



2022-2023  
**ANNUAL  
REPORT**

Year Ending July 31, 2023

Growing Healthy Potatoes Together

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## PGA MISSION

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The PGA is a progressive, member-driven organization focusing on success and sustainability in Alberta's potato industry through leadership, engagement, collaboration and truly effective communication.

## CORE VALUES

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The PGA is a progressive organization based on the unity of our members. We continually strive to enhance unity through member involvement and **engagement**.

As a member-driven organization, we recognize the importance of **trust, respect and transparency** in all we do.

Our members operate in an industry founded on tradition and impacted by change. We support our members by focusing on **environmental, economic, industry and grower sustainability**.

In order to be responsive to our members and proactive in addressing the challenges of the future, we strive to excel at servant **leadership and collaboration**.

**Communication** is vital to all we do. Through use of skills, technology and understanding, we ensure that we communicate in a truly effective manner.

# Chairman's Report

## Board of Directors

2023 will be a year that is remembered and talked about by Alberta Potato Growers for a long time. Many of our growers have just wrapped up a very successful harvest with abundant yields; this following quite the rollercoaster of a season. Many discussions were had about record setting dry weather, wild fires within miles of some growers, failed irrigation infrastructure, water restrictions, and empty reservoirs. However, all of our growers, once again, proved their resilience and we now have our biggest potato crop ever produced in Alberta in the bin. Congratulations!



**JAMES BAREMAN**

Bar 9 Farms Ltd.

Chairman



**TONY KIRKLAND**

Sandhills Seed Potatoes Ltd.

Vice Chairman - North Area Director



**JP CLAASSEN**

Prairie Spud Farm

Director-at-Large



**ALISON DAVIE**

North Paddock Farms Ltd.

South Area Director



**MATTHEW VISSER**

Norbest Farms Ltd.

North Area Director



**DELBERT VOSSEBELT**

DV Farms Ltd.

Director-at-Large



**LLOYD YPMA**

Quattro Farms Ltd.

South Area Director

This past year will also go down in history as an exceptional year for the PGA organization, with two milestones of interest: the construction of our new office building in Taber and the release of our Economic Impact Assessment.

I'm sure by now most of you have had a chance to tour the new office building. From demolition to occupancy in just one year, on time and on budget, it was exceptionally designed and directed by a very capable building committee. Thanks to Bill Bezooeyen, Tony Bos, Lloyd Ypma and Terence Hochstien for your time, expertise and commitment, including those involved in the finishing touches. Everything looks amazing and you have really made it a great home for the Alberta Potato Industry well into the future. We celebrated with an open house in the beginning of July, which was well attended by growers, industry and the general public.

July was also the release date of our Economic Impact Assessment titled "The Alberta Potato Industry – Growing Success in 2022". We knew our industry has seen accelerated growth in recent years, but had no way of measuring its overall impact on our economy. The results of the study were better than expected. Here's a few key highlights, with more on pages 12-14:

**The overall economic impact of the Alberta Potato Industry in Canada is \$2.87 B with \$2.31 B of that impact in Alberta alone.**

**Our industry produces \$662 M in labour income and 9390 FTE jobs of which 7380 are in Alberta.**

**Alberta leads the way in Canada with 60% of international seed exports.**

**Every additional irrigated quarter of potatoes results in a \$5 M increase to the economic output.**

The study was completed by Serecon Inc., in conjunction with Nichols Applied Management, who are both well known for similar studies in Alberta and Canada. This document is a key piece for the PGA going forward. It is a detailed analysis of our industry, which can be shared with government, industry and the general public to really quantify the value of potato production in Alberta. It's important to note, that the study is based off our 2022 numbers when our acreage was 73,000. This year's acreage in Alberta has reached 80,000, with projected growth of 20% in the next five years.

The Board also had the pleasure of hosting Alberta Premier Danielle Smith in our new facilities this summer. This was really a chance to explain how potato production works in Alberta for seed, fresh and process. She visited a few farms while in the area and met some of our potato growers. We had a chance to share our Economic Impact Assessment with her as well, which was hopefully good reading material for the ride home.

All these extra events made it a busy year for our staff. I would like to acknowledge the staff for their hard work and dedication over the past year. Terence, Stacey, Rebecca, Cindy, Deb, Juanita, and Trina you are all key pieces to our success and your support is appreciated.

So where do we go from here? Alberta is now the leader in Canadian potato production. As our production grows, it will be key to grow the supporting industry as well. We need to see increased investment in research, education opportunities, government extension, lab capacity, irrigation and infrastructure. It is critical that each one of us, as growers, continues to share with those around us and the general public, the impact that the potato industry is making in our great province and country.



- James Bareman - PGA Board Chair



**TERENCE HOCHSTEIN**

Executive Director

## Executive Director Report

**Sustainability, regenerative, holistic, integrated, efficient...** the list goes on and on. For whatever reason, the most important word that should be on this list but isn't, is profitability.

Without profitability being a part of this discussion, a farmer will not succeed long term, however, task them with an opportunity to make his/her operation better and they will fully embrace it. Many farmers across North America have been quietly operating under these principles for generations. Not because someone told them they had to, but rather because it was the only way they were going to survive and remain growing food for the world to eat, all the while protecting their most vulnerable asset, their soil.

**The soil is the great connector of lives, the source and destination of all. It is the healer and restorer and resurrector, by which disease passes into health, age into youth, death into life. Without proper care for it we can have no community, because without proper care for it we can have no life."**

Wendell Berry – American Novelist and Farmer

Even though many farms have been practicing these principles for years, one thing that very few of us are good at is telling our story. By nature, farmers are very quiet, humble, private individuals, that do not talk about what they do on a regular basis. Unfortunately, while we have been going about our daily business, the rest of the world has been creating the narrative on how farming should be. Like it or not, we all need to adopt the "this is me" mentality and humbly tell our own story before someone else writes it for us. Be proud of what you do and share it with the world.

