

WPVGA Long Range Plan 2018-2023

WPVGA ORGANIZATIONAL
FLOW CHART

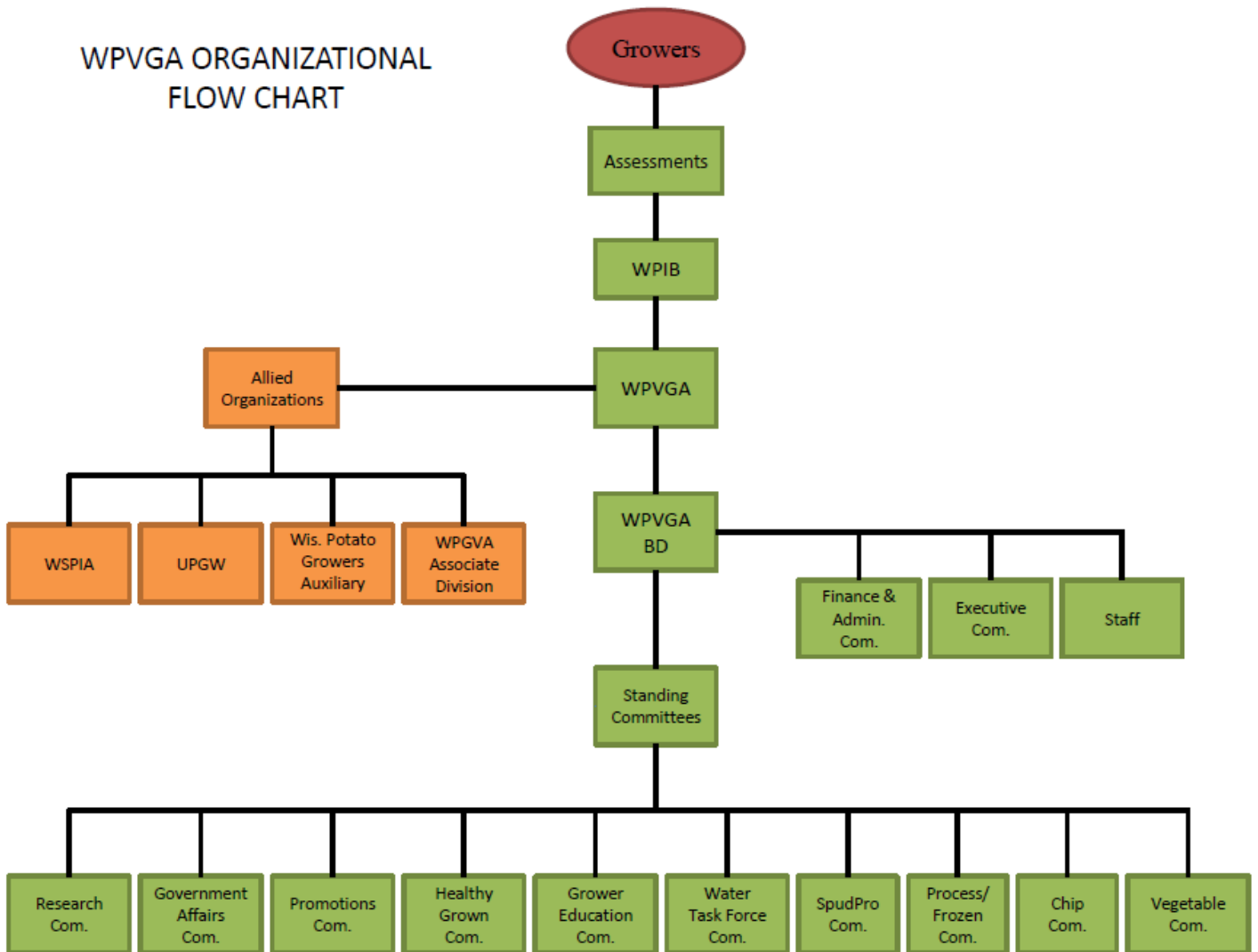


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Executive Summary

This update of the WPVGA's 2012-2017 long range plan was developed through the direction of the WPVGA Board of Directors and the individual organizations, boards and committees that make up the Wisconsin Potato & Vegetable Growers Association. All of these entities conducted their own long range planning sessions at various meetings throughout 2017.

A comprehensive Long Range Planning Meeting was held on December 19, 2017 in Stevens Point, Wisconsin with the following individuals attending and helping to develop the final plan: Kathy Bartsch, Larry Binning, Julie Braun, Chris Brooks, Mike Carter, Jed Colquhoun, Alex Crockford, John Cychosz, Steve Diercks, Mark Finnessy, Randy Fleishauer, Doug Foemmel, Amanda Gevens, Russ Groves, Bill Guenther, Rod Gumz, Paula Houlihan, Tamas Houlihan, Joe Kertzman, Josh Knights, Deana Knuteson, Ron Krueger, Josh Mattek, Wes Meddaugh, Dana Rady, Heidi Randall, Karen Rasmussen, Matt Ruark, Eric Schroeder, Nick Somers, Danielle Sorano, Sally Surprise, Andy Wallendal, Yi Wang, Jeff Wyman, Gary Wysocki and Jim Zdroik.

John Cychosz served as the moderator of the Long Range Planning meeting. The group reviewed the vision, mission, goals, objectives, strategies and tasks of each standing committee of the WPVGA, as well as each of the allied organizations.

The vision of the WPVGA is "to serve the potato and vegetable industry of Wisconsin." This Long Range Plan for 2018-2023 recognizes and strives to implement the following updated mission statement: "To advance the interests of WPVGA members through education, information, environmentally sound research, promotion, governmental action and involvement."

The strategic Issues and supporting activities are reflected in the subsequent pages of this document.

I'd like to offer a sincere "Thank You!" to all those who participated in the WPVGA Long Range Planning process. It was truly a team effort in developing this plan. The input offered by each and every one of those who took part in any of the long range planning meetings is greatly appreciated.

