

Thank you for attending the webinar
Please submit questions in the Q/A tab

The recorded version of this webinar will be available at the
World Potato Congress website (potatocongress.org)



**WORLD POTATO
CONGRESS**

PLATINUM Level Sustaining Partners



GOLD Level Sustaining Partners



Say potato, say



SILVER Level Sustaining Partners



Potato Sustainability Alliance

Elements of Potato Sustainability
John Mesko, CEO



Membership Categories



Grower
Organizations



Processors &
Fresh Marketers



Buyers



Allied
Industries



Environmental
Nonprofits



Grower
Associates

Join us at PotatoSustainability.org

Our Governance and Management



Board of Directors:

24 individuals representing the members from different membership categories.



Executive Committee:

4 elected members serving one-year terms.



Chief Executive Officer & Staff:

Day-to-day operations for PSA to achieve our mission in concert with the strategy and direction of the board of directors.

Timeline



- ~2014 - Collecting on farm data and reporting to processors as a project of the IPM Institute of North America
 - Proprietary Survey
- 2019 – Formed a stand-alone 501c3 nonprofit organization
 - Board of Directors
 - Executive Director
 - Materiality Assessment, refined governance, program evolution
- 2021/2022 - Current “PSA 2.0”
 - Refined bylaws and governance
 - New program tools and outputs

Defining, Measuring and Reporting Sustainability



Defining, Measuring and Reporting Sustainability



Account for Common Sense

Defining, Measuring and Reporting Sustainability



Account for Common Sense

Work for Farmers

Defining, Measuring and Reporting Sustainability



Account for Common Sense

Work for Farmers

Recognize Past and Current Achievements

Defining, Measuring and Reporting Sustainability



Account for Common Sense

Work for Farmers

Recognize Past and Current Achievements

Prevent Accusations of Greenwashing → Legitimate

Defining, Measuring and Reporting Sustainability



Account for Common Sense

Work for Farmers

Recognize Past and Current Achievements

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Satisfy Processors, Retailers, Shareholders, Consumers

Defining, Measuring and Reporting Sustainability



Account for Common Sense

Work for Farmers

Recognize Past and Current Achievements

Prevent Accusations of Greenwashing → Legitimate

Satisfy Processors, Retailers, Shareholders, Consumers

Demonstrate Continuous Improvement as the Goal

Other Program Expectations



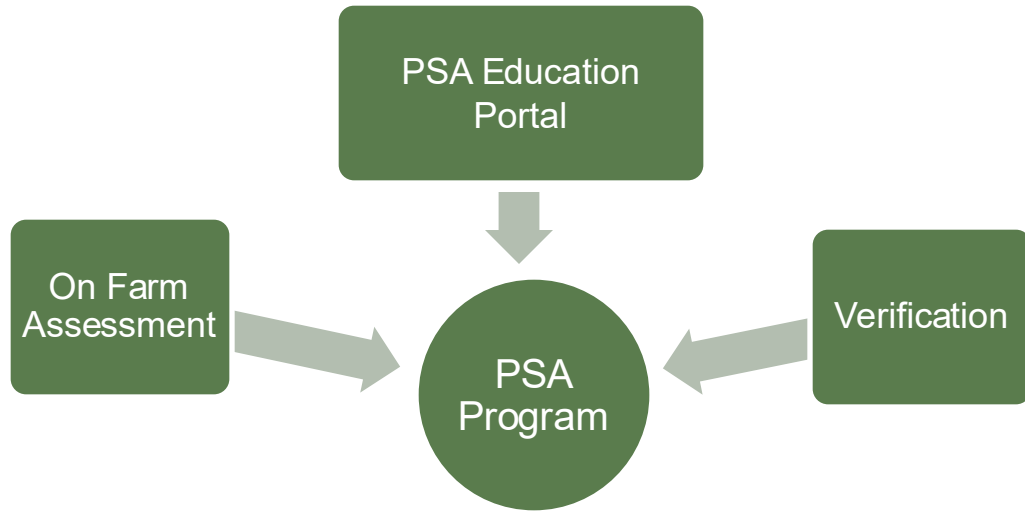
Grower self-reporting → Feedback to Growers, Processors, Retailers