Speaking of telling our own story, about ten years ago, the Board was reviewing and updating their strategic plan. One of their long term goals was to begin planning for the inevitable day when the office building in Taber was to either undergo a major upgrade or replacement. Fast forward to our AGM 2017 and our chairman at the time, Russ Van Boom brought the question to the membership, replace or repair. The overwhelming majority of our membership voted to replace the Taber office. This direction from the membership started a four and a half year journey of saving, discussing, planning and replanning what our new office would look like. On April 20th, 2022 history was made with the demolition of the old building. Eleven months later, we moved back into a 'state of the art' modern office that will humbly serve the potato industry for the next 50 years and beyond. A huge thank you needs to go out to Tony and Wendy Bos, Bill and Brenda Bezooen, Lloyd Ypma and Peter King for their hours, days and weeks of work to make this all happen. It was an interesting journey to see this through to completion.

With the new office behind us, a new chip plant, Shearer Foods, coming online in Airdrie, Alberta and the announcement of the expansion of the McCain facility in Coaldale, the Board felt it was a good time to take note of what the potato industry was really worth when it comes to the economy of Alberta and Canada as a whole. The decision was made to hire Serecon Inc. and Associates from Edmonton and under the guidance of Mr. John Knapp the project commenced. On July 4th, 2023 the report titled 'The Alberta Potato Industry – Growing Success in 2022' was released to the public.

As an organization we always knew that we were a significant player in the provincial agricultural sector, but everyone was pleasantly surprised at the numbers of \$2.87B to the Canadian economy and \$2.31B to the provincial economy. Over \$662M in labour income and 9390 full time employment jobs within the industry across the country. It was nice to see that the majority of the total output was staying at home in Alberta. The potato industry is one of the few ag industries in Alberta where the majority of the processing happens here at home. With the addition of the McCain's expansion in CY25, it will be interesting to see where these numbers rise to. More information on the report can be found at [www.albertapotatoes.ca](http://www.albertapotatoes.ca).

As our organization continues to change, so does the membership of our Board. This past year, we welcomed three new grower members; Mr. Matt Visser, Mr. Delbert Vossebelt and Mr. Lloyd Ypma joined the Board last fall. This report will mark the final edition of our chairman, Mr. James Bareman. James has served six years on the Board, with the last two as chairman. On behalf of the Board, the growers and the PGA Team, I would like to say thank you for your hard work and dedication over the years. A lot of exciting accomplishments have transpired under your guidance and leadership. It

has been a pleasure working for you and alongside of you.

Not only does the Board change over time, but our PGATeam continues to evolve and increase to keep up with the demands of a growing industry. This past year, we have added two new staff members to the fold. Rebecca Wieler and Trina Gedny have joined the Team here in the Taber office. The success of your industry does not happen without the daily hard work and dedication of Cindy, Stacey, Deb, Juanita, Rebecca and Trina. Every single one of them have "skin in the game" when it comes to our organization. There is not a challenge that arises that this Team is not willing to take on and conquer. Thank you all for your dedication to the growers and their organization.

As the years go by, one would think that my job would run out of challenges. In all of the years that I have been privileged to be in this chair, I can honestly say that no two days have ever been the same. Some were disappointing because we were unable to achieve what was in front of us, most were rewarding as we were able to achieve what many felt would be impossible, but every day was different. Our organization has been able to accomplish some firsts this past year, and the



opportunities will continue to present themselves. How we handle challenges and achieve success of the Alberta potato industry will depend on all of us remaining humble and embracing the task in front of us as a unified team with everyone working together and singing from the same hymn book.

I remain honored and humbled to be a part of this story.

Until next year,



Terence Hochstein, PGA Executive Director

## PGA TEAM



**CINDY FLETCHER**

Office Manager /  
Financials



**STACEY BAJEMA**

Seed Coordinator



**REBECCA WIELER**

Ag Relations Coordinator



**DEB BREWIN**

Promotions /  
Communications Director



**JUANITA STANGE**

Executive Admin  
Assistant



**TRINA GEDNY**

Admin Assistant

# COMMITTEE REPORTS

## Seed Committee

**COMMITTEE MEMBERS:** Jeff Ekkel - Chairman, Jake Hoogland, Ben Meyer, Gord Visser, Jan Vermue, Peiter Kamper, Ron Hulleman, Stacey Bajema (PGA Seed Coordinator)



**Jeff Ekkel**  
Sunnycrest Seed Potatoes Inc.

As Chair of the Alberta Seed Potato Committee, it is my pleasure to present our annual report for 2022. The Alberta seed potato industry experienced a dynamic year in 2022, marked by various challenges and opportunities.

Unpredictable weather patterns, including irregular rainfall and temperature fluctuations, posed initial concerns. However, the crop was smaller in yield, plus it was also smaller in profile so the seed went further. The seed potato market in 2022 was characterized by both domestic and international demand. The province not only met local requirements, but also played a vital role in global supply chains, showcasing Alberta's significance as a key contributor to the potato industry.

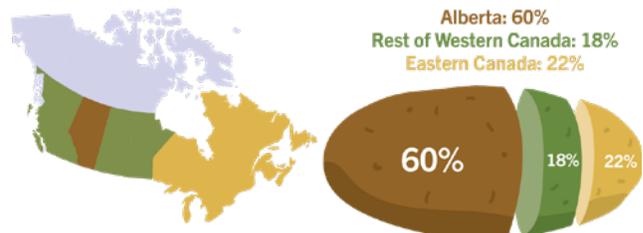
The partnership with CFIA, the Canadian Food Inspection Agency, has been vital to our industry's success. Through their inspection and regulation efforts, we have maintained high standards for seed potato quality, ensuring that our produce is disease-free and ready to meet domestic and international demand. CFIA's expertise and oversight have greatly contributed to our industry's reputation for excellence.

