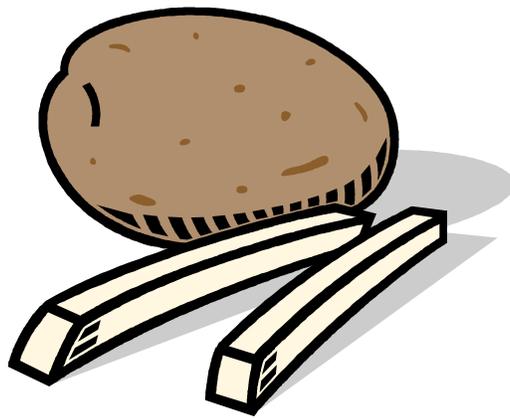


Marketing U.S. Potatoes

2010 Crop



Federal-State
Market News Service

*Idaho State Department of Agriculture
Oregon State University*

Cooperating with

*United State Department of Agriculture
Agricultural Marketing Service
Fruit & Vegetable Programs*

Marketing U.S. Potatoes 2010 Crop

Foreword

This abbreviated summary is the result of technology that allows you to select only the prices and shipments you are interested in from the Market News Portal. You can access the **Fruit and Vegetable Market News Portal** at

<http://www.marketnews.usda.gov/portal/fv>

Historical shipment and price information can be obtained by using **Run a Custom Report**.

The U.S. Potato Monthly Shipments are generated out of the Market News Portal, downloaded in Excel and organized into a Pivot Table.

The *National Potato and Onion Report* is still published and is available by a free email service. To receive this report by email call 208-525-0166. It is also available on the Web at <http://www.ams.usda.gov/fv/mncs/idop.pdf>

If you have any questions, call the Idaho Falls Market News office at 208-525-0166

CONTRIBUTING REPORTERS

PATRICIA R. WILLKIE
Local Representative
TONY SORENSON
Market Reporter
JENNIFER NOURY
Idaho Falls, ID
(208)525-0166

DEBRA FRIDAY
Local Representative
KEITH MURPHY
Market Reporter
Benton Harbor, MI
(616)925-3270

KARRIE GONZALEZ
Local Representative
Raleigh, NC
(919)856-4377

BRETT RICHARDSON
Local Representative
Richmond, VA
(804)371-0319

RELEASED: November 2011

TABLE OF CONTENTS
2010 Season

California, Kern District	4-6
Colorado	7-8
Delaware	9
Florida	10
Idaho	11-12
Klamath Basin	13-14
Maine	15-16
Maine Chipping Potatoes	17
Michigan Potatoes	18-19
Michigan Chipping Potatoes	20
Big Lake & Central Minnesota	21-23
Red River Valley (Minnesota & North Dakota)	24-25
New York Long Island	26
New York Chipping Potatoes	27
North Carolina	28
Ohio Chipping Potatoes	29
Pennsylvania Chipping Potatoes	30
Virginia	31-33
Virginia Chip Stock	34
Virginia Seed Stock	35
Columbia Basin Washington & Umatilla Basin	36-37
Northwestern Washington	38
Wisconsin	39
New Brunswick Canada	40
Monthly Potato Shipments	41

MARKETING KERN DISTRICT CALIFORNIA SPRING POTATOES

2010 CROP

Acreage & Production: USDA, NASS estimated the California Spring crop production at:

KERN CALIFORNIA DISTRICT SPRING POTATO CROP					
CROP	HARVESTED	YIELD	PRODUCTION	PRICE	PRODUCTION
YEAR	ACRES	PER ACRE	CWT	PER CWT	VALUE
2003	19,000	440	8,360,000	\$12.60	105,336,000
2004	17,500	475	8,313,000	\$13.40	111,394,000
2005	15,100	405	6,116,000	\$13.00	79,508,000
2006	15,300	395	6,044,000	\$12.00	72,528,000
2007	15,500	395	6,123,000	\$10.20	62,455,000
2008	14,300	420	6,006,000	\$11.00	66,066,000
2009	17,500	410	7,175,000	\$17.50	125,563,000
2010	27,000	405	10,935,000	\$11.80	129,033,000
5 year average	17,920	405	7,255,600	\$12.50	91,129,000
change from 2009 to 2010	154%	99%	152%	67%	71%
change from avg to 2009	151%	100%	151%	94%	142%
National Agricultural Statistics Service (NASS)					

Kern County Department of Agriculture and Measurement Standards indicated acreage was:

Kern County Spring Potato Acreage						
	2006	2007	2008	2009	2010	% change
Lone White	1,932	1,826	1,679	1,810	1745	-3.60%
Round Red	1,686	2,047	1,960	2,398	2344	-2.30%
Russet	3,968	4,030	3,292	3,516	1987	-43.20%
Yellow Type	1,068	1,365	1,431	1,421	1399	-18.20%
Chipper	3,402	3,745	3,640	**	**	NA
Total Acreage	12,056	13,013	12,002	9145	7484	-18.20%
*Note: One major Kern County shipper does not release their acreage.						
**Kern County Dept of Ag no longer tracks potato acreage. Acreage is compiled by local shippers.						

