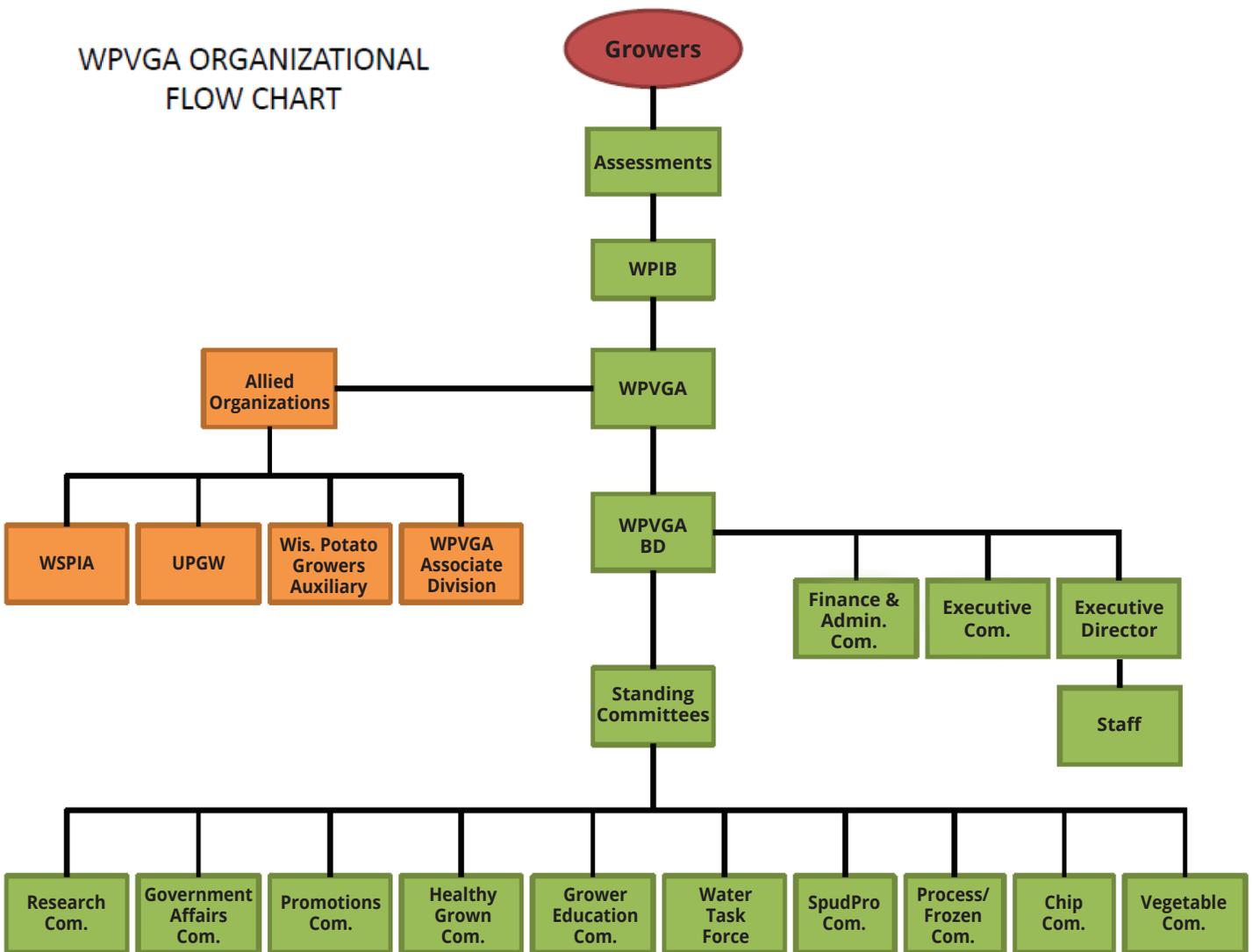


# WPVGA Long Range Plan 2024-2029

WPVGA ORGANIZATIONAL  
FLOW CHART



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## Executive Summary

This version of the Wisconsin Potato & Vegetable Growers Association Long Range Plan was developed through the direction of the WPVGA Board of Directors in 2023. All individual boards associated with the Wisconsin potato industry, as well as allied organizations and all WPVGA committees developed long range plans for 2024-2029. All of these entities conducted their own individual long-range plans at various meetings throughout 2023.