I believe we have crafted an excellent plan for the next five years and I look forward to working with all of our members as we move forward.

Thanks again for all your help in making the WPVGA the successful organization that it is, and for helping to ensure our success in the future.

Tamas Houlihan

Executive Director, WPVGA

Wisconsin Potato & Vegetable Growers Association

Vision: To serve the potato and vegetable industry of Wisconsin.

Mission: To advance the interests of WPVGA members through education, information, environmentally sound research, promotion, governmental action and involvement.

Goals/Objectives:

1. The Wisconsin Potato and Vegetable Growers Association strives to conduct programming consistent with grower ideals including research and research funding, related educational opportunities, communication, promotional programming as well as exhibiting political influence. Growers, associate members, and researchers, along with leadership and association staff create and conduct these programs to advance the Wisconsin Potato and Vegetable Industry. H/ongoing
2. The WPVGA strives to develop active and forward-looking leaders who are advocates for science-based decision making, market-based solutions, environmental stewardship, and building collaborative efforts with allied organizations, recognizing that we are sustainability partners in the global food and value chain. H/ongoing

Strategies/Tasks:

- Proactively address environmental issues
- Continue to address water use and quality
- Fund research and educate our growers and customers in continuing to be a leader in sustainability
- Assist UW CALS in the development and operation of a sustainable potato breeding program
- Assist in selection, development and promotion of potato clones through SpudPro
- Create and operate a promotional program that adds value to Wisconsin potatoes and potato products
- Further develop Buy Local and Healthy Grown initiatives
- Continue to conduct a program of political education and influence
- Create an informed, educated, active and motivated membership
- Attract and develop a highly skilled, motivated staff
- Develop programming to attract food processing companies
- Seek avenues to improve our transportation challenges
- Identify strengths and weaknesses and address unique segments in the industry

- Be Proactive in Maintaining a Relationship with UW CALS, Co-op Extension and Other State and Regional Institutions
- Explore and Initiate Food Safety, Sustainability and Traceability Programming
- Identify Database Needs and Programming
- Maintain an active and viable Wisconsin seed industry

Wisconsin Potato Industry Board

The WPIB is organized for the purpose of managing the Wisconsin potato marketing order.

Vision: Effectively managing the Wisconsin Potato Marketing Order.

Mission: To improve the quality and promote the marketing of potatoes and the potato industry by financing projects to meet one or more objectives of the Wisconsin Potato Marketing Order, including conducting research on potato production, quality, and storage practices; improving methods and practices related to the production, processing or marketing of potatoes; developing new and existing markets for potatoes and potato products; and providing educational programs for producers, handlers, buyers and consumers.

Goals/Objectives:

1. To maintain and expand the culture of potatoes by financing projects to meet the objectives of the Wisconsin potato marketing order, including the research and development of new products and new markets, improving methods and practices related to producing, processing, or marketing potatoes and educational programs for producers, handlers, buyers and consumers. H/ongoing
2. To enter into contracts or agreements with any qualified agency or organization or to jointly sponsor projects with any private or public organization to meet the purposes of the WPIB. H/ongoing
3. To conduct the affairs of the organization consistent with the laws of Wisconsin and in a manner accountable to the state's potato producers. 1/ongoing

Long Range Goal: Provide \$500,000 annually over a ten-year period (2016-2025) to the Donor Advised Fund to be used to further the research interests of the Wisconsin potato and vegetable industry.

Strategies/Tasks:

- Develop procedures to preserve the confidentiality of information relating to the businesses of producers and handlers that is obtained by the corporation.
- Provide for administrative services required for proper management of the potato marketing order and the corporation.
- Develop and maintain budgets related to expenditure of funds collected under the potato marketing order.

- Provide that all assessments, appropriations and administrative costs are recorded, prepared and audited according to generally accepted accounting principles.
- Keep official minutes of all meetings of the board of directors or any committee meetings.

WPVGA Associate Division

Vision Statement: To help foster and promote the various functions of the potato & vegetable industry.

Mission Statement: To work in partnership with the WPVGA as product and service providers to promote mutual industry viability by integrating technology and information resources.

Goals/Objectives:

1. To add value to being a member of the Associate Division. h/ongoing
2. To maintain or increase the number of Associate Division Members. h/ongoing
3. Support causes that benefit growers and industry members. h/ongoing

Strategies/Tasks:

- The Board of Directors has the responsibility to determine the scope of its activities and how its funds will be utilized and appropriated to best support the members of the WPVGA.
- Associate Division members are assigned on an annual basis to the various committees of the WPVGA. Working with those committees allows us to keep our Board and the Associate Division members informed and provide feedback to the WPVGA.

Structure: The Board of Directors will consist of eight elected members, four to be elected each year. Terms of office shall be two years and no director shall serve more than two consecutive terms. The elected Board of Directors shall elect their own officers which shall include: President, Vice President, Secretary and Treasurer. Officers shall assume their official duties at the close of the annual meeting and shall serve for a term of one year and/or until their successors are elected.

Wisconsin Potato Growers Auxiliary

Vision: Promote and advance the Wisconsin potato industry by education and information to consumers.