Weather and Crop Progress: January 31... Farmland in Kern County has been stale bedded for potatoes. Planting began in earnest that following week. By February 7, Kern County potatoes were growing well. March 28 brought the harvest equipments out as potatoes for chipping were being harvested in Kern County. The first week of May marked the official start of fresh potatoes harvest in Kern County.

Weather and growing conditions were very much normal for the 2010 potato crop. Growers were able to get into the field in a timely and normal time frame to begin early field work, mark-out, planting cultivating and harvesting. Growing condition were

very much an average of the last several years; including not too much rainfall and plenty of sunshine and the associated heat units. California is known as the “land of milk and honey” and this season did not disappoint the Kern County potato growers. The Central “Valley” has long been known for its potato crop and this season did not disappoint. Yields were very much average at 375-400 cwt per acre. As most years, there was a range of yield from the sandy soils to the south and the heavier soil to the north end of the potato growing area. Potato quality was also very average with few problem or major concerns during the shipping season.

KERN DISTRICT, CALIFORNIA POTATO SHIPMENTS

	<u>2008 Spring Crop</u>	<u>2009 Spring Crop</u>	<u>2010 Spring Crop</u>
Purple Type	47,600 cwt	78,141	62,899 cwt
Fingerling	***	92,129	81,881 cwt
Yellow Type	446,300 cwt	412,708	512,808 cwt
Long White	643,300 cwt	607,073	743,005 cwt
Round Red	718,700 cwt	618,467	842,063 cwt
Russet	882,000 cwt	846,953	545,308 cwt
Rail/piggy-back	1,105,400 cwt	965,200	836,850 cwt
TOTAL SHIPMENTS	3,897,800 cwt	3,620,671	3,624,814 cwt

Shipments: Local Kern county shipments of 2010 crop started week-ending May 1 and continued until week-ending August 7.

Kern District Potato Shipments By Variety				
	2009 Spring Crop		2010 Spring Crop	
VARIETY	CWT	Percentage	CWT	Percentage
Purple	78,141	3	62,899	2
Fingerling	92,129	4	81,881	2
Yellow Type	412,708	15	512,808	14
Long White	607,073	23	743,005	21
Round Red	618,467	23	842,063	23
Russet	846,953	32	545,308	15
Round Red/Yellow Flesh	0		0	0
Mixed Varieties	358		0	0
TOTAL TRUCK	2,655,471		2,787,964	
Rail	965,200	27	836,850	23
TOTAL	3,620,671		3,624,814	

Marketing: The 2010 season was the fourth season the shippers ask for and received an additional handling fee of 45 cents per carton/bale. Long White, Round Red and Yellow Type prices were collected starting week ending May 8, 2010 and ended week ending July 24, 2010.

Long Whites: 50-pound carton size A, U.S. One opened at \$16.45-18.45 per carton on week ending May 8, then closed at \$10.45 on week ending July 24. They never traded lower than week ending July 24 and traded highest week ending May 8-May 15.

Round Reds: 50-pound carton size A, U.S. One opened at \$12.45 per carton on week ending May 8, then closed at \$14.45-16.45 on week ending July 25. They never traded higher than the last week and traded lowest on week ending May 15 and June 5 at \$10.45-12.45.

Yellow Type: 50-pound carton size A, U.S. One opened at \$18.45-22.55 per carton on week ending May 8, then closed at \$12.45 on week ending July 24. They never traded higher than the first week and traded lowest at \$10.45-12.45 on week ending July.

Russet Norkotah: U.S. One size A 100 pound sacks opened at \$9.45 on week ending June 19, and closed at \$10.45 on week ending July 25. U.S. One 50-pound carton 80s opened the season on week ending June 19 at \$13.45 per carton and closed on week ending July 24 at \$10.45-12.45 per carton. They never traded lower than the last week and the highest they traded was the first week of the season.

Three of the Kern County shippers operate their facilities outside of the traditional Spring Potato Season. They have a Winter crop grown in their Kern fields, including the Lake Isabella area and operations in what they call “the desert”, which is in the Imperial Valley-Coachella area. One Kern shipper also uses potatoes grown in the Lancaster

area. Those three areas are reported in separate districts: Winter crop is California-Central, the desert deal is reported as California-Imperial Valley, and Lancaster is included in the California-Southern. Shipments are reported in a week ending format in these districts. Prices are not reported by the Market News in these areas, so that confidentiality can be maintained. The Winter crop runs from November into March. The desert deal runs in April. The Lancaster crop starts as the Kern spring deal finishes in late June and runs into early October. One other California shipper has ground throughout southern California, allowing them to harvest potatoes throughout the year.