A comprehensive Long Range Planning Meeting was held on December 13, 2023 at the Food + Farm Exploration Center in Plover, Wisconsin with the following individuals attending and helping to develop the final plan: Jeremie Pavelski, Brian Lee, Julie Braun, Mike Copas, Alex Okray, Josh Knights, Heidi Schleicher, Randy Fleishauer, Wendy Dykstra, Heidi Randall, Dana Rady, Nick Somers, John Bustamante, Tamas Houlihan, Charlie Mattek, Joe Kertzman and John Toaspern; and via zoom: Karen Rasmussen, Deana Knuteson, Russ Groves, J.D. Schroeder and AJ Bussan.

Former Potatoes USA Chief Marketing Officer John Toaspern was engaged to assist in the entire process of the WPVGA long range planning. He reviewed and edited each individual long-range plan and then served as the moderator of the final 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 boards and allied organizations.

The vision of the WPVGA is “To advance the Wisconsin potato and vegetable industry and lay the foundation for sustainable growth in the future.” This Long Range Plan also recognizes and strives to implement the following updated mission statement: “To serve the potato and vegetable industry of Wisconsin through education, research, promotion, governmental action and sustainability leadership.”

The vision and mission statements, goals, objectives, strategic issues and supporting activities for all boards, committees and allied organizations 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, particularly our facilitator John Toaspern. 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-to-seven years, and I look forward to working with all of our members in the years to come.

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 Industry Board**

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

**Vision:** To improve the quality of Wisconsin potatoes and promote the marketing of WI potatoes and the potato industry by financing projects to meet one or more objectives of the Wisconsin Potato Marketing Order.

### **Goals/Objectives:**

- A. 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.
- B. 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.
- C. To conduct the affairs of the organization consistent with the laws of Wisconsin and in a manner accountable to the state's potato producers.

**Long Range Goal:** Fulfill a \$5 million pledge 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.

Review an annual Wisconsin potato crop report to ensure that production and assessments align with the budget.

## **Wisconsin Potato & Vegetable Growers Association**

**Vision:** To advance the Wisconsin potato and vegetable industry and lay the foundation for sustainable growth.

**Mission:** To serve the potato and vegetable industry of Wisconsin through education, research, promotion, governmental action and sustainability leadership.

### **Objectives:**

1. The Wisconsin Potato and Vegetable Growers Association conducts programming and communication consistent with grower ideals including research and research funding, related educational opportunities, promotional programming as well as political influence.
2. The WPVGA strives to develop active and forward-looking leaders who are advocates for science-based decision making, market-based solutions and environmental stewardship.
3. The WPVGA works to build collaborative efforts with allied organizations, recognizing that we are sustainability partners in the global food and value chain.

### **Goals:**

1. Provide a strong return to growers based on higher value for WI potatoes and proper supply management.
2. Develop new potato varieties and growing practices that benefit WI growers and consumers.
3. Advocate for a regulatory environment that allows for cost effective farming practices and acreage expansion.
4. Continue to develop and adopt sustainability practices that benefit the environment, consumers and farmers.

### **Strategies:**

- Develop an informed, educated, active and motivated membership
- Establish and maintain dedicated committees for each area of concern
- Attract and develop a highly skilled and motivated staff

- Maintain an active and viable Wisconsin seed potato industry
- Assist in mediation and negotiation on behalf of members
- Pursue and utilize third party funding to advance the efforts of the WPVGA

**Activities:**

- Provide support, oversight, and direction for the following committees:
  - Chip
  - Executive Committee
  - Finance
  - Government Affairs
  - Grower Education
  - Healthy Grown
  - Process Frozen
  - Promotions
  - Research
  - Spud Pro
  - Vegetable
  - Water Task Force
- Work with allied organizations including, but not limited to WPIB, WSPIA, Auxiliary, Associate Division, United Potato Growers of America, United Potato Growers Cooperative of Wisconsin, National Potato Council and Potatoes USA
- Work with Universities of Wisconsin on issues of mutual interest
- Explore database needs and programming

**WPVGA Associate Division**

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

**Mission Statement:** Our mission is to work in partnership with the WPVGA as product and service providers to promote mutual industry viability by providing technology and information resources.