Mission: *refer to by-laws

Goal/Objective:

1. Understand and communicate directly with specific groups of consumers through the following initiatives. H/ongoing

Strategies/Tasks:

- Family Features
- “Smarter, Stronger, Safer” Health Fair
- Kids Dig Wisconsin Potatoes
- Placemats
- Spudmobile School Visits
- Farm Tours
- Educational Food Demos

Goal/Objective:

2. Continue to seek out and develop opportunities to promote and advance the Wisconsin Potato Industry. H/ongoing

Strategies/Tasks:

- Feed My Starving Children Event/Mobil Packing Event
- WI State Fair
- WPS Show
- Collaborate Efforts with other Industry Boards

Goal/Objective:

3. Provide opportunities for and recognition of volunteers.

Strategies/Tasks:

- Wisconsin State Fair
- WPS Farm Show
- Harvest Parties
- Spudmobile School Visits
- Networking Events

Goal/Objective:

4. Promote and grow membership.

Strategies/Tasks:

- Membership drive events and activities

Committee Structure

1. Committee shall allow any person who is involved and/or associated with the potato or vegetable industry and is willing to uphold its basic principles, and subscribe to By-laws, to become a member.
2. The Board of Directors shall consist of seven (7) elected members, and the immediate past president. Directorship (terms of office) shall be three (3) years and no director shall serve more than two (2) consecutive terms.
3. The Board of Directors shall be elected by ballot annually at the annual meeting.
4. The elected Board of Directors shall elect their own officers, which shall include: President, Vice President, and Secretary/Treasurer.
5. Officers shall assume their official duties at the close of the annual meeting, and shall serve for a term of one (1) year and/or until their successors are elected.
6. A director shall not be eligible to serve more than three (3) consecutive terms in the same office.
7. A director shall not be eligible to serve more than five (5) consecutive terms as a board officer.

United Potato Growers of Wisconsin

Vision: Improve grower sustainability through better understanding potato supply and demand.

Mission: UPGW Provide clear and accurate supply and demand information and direction which when followed, helps growers make better business decisions and improves their grower returns.

Note: Long Range Plan to be developed in 2018.

Wisconsin Seed Potato Improvement Association

Vision: Promote the general agricultural welfare of the state of Wisconsin through potato improvement work.

Mission: Achieve our vision through the production of improved seed potatoes; encouraging the production and more widespread use of certified seed in Wisconsin and elsewhere; collecting and disseminating information relating to various phases of seed production and utilization; and cooperating with the College of Agriculture and the state Department of Agriculture, Trade and Consumer Protection in carrying on a seed certification service and general potato improvement work.

Goal/Objective:

1. Fill a position at the University of Wisconsin to be an academic advisor/consultant to the Wisconsin Seed Potato Certification Program.

Strategies/Tasks:

- UW faculty will work on the position description.
- WSPIA and WPVGA will lobby the position with UW-CALS administration.

Goal/Objective:

2. Maintain the financial viability of the State Farm and Seed Certification program.

Strategies/Tasks:

- Monitor and review annual plan of work and budget.
- Evaluate costs and seek savings.
- Seek grants and outside funding sources.
- Work with WPVGA and UW to maintain a sustainable business model for the Wisconsin Seed Potato Certification Program and the State Farm.
- Seek funding from State Legislature.

Goal/Objective:

3. Identify and develop effective marketing/promotional tools to increase demand for Wisconsin seed potatoes.

Strategies/Tasks:

- Review and evaluate the promotional plan annually.
- Continue to promote through tradeshow, receptions, testimonials and promotional items.
- Maintain and update WSPIA website.
- Create advertising materials.

- Continue annual production of seed directory. Produce print version of seed directory by end of summer.
- Produce updated version of Wisconsin seed potato industry video.

Goal/Objective:

4. Enhance the relationship with university specialists.

Strategies/Tasks:

- Conduct seed farm tours.
- Encourage university specialist involvement on the State Farm.
- Foster these relationships through direct invitations, social activity inclusion, and with gestures of appreciation.
- Invite specialists to WSPIA Annual Meeting, Antigo Field Day, State Farm Tour and WSPIA board meetings.
- Schedule an annual WSPIA board meeting at the University of Wisconsin and invite other seed growers to attend.

Goal/Objective:

5. Communicate and inform growers of new variety developments and support WSPCP in variety introductions.

Strategies/Tasks:

- WSPIA board to determine a liaison to the WPVGA SpudPro Committee who will report regularly to the WSPIA board on new variety development issues, outcomes of trials and successful clones in other breeding programs.
- Enhance certification program capabilities by supporting changes to the certification program facilities as related to the production of new varieties.

Chip Committee

Vision/Mission: Wisconsin chipping potatoes to be the preferred potato of all chip processors in the United States.

Goals/Objectives:

1. To increase customer base and market share by promoting Wisconsin's strengths using identified strategies.

Strategies/Tasks:

- Establish chip company welcoming event for regional manufacturers to generate business in Wisconsin.
- Continue to participate in national potato industry meetings such as Potato Expo to increase visibility on a national level and with hospitality event.
- Use our strengths and marketing tools to increase awareness and sales of Wisconsin chipping potatoes.
- Communicate competitive advantages to chip companies to increase market share and sales.
 - a) **Quality** – Promote high quality levels of Wisconsin chip potatoes
 - b) **Sustainable growing practices** – Promote sustainable growing practices to chip companies
 - c) **Storability** – Industry leader in potato storage
 - d) **Food safety expertise** – Communicate food safety practices that exceed industry standards
 - e) **New Varieties** – Inform chip companies of the latest chipping varieties
 - f) **Customer service** – Promote superior customer service
 - g) **Transportation** – Proximity to Midwest and adequate supply
 - h) **Availability** – Provide consistent year-round supply

Executive Committee

Goal:

1. To provide leadership & organizational framework to WPVGA Board and Executive Director.

Objectives:

- To maintain the WPVGA as a highly respected agricultural organization at state, national and global levels.

Strategies:

- Recruit capable, forward thinking Board members.
- Maintain outstanding industry publication.

Tasks:

- Make timely decisions when a rapid response is needed.
- Serve as the direct supervisor for the Executive Director.
- Conduct an annual performance evaluation of the Executive Director.

Finance & Administration Committee

Structure: The WPVGA Finance & Administration Committee shall consist of the WPVGA Executive Committee, WPVGA Executive Director, WPVGA Financial Officer and other board members by invite, not to exceed 8 members.