Transportation Trends: Trucks hauled 77 percent of the crop; up from 72 percent last year. Trucks were extremely hard to come by, but rail was even more of a shortage. Most shippers must rely on the customer to find a truck. Buyers had limited luck finding a truck that was going to California. Finding a truck already in-state that was empty was extremely difficult. Piggy-back continues to be an alternate method of transportation because of the limited availability of trucks and rail cars. Another transportation opportunity for Kern County shippers is Railex with Corporate Headquarters in Riverhead, New York. The shipping facility is located in Delano, California (outside of Bakersfield). Railex delivers potatoes/produce weekly, coast to coast in five days, from Delano, California to its Rotterdam, New York facility. The Albany, New York area is unique in that Railex can service 5 major cities in four hours or less. It is extremely well served by rail, yet lacks the congestion associated with major metropolitan areas. This combination makes for a highly efficient transfer of goods to market that can be coupled with high volume and consistent supply through Railex's platform. Kern shippers are indeed pleased with the new and additional opportunity for shipping into the lucrative East Coast market.

MARKETING COLORADO POTATOES

2010 CROP

Production:

COLORADO (Fall Potato Crop) NASS 2009 Summary					
Area Planted			Area Harvested		
2008	2009	2010	2008	2009	2010
57,000	56,000	55,500	56,900	55,200	55,200
Yield			Production		
2008	2009	2010	2008	2009	2010
385	400	390	21,907, 000	22,080, 000	21,528, 000

Colorado 2010 Potato Crop				
County	Planted	Harvested	Yield	Production
Alamosa	19,100 acres	19,100 acres	393 CWT	7,505,000 cwt
Rio Grande	17,100 acres	16,900 acres	393 CWT	6,640,000 cwt
Saguache	14,600 acres	14,500 acres	383 CWT	5,560,000 cwt
Other Combined Counties	4,700 acres	4,700 acres	388 CWT	1,823,000 cwt
State Total	59,500 acres	59,100 acres	389 CWT	<u>22,971,000 cwt</u>

Planting-Growing-Harvesting Conditions: **April**

5... Summer potatoes were 1 percent planted compared with a 5-year average of 4 percent. **May 9...** Summer potatoes are 40 percent planted compared with a 5-year average of 44 percent and 4 percent of the crop is emerged. Half of the fall potato crop was planted by week's end which is well ahead of last year and the 5-year average.

June 1... Summer potatoes are 90 percent planted compared with a 5-year average of 78 percent and 50 percent of the crop was emerged. Fall potato planting in the San Luis Valley continued as 93 percent of the acreage was planted by week's end, ahead of the 5-year average of 91 percent. **June 28...** Summer potatoes were rated in mostly good condition at the end of the week. Fall potato emergence in the San Luis Valley reached 99 percent by week's end, ahead of the 5-year average of 92 percent. The fall potato crop is rated in mostly good condition. **August 9...** Summer and fall

potatoes were reported in mostly good condition at the end of the week. The harvest of summer potatoes began this week with two percent harvested by week's end. **August 30...** Summer potatoes were 18 percent harvested with the crop reported in mostly good condition at the end of the week. Fall potatoes were 2 percent harvested and reported in mostly good to excellent condition. **October 4...** Summer potatoes were 95 percent harvested at the end of the week. Fall potatoes progressed to 72 percent harvested. **October 25...** Fall potatoes progressed to 99 percent harvested.

Summer Marketing Season: The USDA Market News Service does not publish F.O.B. shipping point prices for Colorado's summer crop due to having too few shippers to establish a market.

Fall Marketing Season: Russet varieties of count cartons and non-size A bales started week ending

September 4. 70 count Russet cartons started out at \$16.00 per carton and finished the season \$20.00 per carton. Size A baled 5 10-pound film bags started out at \$8.00-8.50 and finished at \$11.00-12.00. U.S. Commercial bulk per cwt size A started at \$11.00-12.00 and finished at \$13.50-14.00.

Movement: The Market News Service began reporting light movement of Round Reds, Yellow Type week ending August 14, 2010. Shipments of Russets started shipping out of the San Luis Valley on weekending August 28. Fall potato shipments peaked in mid-November with the Thanksgiving promotions running add business. Weekending November 20 saw the peak at 439,174 cwt compared to 412,638 cwt shipped same week last year. Mid-December saw another bump of Holiday business. Weeks ending December 11 and 18 saw 390,322 and 441,227 cwt shipped. The Easter Holiday saw another bump of business with weekending March 19 shipments of 344,183 cwt. Colorado's total shipments for the crop year through week-ending September 3, 2011 equaled 14,544,247 cwt compared to last season at 15,127,000 cwt. By variety Fingerling 8,725 cwt compared to 2009 crop 19,172 cwt, Mixed 44,937 cwt compared to 2009 crop 74,903 cwt, Round Red 339,741 cwt compared to 2009 crop 330,114 cwt, Round Red/Yellow Flesh 2,971 cwt compared to 2009 crop 22,200 cwt, Russet 13,229,402 cwt compared to 2009 crop 13,655,381 cwt, Yellow Type 926,593 cwt compared to 2009 crop 830,609 cwt and shipped by rail 621,400 compared to 2009 crop 188,500 cwt.