Report success over time

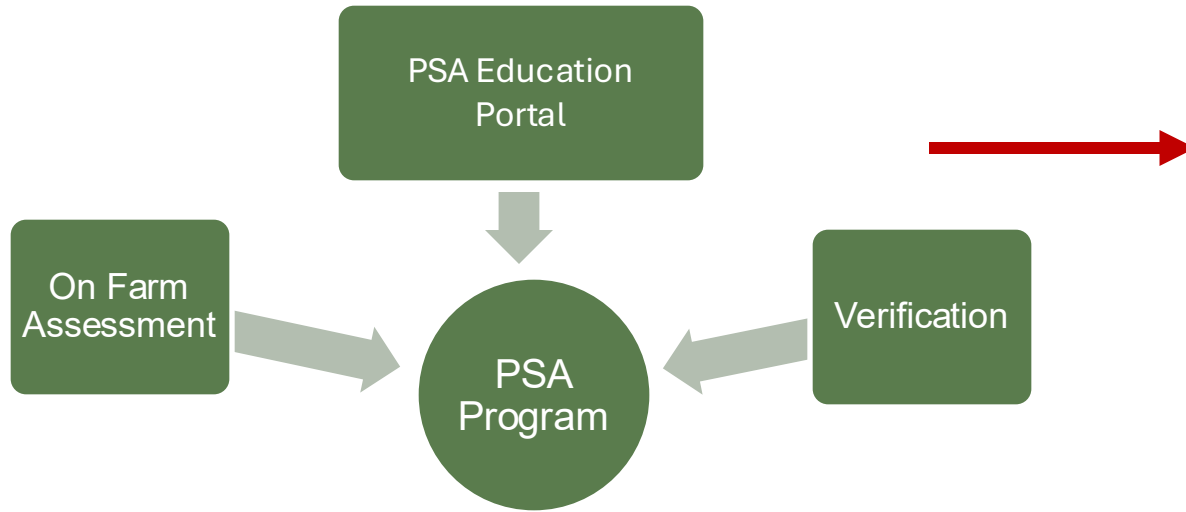
Opportunities for improvement

Program Verification

PSA Program Elements and Goals

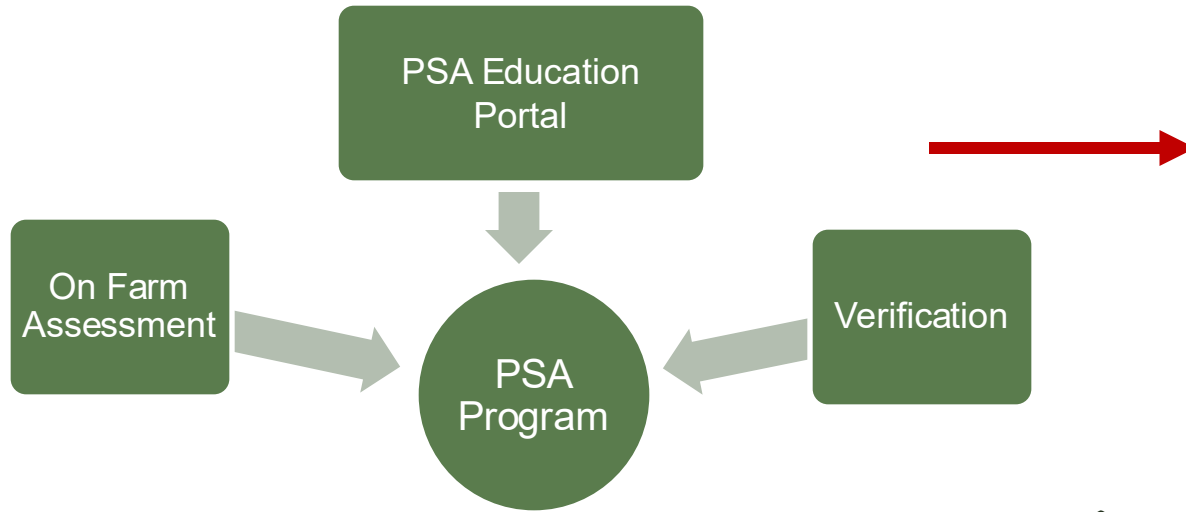


PSA Program Elements and Goals

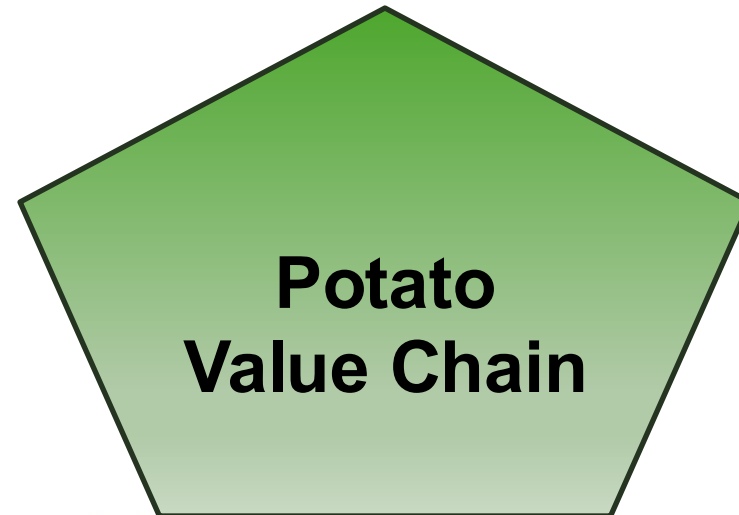


- Community of growers.
- Leveraging best practices.
- Committed to continuous improvement.
- Measuring improvement over time.