Goal:

1. Ensure fiscal responsibility of WPVGA.

Objectives:

- Review and approve finances of WPVGA and ensure the accuracy and accountability of the financial records.
- Review and approve administration, staffing & office.
- Serve as conduit to WPVGA Board.
- Review, approve and & justify WPVGA budget on an annual basis.
- Minimize risk by ensuring a safe and productive work environment.
- Ensure appropriate staffing.
- Timely management reporting at regularly scheduled meetings.

Strategies:

- Adhere to generally accepted accounting practices including external reviews.
- Keep employee handbook current and up to date.

Tasks:

- Ensure employees follow employee handbook.
- Participate in budgeting process at regularly scheduled meetings.
- Participate and review external services such as insurance, 401 K administration, accounting and legal services, and other contracted services.

Government Affairs Committee

Vision/Mission: To enhance the farm business climate by positively impacting local, state and federal policies and serving as a resource to public agencies.

Goals/Objectives:

1. To review impacts of government regulation and advocate for policies that support WPVGA's mission
2. Advocate the use of sound science in the creation of farm regulations and legislative safeguards
3. Advocate for appropriate land and water use and promote voluntary solutions where possible
4. Expand grower participation in WPVGA conduit
5. Work with national partners including NPC on federal issues
6. Work with Ag Coalition members and other key stakeholders on state and local issues
7. Advocate for policies to support a sustainable workforce
8. Advocate for sound transportation policies to support a growing agricultural industry

Strategies/Tasks:

- Communicate effectively with our elected and agency officials
- Support scientific programs and projects and utilize their data to positively impact rules, regulations and crop protection labels
- Promote the work of our researchers to our farmers. Encourage the use of state of the art production practices and technology as a mechanism to meet current and future regulatory requirements (Move to Grower Education Committee)
- Promote and strengthen good applicator practices (Move to Grower Education Committee)
- Work closely with advocates and experts with similar interests
- Support continuance of Use Value assessment of land
- Further engage our farmers and associates in the political process
- Serve as a resource to inform and make recommendations to the WPVGA Board and membership
- Provide guidance for the development of WPVGA Resolutions
- Promote and foster a member/leadership development program (1 year)

Healthy Grown

Vision/Mission: Maintain ecological, sustainable, and environmentally sound potato and vegetable production systems while enhancing value for growers with the “Good for you, good for the environment” message.

Goals/Objectives:

1. Determine ways and research options to secure longer-term funding support and mechanisms for maintenance and expansion of the Healthy Grown program (Ongoing).

Strategies/Tasks:

- Provide options to expand funding via new and/or existing grants.
 - Identify potential funding sources that enhance ongoing activities or expand program scope, and work with leaders, researchers and industry to apply for funding.
- Expand markets and sales advances to link those options to longer-term funding mechanisms.
- Look at other NGO’s and/or local funders to help maintain and expand support.

Goals/Objectives:

2. Expand program scope to ensure participation across all segments of the Wisconsin potato industry (**Year 2 to 5**).

Strategies/Tasks:

- Work with specific growers by expanding targeted promotional activities into specific markets (can be new or existing outlets).
- Determine options for a Healthy Grown certification standard which would work for processed potatoes and/or additional product initiatives.
 - This could be designed to encompass the requirements of separate standards being developed by the processors and allow growers to satisfy several requirements with a single standard, and could include new product lines or options available for WI potatoes.
- Work with industry initiatives to secure advances with new “hot topic” issues to expand participation beyond just fresh market (e.g. Water Stewards Program, see next bullet).

Goals/Objectives:

3. Innovate and differentiate the Healthy Grown program by implementing standards and/or protocol options for “hot topics” and/or additional areas of interest and needs for supply chain partners (**Ongoing**).

Strategies/Tasks:

- Continue to support research and outreach options for “hot topic” areas including natural resource protection, pollinator habitat enhancement, carbon areas, soil health modules, endangered species, water conservation, water quality and others (**Ongoing**).
- Finalize the options and criteria to make the “Water Stewards Model” the bold next step for differentiation of Healthy Grown (**Year 1 to 5**).
 - Look at designing program as a tiered system (with base criteria adoption as lower, base tier, and include landscape level options and higher tiered approach) (**Year 1-3**).
 - Incorporate the Central Sands Model for water which will be finalized by Bob Smal’s Ph.D. research. (**Year 5**).
 - Use this “Water Stewards Model” as a way to expand Healthy Grown into new avenues including processing, seed and chipping sectors (**Year 3 to 5**).
- Develop system to balance a tiered approach for Healthy Grown certification which reaches beyond just fresh markets and to entire industry (**Year 3 to 5**).
- Explore the expansion of certification standards for specific production practices within the Healthy Grown framework to cover other hot topic areas (**Ongoing**).
 - Manage and work with researchers to adopt “hot topics” areas to Healthy Grown standard, including continued discussion on nutrients, irrigation efficiencies and/or carbon models.

Goals/Objectives:

4. Continue the pilot expansion into new crops (carrots and onions) and explore the concept of whole- farm sustainability certification (**Year 1 to 5**).

Strategies/Tasks:

- Work with the Wisconsin vegetable processing industry to explore standards for sustainable production of peas, green beans and sweet corn. This would enhance the whole farm concept by including the primary vegetable rotation crops with potatoes. Expand participation of certified carrots and onions.
- Work with the vegetable processors and Midwest Food Processing Association (MWFPA) to engage support of sustainability assessment and protocols.

Goals/Objectives:

5. Expand participation and linkages among UW-Stevens Point other NGO’s that could help with ecological natural communities’ work and/or other conservation methods (**Year 1 to 3**)

Strategies/Tasks:

- Work with UW staff and partners to continue research/outreach work for ecological restoration and expansion.
 - Discuss options for contacts and researchers in Nelson Institute or other areas on campus.