Packaging: Major packaging remained the 50-pound cartons, 10 and 5-pound poly bags in 50-pound paper or poly balers or card board bins, and dry bulk for Russet varieties (predominantly Norkotah with some Canela Russet, Classic Russet, Centennial Russet, Russet Nugget and Rio Grande Russet). Round Reds shipped primarily in 10 and 5-pound poly in 50-pound paper or poly balers and card board bins, also 2 ½-3 ½ inch (Premiums) in 50-pound cartons, and size B in 50-pound paper sacks. Yellow Type shipped primarily as 5-pound poly in 50-pound paper or poly balers and card board bins, also 2 ½-3 ½ inch (Premiums) in 50-pound cartons.

Transportation: Trucks were a problem for the Colorado potato shippers most of the season. Transportation had become a critical issue as rising fuel prices in 2010 cut into growers' profits. There were a few incidents early in the new calendar year, such as the Holiday season when trucks tend to haul the high paying Christmas tree loads. Also, spring time creates additional problems when trucks are tied up hauling nursery stock that also pays a premium. Most of the Colorado's tablestock crop ships out of state, including major distribution centers such as: Atlanta, GA; Boston, MA; Chicago, IL; Dallas, TX; Los Angeles, California; Miami, FL; New York, NY; Philadelphia, PA; and because

of Colorado's tie to and close proximity to Texas, Amarillo, TX; San Antonio, TX; and Houston, TX.

Variety Survey: This report provides the results of a special Fall Potato Variety Survey of potato growers in the San Luis Valley for the 2010 crop. The survey was funded by the San Luis Valley Research Center and was conducted by the USDA/NASS Colorado Field Office. Data was collected from potato growers by return mail or telephone interviews conducted by enumerators. Responses to this year's survey covered 54 percent of the 55,500 acres planted for the 2010 crop compared with 61 percent coverage in the 2009 survey. **Russet varieties** accounted for 85.0 percent of the 55,500 acres of all potatoes planted in the San Luis Valley for the 2010 crop compared with 84.0 percent last year. **Yellow Flesh varieties** were planted on 10.0 percent of the total acreage, down one percentage point from 2009. **Red varieties** were planted on 2.0 percent of the total and the remaining 3.0 percent of the total was made up of **White and Other varieties**.

Russet Norkotah continued its ranking as the most popular variety among producers by being planted on 45.9 percent of the total potato acreage and accounting for 54.0 percent of all russet potatoes. Norkotah Selection 3 was the most popular Russet Norkotah, accounting for 24.0 percent of the total acres planted; Norkotah Selection 8 claimed 5.3 percent; Standard accounted for 1.6 percent; and all other Norkotah selections totaled 15.0 percent. The **Canela Russet** variety ranked second among Russet varieties in 2010 by being planted on 13.4 percent of the total acreage and representing 15.8 percent of all russet varieties. The **Rio Grande Russet** was the third most popular russet variety, representing 6.8 percent of the total acreage and 8.0 percent of all russet varieties. **Blazer Russet** ranked fourth among russets with 4.8 percent of the total acreage. **Centennial Russet** was next with 4.2 percent, **Russet Nugget** accounted for 2.7 percent and all **Other Russet** varieties were planted on 7.2 percent of the total acreage.

Cherry Red was the most popular red variety planted in 2010. This variety accounted for 0.4 percent of the total acreage and represented 20 percent of all red varieties planted. **Other Red** varieties totaled 1.6 percent of the total acreage.

Yukon Gold, a yellow flesh variety, was planted on 4.0 percent of the total acreage and represented 40.0 percent of all yellow flesh varieties. **Other Yellow Flesh** varieties were planted on 6.0 percent of the acreage. **Chipita**, with 2.5 percent of the total acreage, was the leading white variety.

Other White and Other Varieties group, at 0.5 percent of the total acreage, includes other white varieties, research varieties and other specialty type potatoes.

MARKETING DELAWARE POTATOES

2010 CROP

Statistics: According to the Delaware Agricultural Statistics Service, growers **planted and harvested 1,600 acres** of potatoes during the 2010 season. Production **decreased** to 440,000 cwt, off by **8 percent** from the previous year (480,000 cwt). Yields also **decreased to 275 cwt** per acre, compared to 300 cwt last season.

According to NASS, the average price for the season totaled \$9.90 per cwt, up .80 cents from the previous year (\$9.10) with the total value of production for 2010 of \$4.356 million dollars. The grower base remained at 5, despite the pressures of urban sprawl.

Movement: The Market News Service reported movement of approximately 240,400 cwt of tablestock for the 2010 season, **down nearly 25 percent** from the year before (322,000 cwt). During the 2010 season, the Market News Service reported shipments by potato type. Round Whites accounted for 75 percent of the total, Round Red 15 percent, Yellow Type 9 percent and Russet 1 percent. The initial movement during the 2010 growing season was reported in mid-July 25 with harvested completed by the end of September.

