

We, the Potato Growers of Alberta (PGA), are a progressive producers commission with a vision to “*grow healthy potatoes together.*” As growers, we pride ourselves on being leaders in the field of environmental and social/community sustainability. Growers strive to follow the developed Code of Practice Mission:

The role of Alberta’s potato producers is to supply high quality, safe potatoes to consumers throughout the world while preserving the land and environment and while protecting our families and workers.

A generational approach is taken to ensure that our land and production of quality potatoes in Alberta is sustainable indefinitely. Many PGA growers are continuously investing in new, innovative and more efficient technologies such as low pressure irrigation systems, variable rate irrigation and application (precision agriculture) equipment, as well as best management practices that aim to decrease the amount of energy and inputs required to grow a crop. The PGA is an open association that carries out regular member meetings where there is open sharing of new ideas, technologies and methods of farming throughout the growing and storage seasons. Industry leaders and professionals are also brought in to these meetings to educate the grower group on the most recent and best management practices and technologies.

Research dollars are contributed from every member that is aimed at better growing practices that equate to more sustainable production in our industry. Challenges are identified and research carried out to identify solutions and/or means to overcome challenges and do a better job of growing a quality crop with minimal inputs.

The PGA actively participates and supports community events such as the Taber Cornfest, where we hold a local booth selling potato products. All proceeds from these sales are donated to local charities. As well, tables are often purchased at local fundraising events. We also have a Scholarship Program for five grower students that meet the criteria. We, as growers, believe in supporting family and community and we contribute to rural development and sustainability, recognizing our shared success within these bounds.

The Potato Growers of Alberta take a leadership role when it comes to programs. The PGA is continuously the first organization to adopt sustainability programs and participates and helps guide/author such programs as CanadaGap, the Environmental Farm Plan, and the Environmental Footprinting Program.

We are very aware of the amount of resources that we, as producers, use and we are continuously striving to implement new technology and practices to reduce our footprint. Many growers in the province of Alberta are multigenerational, and many have the intent to pass the family farm onto our children. This guides our stewardship actions and compliments a

generational approach when making environmental and socially sustainable decisions, not only on economic rationale.

We are sincerely proud to be producing some of the safest, most responsible and highest quality food in the world, in our dearly loved demographic of Alberta, Canada! We have the intent to be producing more for many generations to come!