- Develop ideas and options for long-term intern program with the University of Wisconsin – Stevens Point to aid in ecological restoration on growers’ farms.
- Work to engage select NGO’s and regional contacts to help expand ecological services on growers’ farms and encourage linkages to benefit growers, the industry and complementary NGO’s.
 - Work with interested organizations (e.g. WI Wetlands, TNC, Ducks Unlimited, Prairie Enthusiasts, etc.) who have expressed interest and/or who could work with on-farm restoration options.

Goals/Objectives:

6. Continue engaging other national sustainability programs to ensure Healthy Grown remains the established, high-bar foundation of sustainability program **(Ongoing)**.

Strategies/Tasks:

- Work with new and existing local, regional and national sustainability initiatives to link needs of Healthy Grown to these programs to ensure needs of the supply chain.
- Work with the Potato Sustainability Initiative to ensure adoption of its needs are included in the Healthy Grown requirements.

Goals/Objectives:

7. Maintain program success by stabilizing program management and staff, educational outreach and industry needs **(Ongoing)**.

Strategies/Tasks:

- Maintain grower relations by helping with development of educational materials and engaging in any need of growers including help with certification documentation, requirements and advances.
- Document changes overtime of Healthy Grown practices and industry changes which will show sustainability progress.
- Provide annual reports, marketing information, and details on program needs to WPVGA, industry, media and all other interested parties.
- Coordinate research with the University of Wisconsin vegetable research team and the WPVGA where appropriate and work to develop and write collaborative research proposals to support program goals.
- Provide facilitation support and coordinator to ensure that objectives of funded proposals are completed and used to promote Healthy Grown advances.

Process/Frozen Committee

Structure: This group consists of all growers who hold production contracts with companies buying potatoes who process those potatoes into frozen potatoes and potato products. This committee will be comprised of four or more contract holding growers.

Vision/Mission: To establish and maintain communication among growers of process/frozen potatoes for the purpose of obtaining a profitable production contract.

Goals/Objectives:

1. Seek a fair return (15%) over cost of production.

Strategies/Tasks:

- Explore legislative avenues to improve grower returns.
- Disseminate information and analytics for the benefit of growers and to improve contract returns.
- Improve the Wisconsin business climate to retain and attract processors.

Goals/Objectives:

2. Seek multi-year contracts when advantageous.

Goals/Objectives:

3. Improve the Wisconsin business climate to retain and attract processors.

Strategies/Tasks:

- Promote our ready workforce and productive capability to potential processors.
- Promote our transportation advantages to potential processors.
- Promote our in-depth food safety programs to attract and maintain vegetable processors and foster other market opportunities.
- Promote Wisconsin as an environmentally friendly state in terms of its vegetable production.

Goals/Objectives:

4. Increase production volume within Wisconsin.

Goals/Objectives:

5. Improve and maintain grower unity. (1-2 years)

Goals/Objectives:

6. Inform growers of regional and global industry issues.

Goals/Objectives:

7. Establish favorable governmental relationships.

Goals/Objectives:

8. Disseminate research data to growers to improve processing quality.

Goals/Objectives

9. Seek a cost effective, accurate, efficient method of inspection.

Strategies/Tasks:

- Monitor sampling and inspection.
- Improve sampling and inspection accuracy and efficiency.

Promotions & Consumer Education Committee

Vision: To achieve the highest return on investment for Wisconsin growers.

Mission: Continue cooperation among Wisconsin shippers to differentiate WI potatoes in the marketplace through brand awareness.

Goals/Objectives:

1. Increase brand awareness

Strategies/Tasks:

- Increase number of restaurants and schools that feature WI potatoes on their menu
- **Increase Healthy Grown Program across all Wisconsin Growers by 2023**
 - a. Get 100% of Wisconsin growers to grow Healthy Grown potatoes
 - b. Establish Healthy Grown as a true brand across all aspects of industry
 - c. Continue to work on “Retail Success Story”
 - d. Educating growers about the Healthy Grown program and its benefits

Goals/Objectives:

2. Increase awareness and consumption of WI potatoes among Midwestern consumers (1-2 years)

Strategies/Tasks:

- Use special events to promote viral marketing (i.e. Powered By Potatoes events)
- Continue to maintain and use the Spudmobile to push Buy Local initiatives
- Provide food samples at Spudmobile events when feasible

Goals/Objectives:

3. Make digital media a more integral part of the marketing program

Strategies/Tasks:

- Explore activities to drive consumers to our website
- Educate decision-makers in the generational shifts
- Stay innovative with uses and reach of social media

Goals/Objectives:

4. Diversify product offerings (varieties and packages) and program offerings (for all growers)

Strategies/Tasks:

- Promote variety and type awareness and best use (Public Relations, Educate Growers/Shippers on Value)
- Use potato traceability/sustainability as a marketing/public relations tool to consumers
- Expand new product offerings

Goals/Objectives:

5. Collaborate to broaden new business opportunities

Strategies/Tasks:

- Partner with food companies to increase cross-promotions
- Partner with other food commodities
- Research alternative outlets

Goals/Objectives:

6. Prepare and educate WI growers and shippers to better connect with consumer, retailers, food service and processors

Strategies/Tasks:

- Encourage shippers to utilize nutrition information
- Invite Potatoes USA to assist in sales training for category management and other programs as needed
- Disseminate market research (Potatoes USA, from industry periodicals, etc.) to growers and shippers in a user-friendly form
- Improve effectiveness of communication to committee and growers
- Feedback to grower community on varieties in demand
- Communicate the effectiveness/impact of Promotions Programs to grower audience (Tater Talk)
- Provide regular food safety training for industry

Goals/Objectives:

7. Improve Public Relations

Strategies/Tasks:

- Communicate environmental and charitable aspects of industry to the public
- Communicate GMO/Innate messaging that is consistent with PUSA
- Industry to provide “open farm” concepts to public