Growing and Harvest Season: Initial planting was underway at the end of March, although soils were heavy with excess moisture, and progress was marginal. The advent of warmer temperatures helped alleviate soil moisture though in early May. By May 9, 91 percent of the potato crop was planted compared to the 5-year average of 94 percent. By Memorial Day, the crop was nearly planted as soils needed a boost with the mid-month rains. Above normal temperatures continued for much of June, which kept soil conditions dry, and some

plantings showed stress. Harvest of Round Reds began the week after the Fourth of July with record high heat and dry soils, with Round White harvest underway about 10 days later. Hot and dry conditions prevailed through July into mid-August, with growers harvesting at a record pace. Mid-August rains slowed harvest; 98 percent of the crop had been harvested compared to the 5 year average of 50 percent. Sporadic showers continued for the rest of the month as the harvest concluded. This was a much faster harvest compared to the 2009 season, when growers were hampered by heavy rains that stretched the season well into September.

Marketing Season: Market News Service reported the first f.o.b. shipping prices of the 2010 season the third week of July. **Prices opened higher** than the previous season **as 50-pound sacks** of U.S. One Size A **Round Reds** were reported for **\$16.00**, with **B size \$20.00**, \$4.00 above the sack prices initially in 2009. **Round Red A's** dropped the first week of August to \$13.00-14.00 while Bs remained strong at \$20.00. The short Red season finished by mid-August with A size from \$11.00-12.00 and B size \$17.00. **Round White** U.S. One size A 50-pound sacks began the season the latter half of July as well **with initial F.O.B. shipping point prices of \$8.00** and chefs at \$12.00. Prices slipped slightly by August 1 from \$7.00-8.00 for A size, while chefs remained at \$12.00. These prices remained stable for the rest of the season, which was generally completed by most shippers near Labor Day, two weeks earlier than the 2009 season, which was plagued with several rain delays. One grower continued with shipments through September.

MARKETING FLORIDA POTATOES

2010 CROP

Acres & Production: 2010 crop production is listed by the USDA NASS in their January 2011 Crop Production-Annual Report for the 2010 crop summary. Area planted was 332,000 acres total, with Hastings as 215,000 acres and other as 117,000 acres. Area harvested was 318,000 acre total, with Hastings as 203,000 acres, and other as 115,000 acres. Yield per acre was 250 cwt per acres state wide. Production was 7,950,000 cwt total, with Hastings at 5,075,000 cwt and all other areas at 2,875,000 cwt.

Crop & Weather: Fields were being prepared for planting in late November 2009. Central and Southern Florida saw plenty of moisture in late November and early December. Wet conditions were reported in many areas during the month of December. January saw cool temperatures for the first 3 weeks with major freezing temperatures the second week of the month. Many acres showed significant damage from overnight sub-freezing temperatures. Potato digging around Lake Okeechobee and in the Immokalee and Palmetto-Ruskin areas became active during February. March saw the final planting for the northern fields in Suwannee County while some fields in the Hastings area needed replanted due to flooding. April saw fields in the Hastings area varied by location. Fields with poor drainage saw slow progress while drier fields had made good progress. Early May saw good weather for the start of harvest in the Northern counties.

Harvesting: None of the Florida potato crop is put into storage. The entire production is packed and shipped at harvest. Thus harvest is on going through the packing season. Enough acres are harvested each day to keep the packing plants going based on demand and sales. Harvesting is not as stressful in Florida as it is in storage states that harvest into the night.

Shipments: Shipments of fresh-table stock potatoes out of Florida for the 2010 season were 2,131,000

cwt compared to 2,786,600 total cwt in 2009. Round Red was 1,472,400 cwt in 2010, 2,051,600 cwt in 2009; Round White 452,100 cwt in 2010, 446,400 cwt in 2009; Yellow Type 182,400 cwt in 2010, 250,000 cwt in 2009; Russet Norkotahs 2,500 in 2010, 3,250 in 2009; and Fingerling 400 cwt in 2010 compared to 490 cwt in 2009. Round Red shipments began the week ending February 13 and finished week ending June 26. The Round Red crop had one week, May 8, that stood out with 1,647,000 cwt shipped. Round White shipments started on week ending February 20 and finished week ending June 26. May and June were the biggest shipping months for Round Whites. Yellow Type shipments began week ending February 13 and finishing the last week of the season of June 26. April was the biggest shipping months for Yellow Type. Shipments of chipper potatoes totaled 9,506,000 cwt in 2010; 7,001,000 cwt for the 2009 season. Chipper shipments began the week ending April 3 and finished week ending June 19. Chipper shipments peaked from week ending May 8 through May 22. There is an area in north Florida shipping chipper potatoes earlier than those recorded. This early deal is not reported by the USDA.

