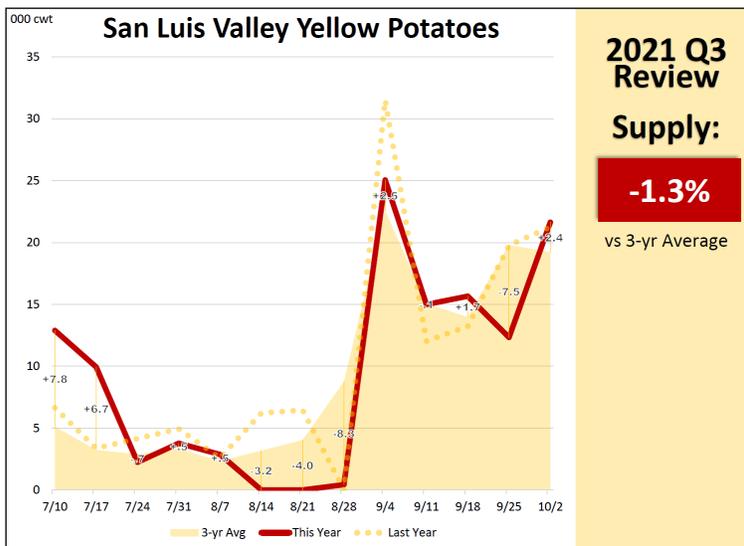
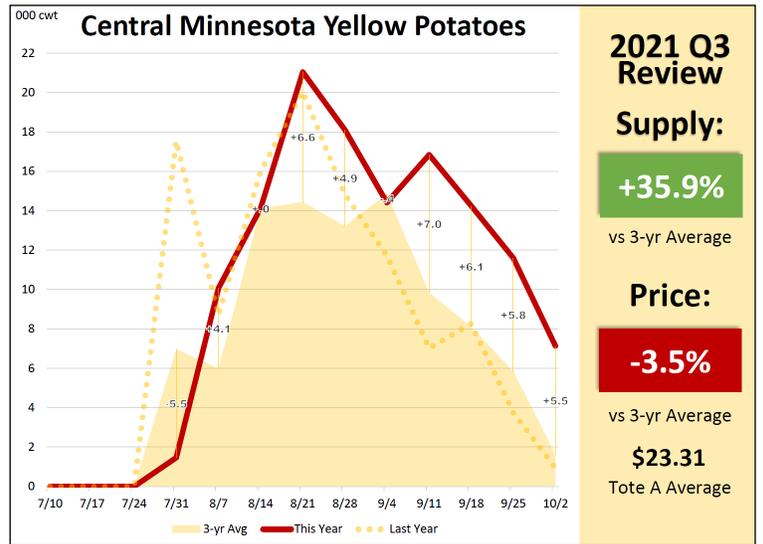
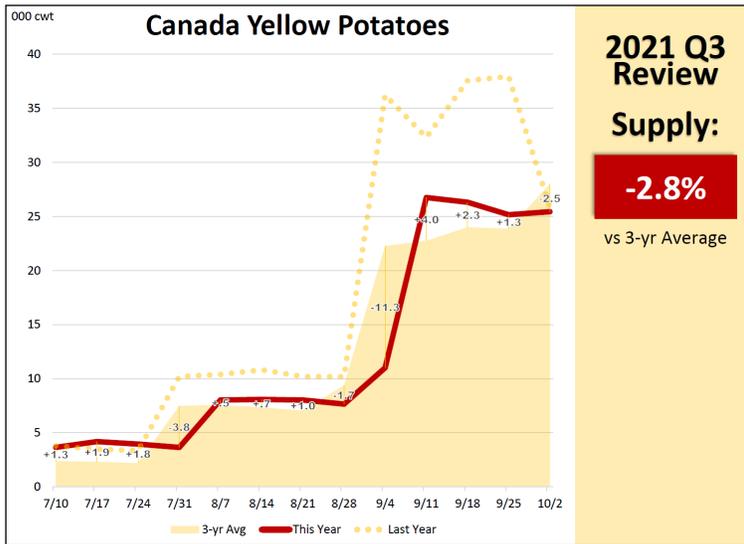
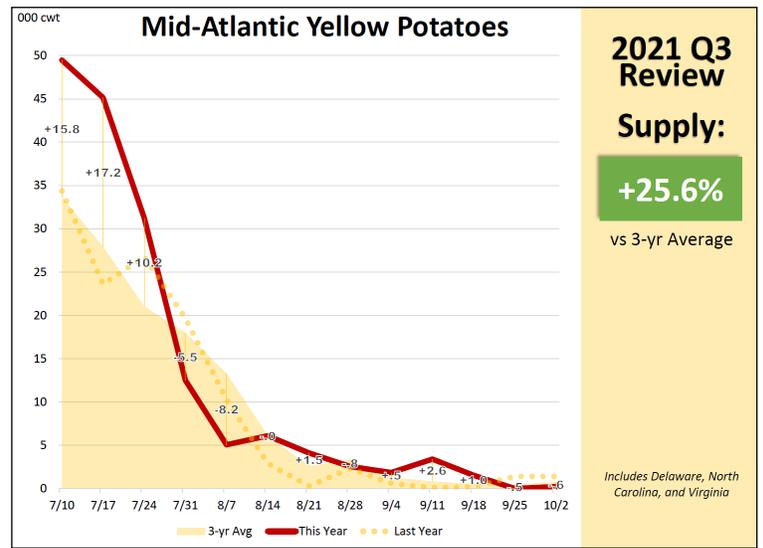
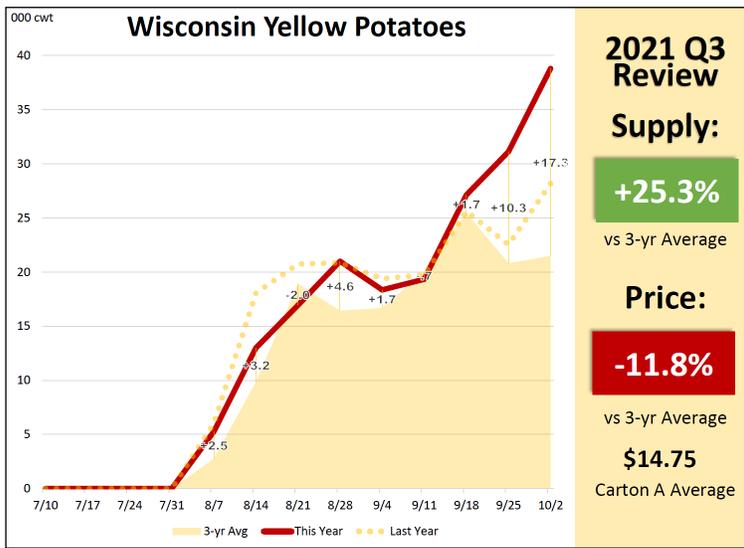
Additionally, with Q3 freight rates seeing a 30%+ increase over last year, staying within one's geographic (freight) sweet spot will be incentivized and that lends stability to regional pricing.