We continue to work with the Canadian Potato Council. Together, we have exchanged knowledge and insights, facilitated research projects, and advocated for the interests of our industry at the national level. The Council's work in promoting potato farming, research, and sustainability initiatives has had a positive impact on our operations.

The Alberta Seed Potato Committee is optimistic about the future. We anticipate continued growth and innovation, driven by expansion of processing facilities, advancements in breeding, pest management, and sustainable practices. Collaboration between growers, researchers, and industry stakeholders was a cornerstone of our success in 2022. This collective effort, along with government support and industry organizations, allowed Alberta to maintain its vital role in supplying quality seed potatoes to domestic and global markets. As we move forward, the Alberta Seed Committee remains committed to supporting the industry's growth and innovation. We will continue to address challenges and seize new opportunities, ensuring that our industry remains at the forefront of agricultural excellence.

- Jeff Ekkel - Seed Committee Chair

SHARE OF NET EXPORTED SEED POTATOES



## Negotiation Committee

**COMMITTEE MEMBERS:** Greg Nakamura - Chairman, Laus Stiekema, Lloyd Ypma, Mark Miyanaga, Jaap Remijn, Tony Bos, James Bareman, Terence Hochstein (PGA Executive Director)



**GREG NAKAMURA**  
Nakamura Farms Ltd.

As I write my report for the 2022 negotiations, we are just wrapping up harvest in Alberta. My what a year makes! Processors are going from a year where raw product was very tight and buying whatever they could get their hands on, to a year where growers are wondering what they're going to do with their excess potatoes.

The 2022 negotiations saw our costs rise, once again in the double digits, and with the processing industry short of raw potatoes, we were looking for another large increase to keep pace. Lamb Weston began the negotiations earnestly in December, and after hearing our concerns, they made us an offer. It consisted of money on the base, as well as money on the incentive clauses of color, SG, dockage, and size. The offer was still quite short of what we were asking, and both sides agreed to meet again in the new year.

We met with all three processors at Potato Expo and had good discussions with everyone. The next major meeting took place with Lamb Weston at the end of January, where we found out that Washington had agreed on the LW offer, which was up about 18%. Idaho was also taking an offer to their growers, with an increase of about 20%. Lamb Weston then made us another offer and it was much closer to what we were looking for. After going back and forth throughout the day, we finally came to an offer that we could take to the growers. It predominately comprised of a base increase with some incentive adjustments to reflect the current growing model. This offer was accepted on February 3rd, 2023, by the growers.

The committee met with McCain's at the end of January and received their first offer that consisted of a base increase, but also increases in incentives and freight. After some back and forth, we found ourselves too far apart and agreed to meet again in February.

The committee then met with Cavendish in early February, who discussed bringing new varieties to Alberta, to give the plant and growers more

options.

They also talked about sustainability and having an area-specific plan. We discussed Sunday hauling and they informed us that improvements and additions to their storage end had been approved and construction was hoping to be completed in the near future. They proceeded to make us an offer, that involved incentive changes, freight increases and a base price increase. The offer was analyzed and we made a counter proposal, where we came to an agreement that the negotiating committee could take back to the growers.

The February follow up with McCain's was a zoom meeting, and we had them make us another offer, which was still too far apart from what the committee wanted. We waited until April before they replied with an offer that was acceptable, and the equivalent of the Cavendish and Lamb Weston offers.

Volume continues to rise as plants continue to operate at capacity and growers will be in a good position, as long as we plant to contract volumes. With the addition of the new McCain plant, acres will again increase when production begins.

Negotiations have begun for the 2024 growing season and we hope to get the contracts settled as soon as possible. Please keep in contact with your processors about your volume, as we move toward the new crop year. Feel free to reach out to myself or any of the committee members if you have questions.

- Greg Nakamura, Negotiation Committee Chair

## Research Committee

**COMMITTEE MEMBERS:** Alison Davie - Chairman, Art Hazelhoff, Dustin Monson, Emily Ford, Harold Perry, Karen Tans, Lane Lievaart, Rebecca Wieler (PGA Ag Relations Director) Stacey Bajema (PGA Seed Coordinator)



**ALISON DAVIE**  
North Paddock Farms Ltd.

Over the past year, the research committee has been discussing the topics of soil health, regenerative agriculture and how we do research that addresses the governments' concerns with climate change. These are all very hot and very broad topics. As a committee, we have been working to narrow down our priorities in these areas and relay that information to researchers so that they can conduct novel, relevant research that can help our growers.

It is always important that our industry partners know and understand the practical concerns growers have, so we can all work together to create solutions. Rebecca Wieler has been growing in her role as Ag Relations Coordinator this past year, and has spent a lot of time doing farm visits and meeting with industry. She has been listening to growers' concerns, then compiling that information and meeting with researchers to help them develop projects that can help our industry.

Several national projects wrapped up in 2022, and the committee reviewed proposals for the next round of funding through SCAP. The projects we have approved, which began in 2023, are:

- ✓ **National Variety Trials**
- ✓ **Nitrogen Management in Potato Production Systems**

The insect and spore monitoring program has continued to provide value to the growers this year. Thank you to all the volunteers; Promax Agronomy and the University of Lethbridge who have helped make this program a success. This project will conclude after the 2023 growing season.