**Structure:**

The Board of Directors will consist of nine elected members, three to be elected each year. Terms of office shall be three 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.

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.

**Goals/Objectives:**

Increase cooperation and coordination between associate industries and growers.

To add value to being a member of the Associate Division.

To maintain or increase the number of Associate Division Members.

**Strategies/Tasks:**

Participate in WPVGA committees to keep Associate Division members and the Board informed and provide insights and feedback to the WPVGA.

Support WPVGA activities and other causes that benefit growers and industry members.

**Wisconsin Potato Growers  
Auxiliary**

**Vision:**

Promote and advance the Wisconsin potato industry to consumers.

**Mission:** The main purpose of the Wisconsin Potato Growers Auxiliary is to promote and advance the Wisconsin Potato Industry by educating Wisconsin consumers through direct communication to targeted groups.

**Goal/Objective:**

Educate and communicate directly with specific groups of Wisconsin consumers to improve their perception of Wisconsin potatoes and increase consumption.

**Strategies:**

- Communicate directly with consumers at events
- Target and reach out to specific groups of consumers
- Continue to seek out and develop new opportunities to promote and advance the Wisconsin Potato Industry
- Collaborate efforts with other Industry partners

**Tasks:**

- Family Features
- Kids Dig Wisconsin Potatoes
- Placemats
- School Visits

- Educational Food Demos
- WI Potatoes in the Classroom
- Harvest Fair
- WI State Fair
- WPS Show

**Goal/Objective:**

Provide opportunities for and recognition of volunteers.

**Strategies:**

- Volunteers will run baked potato booths at various fairs.
- Opportunities will be given for members to join and volunteer at education events and visits.
- Volunteers and members will be acknowledged for their support at various networking events throughout the year.

**Tasks:**

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

**Goal/Objective:**

Promote and grow membership.

**Strategies/Tasks:**

- Membership drive events and activities

**Committee Structure**

1. Committee shall allow any person who is interested in 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.

### **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 Universities of Wisconsin and DATCP in carrying on a seed certification service and general potato improvement work.

**Goal/Objective:**

1. Maintain 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 advocate for and support the needs of the WSPIA.  
WSPIA and WPVGA will support the partnership with UW-CALS administration.

**Goal/Objective:**

2. Maintain the financial viability of the Seed Certification program and maintain engagement with the Wisconsin Potato Coalition in the production of early generation seed at the Starks Farm.

**Strategies/Tasks:**

Monitor and review annual plan of work and budget of the Wisconsin Seed Potato Certification Program.  
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 Starks 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.

**Goal/Objective:**

4. Enhance the relationship with university specialists.

**Strategies/Tasks:**

Conduct seed farm tours.  
Encourage university specialist involvement on the Starks Farm.  
Foster these relationships through direct invitations, social activity inclusion, and with gestures of appreciation.  
Invite specialists to WSPIA Annual Meeting, Antigo Field Day, Starks Farm Tour and WSPIA board meetings.

**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 as related to future developments.

## Healthy Grown

**The Healthy Grown program as a model for sustainable food production:** The **overall vision/mission statement** of Healthy Grown is to maintain sustainable and environmentally sound potato and vegetable production systems while enhancing value for growers with the “Good for you, good for the environment” message.