Marketing: No prices were issued for chipper potatoes in the 2009 season as most movement was contracted or open sales were in the hands of a few growers, with too few prices reported to establish a market. The USDA, AMS, Fruit & Vegetable Market News reported F.O.B. prices out of Florida for Round Reds from week ending February 27 through June 26. Round Red 50-pound sacks size A started out at \$15.00 per sack, finishing at \$10.00-12.00. Round White 50-pound sacks size A started the season week ending February 27 at \$25.00 and finished week ending June 19 at \$10.00-12.00, mostly \$12.00. Yellow Type 50-pound sacks size A started the season week ending April 10 at \$25.00 and finished week ending June 5 at \$16.00.

MARKETING IDAHO POTATOES

2010 CROP

Acres & Production: According to the National Agricultural Statistics Service, the in-season estimate for 2010 crop acreage was 295,000 acres planted, an 8 percent decrease from the final estimate for the 2009 crop at 320,000 acres. The in-season estimate of 2010 yield was 384 cwt per acre, a 7 percent decrease from the final estimate for 2009s yield of 415 cwt per acre. The in-season estimate of 2010 production was 112,970,000 cwt, a 15 percent decrease from the final estimate of 2009s production of 132,500,000 cwt.

Shipments: The first 2010 crop shipments were recorded during the week ending August 28, 2010. 2,470,000 cwt of 2009 shipments over-lapped the start of 2010 crop marketed in August 2010. It was the first week of October, 2010 before Idaho (as well as other areas) marketing was not competing with storage supplies. Fresh market shipments were in full volume from August 2010 through August 2011. Shipments from Idaho in 2010 were 33,031,000 cwt, an 11percent decrease from 2009s shipments of 37,115,000 cwt. The peak shipping month was November 2010 at 3,234,000 cwt.

Shipments were 94 percent Russet, 3 percent were Round Reds (including red skin/yellow flesh), and 3 percent were Yellows.

The crop year is the calendar year when harvest occurred. Seasons are not fixed dates. Shipments are reported by the crop year (season) so overlapping shipments (generally in August) do occur as marketing from storage of the 2010 crop extended through September of 2011 after 2011 harvest and shipments had started.

Crop & Weather: Temperatures across the State ranged from normal to 8 degrees above normal for

the first week of April, 2010 with most regions reporting above normal precipitation. Five percent of the crop had been planted in the Southwest region of the State compared to 13 percent in 2009. The following week saw temperatures range from 3 to 10 degrees below normal. Many extension educators reported that cool temperatures kept farm operators out of the fields. The Jefferson County extension educator reported 6 to 12 inches of snow during the week. Twenty-eight percent of the crop had been planted in the Southwest which was the same as 2009. Very early planting activity had started in the South-central growing area, compared to 5 percent in 2009. Temperatures ranged from normal to 8 degrees above normal during the third week in April and all areas reported precipitation. During the week ending April 25, Power County received over an inch of rain in some areas which halted potato planting. High winds and cool weather slowed field work the last week of April. Snow showers were reported in many regions of the State. By the end of April, Southwest was 98 percent planted, South-central was 40 percent planted and the East was 10 percent planted. The first week of May saw cool weather accompanied by frost, snow and wind causing major concerns for many crops throughout the State. Snow was reported by the Twin Falls and Franklin County extension offices. The crop was beginning to emerge in the Southwest growing area of the State. Cool weather continued for the rest of the month with temperatures ranging as much as 10 degrees below normal. The cool weather didn't slow planting with 92 percent of the crop planted, however, only 14 percent of the crop had emerged compared to 25 percent in 2009.

Cool, wet weather continued into the first week of June which continued to slow progress. The Power

County extension office reported that despite poor conditions, farm operators were dammer-diking potatoes. Emergence was 26 percent compared to 59 percent in 2009. Planting was generally complete Statewide. By mid-June, dry weather moved into the State which improved many crops progress and condition. Temperatures for the weekending June 20 ranged from 4 to 8 degrees below normal. The Lincoln and Bingham County extensions reported frost damage to some potatoes in the region.

By July 4th potato emergence was nearly complete. Thirty-seven percent of the crop was 12 inches high compared to 69 percent in 2009 and 14 percent were closing middles compared to 25 percent in 2009, conditions indicative to the cool weather in May and June. Warm and dry weather in mid-July improved farming conditions and crop progress. By the end of the month, potatoes closing middles were 92 percent compared to 99 percent in 2009 and the vines were just beginning to die or were being killed.

In mid-August, Caribou County reported that potatoes were a little behind average but looked good. Potato harvest had begun the third week of August in the Southwest growing region of the State. During the last week of the month, the Bonneville extension reported Verticillium wilt was becoming a problem in area potato fields. Caribou County reported rainfall slowed harvest for the week. Harvest in the Southwest was 17 percent complete, compared to 23 percent in 2009; South-central and Eastern growing regions had just started harvest.

Temperatures the first week of September ranged from 3 to 4 degrees below normal for the State. The eastern districts reported the most rainfall for the week. By the weekending September 12, vines dying/killed had finally caught up to 2009 at 66 percent.

Temperatures for the weekending October 3 ranged 8-18 degrees above normal for the State with very little precipitation reported. Potato harvest was at 38 percent complete, 12 points behind 2009. Harvest was generally complete by the end of the third week in October.