Other projects supported by the PGA in 2023 were:

- ✓ **PGA virus monitoring program**
- ✓ **Blackleg trials (Konschuh)**

- ✓ **Establishment of a platform for rapid diagnosis of current and potential potato diseases in Alberta (Jiang)**
- ✓ **Handling of weather damaged crops (Neilson)**
- ✓ **Non-destructive quality testing (Singh)**
- ✓ **The effects of bedding preparation time, winter cover cropping and irrigation management on yield, soil erosion and GHG emissions (Karimi)**
- ✓ **Provincial MEMS Project**

As a committee, we have also been working to streamline the PGA's call for research proposals. This has included a new application form, and important dates. It also clarifies expectations around reporting and extension, so that the PGA can get the information out to the growers. This application is in addition to the Alberta Potato Investment Fund which researchers can also apply to.

If there are any research areas that you feel the research committee should work on addressing, please feel free to reach out to any of the committee members and share your ideas.

- Alison Davie, Research Committee Chair

# OUR NUMBERS - 2022

## ALBERTA POTATO INDUSTRY STATISTICS

Highlights from the Economic Impact Study 2022

Licensed Growers

**150**

Total Acres Grown

**73000**

Potato Varieties

**230+**

PORTION OF ACRES GROWN FOR EACH USE



Potato Growers of Alberta represent about 150 family farms that are well positioned to successfully transition to upcoming generations. This is evident from the average Alberta potato farmer's age.

### INTERGENERATION STABILITY OF ALBERTA'S POTATO FARMERS



## STRONG GROWTH

In 2022, Alberta produced its largest potato crop ever with **26.8** million cwt grown on **71,325** harvested acres. This record setting crop was achieved due to an expanding acreage and stable, high yield, maintained by supplemental irrigation, high quality seed and long crop rotations.



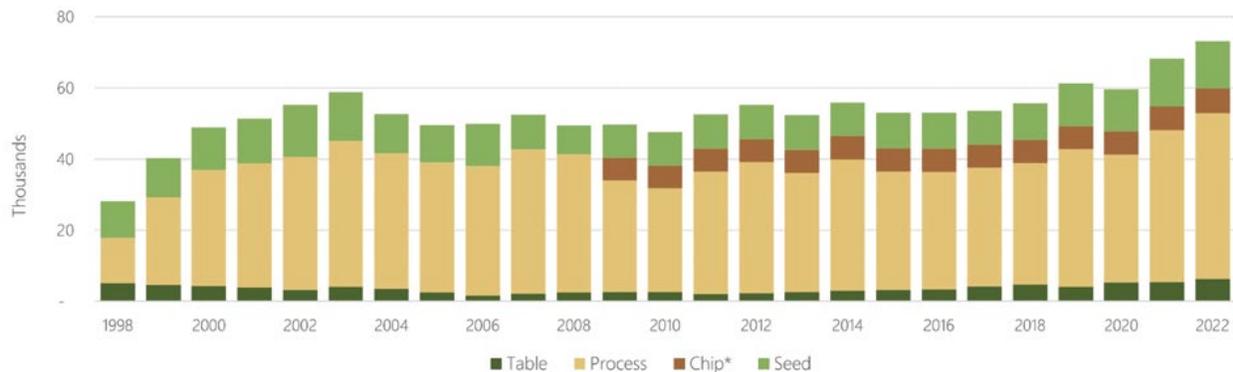
## EXPORTS HAVE DOUBLED

Alberta's potato product exports have more than doubled in a decade - growing **33%** more than the national industry.



- ☑ Alberta's sales comprise **60%** of Canada's net international seed potato exports, driven by northern-grown seed qualities and grower's ability to reliably deliver quality products.
- ☑ Table potato acreage has grown by an average annual rate of **6.4%** driven in large part by success of creamer (baby) potato sales.
- ☑ The process potato industry is located primarily in the south. Approximately **87%** of Alberta's potatoes are irrigated, with the dryland (rainfed) acres being grown primarily for seed and table uses.

*Potato Acreage by Intended Use*



*Chip acres were not distinguished from Process acres prior to 2009, though chip production also took place from 1998 to 2008*

# OUR ECONOMIC CONTRIBUTION

Alberta's potato industry is experiencing strong growth, with significant additional expansion underway. The industry's high, stable yields and available area for production expansion continue to drive investments by potato processors and packers serving the North American and International market.

Drawing from considerable recent growth in production and potato product sales, the industry in 2022 contributed \$2.87B to the Canadian economy and \$2.31B to the Alberta economy. These impacts include \$662M in labour income and 9,390 FTE jobs across Canada, 7,380 of which are in Alberta.

## In Alberta



## Across the Country



### ECONOMIC IMPACTS ARE CATERGORIZED INTO 3 COMPONENTS:

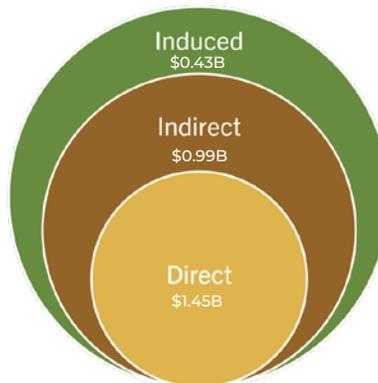
#### INDUCED IMPACTS

Impacts from spending the wages earned within the potato industry, and earned within the indirect suppliers to the industry, on household consumption



#### DIRECT IMPACTS

Economic activity generated by producing potato products



#### INDIRECT IMPACTS

Economic activity generated by suppliers of inputs and supporting businesses to the potato industry



## 2022 PGA SCHOLARSHIP PROGRAM RECIPIENTS

Every year, recipients from across the province are selected to receive \$1000 PGA Scholarship. We are happy to announce the following group of students who have received this extra funding to further their education. Congratulations...we wish you well on your future endeavors!