**Long-term priorities for expanding program activities for Healthy Grown:** The future direction of the Healthy Grown program has been established by the Advisory committee using input from program staff, growers, UW researchers, and the WPVGA. Specific priorities are described below with detailed goals/strategies and anticipated

timelines. All timelines are ongoing but priorities for the current year will be set by the Advisory Committee. The priorities include:

1. Determine ways and research options to secure longer-term funding support and mechanisms for the maintenance and expansion of the Healthy Grown program **(ongoing)**.
  - 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.
2. Expand program scope to ensure participation across all segments of the Wisconsin potato industry.
  - 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 that 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 and engage with problem solving when issues arise to expand participation beyond just fresh market (e.g. Water Stewards Program, Soil Health, Regenerative Ag, Resilient Farming, CO2 Emission Reduction, see next priority).
3. Innovate and differentiate the Healthy Grown program by implementing standards and/or protocol options for arising concerns and/or additional areas of interest and needs for supply chain partners **(ongoing)**.
  - Continue to support research and outreach options for new engaging areas including natural resource protection, pollinator habitat enhancement, carbon areas, soil health modules, endangered species, water conservation, water quality and others.
  - Develop system to balance multiple avenues for Healthy Grown certification which reaches beyond just fresh markets and to entire industry.
  - Explore the expansion of certification standards for specific production practices within the Healthy Grown framework to cover other emerging needs.
    - Manage and work with researchers to adapt these new areas to Healthy Grown standard, including continued discussion on nutrients, irrigation efficiencies and/or carbon models.

4. Continue the pilot expansion into new crops (similar to what has been done with carrots and onions) and explore the concept of whole-farm sustainability certification (**ongoing**).
  - Work with the Wisconsin vegetable processing industry to explore standards for sustainable production of peas, green beans and sweet corn or other rotational crops where certification may have value. 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 Products Association (MWFPA) to engage support of sustainability assessment and protocols.
5. Expand participation and linkages with UW-Stevens Point and other NGO's that could help with ecological natural communities' work and/or other conservation methods (**ongoing**).
  - 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.
6. Continue engaging other national sustainability programs to ensure Healthy Grown remains the established, high-bar foundation of sustainability programs (**Ongoing**).
  - Work with new and existing local, regional and national sustainability initiatives to link the needs of Healthy Grown to these programs to ensure the needs of the supply chain.
  - Finalize the options and criteria to make Healthy Grown fit under national and company-wide sustainability metrics.
    - Determine key needs for markets to sell into the system and determine how/why Healthy Grown fits under those criteria.
    - Develop a white paper analyzing market requests (e.g. Walmart, Sysco, McCain Foods, LeafUK, etc.) and compare with Healthy Grown program.
  - Work with the Potato Sustainability Alliance to ensure adoption of its needs are included in the Healthy Grown requirements.
7. Maintain program success by stabilizing program management and staff, educational outreach and industry needs (**Ongoing**).

- Maintain grower relations by helping with the development of educational materials and engaging in any need of growers including help with certification documentation, requirements, and advances.
- Document changes over time 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.

**Annual Updates:** The Healthy Grown advisory group, consisting of certified growers, WPVGA representatives, UW faculty and staff and Healthy Grown staff meets annually near the end of each year to discuss needs, changes, updates, and future directions of the Healthy Grown program. A review of this document and discussion of advances will occur annually at that meeting and applicable changes to priorities or tasks will be updated. These updates will be discussed and submitted to the WPIB as necessary.

## **Chip Committee**

### **Vision Statement**

Wisconsin chipping potatoes to be the preferred potato.

### **Mission Statement**

To support Wisconsin's chip industry through marketing and research.

### **Objectives**

1. Increase awareness of the quality of Wisconsin chipping potatoes among chip buyers and processors
2. Increase sales of Wisconsin chipping potatoes
3. Expand awareness of sustainable growing practices of Wisconsin chipping potatoes
4. Maintain year-round supply of Wisconsin chipping potatoes

### **Strategies**

1. Foster relationships between suppliers and buyers
2. Communicate competitive advantages to buyers
3. Maximize visibility at national meetings
4. Position Wisconsin chip growers as leaders in sustainability
5. Evaluate and promote advanced breeding lines and new releases

The WPVGA Chip Committee is a sub-committee of the WPVGA Promotions & Consumer Education Committee.