Marketing: The first report on Russet Norkotahs was issued during the weekending August 21, 2010 out of the Twin Falls-Burley District and Western Idaho. U.S. One baled 5 10-pound film bags non size A were \$5.75-7.25 and the 50-pound cartons of 70s were \$15.00-16.00. Marketing shifted to include the Upper Valley during the weekending September 11, 2010. The baled 5 10-pound film bags non size A were \$5.75-6.00 and the 50-pound cartons of 70s were \$17.00-17.50.

The first report on Russet Burbanks was issued during the weekending October 9, 2010 out of the Upper Valley, Twin Falls-Burley District Idaho. U.S. One baled 5 10-pound film bags non size A were \$4.25-5.00 and the 50-pound cartons of 70s were \$14.00-15.00.

The last report on Russet Norkotahs was issued during the weekending March 5, 2011 out of the Upper Valley, Twin Falls-Burley District Idaho. U.S. one baled 5 10-pound film bags non size A were \$6.75-8.50 and the 50-pound cartons of 70s were \$19.00.

The last report on Russet Burbanks was issued during the weekending August 20, 2011 out of the Upper Valley, Twin Falls-Burley District Idaho. U.S. one baled 5 10-pound film bags non size A were \$7.50-8.00 and the 50-pound cartons of 70s were \$20.00.

No consideration is given to after-sale adjustments unless otherwise stated. Brokerage fees paid by the shipper are included in the price reported.

MARKETING KLAMATH BASIN POTATOES

2010 CROP

Acreage & Production:

California Fall Potatoes						
	Acres Planted	Acres Harvested	CWT Acre	CWT Production	CWT Price	Production Value
2006	8,600	8,600	450	3,870,000	NA	NA
2007	7,900	7,900	480	3,792,000	\$7.70	26,299,000
2008	8,400	8,400	470	3,948,000	\$7.55	26,906,000
2009	8,400	8,400	495	4,158,000	\$8.95	37,214,000

Klamath County Oregon Potatoes			
	Acres Harvested	CWT Acre	CWT Production
2007	5,300	485	2,570,500
2008	5,300	430	2,279,000
2009	5,400	450	2,430,000

Shipments: Klamath Basin fresh potato shipments were 2,250,281 million cwt; with the California side of the Basin at 997,646 million cwt and the Oregon side at 1,252,635 million cwt. The shipping period was from week ending August 29, 2009 to week ending September 25, 2010. The week ending November 21 was the peak of shipments with 75,683 cwt for that week, which was down from 92,200 cwt shipped that same week in 2008.

Season	2008	
CWT	KLAMATH BASIN	NORTHERN CALIFORNIA DISTRICT
FINGERLING	7,494	
PURPLE TYPE	1,561	
ROUND RED	69,219	
ROUND WHITE	14,093	
RUSSET	1,052,754	1,000,108
YELLOW TYPE	33,099	
Grand Total	1,178,220	1,000,108

Season	2009	
CWT	KLAMATH BASIN	NORTHERN CALIFORNIA DISTRICT
FINGERLING	26,178	
PURPLE TYPE	210	
ROUND RED	85,051	
ROUND WHITE	8,763	
RUSSET	1,059,415	997,646
YELLOW TYPE	73,018	
Grand Total	1,252,635	997,646

Season	2010	
CWT	KLAMATH BASIN	NORTHERN CALIFORNIA DISTRICT
FINGERLING	19,591	
PURPLE TYPE	1,853	
ROUND RED	80,041	
ROUND WHITE	9,622	
RUSSET	899,721	762,512
YELLOW TYPE	61,509	
Grand Total	1,072,807	762,512

Weather and Crop Conditions: On April 5, 2010, the Oregon Governor has declared a drought for Klamath County. Precipitation was around 70 percent for the year and water storage was low as a result of the drought. Soil moisture was also low. It is anticipated that irrigators in the project may only receive 30 to 40 percent of their water allocation. Irrigators from Clear Lake may receive no irrigation water. Dust storms have resulted in crop losses this week. Blowing sand and topsoil directly killed wheat and young alfalfa stands. For crops that were not destroyed, there will likely be production losses. An NRCS cover crop program has been implemented to prevent wind erosion. Snow throughout the week has been a much welcomed sign. However, the cold temperatures may affect crops that have already started to grow. Snow levels were not significant and will not reverse the severe

drought conditions. Klamath County was listed on the Drought Monitor as a severe drought for the third straight week. Most Klamath Basin growers went out of the area, as far south as Madeline, California, to raise their potatoes for the 2010 crop year.

Marketing: Prices from the Klamath Basin for Russet Norkotah baled 5 10-pound film bags non-size A (on a per bale basis) opened at \$4.50 the week ending November 7, 2010. Season ending prices were \$7.00 week ending July 31, 2011, which was also the season high. The season low was \$2.75-3.50 the first two weeks of May. 50-pound carton 70s prices opened at \$7.00-8.00 per carton. Season ending prices on 70 counts was \$12.00-13.00. The season low for 70 counts was \$6.00-7.00, which held for most of February-March.