### **Anna Sofia Groot - Groot Farms Ltd.**



### **Kaden Vossebelt - D.V. Farms Ltd.**



### **Kevin Camps - CP Farms Ltd.**



### **Luis Groot - Groot Farms Ltd.**



Education is the most powerful weapon which you can use to change the world.



# 2022 Annual General BUSINESS MEETING MINUTES

November 16 & 17, 2022  
Red Deer Resort & Casino

## Part 1: November 16th, 2022, 8:00 am Meeting Chairman - James Bareman, PGA Board Chairman

### Welcome and Call to Order

James Bareman, PGA Board Chairman, welcomed everyone to the meeting and called the meeting to order.

### Introduction of Special Guests

James Bareman welcomed the following special guests to the meeting:

- Reuben Joose – Marketing Council, Senior Manager, Policy and Regulations
- Calvin Scott CPA, CA – Avail, CPA
- Hennie Bos, Marketing Council Chair

### Additions to the Agenda

There were no new additions to the agenda.

### Approval of the Agenda

Motion: To approve 2022 PGA AGM Business Meeting Agenda (T. Kirkland/J.Bennen. Carried)

Approval of Minutes: 2021 AGM – November 23rd, 2021 PGA AGM Business Meeting

Motion: To approve minutes from the 2021 PGA AGM Business Meeting (L. Claassen/J. Bennen. Carried)

### PGA Chairman's Report

#### James Bareman, PGA Board Chairman

Bareman presented the 2022 Chairman's Report. He welcomed the crowd and opened with how glad he was that the PGA is finally able to get back to in-person meetings. Bareman announced the initiation of the Alberta Potato Industry Economic Impact Analysis that will be conducted in the upcoming year. This will be a great tool to tell the story of potatoes here in Alberta and the

impact the industry is having in Alberta and to the rest of Canada. The PGA Board has also been focusing on board governance and assessing how the committees are being run. Lloyd Ypma and Matthew Visser were welcomed as recent appointees to the PGA Board of Directors. Bareman also addressed the growing concern over the 30% fertilizer reduction targets. The PGA continues to lobby for this issue on our grower's behalf in partnership with Team Alberta crops, the Canadian Potato Council and the Fruit and Vegetable Growers of Canada. As well, Bareman highlighted the Alberta Seed Industry and discussed the importance of good communication between the seed and commercial industries.

### 2020-21 Financial Statements – Calvin Scott, Avail CPA

Calvin Scott presented the Auditors Report for the 2021-2022 fiscal year. Calvin stated that the financial position of the Potato Growers of Alberta remains healthy. Calvin reviewed the financial statements and highlighted how the building of the new Taber office and research grants have affected the 2021-2022 statements.

### Executive Director's Report – Terence Hochstein, PGA Executive Director

Hochstein welcomed everyone to the meeting and gave a special thank-you to all the sponsors who supported this PGA AGM. He stated how nice it is to be together after two years absence. Despite Alberta experiencing reduced production due to inclement weather, Alberta still leads Canada in total production. This year's crop still falls short of increasing demand for processing potatoes and Alberta will join the rest of Canada in scrambling for processing potatoes. The seed industry continues to grow as Alberta planted the most seed acres in Canada. Demand for Alberta potatoes grow with the new Shearer Foods Chip

processing plant, the new Little Potato Company facility in Leduc and other processing capacity growth. Hochstein emphasized the value of undergoing the upcoming Economic Impact Analysis on identifying the value the potato industry is bringing to Alberta. He thanked the PGA Building committee for all the hard work spent over the last year consulting on the new PGA Taber office. Staff looks forward to being in the new office in 2023. Hochstein concluded by thanking the PGA staff for all the hard work they put in over the past year.

No resolutions presented.

### Potato Sustainability Alliance -Greg Nakamura

Nakamura gave an update on the Potato Sustainability Alliance for the previous year. The organization is working on developing a new app. He urged growers to complete their surveys. Sustainability will continue to be a focus in the potato industry.

### 1st Call for Nominations

Delbert Vossebelt was nominated for the PGA Board of Directors at-Large position.

### 2nd Call for Nominations

### 3rd Call for Nominations

No further nominations were received. Delbert Vossebelt was elected to the Potato Grower of Alberta Board of Directors by acclamation.

### 1st Call for Resolutions

There were no resolutions put forward by the membership.

### Building Update – Tony Bos

### Adjournment

James Bareman, PGA Chairman, closed the meeting at 9:11AM

Bos gave a brief update on progress of the new PGA Taber Office Building.

### Adjournment

## Part 2: November 17th, 2022, 8:00 am Meeting Chairman - James Bareman, PGA Board Chairman

James Bareman thanked the membership for attending and the meeting was adjourned at 8:55AM.

### Welcome and Call to Order

James Bareman, PGA Board Chairman, welcomed everyone to the meeting and called the meeting to order.

### Appointment of the Auditor for the 2022-2023 Fiscal Year

Motion: To retain the services of Avail as the auditor for the Potato Growers of Alberta for the 2022-2023 fiscal year (M. Miyanaga/M. Camps. Carried)

### 2nd Call for Resolutions

### 3rd Call for Resolutions



## SUCCESSFUL PARTNERSHIPS

The foundation of our growing success is the partnerships between growers, processors, packers and industry partners. This spirit of collaboration drives opportunity today and tomorrow.

### - Hanneke Camps

Back in November of 2017, we had our first meeting with six years of building safety in agriculture. As my term with this board is coming to an end, I look back on a long list of accomplishments by AgSafe. I am looking forward to continuing to support safety in agriculture in different ways.

Level 1 and 2 are operational for FARMERS CARE Lifesaving Opportunities. FARMERS CARE is a free, simple, and practical tool focused on agricultural health and safety hazards. It was designed to help farmers and ranchers recognize hazards on their farm and find ways to prevent injuries. It gives you a chance to recognize what you already do on your farm and improve where needed. We are working on expanding and paving the road towards the FARMERS CARE level 3 and 4. This will help farms continue and expand the safety procedures they have and grow this into an AgSafe certification.