## **WPVGA Executive Committee**

### **GOAL:**

- 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.
- Review and approve administration, staffing and office.
- Minimize risk by ensuring a safe and productive work environment.
- A safe and productive work environment
- Appropriate staffing.

### **STRATEGIES:**

- Recruit capable, forward thinking Board members.
- Maintain outstanding industry publication.
- Require that the employee handbook is current and up to date.
- Provide adequate funding for appropriate staffing and a safe and productive workplace.

### **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.
- Ensure employees follow employee handbook.
- Establish, maintain and appoint board members to appropriate committees to address issues and report on the various interests of the industry.

## **WPVGA Finance Committee**

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

### **GOAL:**

- Ensure fiscal responsibility of WPVGA.

### **OBJECTIVES:**

- Assure that all WPVGA finances are conducted in accordance to generally accepted accounting principles with minimal or no findings from external reviews.
- Provide growers with transparency and confidence in WPVGA finances.

### **STRATEGIES:**

- Adhere to generally accepted accounting principles including external reviews.
- Review and approve finances of WPVGA and ensure the accuracy and accountability of the financial records.

### **TASKS:**

- Serve as conduit to WPVGA Board.
- Review, approve and justify WPVGA budget on an annual basis.
- Timely financial management reporting at regularly scheduled meetings.
- 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's political action committee (PAC)
5. Advocate for policies to support a sustainable workforce
6. 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 and producers to our elected officials and government agencies.
- Encourage the use of state-of-the-art production practices and technology as a mechanism to meet current and future regulatory requirements
- Work with national partners including NPC on federal issues
- Work with Ag Coalition members and other key stakeholders on state and local issues
- Work closely with advocates and experts with similar interests
- Retain and work closely with professional legal teams and lobbying experts to further the interests of the WPVGA
- 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

### **Process/Frozen Committee**

**Structure:** Comprised of four or more growers holding contracts with buyers who process potatoes into frozen and/or packaged potato products.

**Vision:** For Wisconsin process/frozen growers to maintain strong profitability.

**Mission:** To facilitate healthy, pointed negotiation relationships with processors.

**Goals:**

- Strive for fair return over cost of production.
- Showcase Wisconsin growers to attract and retain processors.
- Increase processing potato production volume in Wisconsin.
- Maximize grower understanding of contract language.
- Maximize processors' understanding of grower issues.

**Strategies:**

- Work to establish and maintain strong processor relationships.
- Establish favorable government relationships.
- Improve and maintain grower unity.
- Promote our ready workforce and productive capability.
- Promote our transportation advantages.
- Promote our long-standing successes in food safety and environmental issues.
- Provide growers with relevant research and regional/global information.
- Seek cost effective, efficient, accurate, and timely method of inspection.
- Monitor sampling and inspection for accuracy and alert growers to any concerns.

### **WPVGA Promotions & Consumer Education Committee**

**Vision:** To achieve the highest return for Wisconsin potato growers.

**Mission:** To elevate Wisconsin potatoes in the state and regional marketplace through brand awareness based on sustainable production practices, locally-grown and health benefits.

**Objectives:**

1. Maintain premium price for Wisconsin potatoes
2. Create consumer demand for Wisconsin potatoes

3. Create awareness of how potatoes fuel performance & improve consumer/dietician perceptions of potato nutrition
4. Establish Wisconsin potato industry as a leader in sustainable production & protecting the environment
5. Create public awareness of the Healthy Grown Program
6. Increase percentage of Wisconsin potatoes under Healthy Grown Program
7. Expand awareness of Wisconsin potatoes by buyers in Canada, Mexico and other export markets