Goals/Objectives:

8. Expand cooperation with the Auxiliary, Associate Division, WSPIA, Chip and Frozen Process Committees to promote WI potatoes

Strategies/Tasks:

- Promote and educate WI Home Grown & Healthy Grown potatoes
- Continue representation from the Auxiliary and Associate Division on Promotions Committee
- Gain representation from WSPIA, Chip and Frozen Process Committees

Research and Grower Education Committees

Goals/Objectives:

1. Cultivate positive relationships with UW CALS Co-op Extension and other state and regional institutions – Assist by enhancing funding through grants h/ongoing
2. To interpret and prioritize the potato and vegetable agro-ecosystems issues and needs

Strategies/Tasks:

- Enhance our working relationships with CALS and our core group of research team members through positive communication
- Work with state, regional and federal agencies to maintain and increase related competitive research grant funding for potatoes and vegetables
- Assist our research team members in enhancing their program finances by identifying and by making positive grant recommendations
- Continue working towards filling vacant positions and new positions related to the potato and vegetable industry

Goals/Objectives:

3. Protect / enhance our exceptional soil and water resources h/ongoing

Strategies/Tasks:

- Enhance our research efforts related to water use efficiency
- Promote our research findings through best management practices
- Continue research related to interseeding and cover cropping
- Study the value of biological controls and nutrient crediting
- Monitor water quality attributes in an effort to prevent potential problems

Goals/Objectives:

4. Support variety development along with genetic advancements

Strategies/Tasks:

- Continue to enhance the role of WARF/WCIA (SpudPro) in varietal development, release and promotion
- Promote the interrelationships between researcher programs to better integrate invention and discovery
- Continue to explore Genetically Enhanced Plant developments, consumer and grower benefit attributes
- Review WARF/WCIA agreements to maximize financial returns

Goals/Objectives:

5. Greater Involvement in other vegetable research programs low

Strategies/Tasks:

- Consider the development of a research funding mechanism(s) between processors, vegetable growers and the WPVGA
 - a. Enhance research funding through expanded grant opportunities

Goals/Objectives:

6. Consideration and prioritization of capital proposals

Strategies/Tasks:

- Evaluate research program costs to determine if base funding amounts are adequate
- Evaluate our research competitive grant program to determine if our historic level of funding is effective
- Evaluate our policies regarding the type of research costs the WPVGA / WPIB is willing to fund (direct vs. overhead vs. capital improvements/assets)
- Continue to maintain viability of the SRF

Goals/Objectives:

7. Reactivate WPVGA database committee to explore an industry-wide data management tool to collect useful data and encourage its use

Strategies/Tasks:

- Evaluate our options for a GIS-based database tool
- Identify the type of data that should be collected
 - a. Determine staffing/LLC opportunities

Research Committee

Future Research Priorities

- A. Variety Development – Variety Profiles, GMO Effects/Concerns, New Technology
- Healthier potatoes, nutritional
 - Low glycemic index, antioxidants
 - Potatoes as superfood
 - Constantly improve all varieties (market classes) and address flaws
 - Hollow heart in R. Norkotah
 - Are there traits of significance we are not evaluating such as water use efficiency, lenticels?
 - Susceptibility to Common Scab
 - Fresh sector:
 - Growth in yellow market, saturation, brokers pushing varieties, need variety evaluation (PVY NTN, yield, appearance)
 - Organic and lower input cultivars (N use, water efficiency, disease susceptibility, early canopy development, N solubility/conversion, “carbon and/or water footprint”)
 - Wisconsin versus National variety development priorities. Breeding goals need alignment with both local environment and national (food sector) marketing priorities
 - SPUDPRO – continue to engage end-users (packing and retail) with varietal pull through system for variety development
 - Late Blight resistance within cultivars, is this a priority trait for variety development? Data suggests yes. Value of saving some use of protectants is large
 - Evaluate tuber dormancy for fresh market, sprout development
 - Evaluate storability, pressure bruise or new cultivars

B. Soil and Plant Nutrition/Fertility, Recommended Fertility Issues

- Focus on N fertility
 - Alternative N fertilizer, N inhibitor, polymer coated urea
 - Predicting N need based on N uptake and other soil parameters including soil texture. Static recommendations versus response/adaptive plan based on environmental conditions. Possible additional tool to use in addition to petiole N testing
 - Are petioles the most effective / accurate predictor of N need?
- Additional research in Phosphorus needed, in particular on the Antigo Flats
- Micronutrient, biologicals, widespread use of for fertility
- Remote sensing data and modeling

C. Water Use, Efficiency of Use, Groundwater Concerns, Pollution

- Continues to be a public relations challenge for industry
- Irrigation scheduling and use of ET calculations
- Record keeping for communicating stewardship message
- Fledgling Water Stewards Initiative
 - Documentation of water management and technology use
 - Correlating water management with withdrawals
 - Landscape management in particularly sensitive watershed areas
- Late season canopy decline influence on water management, tools and refinement of WISP
- Water quality is an issue, particularly pesticide contamination; need proactive approach for staying ahead of issue
- Economics of technology development (planning and hardware)
- Chemigation use with nematicides

D. Pests of Potato – Chronic, Occasional and Emerging Problems

- i. Insect Management – insecticide use, biocontrol
 - RNA interference, biological control pesticides, foliar spray (i.e. removing resistance)
 - Public perception and marketing
- ii. Disease Management – fungicide use, biocontrol
 - RNA interference (effective tools for disease)

- Late Blight resistance within cultivars; is this a priority trait for variety development?
- Product testing and role of product evaluation, for science-based approach
- Additional attention to protecting the appearance of fresh market tubers? (i.e. scab, scurf, others)