AgSafe certification has been the next step up from FARMERS CARE. A few board members, including myself have completed this certification.

Education in safety is a major part of AgSafe. On the website, you can order stickers, posters and booklets for free, which is an easy way to start seeding safety on your farm.

I would like to make everyone aware AgSafe is not only there to advise in safety programming, but also has a hotline available 24/7 for incidence assistance. If you experience a serious incident on your farm AgSafe will be able to provide you with confidential support. They are there to advise in steps to take, what to expect, dealing with OHS and other reporting and documents that need to be in place.

If you are not signed up already check out our website [www.agsafeab.ca](http://www.agsafeab.ca) sign up for the monthly newsletter with handy tips and awareness on safety.

- Hanneke Camps, CP Farms Ltd.  
PGA Rep



### - Greg Nakamura

It has been a very busy year for the Potato Sustainability Alliance. First off, there is the big transition from the old PSA Survey to the PSA Program that includes the use of the Cropwise Sustainability App. We have been working hard to develop a program that will provide farmers with a streamlined method for sharing their data and information about their farming practices, in support of sustainable and regenerative agriculture. We are also trying to find ways to help growers tell their unique story of sustainability in potatoes. I know growers are going to question, why we are using a major chemical company to run this program, but it just makes sense. Any

data that the growers enter into this app cannot be seen by the company and they are providing PSA with an App that can be tailored to each processors individual needs. For the Potato Sustainability Alliance to be able to do this on our own, would be very costly for the industry, where now the company is paying for it all.

The Potato Sustainability Alliance met this summer in Houston at Sysco's headquarters and we learned of the innovative and leading water stewardship program, which has been developed by the PSA water team. This program hopes to address water issues in all growing areas and highlight the needs

and understand the impacts of improved water quality and access to sufficient water for potato production. Both the processors and their buyers are seeing the benefit of this program, who are committed to continually improving what we are doing by helping growers and industry tell their stories to the public. I know we don't want to hear the words, sustainability and regenerative ag, but

they are not going to go away. We need to embrace it and practice becoming more sustainable as it is a win for everyone.

- Greg Nakamura, Alberta PSA Rep



Canadian Potato Council  
Conseil canadien de la pomme de terre

## - Bill Zylmans

2023 has been an exciting year for the Canadian Potato Council and the entire Canadian potato industry. We hit some key milestones through ongoing collaboration with producers and their provincial potato grower organizations from across Canada. Over the past year, the Council has been focused on regulatory discussion, research, pest management, and staffing while looking forward to identifying producer priorities for 2024.

### 1. Regulatory Discussions

The Council has been actively engaged in the Seed Potato Regulatory Modernization task teams over the past year. The task teams are overseen by the Potato Regulatory Modernization Working Group and include eight regulatory areas such as Variety Registration, Grading and Traceability. The Certification Task Team completed their work and their recommendations were submitted to the Potato Regulatory Modernization Working Group for their consideration. The Council's interest in

this effort is to modernize the regulations and to find efficiencies while making sure changes do not have any unintended consequences for potato producers and the overall industry.

### 2. Research

The Council has focused its research efforts in two areas – the Alliance for Potato Research and Education (APRE) and the Potato Research Cluster.

By participating in APRE, the Council looks to support research that advances the scientific understanding of the role potatoes can play in promoting people's health. The APRE Board of Directors has been actively working to expand partnership and collaboration with other potato producing countries such as the European Union. The objective is to increase the exchange of information and expand the scientific reach.

To date, APRE-funded studies included:

- 52 studies funded
- 28 manuscripts published
- 6 reviews and commentaries published
- 15+ studies presented at conferences

The Council, in partnership with FVGC also focused its efforts on preparing for the upcoming potato research cluster application to AAFC and closing the current cluster research project. Potato growers are encouraged to visit the bilingual Canadian Potato Research Cluster Website ([potatoresearchcluster.ca](http://potatoresearchcluster.ca)) to access detailed research project reports.

We are pleased that the application for the next five-year cycle of potato research funding for the period 2023-2028 has been submitted as part of the Fruit and Vegetable Growers of Canada (FVGV) Canadian Research Cluster for Horticulture4 proposal to Agriculture and agrifood Canada has been approved. The application included funding commitments from multiple potato sector stakeholders to support continuing collaborative research efforts in Canada.

Three potato projects were included in the FVGC submission. They are:

- National Potato Variety Evaluation for Sustainability, Resilience and Climate Change
- Regenerative and sustainable agriculture for climate change adaptation and carbon sequestration: rebuilding soil health and increasing crop productivity of Canadian potato production systems
- Positioning Canada's Potato Industry for Improved Sustainable Production

### 3. Pest Management

Potato wart continues to be a challenging file for producers in Prince Edward Island (PEI). Potato wart poses no threat to human health or food safety but has an impact on the economic return for potato growers by reducing yield and making

potatoes unmarketable. The Canadian Food Inspection Agency (CFIA) completed its latest round of focused soil testing in Prince Edward Island with over 48,000 soil samples taken on the island since the fall of 2021. The Council, in collaboration with PEI producers, to coordinated with a visit to the island for CPC members across Canada to see and learn firsthand the mitigation efforts. We look forward to reviewing CFIA's updated Potato Wart Management Plan being publicly released late fall as part of our commitment to make decisions guided by data, science, international standards and best practices.

### 4. Staffing

The Council is undergoing several changes due to retirements, which included the hiring of an Executive Director. The Council would like to thank long-term members Dan Sawatzky of the Keystone Potato Producers Association as well as Brenda Simmons and Mary Kay Sonier both from the PEI Potato Board, for their dedication to the industry as they transitioned to retirement.