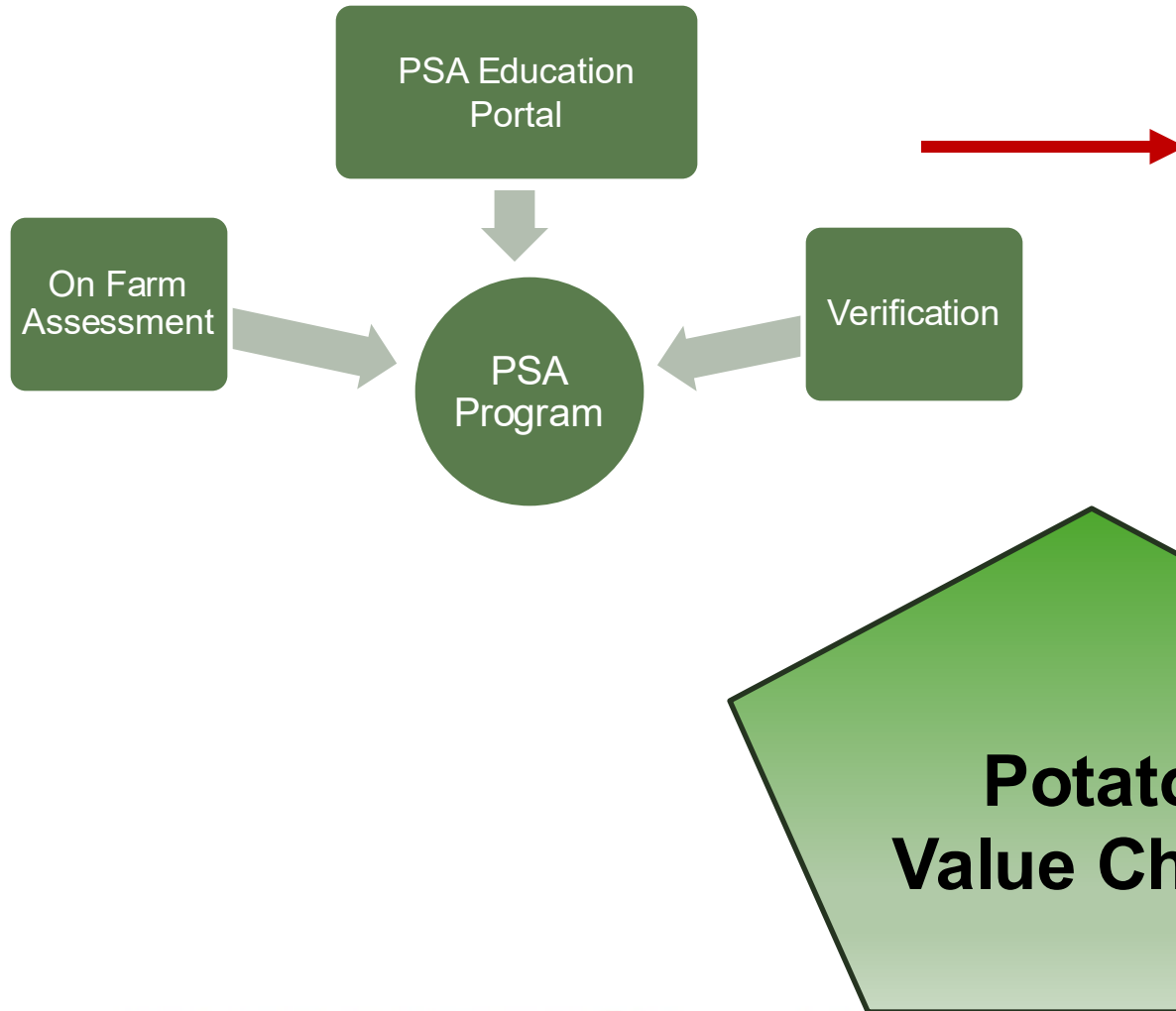
PSA Program Elements and Goals



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PSA Program Elements and Goals



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Storytelling

**Potato
Value Chain**

Erika Wagner – Program Committee Chair



Erika Wagner
Agronomy Solutions Manager, Yara
Boise, Idaho

- Have worked as an agronomist for 13 years
- Have managed ag research in 20+ crops in N. Am, S. Am, Europe, Africa, and Asia
- Passionate about the potato crop and the potato community
- As Agronomy Solutions Manager at Yara, I work with teams across North America to understand the role of crop nutrition in sustainable potato production, crop quality, and grower prosperity.
- Manage Yara's Potato Incubator Farm in the Snake River Valley of Idaho - a place to foster collaboration across the industry to explore and implement professional research of practical solutions on the potato acre.

The background is a solid orange color with a faint, white line-art illustration of a potato plant. The illustration shows several potato tubers of various sizes, some with small sprouts, and a network of roots extending downwards. The style is simple and illustrative.

On-Farm Assessment

John MacQuarrie - On Farm Assessment



John MacQuarrie, Director of Environmental Sustainability, Cavendish Farms

- 7 years with Cavendish Farms
- Previously with Government of Prince Edward Island
 - Deputy Minister Department of Agriculture
 - Deputy Minister Department of Environment
 - World Potato Congress VP
- Sustainability has been my passion and I am fortunate to work with a food industry that cares!

Measuring On-Farm Performance



Our Program uses the SOA Standard to provide a measure of performance overtime against our focus areas and commitments:

Environmental Stewardship		
GHG Emissions	Water Stewardship	Food Waste
<p>The Alliance is committed to reducing energy use and greenhouse gas emissions, adopting responsible water management practices, and collaborating to reduce food waste throughout the production system</p>		

Farm Legacy		
Soil Health	Farmer Prosperity	Biodiversity
<p>The Alliance is committed to ensuring that future farmers can profitably grow potatoes on healthy soils while supporting biodiversity.</p>		

Safe & Nutritious Foods
<p>Integrated Pest Management</p>
<p>The Alliance is committed to growing safe, affordable, and nutritious potatoes through targeted and responsible pesticide use</p>

