



DECEMBER 2009

United board sets 2010 planting guideline: minimum cut of 25 percent off 2004 base acres

Significant acreage increases by non-United members combined with yields above trend line will result in a significantly larger carry-over of potatoes into the 2010 crop production cycle. Considering the latest and most accurate data about fresh potato consumption overall and a review of 2009 crop yields, production and inventories, the United Potato Growers of America board of directors recommends that all fresh potato growers plant 25 percent fewer acres than in 2004.

Growers who produce for the summer and early fall markets, as well as growers in certain states with the largest carry-over stocks, will need to cut beyond the 25 percent level in order to achieve grower profitability.

“Improving grower returns is the focus of United’s mission,”

said Allen Floyd, chairman. “Both United members and non-members would be wise to observe this planting guideline. Members and non-members share the common goal of wanting a stable industry and needing to succeed as business owners.”

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Lee Frankel, United president and chief executive officer, said, “Economic stability and keeping demand for fresh potatoes in balance at economically sustainable levels for growers together are the basis for United’s 2010 planting guideline. Expansion by non-United members in 2009 pushed the

industry into a costly oversupply situation this marketing season. Continued expansion by non-members in 2010 will result in even worse returns for the industry in 2010 and 2011.”

As part of its evaluation, board members and staff reviewed trend line yields, demand and shipment data purchased and compiled by the United States Potato Board, United States Department of Agriculture data, internal United data developed by the chapters and A.C. Nielsen data. Also reviewed were 2009 carryover stock levels and regional cost of production data.

Protect your operational investments and profits

This 2010 planting recommendation applies to all potato varieties. An

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Get involved in United

Remember when your mom and dad told you that you get out of an organization what you put into it? It couldn't be more germane than in the case of United volunteerism. Your involvement is the way to stay on top of the latest market developments and to influence decisions. Contact your local United co-op to volunteer. All United members and their families are invited to attend Supply and Demand Committee and board meetings. Visit our web site to register for meetings at www.unitedpotatousa.com or call us at 801-517-9000. 🌱

United Potato Partners seminars scheduled

Continuing their commitment to grower outreach and education, leaders of the United Potato Partners seminar program are finalizing the 2010 schedule.

During the seminars, fresh and process growers will be given a roundup of production costs specific to their growing area and hear a review of the 2009 crop year strengths and weaknesses and an overview of the planting guidelines for 2010. Representatives of United Potato Partners, Bayer CropScience, AMVAC Chemical Corporation and WinField Solutions will attend most of the seminars and present the latest about their sponsorship and products.

The seminar schedule is posted under meetings at www.unitedpotatousa.com. 🌱

New name: the Supply and Demand Committee

At its November board of directors meeting, the board unanimously agreed to change the name of the Marketing Committee to the Supply and Demand Committee. The new name better describes the committee's functions. 🌱

Idaho grower wins final phase of '09 United Photo Contest

Photos from six growing regions were submitted.

Melanie Likes, general partner, Ronald Esplin & Sons Farms, has won the final phase of the 2009 United Photo Contest. Her winning photo appears in cropped form in this newsletter's masthead. A member of United Potato Growers of Idaho, Likes took the harvest photo in Shelley, Idaho, where her farm is located. She was awarded a \$100 Cabela's gift certificate for her winning entry.

A total of 87 photos were submitted by United members and their families and representatives in six growing regions.

"The submitted photos were all compelling and demonstrated the many stages of potato production," said Barb Shelley, chief communications officer, who announced the contest. "The photos can be seen in use on our Web site, in our weekly e-bulletin, the *United News Brief*, and in our printed pieces, including our annual report and newsletters. The response to our contest was heartening, and we look forward to future photo contests." 🌱



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increase in colored or specialty varieties needs to be offset by a decrease in traditional varieties. Process growers have been cautioned by the Potato Marketing Association of North America to plant to contract levels only. Growers should not expect prices for open potatoes to be near contract prices, even if growers should happen to find a home for their non-contract potatoes.

United members and co-op leaders are requested to immediately reach out to growers in their region to impress upon them the urgent need to reduce fresh acreage in 2010 by planting no more than 75 percent of 2004 base acres. 🌱

Request your United Web site account

United members have access to exclusive data and information when they log in to the password protected section of the United Web site. To obtain a username and temporary password, send an e-mail to info@unitedpotatousa.com. The first time you log in, click on change password on the right, then answer the secret question found on the left of the screen and enter a new password. Once you have an account, you will receive the weekly *United News Brief*, a bulletin with current market updates and analysis, the retail ad report and the latest announcements from the board of directors. 🌱

United Potato Growers of Idaho hits membership target of 80 percent of fresh acreage represented

Demonstrating ongoing commitment and support for cooperative supply management principles, Idaho fresh potato growers have responded to the United Potato Growers of Idaho membership campaign. The co-op now represents more than 80 percent of all fresh acres in Idaho. Some of the potato growers are joining United for the first time.

“We look forward to working with the new Idaho members and all of our growers to provide data and the forum for communicating about the market,” said Allen Floyd, United Potato Growers of America chairman. “The Idaho membership campaign is one of several campaigns held yearly across the country. We expect more fresh potato growers will join United and reap the benefits of cooperative supply management.”

Commenting on Idaho’s successful membership campaign, Lee Frankel, UPGA president and chief executive officer, said, “As one of our 10 member chapters, United Potato Growers of Idaho and its growers will have access to the best information and market analysis available. We are pleased with the outcome of the membership campaign and urge all of our growers to act on United data, analysis and recommendations. It is through individual responsibility and active involvement that members can maximize their returns.”

In November, UPGI announced the resignation of Jerry Wright, president and chief executive officer. Day-to-day operations are being handled by Rick Shawver, chief operating officer, and the staff. UPGI expects to announce a new board of directors in early December. 🌱



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SAVE THE DATES

**Board Of Directors
Supply & Demand Meetings**
December 14, Idaho Falls, ID

Annual United meetings
January 6-7, Orlando, FL

Fourth Annual Summit
February 8-9, Las Vegas, NV

*To learn more about
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