After an extensive search, the CPC Executive Committee selected Gary Stordy as Executive Director of the Canadian Potato Council to take over from long-term team member David Jones, who retired this year. Gary spent 15 years working for Canadian pork producers as Director of Government and Corporate Affairs where he led communications and advocacy efforts, acted as the national spokesperson for the industry, developed agriculture policy on Business Risk Management tools, and contributed to trade and market development efforts.

### Conclusion

The Canadian Potato Council represents potato growers from coast to coast and has an important voice that can influence policy and regulations. The next step for the Council is to develop and finalize a strategic plan collaboration with its members. It is important that the Council develops a clear plan for the grower and the value chain on key issues which can guide the Council in its relations with industry partners and governments.

- Gary Stordy, CPC Executive Director
- Bill Zylmans, CPC Chairman



## - Victoria Stamper

Although not quite the “jump” seen from 2020 to 2021, planted acreage for potatoes in Canada did increase in 2022 by 0.3% over the previous year to a record 387,103 acres, the highest since 2007. Much of this increase has been seen in the western provinces, particularly Manitoba and Alberta, as on-going growth in global frozen fry demand continues to fuel expansion in the processing sector both in Canada and the U.S.

Alberta’s acreage increase of 4,630 acres and Manitoba’s increase of 2,500 acres, both driven by similar processing contract needs, were offset by a total decrease of 4,023 acres in the Eastern provinces of Ontario, Quebec, PEI and NB (although Quebec acreage did increase just over 1,000 acres compared to 2021). Yields in the 2022 crop showed great variability across the country: Above average in the east and at, or slightly below, average in the west. Canadian yields were excellent at 322 cwt./acre, while lower than the record year of 329 cwt./acre in 2021. Although 13 hundred weight above last year, many Alberta growers were disappointed in their crop at an overall yield of 376 cwt./acre, which is still below average for the province.

Production in Canada was only up 1.5% overall, a small increase compared to the 2021 crop that was up 20% from the previous year. However, even with higher levels of planted acreage in the early 2000’s, at almost 123 million hundred weight of potatoes in 2022 this is the highest production we have ever seen in Canada. With very good harvest conditions and fewer abandoned acres, even taking into consideration the delayed planting in Manitoba and BC particularly due to heavy precipitation, growers were able to bring the majority of the crop to market for the 2022 season.

A short US crop, high demand from the processing sector, and the re-opening of the US border to PEI potatoes in April, all helped to move a large Canadian crop in 2022. UPGC relations with their sister organization UPGA, as well as PMANA, allowed us to keep an eye on the situation in North

America and provide growers with information about the ever-changing levels of potatoes in the country. Exports to the US grew to some of the highest levels we have seen, boosted mostly by the draw of processing potatoes from Eastern Canada to help plants in the pacific northwest who were struggling with supply shortages in the US. In years like this, supply data, and the ability to communicate it between areas who need potatoes and regions who have additional supply, is critical to the profitability of growers.

As restrictions relaxed post-pandemic, United Potato Growers of Canada began to move back to more in-person events including the Potato Business Summit and the Crop Transition Conference in conjunction with our partners, United Potato Growers of America and PMANA. Also attending variety trials across the country and many of the provincial conferences such as the Ontario Potato Board Field Day and the Potato Growers of Alberta Conference and Trade Show.

After Kevin MacIsaac announced his retirement as GM, Victoria Stamper, from Mascouche, Quebec, was hired as the new General Manager of UPGC, and began work on April 25, 2022. Kevin departed in July, providing good continuity to the succession process.

Victoria has enjoyed her first crop season in the potato industry, travelling across Canada to meet all of the members, including the PGA Board and Executive Director Terence Hochstein. We are happy to say that in late 2022, Saskatchewan rejoined as a member and in early 2023, Ontario and New Brunswick both decided to rejoin UPGC as well, so we are a fully national organization!

Thank you for continuing to support UPGC. For any questions or more information you can always contact:

- Victoria Stamper - General Manager  
UPGC





## INDEPENDENT AUDITOR'S REPORT

To: The Members of  
Potato Growers of Alberta

### *Opinion*

We have audited the financial statements of Potato Growers of Alberta, which comprise the statement of financial position as at July 31, 2023, and the statements of operations, changes in net assets and cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as at July 31, 2023, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

### *Basis for Opinion*

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### *Responsibilities of Management and Those Charged with Governance for the Financial Statements*

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

### *Auditor's Responsibilities for the Audit of the Financial Statements*

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements. As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

**INDEPENDENT AUDITOR'S REPORT, continued***Auditor's Responsibilities for the Audit of the Financial Statements, continued*

- ♦ Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- ♦ Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- ♦ Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- ♦ Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- ♦ Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Lethbridge, Alberta