On Farm Assessment



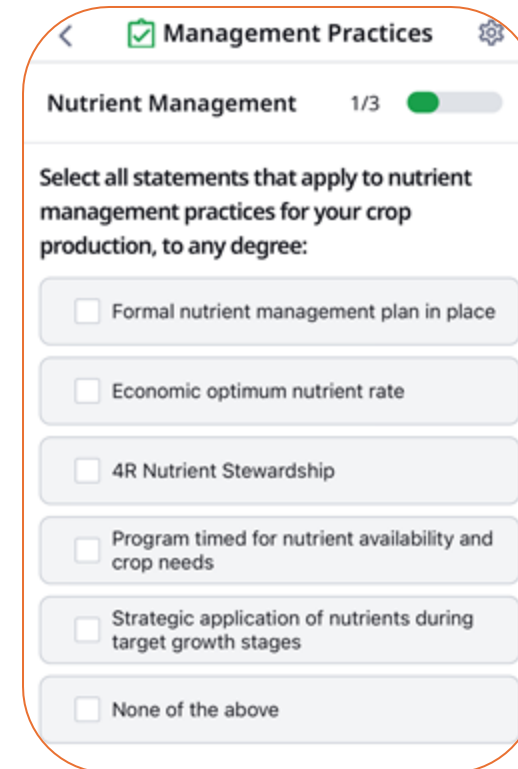
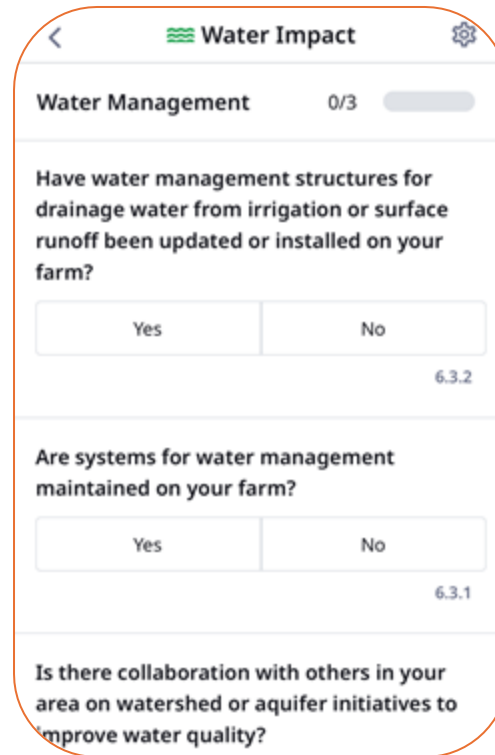
As part of the PSA Program, a robust on-farm assessment should:

- Help growers benchmark their individual sustainability journey while comparing to aggregated regional information.
- Provide aggregators with information to support company sustainability sourcing policies, ESG reporting, etc.
- Enable aggregators to meet customer needs for information outlining sustainable potato sourcing and production.
- Provide PSA with industry level information to support communications.

On-Farm Assessment



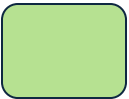
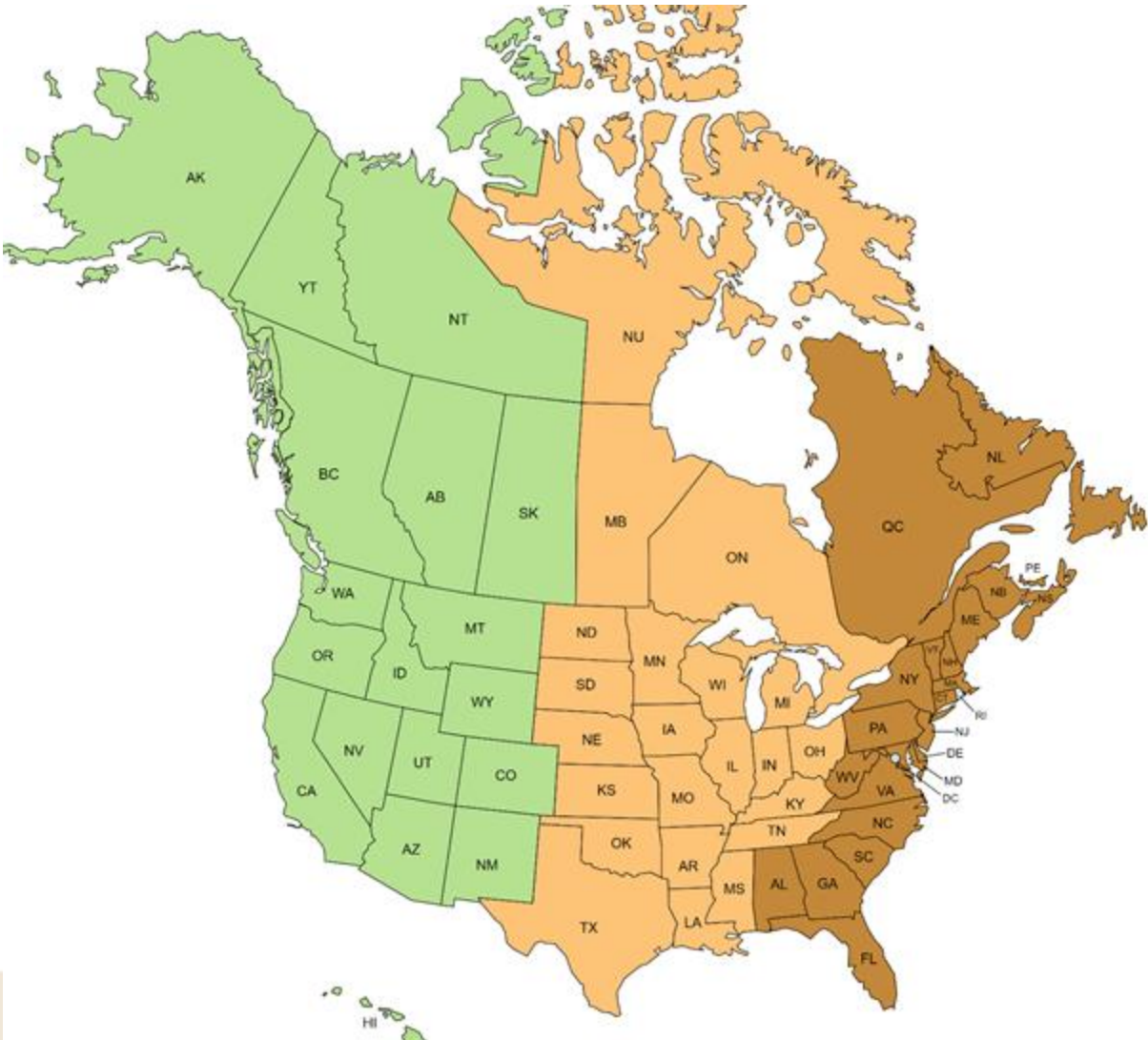
The Sustainable Outcomes in Agriculture (SOA) Standard, enabled through the Cropwise Sustainability (CWS) App, is used as the on-farm assessment tool.