**Strategies:**

1. Establish Wisconsin potatoes as a premium product
2. Develop Buy Local/Buy Wisconsin messages
3. Position potatoes as a performance fuel
4. Position Wisconsin potatoes as a nutritional powerhouse
5. Combat misperceptions about potato nutrition
6. Communicate sustainability messaging directly to consumers and retailers
7. Convey benefits of Healthy Grown Program to growers
8. Assist growers to adopt the Healthy Grown Program
9. Leverage Potatoes USA and Wisconsin DATCP programs to establish relationships in Canada, Mexico and other export markets

**Research and Grower Education Committees**

**Mission:** Identify new and emerging issues important to the potato-vegetable industry, identify experts in those fields, and provide information and education about them to the membership

**Vision:** Interpret and prioritize the potato and vegetable agro-ecosystems issues and needs and develop sustainable solutions to long-standing and current needs; and communicate the solutions to the membership

**Goals/Objectives:**

1. Positive relationships with the Universities of Wisconsin, other researchers and other state and regional institutions.
2. Enhanced funding for research through grants at the state and federal level
3. Adoption of best practices by growers
4. Expand research on water use efficiency
5. Protect / enhance our exceptional soil, water and ecosystem resources
6. Educate the general public about the potato and vegetable industry in Wisconsin.

**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
- Consider the development of a research funding mechanism(s) between processors, vegetable growers and the WPVGA
- Assess and measure the impact of research and educational efforts on our industry
- Evaluate research program costs to determine if base funding amounts are adequate
- Evaluate our policies regarding the type of research costs the WPVGA / WPIB is willing to fund (direct vs. overhead vs. capital improvements/assets)
- Evaluate our research competitive grant program to determine if our historic level of funding is effective
- Define targeted research outcomes and track our progress toward achieving them
- Support variety development along with genetic advancements
- Continue research related to inter-seeding and cover cropping
- Study the value of biological controls and nutrient crediting
- Monitor water quality attributes in an effort to prevent potential problems
- Find alternative management systems and tools to overcome losses of critical tools such as fumigation, CIPC and neonicotinoids
- 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 Engineered Plant developments, consumer and grower benefit attributes
- Continue working towards filling vacant positions and new positions related to the potato and vegetable industry
- Promote the use of diploid breeding strategies and hybrid true potato seed
- Continue to maintain viability of the SRF, Hancock Agricultural Research Station and other key infrastructure along with outreach and extension (i.e. Ag Weather Stations, WISP, etc.)
- Evaluate our options for a GIS-based database tool

- Reevaluate WPVGA and industry-wide data management tools to collect useful data and encourage their use
- Consideration and prioritization of capital proposals
- Have a common language and data and consistency in measurements that we use to support communication regarding regenerative ag, sustainability, soil health, etc.
- Identify the type of data that should be collected
- Determine staffing/LLC opportunities
- Promote our research findings through the conveyance of best management practices
- Conduct business seminars and workshops on issues of importance to the membership.
- Share resources on Grower Education Conference website
- Provide information and education to WPVGA members and others through the annual Grower Education Conference and Industry Show, the regular publishing of The Badger Common Tater magazine and the weekly publication of the Tater Talk E-newsletter.
- Work collaboratively with the Wisconsin Muck Farmers Association to develop educational content for the annual meeting presentations held jointly with the WPVGA Grower Education Conference.

### **WPVGA SPUDPRO Committee**

***Mission/Vision:*** Improve Wisconsin potato production through the adoption of new potato varieties that meet consumer, processor and grower needs.

***Goals/Objectives:*** Facilitate the development and transfer of new potato varieties to the marketplace

***Strategies:***

1. Identify select breeding lines with commercial potential and produce Foundation Seed
2. Work in concert with the Wisconsin Seed Potato Certification Agency as a vehicle to produce Foundation Seed
3. Review advanced lines from other production regions
4. Work with the UW-Breeding program in an industry advisory capacity.
5. Manage Financial Structure of SPUDPRO

***Tasks:***

1. Introduce lines to Foundation Seed production as a means of creating a “Clean - disease free” seed base
2. Generate a “Critical Mass” of Clean Seed

3. Develop policy for the deployment of new varieties to seed growers to protect the investment by the Starks Farm
4. Develop strategies to educate and create linkages between all sectors of the Wisconsin potato industry to ensure the reasonable success of SPUDPRO lines
5. Deploy new varieties for commercial evaluation
6. 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.
7. Use of media (Web sites, Tater Talk, Common'Tater, other) to increase the dissemination of new lines in the system.
8. Work with variety development specialists to exchange promising materials.
9. Financial contribution to Early Development and Initial Rollout

### **WPVGA Vegetable Committee**

#### ***Vision/Mission:***

To support WPVGA member farms and the grower group as a whole with any issues or concerns with vegetable processors and/or vegetable crops.