October 24, 2023

*Avail LLP*

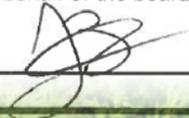
Chartered Professional Accountants

**POTATO GROWERS OF ALBERTA**  
**STATEMENT OF FINANCIAL POSITION**  
As at July 31, 2023

	2023	2022
<b>ASSETS</b>		
<b>Current</b>		
Cash	\$ 1,306,303	\$ 2,716,060
Short-term investments (note 3)	525,000	260,000
Accounts receivable	171,741	298,189
GST receivable	4,814	19,156
Interest receivable	53,683	27,923
Inventory	15,531	15,084
Prepaid expenses	69,088	53,722
Funds held on behalf of others (note 9)	1,036,405	1,326,382
Current portion of crop advances receivable	1,376,504	770,437
	4,559,069	5,486,953
<b>Crop advances receivable (note 4)</b>	<b>5,031,000</b>	<b>2,033,500</b>
<b>Long-term investments (note 5)</b>	<b>275,000</b>	<b>525,000</b>
<b>Investment in Alberta Seed Potatoes Inc. (note 6)</b>	<b>8,000</b>	<b>8,000</b>
<b>Capital assets (note 7)</b>	<b>2,292,826</b>	<b>977,308</b>
	<b>\$ 12,165,895</b>	<b>\$ 9,030,761</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>Current</b>		
Accounts payable and accrued liabilities	\$ 68,108	\$ 401,444
Payroll remittances payable	221	218
Deferred contributions (note 8)	55,416	364,132
Funds held on behalf of others (note 9)	1,036,405	1,326,382
Current portion of loans for crop advances	1,376,504	770,437
	2,536,654	2,862,613
<b>Loans for crop advances (note 10)</b>	<b>5,031,000</b>	<b>2,033,500</b>
	<b>7,567,654</b>	<b>4,896,113</b>
<b>Commitments (note 15)</b>		
<b>Net assets</b>		
Unrestricted	309,916	74,718
Internally restricted (note 11)	1,995,499	3,082,622
Invested in capital assets	2,292,826	977,308
	4,598,241	4,134,648
	<b>\$ 12,165,895</b>	<b>\$ 9,030,761</b>

Approved on behalf of the board:

Director



Director



**POTATO GROWERS OF ALBERTA**  
**STATEMENT OF OPERATIONS**  
For the year ended July 31, 2023

	2023	2022
<b>Revenue</b>		
Levies and licenses	\$ 1,576,449	\$ 1,557,784
Grants and recoveries	541,782	398,919
Advance Payment Program interest	387,125	61,102
Registrations and sponsorship	233,065	41,991
Interest	99,758	47,226
	<u>2,838,179</u>	<u>2,107,022</u>
<b>Expenses</b>		
Wages and benefits	633,432	581,083
Research and industry development	331,050	457,021
Advance Payment Program interest	320,358	58,775
Annual general meeting	187,306	7,642
Professional fees	128,322	17,878
Memberships	128,282	112,729
Office and administration	123,489	97,592
Advertising and promotion	58,568	33,649
Seed growers expenses	55,929	79,994
Meetings and travel	55,307	31,604
Potato industry meetings	45,643	16,091
Telephone and utilities	35,967	31,050
Negotiation costs	34,574	21,658
Insurance	32,248	18,120
Property costs	31,535	13,125
Extension and grower education	22,288	18,935
Rent	19,595	18,319
Automotive	17,722	11,862
Donations	16,031	15,793
Bad debts	-	1,125
Amortization	112,358	25,909
	<u>2,390,004</u>	<u>1,669,954</u>
<b>Excess of revenue over expenses from operations</b>	448,175	437,068
<b>Other income (expense)</b>		
Gain (loss) on disposal of capital assets	15,418	(122,217)
<b>Excess of revenue over expenses</b>	<u>\$ 463,593</u>	<u>\$ 314,851</u>

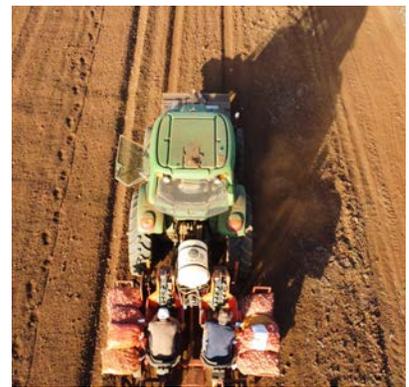
# PGA PHOTOS



AGM: 2022 AGM tradeshow booths fill room at the special event centre, Zora the disease sniffing dog with Nose Knows Scouting



AGM banquet with a full house / Visit from Mr Potato Head / Elaine Froese, keynote speaker on farm transition planning



Chops & Crops Reception allows PGA reps to speak with former Ag Minister, Nate Horner / Post Harvest Test planting in Hawaii



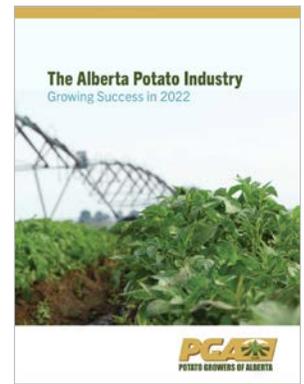
Chairman invited to ag roundtable discussion with former Cdn Ag Minister, Marie Claude Bibeau / Research tour at AAFC



Spore trapping group creating video content / Building Committee acknowledged at Burgers' n Beans



Awesome turnout for Burgers' n Beans / PGA Annual Golf Tournament players stopping for photo opp



More happy golfers / APITA Alumni Bill Hacker & Chuck Corah on hole-in-one location / 2022 Economic Impact study



Open House visitors, kids enjoy watching the slideshow / Stacey meets with new federal Ag Minister - Lawrence MacAulay

**Thank you to all our incredibly dedicated committee members for your service. You are appreciated for continually advocating and helping to accelerate the potato industry here in Alberta and beyond our borders!**



Annual report created by Deb Brewin, PGA Communications & Promotions Director  
Printing by Warwick Printing Co. Ltd. - Lethbridge

## Contact us

### Main Office

6008-46 Ave.  
Taber, AB T1G 2B1  
Phone: 403.223.2262  
Email: [pga@albertapotatoes.ca](mailto:pga@albertapotatoes.ca)

### North Office (Seed)

CDCN 17507 Fort Road  
Edmonton, AB T5Y 6H3  
Phone: 780.415.2305  
Email: [stacey@albertapotatoes.ca](mailto:stacey@albertapotatoes.ca)

[www.albertapotatoes.ca](http://www.albertapotatoes.ca)

