

UPGA's Database

UPGA supports the potato-production business through a grower-direct feed of potato-market supply data produced by its large and constantly updating database. This market data enables aligned potato producer members to prosper year after year, something previously impossible to do. In addition to direct market data, UPGA also keeps many indirect aspects of the potato-production business in front of potato producer members.

For a potato producer member to maximize economic viability, they must understand that potato production is not just another farming enterprise, rather, that potato production is a supply function with local, national, and global implications. Succeeding as a link in the potato supply-chain is far from simply knowing how to grow potatoes.

Discovering that one's potato-producing operation is a single link in a supply chain of many links is certainly a beginning, but successfully navigating that environment year after year, crop after crop, requires a steady flow of supply data studied and acted upon by a keen business manager with keen business acumen. Such business acumen hard applied to solid market data instructs the potato producer member how to maximize his potato crop's value as a business proposition replete with all aspects of supply chain economics, and that is where United Potato Growers of America come in.