#### ***Goals/Objectives:***

To maintain sustainable vegetable acreage.

Create value to growers causing the WPVGA to be recognized as an important part of the production and contract negotiation processes.

More efficient cropping systems as a result of research and education.

Wisconsin recognized as a sustainable and high-quality vegetable growing region by processors and foodservice

State government recognizes the economic and environmental benefits of the Wisconsin vegetable industry and legislates and regulates accordingly.

Attract new and/or maintain current vegetable processors in the state and region.

#### ***Strategies/Tasks:***

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 with our processors.

Provide ongoing education regarding PACA.

Promote Wisconsin as a major domestic food security region.

Promote the Wisconsin vegetable industry for its positive impacts on labor and the economy.

Maintain or increase our presence concerning governmental affairs on local, state and national levels.

Promote our in-depth food safety programs and ample water resources to attract and maintain vegetable processors and foster other market opportunities.

Encourage growers to follow environmentally-friendly farming practices.

Promote Wisconsin as an environmentally-friendly state in terms of its vegetable production.

Foster and strengthen our partnership with the Midwest Food Products Association for mutual industry viability.

### **Water Task Force**

#### **Vision:**

Enhancing Agricultural Sustainability through Responsible Water Management

#### **Mission:**

Our mission is to advance farm sustainability by utilizing science-based research, education, and continuous improvement in production practices related to our water resources.

#### **Goals/Objectives:**

1. **Proactive Water Stewardship:** Be at the forefront of addressing water quantity and quality issues to safeguard our agricultural future.
2. **Grower Leadership:** Empower growers to take a leadership role in understanding and addressing water issues at the watershed level.
3. **Public Education:** Educate the general public about responsible agricultural water use and its significance.

4. **Innovative Cropping Systems:** Conduct research to develop cropping systems that optimize the efficient use of water resources.

5. **Water Resource Understanding:** Enhance our understanding of water resources to improve water quality and conservation efforts.

6. **Natural Resource Protection:** Protect and promote our waters as renewable natural resources for the benefit of the entire agro-ecosystem.

**Strategies/Tasks:**

- **Research Excellence:** Conduct and fund research programs focused on maximizing the efficient use of water in agriculture.

- **Grower Education:** Promote and educate our grower community on the latest irrigation knowledge and technology for responsible water usage.

- **Advocacy and Engagement:** Engage in ongoing dialogue with elected and agency officials to educate and advocate for agriculture's role in water stewardship.

- **Public Outreach:** Create a citizen and consumer outreach program aimed at informing the public about best water usage practices and the importance of our abundant natural aquifer.

- **Data Collection:** Continuously collect data on grower wells, including static water levels, to inform sustainable water management decisions.

- **Irrigation Hotline:** Promote and utilize the WPVGA irrigation hotline system throughout the irrigation season to prevent water waste and promote/improve public safety.

- **Weather Forecasting and Atmosphere:** Evaluate and adopt advanced weather forecasting and recording technology to enhance water management practices.

- **Hydrology Education:** Educate the public about Wisconsin's water hydrology to foster greater awareness.

- **Best Practices Promotion:** Promote the adoption of best water management practices across the agricultural community.

- **Irrigation as a Tool:** Highlight irrigation systems as essential management tools for enhancing farming and ensuring domestic food security.

- **Community Collaboration:** Facilitate collaboration between growers and the community to collectively care for our precious water resources, including WDNR Producer Led Watershed programs.