Self-Assessment Scope



The PSA Program invites growers across North America to participate in the self-assessment and receive personalized insights relative to the region the operation is located in.



West



Midwest



East

2024 Participation

2023 Participation

- 420 submitted assessments, representing 589,120 potato acres.
- ~45% of Potato Acres in North America

2024 Participation

- 480 submitted assessments, representing 671,167 potato acres.
- ~51% of Potato Acres in North America

Community Benchmark Reports



Leadership Level Performance

Your Summary

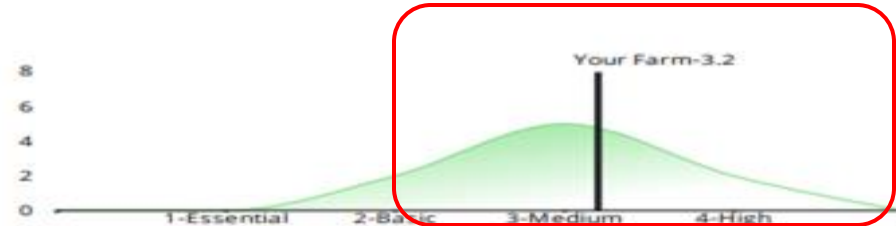
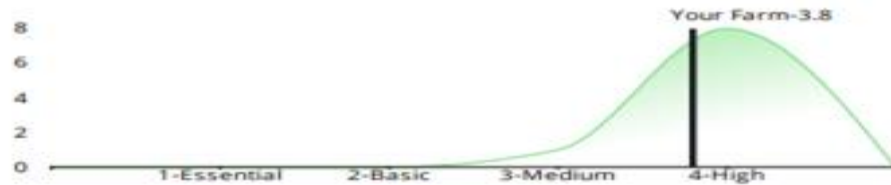
Soil Health

What you're doing well:

- You participated in projects that support and measure nutrient management for soil health.

Opportunities to improve:

- Develop & implement a plan to maintain reduced tillage & compaction across the rotation over time (e.g. strip or no-till & controlled wheel traffic for all operations)



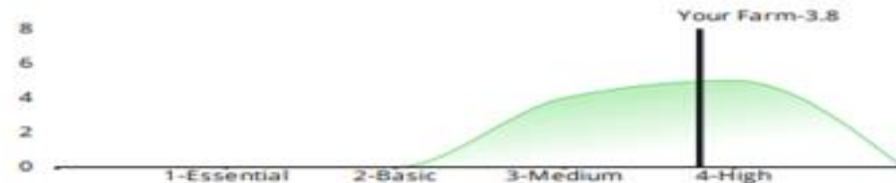
Human and Animal Health

What you're doing well:

- You maintained records and used them to show conditions are met for proper disposal of washout and other wastewater and to inform ongoing improvements in wastewater management.

Opportunities to improve:

- Incorporate regular residue & health risk testing and/or audits into the management scheme and share results with supply chain partners and others as appropriate



Community Leadership

What you're doing well:

- Your workers have the right of association or union membership if they choose, and the functioning of such organizations is allowed.

Opportunities to improve:

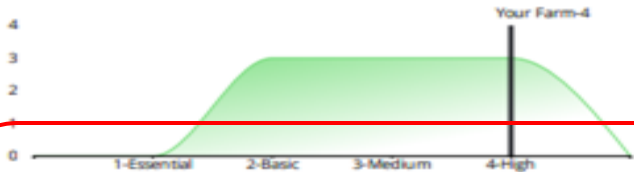
- Expand awareness and training of personnel with regards to hunting, fishing and harvesting of sensitive or endangered plants and animals or other materials is provided and permission for access is managed to prevent illegal harvesting