- iii. Weed Management – herbicide use, biocontrol
 - Seed exposure to herbicides: exposure of the mother plant affecting the daughter seed
 - Dicamba: can there be a limitation on the use within sensitive crops?
 - Mystery problem
 - Post mortem approach to troubleshoot potato emergence issues: is it rhizoctonia, herbicide, necrotic viruses, bacteria?
 - RNA interference (removing resistance)
- iv. Pesticide Resistance Management
 - Mechanisms causing resistance
- v. Pesticide Drift, Overspray, Non-Target Exposure
- vi. Pollinator Effects
 - Honeybees not often foraging in potato, however Bombus do
 - Effect of label pollinator restrictions on applicator and community
- E. Production Efficiency – Economics of Production
 - Variety profile information
 - Impact of center pivot irrigation
 - Impact of rotation crops
 - Is focus in the right place? Are the top defects being addressed? Is it soft rot, scab, silver scurf? What are these costing the industry? Ranking of problems. Should these be addressed as complexes? Bruising leads to pathology issues
- F. Integrated Crop Management
 - Water – variety, management, pathology
 - Edges of season affecting the potato crop
 - Rotation effect on managing potato crop
- G. Healthy Grown Program – Parameters now and future (e.g. water use), Enhancing grower participation, national trends
 - Documentation of grower engagement for use in marketing the program
 - Soil health as a new parameter/component
 - Define and improve

- Alignment with national priorities
- Soil microbial diversity
- Extension work
- Coordination on regional scale, cooperation with neighbors on management and natural area practices.
- When to measure soil health parameters, what part of the rotation, temporal affects, not just potato year.

H. Postharvest and Storage Management Issues

- Pressure bruise
 - Pre-harvest soil moisture levels
 - Harvest practices
 - Varietal development
- Heavy hide, hard to peel, management practices to reduce
- Sprouts
 - Control
 - Increased rejections around sprouts, rejected based on white dots (particularly fresh side, expectations are higher)
- Black heart
- Should funding be provided to support utilization of storage research facility?

I. Seed Issues

- Necrotic viruses; need to be in front of this issue
- Faculty line remains a priority (Charkowski position)
- Dickeya and Pectobacterium are key issues
- Physiological management of seed crop to manage stems and end populations
- Certification/Crop scouting and remote sensing
- Root knot nematode in trash or seed potatoes
- Surface tuber blemishes are accumulative, evidence/management
- Consistency of seed performance is critical; research is needed in this area
- The influence of seed quality characteristics versus pre-plant management by receiving grower

J. Remote Sensing

- Use of, for enhancing pest detection
- Economics of, and potential near term utility

Allocation of Financial Resources

Base Funding – Priorities and Base Amounts

Under a new plan, WPVGA base funding would increase from \$20,000 to \$25,000 per program area, but the number of base-funded researchers would be reduced from nine to seven, for a total of \$175,000 in base funding. The total amount of annual WPVGA research project funding would be \$375,000, which is up slightly (\$372,223 last year). Suggestion that consideration be made of how historically this money has been leveraged. This may potentially be arrived at through a “current and pending” statement included with the proposals.

Competitive Project Funding – Amounts

Under the new plan, \$200,000 would be available with a maximum award of \$15,000 per project.

An alternative funding proposal would be to select three base-funded researchers to receive \$40,000/year for three years, on a rotating basis, along with two additional base-funded researchers to receive \$30,000 annually. This amounts to funding of \$180,000 annually for five base-funded researchers. The \$40,000/year funding for three years would allow those researchers to fully fund graduate students in their programs. The major objectives of this schedule are: 1. Double funding to Tier 1 programs for the duration of a “project” (3 years), rather than a small increase in base annually; 2. \$40K allows for the funding of a grad student to oversee that “project,” however this funding is not meant to fund a grad student. We all know they move funds around like a shell game; and 3. Does not change the WPVGA/WPIB commitment on base funding, thus not affecting competitive grant funding. Funding for students is already patchwork from various funding sources. Are students the focus of this? Not historically.

Special Project Initiatives

i. WPVGA Chip Committee Research Projects

WPVGA Chip Committee plans to continue to allocate \$20,000 annually for this, for projects benefiting the chip industry and/or the industry as a whole. This allows the chip industry to have a say in research funding. Anyone can contact the WPVGA and/or the Chip Committee. Decisions are made at the discretion of the committee.

ii. WPIB Healthy Grown Program

Funded at \$30,000/year by WPIB beginning in fiscal July 1, 2017 to support staff

and to keep it a stable program of the WPVGA.

- iii. Others, i.e. Weather Stations/Equipment, WISP, Water Task Force Projects, Specialized Equipment, New Concept Testing

Special requests can be made from the WPVGA.

Sources of Funding

- A. WPVGA Research Committee

\$375,000 will be available for 2018.

- B. Donor Advised Fund

\$500,000 annually put into endowment, principal and interest can be spent. Two investments already made, goal is \$5,000,000 in 10 years.

- C. WPVGA Chip Committee

\$20,000 for chip research, as previously mentioned.

- D. WPIB Special Projects

Recently used for water research efforts (i.e. GZA project) and UW faculty retention.

- E. Others, i.e. WPVGA Associate Division, WSPIA, WPVGA Water Task Force

Small donations from Associate Division of \$1500 towards three main research stations; WSPIA will be putting money toward projects and/or facilities related to research; WPVGA Water Task Force has a research budget related to their purposes (currently \$30,000).

Research Project Proposals and Review Process

Current Review Process

Call for proposals in September from WPVGA office.

Historically the research proposal presentations are given over two half-days. This provides a narrow window of opportunity to present the proposal. Great opportunity to give feedback particularly if proposals given with parameters of time. Written proposals should be succinct. Suggestion to add an hour of time to this meeting.

Funding Meeting Process

At December meeting funding levels for proposals are decided. The thought was that about one month's time was needed to have further dialogue about the proposals. General consensus was that growers should decide on the funding with input from retired faculty.