Local United Potato Partners support fresh-potato growers and their local cooperatives. Check them out at:

UnitedPotatoPartners.com

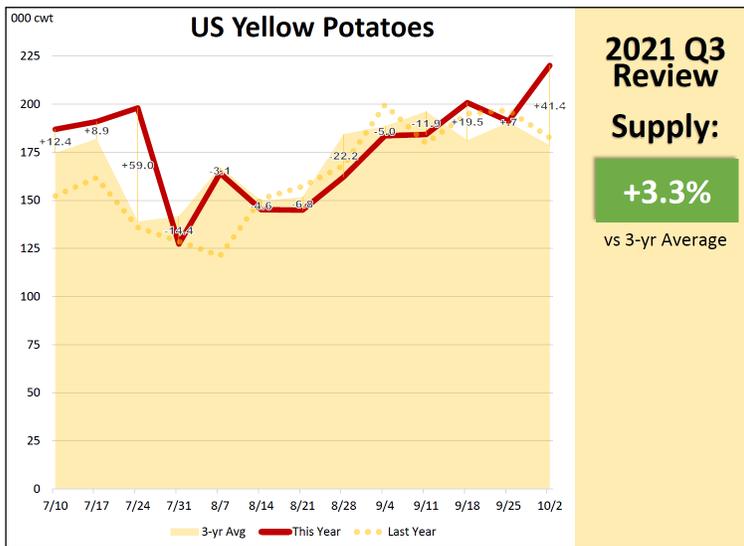




UNITED POTATO GROWERS OF AMERICA
United POTATO Podcast
 ★ Quarterly Edition ★

Watch the 2021 Q3 Quarterly Podcast:
UnitedPotatoUSA.com (Members)
UnitedPotatoPartners.com (Partners)





2022 Potato Business Summit

Wednesday, January 5, 2022
 Anaheim Convention Center
 Anaheim, California

Event Details and Registration:
PotatoBusinessSummit.com

This newsletter is published by United Potato Growers of America and is intended for United Members and Partners only

UnitedPotatoUSA.com
UnitedPotatoPartners.com