Community Benchmark Reports

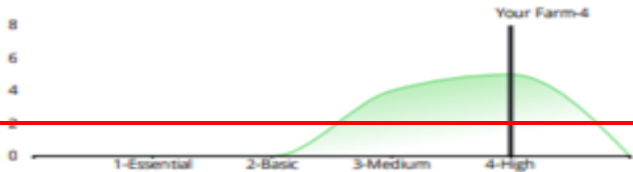


Your Other Results

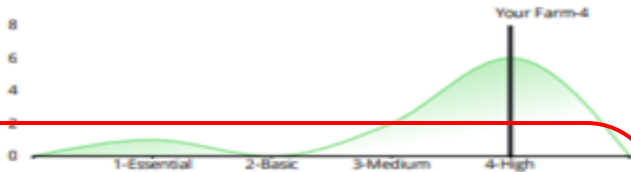
Biodiversity and Habitat



Optimal Production



Water Impact

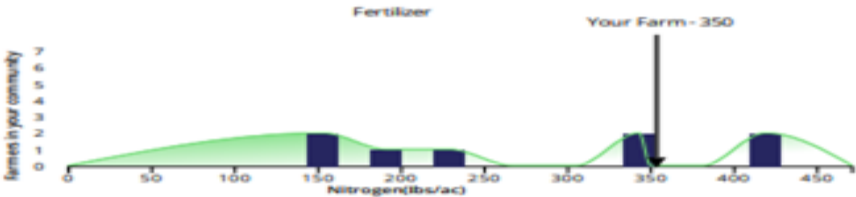
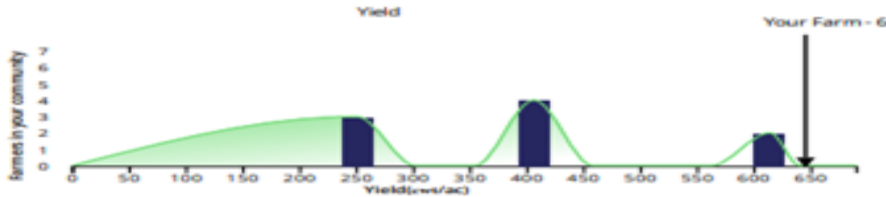


Management Practices

The following are selected from practices the grower said they are not currently doing. These practices are rated and ordered by their adoption among respondents, particularly those who scored the highest on the outcomes framework.

- Pest management plan
- Install or maintain field drainage tile
- Grassed waterways in place
- Water sediment basin/ponds
- Controlled wheel traffic

Crop Performance



The background features a dark brown, textured illustration of a sloth and a toucan perched on a tree branch. The sloth is on the left, and the toucan is on the right. The text 'PSA Education Portal' is centered in white.

PSA Education Portal

Tony Macklin – PSA Education Portal



Tony Macklin

Walther Farms Three Rivers, MI



Grant Morris – PSA Education Portal



Grant Morris

Schneider Farms-Pasco LLC
Pasco Wa

Owner Operator

Potato, Sweet Corn, Green Peas, Timothy, Beans,
Alfalfa, Wheat

Processing Sector

Pasco Washington





Leverage our alliance member's knowledge and skills to promote continued growth and development for the industry

- Are you interested in sustainability?
- Do you know everything there is to know about it?
- The sustainability community is constantly evolving.
- How can PSA simplify continuous improvement?
- If we aren't getting better and progressing as an industry, then we are falling behind.

PSA Education Portal



- Find Continuing Education options
- Attend sessions and count hours spent
- Track activities/hours in key topics
- PSA-wide reporting on progress
- Credit hours feed into learning pathways

Current activities in sustainability






Growers already make progress in sustainability: field days, symposium, and more




Helping to close gaps on the PSA Assessment




<  Biodiversity and Habitat 

Pollinator Management Completed! 

 You cannot edit any answers. You can review your results in the Reports tab.

Do you collaborate with neighbors and others at the regional level on pollinator initiatives?

Yes No 

1.2.3

My Progress

View All (8)

Biodiversity and Habitat



Community Leadership



Human and Animal Health



Optimal Production



Soil Health



My progress [Suggested content](#)

Biodiversity and Habitat | Available activities

All content

Live events

Online courses

Field days

Self-study activities



Winter conference

Topics covered: Habitat Quality, more...

3 days

Free



Regional Pollinator Field Day

Topics covered: Pollinator Management

6 hours

Free



Convention on Biodiversity

Topics covered: Biodiversity and Habitat

2 days

\$499



Biodiversity in Farming and Nature

Topics covered: Biodiversity and Habitat

1.25 hours

Free



ACME Habitat Symposium

Topics covered: Habitat Quality

5.5 hours

\$150



Trends in Habitat Northwest Update

Topics covered: Habitat Quality

1.25 hours

\$25

Easy pathways to fulfill sustainability topics



POLLINATOR DAY

Regional Pollinator Field Day

Topics covered: Pollinator Management

6 hours Free



Can now answer “Yes” on the PSA Assessment



<  Biodiversity and Habitat 

Pollinator Management Completed! 



You cannot edit any answers. You can review your results in the Reports tab.

Do you collaborate with neighbors and others at the regional level on pollinator initiatives?

Yes No

1.2.3

Showcasing Continuous Progress



Example of how PSA can report on grower sustainability improvements:

Environmental Stewardship	GHG Emissions	972 Hrs spent on Carbon Management	627k Acres impacted by new GHG Reduction Strategies
	Water Stewardship	216 Growers attended courses on Yield Optimization	46 Farms implemented Irrigation Best Practices
	Food Waste		

PSA Education Portal



- Added tool for the PSA Program toolbox
- Additional benefit of being involved with the Potato Sustainability Alliance.
- PSA members can submit and/or host content with the portal.
- PSA members and grower participants can attend and record sessions they attended.
- The continuous improvement of individuals, companies, and the industry can be recorded.
- Alliance progress is able to be quantified and visualized.