From the researcher's perspective, they are comfortable not being present at the funding meeting. However, they would appreciate feedback generated during the funding meeting which may be summarized by WPVGA staff.

Consensus was to submit Abstract and Narrative as a maximum of two pages, with the possible addition of Progress Report, additional information such as budget and "current and pending" submitted as individual additional pages.

Presentation of Results

Goal is to encouraging participation, enhancing understanding and adoption of new production practices; placing Wisconsin efforts in the context of national and regional research and production practices.

What are the project's impacts, financially and environmentally?

Funded proposals should be presented, at minimum at the Grower Education Conference, as well as in a Common Tater article.

Other Issues

This meeting served as a brainstorming session for a long range plan for the committee, with the long range plan to be developed more fully from the information collected. More depth on the long range planning process is needed, including prioritization and strategizing.

There is also a need for a more comprehensive research summit, probably in June of 2018. Last one was June 19-20, 2013 in Appleton, WI.

Organic research is another area where there is further research interest. Should WPVGA introduce an organic category to the research priorities?

Question was asked: What happened to the competitive Muck Potato Proposal? 2014 was the last muck proposal that was submitted. Muck growers continue to have some funds available for research and could be approached for proposals. WPVGA Research Committee is open to muck research proposals.

SPUDPRO Committee

Vision/Mission: Facilitate transfer of new potato varieties to the commercial sector

Goals/Objectives:

1. Identify select breeding lines with commercial potential

Goals/Objectives:

2. Work in concert with the Wisconsin Seed Potato Certification Agency as a vehicle to produce Foundation Seed

Strategies/Tasks:

- Introduce lines to Foundation Seed production as a means of creating a “Clean - disease free” seed base
- Generate a “Critical Mass” of Clean Seed
- Develop policy for the deployment of new varieties to seed growers to protect the investment by the State Farm

Goals/Objectives:

3. Review advanced lines from other production regions

Strategies/Tasks:

- Work with variety development specialists to exchange promising materials.

Goals/Objectives:

4. Manage Financial Structure of SPUDPRO

Strategies/Tasks:

- Contribution to Early Development and Initial Rollout
- Explore issues related to licensing and royalty generation from SPUDPRO varieties by interacting with WARF and the Wisconsin Crop Improvement Association

Goals/Objectives:

5. Develop strategies to educate and create linkages between all sectors of the Wisconsin potato industry to ensure the reasonable success of SPUDPRO lines.

Strategies/Tasks:

- Encourage the development of on-farm evaluations for breeder's seed and SPUDPRO (tissue culture sourced) seed both at private seed farm and commercial farm levels.
- Use of media (Web sites, Tater Talk, Common'Tater, other) to increase the dissemination of new lines in the system.

Goals/Objectives:

6. Address Plant Variety Protection and related issues as they arise.

Goals/Objectives:

7. Work with the UW-Breeding program in an industry advisory capacity.

Vegetable Committee

Vision/Mission: To enhance farm sustainability in an effort to improve quality, value and our competitive advantages.

Goals/Objectives:

1. To maintain sustainable vegetable acreage. high
2. Create value to growers causing the WPVGA be recognized as an important part of the production and contract negotiation processes. high
3. Create efficient cropping systems through research and education. high
4. Seek an open dialog with processors and other stakeholders throughout the value chain. high
5. Promote our use of best practices. high
6. Provide ongoing education regarding PACA.
7. Promote Wisconsin as a major domestic food security region.
8. Promote the Wisconsin vegetable industry for its positive impacts on labor and the economy.
9. Maintain or increase our presence concerning governmental affairs on local, state and national levels.
10. Promote our in-depth food safety programs to attract and maintain vegetable processors and foster other market opportunities.
11. Encourage growers to follow environmentally-friendly farming practices.
12. Promote Wisconsin as an environmentally-friendly state in terms of its vegetable production. high

Strategies/Tasks:

- Conduct / fund research programs related to efficient use of water.
- Promote the work of our researchers through our field days, educational conferences, newsletters and other media to disseminate best practices to our farmers.
- Evaluate production contracts to help growers obtain a fair return.
- Continue to engage in a dialog of topics of mutual interest to our growers in a timely manner.
- Continue to engage in a dialog of topics of mutual interest with our processors.
- Optimize a citizen and consumer outreach program designed to inform and educate the public of our best practices and the health benefits of vegetables.
- Explore alternative crops and markets.
- Work to improve nutrient management planning as it relates to the UW recommendations in A2809. *also add to Gov affairs

- Continue educational efforts that support integrating vegetable production with animal husbandry.

Water Task Force

Vision: To enhance farm sustainability.

Mission: To employ science-based research, education and improved production practices related to our water resources.

Goals/Objectives:

1. Continue to be proactive on water quantity and quality issues.
2. Help growers take leadership and get a better understanding of water issues on a watershed level.
3. Educate the general public about agricultural water use.
4. Create, through research, cropping systems that utilize the most timely and efficient use of our water resources and gain a better understanding of our water resources to improve water quality and conserve water
5. Promote the use of best water management practices.
6. Promote the use of irrigation systems as management tools for farming and domestic food security.
7. Help growers and the community care for water.
8. Manage oversprays on public roadways.
9. To protect and promote our waters as a renewable natural resource for the benefit of the entire agro-ecosystem.

Strategies/Tasks:

- Conduct/fund research programs related to efficient use of water.
- Promote and educate our grower community to utilize the latest and most accurate irrigation knowledge and technology.
- Continue to engage in the conversation with elected and agency officials to educate and create an understanding of agriculture's water stewardship.
- Create a citizen and consumer outreach program designed to inform the public of our best water usage practices and our abundant natural aquifer.
- Continue to collect data on grower wells for static water levels.
- Promote and utilize the WPVGA overspray hotline system throughout the irrigation season.
- Continue to evaluate weather forecasting technology.
- Educate the public on Wisconsin water hydrology.