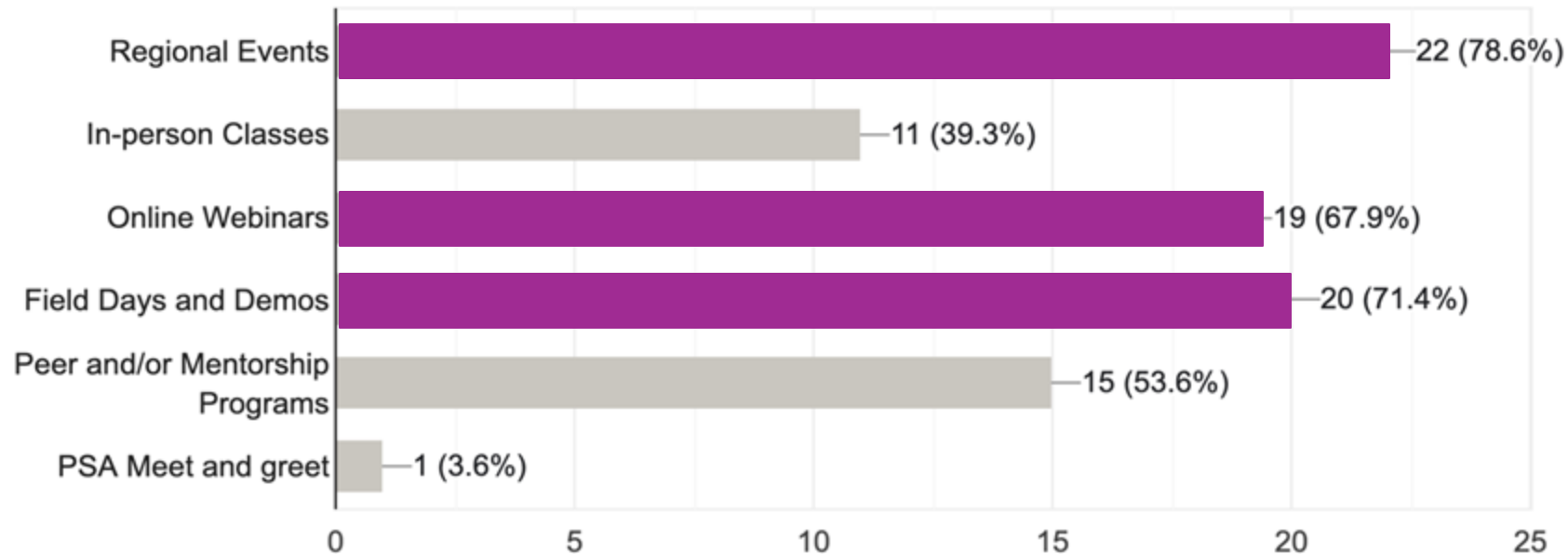
Feedback from the Summer Symposium



Regional events, online webinars, and field days/demos were identified as the best format for continuing education activities.

Which of the following educational formats would work best for you?

28 responses



2023 On-Farm Assessment Learning Opportunities



Biodiversity & Habitat: Participating in regional biodiversity and habitat initiatives is a key opportunity for improving performance in this area.

Community Leadership: Encouraging community understanding and support for agriculture through local educational and outreach efforts is a valuable opportunity.

Optimal Production: Using electricity measurements, analyses, or audits to implement improvements and increase efficiency is an important opportunity.

Soil Health: Identifying less productive, unprofitable, and highly erodible areas within fields and transitioning them to conservation areas is a key opportunity for improving performance.

Verification



Verification Subcommittee Team



Program Committee Members:

- Erika Wagner - Yara
- Steph Teclaw – RPC, LLC
- Tony Macklin - Walther Farms
- Grant Morris - Schneider Farms
- John MacQuarrie - Cavendish Farms
- John Mesko - PSA
- Natalie Nesburg - PSA

Additional PSA Members:

- Josh VanDeWalle - Bayer AG
- Steven Wall - Syngenta

Why Verification?



- Third-party program verification are steps taken by a third party to validate that program elements and activities are true and credible.
- PSA needs to be proactive as major buyers in fresh and processing segments are asking for verification, including auditing every farm similar to food safety audits.
 - Walmart and Whole Foods - 2025
 - Kroger - 2028
 - Others
- We can show buyers the value of PSA Program Verification, and the validity of accepting it, vs auditing every farm for buyer specific criteria.

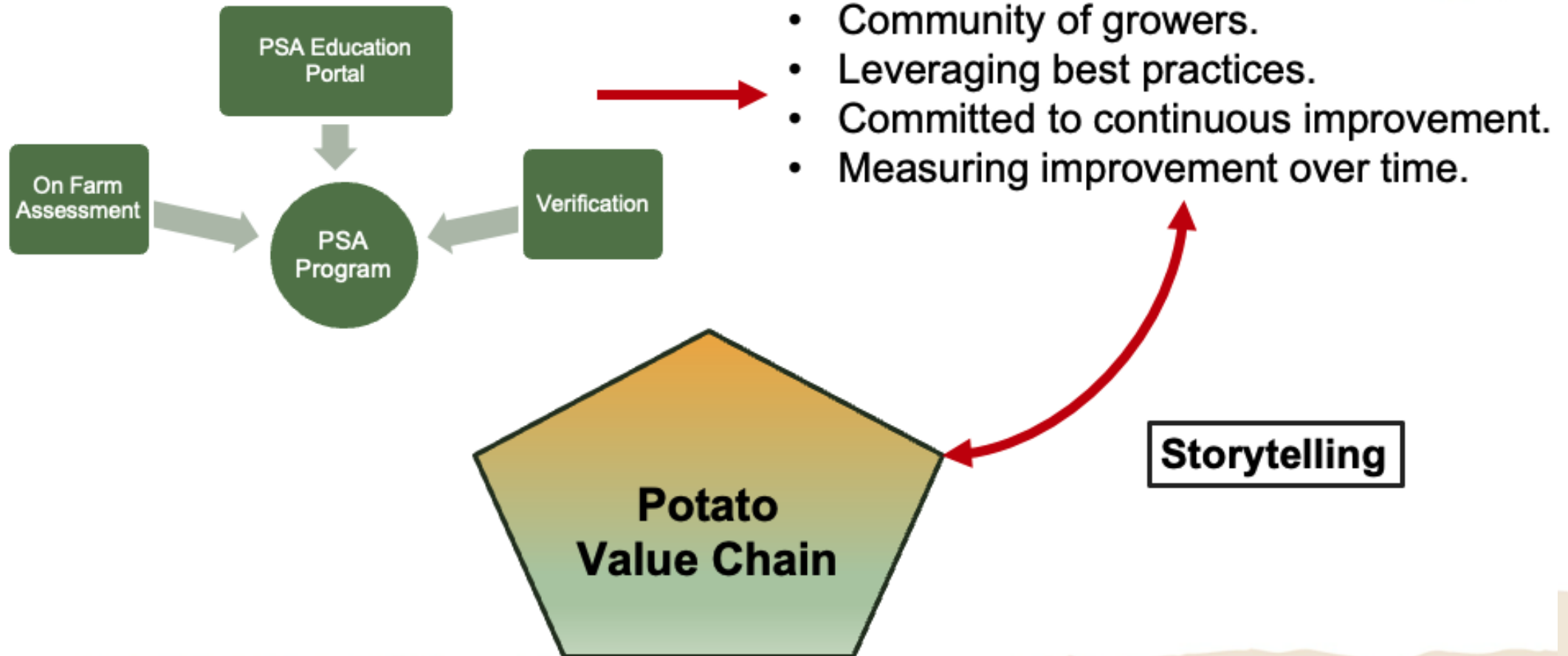
The background features a detailed, light-colored line drawing of a plant with a complex root system and several leaves. The drawing is set against a solid yellow background. The text 'Value of PSA Membership' is centered over the image in a white, sans-serif font.

Value of PSA Membership

PSA is an Alliance



We work toward a common goal. Defining, measuring, and reporting on farm potato sustainability.



PSA Members



Processors

Basic American Foods
Campbell Soup Company
Cavendish Farms
J.R. Simplot
Lamb Weston Holdings, Inc.
McCain Foods
More pending...

Fresh Marketers

Peak of the Market Ltd.
The Little Potato Company
RPE, LLC.
Potato Services of Michigan

Buyers

McDonald's
Sysco Corporation
Wendy's

Allied Industry

1,4 Group
AFCO
Azotic Technologies
Bayer Crop Science
Corteva Agriscience
CropTrak
GreenLight Biosciences
HZPC
Nutrien
Ostara
PoLoPo, Inc
Syngenta
YARA

PSA Members



Grower Organizations

Colorado Potato

Fruit & Vegetable Growers of Canada

Idaho Potato Commission

Keystone Potato Producers Association

Maine Potato Board

Michigan Potatoes

National Potato Council

Oregon Potatoes

PEI Potato Board

Potato Growers of Alberta

Washington Potatoes

Wisconsin Potato & Vegetable Growers Assoc.

Universities

Iowa State University

Environmental NGOs

American Farmland Trust

Pheasants Forever

Soil Health Institute

The Nature Conservancy

The Farmlink Project

Grower Associates

Alsum Farms & Produce

BKR Farms, Inc.

DeGroot's Vegetable Farms

Reed Farms Idaho

R.D. Offutt Farms

Sklarczyk - SS Feed Potatoes

Walther Farms

Port Elgin Seed Farm

Focus on Metrics... – and more



Sustainability is a moving target. Need to be more than a survey that takes a snapshot in time

The industry is grappling to find the right metric(s). (think blood pressure)

We all know good years/bad years impact metrics

Metrics are good, and we will collect/report them, but not the full story

Can we build a community (system, collaborative, ALLIANCE) that instills such confidence that it is sufficient to be a part of the alliance?

Building such an Alliance



1. Recognizes and accounts for the good things already happening on farms.
2. Develops a system that works for growers
3. Develops a system that works for our aggregator members who need to report.
4. Encompasses enough of the acres/growers/companies that show broad agreement on what it takes to define, measure, and report.
5. Shows the buying community that the potato industry has the answers.
6. Creates a feedback loop ensuring continuous improvement

Strength in Numbers



Collectively, PSA members/participants:

- Represent the major frozen potato processors
- Represent a growing segment of the fresh potato market
- Include very large farms, medium farms, and small farms
- Stretch from Prince Edward Island, to Florida, to California, to Alberta
- Have a program development process that is continually improving.

Strength in Numbers... and in Commitment



Collectively, PSA is/are:

- Experts in Potato Production
- Experts in Sustainability
- Over 50% of potato acres in North America
- Supporting all types of production (chips, frozen, fresh, dehydrated)
- Driving sustainability pre-competitively as an industry
- Seen as an innovative solution by other crops, commodities, etc...
- Open to ongoing improvements, enhancements



Summer Symposium Update

Save the Date!



2025 PSA Summer Symposium
July 15 - July 17
Charlottetown, PE



Thank you!



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