MARKETING MAINE POTATOES

2010 CROP

Production: Maine's planted potato acreage totaled 55,000 acres, 1,000 less acres than the previous two seasons, according to New England Agricultural Statistics. **Production** increased 4 percent to 15.8 million cwt from the previous year (15.2 million cwt) and 8 percent over the 2008 season (14.7 million cwt). Harvested acreage for 2010 was only 200 less than planted (54,800 acres). **Yields improved to 290 cwt per acre**, when compared to the previous two seasons' totals of 275 and 270 cwt per acre, and the five year average of 287. According to NASS, the average price for the **season totaled \$10.00 per cwt, a slight decrease from the previous year (\$10.10)** with the value of production nearly \$159 million dollars, a 3 percent increase from last season (\$154).

Objective Yield Survey: Results from the annual Potato Objective Yield Survey conducted by NASS officials indicated the Russet Burbank again as the leading (fry processing) variety planted in the state, and comprised 38 percent of the total acreage, down 8 percent from the previous year total of 41.5 percent. All Frito-Lay numbered chipping selections followed with 15.6 percent (an increase of 41 percent), the Snowden chipper accounted for 5.8 percent (an increase of over 400 percent) and followed by Shepody (up 33 percent) with 5.2 percent of the total acreage. The next three varieties included Superior, Russet Norkotah and Yukon Gold with decreased acreages that totaled 3.8 percent, 3.5 percent and 2.8 percent of the total for the state in 2010. Acreages by potato type were Russets unchanged at 51 percent, Whites (both Long and Round) up from 35 to 39 percent, Yellows down 3 percent to 5 percent and Reds 5 percent (6 percent). Round Whites graded by percentage of No.1 dropped from 73 percent to 70 percent for the 2010 season and the lowest in over six seasons, while Russets slid slightly from 72 percent to 69 percent for the year and Yellows fell from 82 percent to 79 percent. Round Red varieties increased their position from 82 percent the previous year to 90 percent in 2010.

Growing and Harvest Seasons: Mild spring conditions got potato planting off to an early start across the State. Many growers had completed planting before the end of May. By mid-June, tuber development was up to 2 weeks ahead of schedule, with 90 percent emergence compared with last year's 30 percent and the five-year average of 40 percent. Timely rains and sunshine through June promoted rapid crop growth, but mostly dry conditions prevailed for the remainder of the growing season. Low disease and insect pressure promoted excellent quality, but size was off on the earliest harvested varieties due to dry conditions in late summer. Some tablestock growers commenced harvest in early September due to favorable weather conditions. By the end of the month, 50 percent of the crop had been dug, ahead of last year's 20 percent and normal 5 year-average of 35 percent. Rains slowed the progress pace to a normal level in October, although harvest was completed by the end of the month.

Shipments: Maine fresh potato **shipments** through December 2010 were **up sharply (21 percent)** at 947,053 cwt compared to 780,093 cwt the previous season as reported by the Market News Service. Early Round White movement surged 11 percent, Round Red and Yellows increased by 205 and 39 percent while Russet movement climbed 22 percent over the same period last year. February was the first month of the 2010 season that saw slightly less movement than the previous season's comparison (less 8 percent). By mid-March, supplies were fairly light and were quickly held in few hands. Major destinations for the crop included Massachusetts, Pennsylvania, New York, North Carolina, Maine and Virginia. Shipments by type through June 2011 for the 2010 season were: Round White 1,250,500 cwt, Round Red 174,781 cwt, Yellow type 252,256 cwt, Russets 620,179 cwt. for a combined total of 2,297,649 cwt. The total showed a slight increase of 4 percent over the previous crop, with Round Red and Yellows up 42 percent and 22 percent respectively. Round White varieties showed only a modest gain of 1 percent

while Russet table varieties decreased 4 percent from the 2009 shipping season.

Easements: According to the Maine Department of Agriculture's Inspection Service, **614 loads** (326,281 cwt) were **sent to Canada for processing** for the season through July 2011, compared to 753 loads (396,308 cwt) the previous year.

Potato Stocks: Stocks on hand December 1, 2010 totaled 12 million cwt, the same as the previous season's December 1 holdings. Disappearance totaled 3.3 million cwt, compared to 3.5 million cwt the previous season. Maine's processor usage (excluding chips) was down 1 percent from last season. Storage accounted for 79 percent of the state's total production: 45 percent Russets, 45 percent Round White varieties, 6 percent yellows and 4 percent red varieties. The May 1 stocks on hand reported 3.8 million cwt, 3 percent less than the previous year of 3.9 million cwt. and represented 24 percent of total production in storage.

Marketing Season: Market News issued the **first F.O. B. Shipping Point prices** the last week of October with Round White U.S. One 2 inch minimum baled 10 5-pound film bags from \$7.50-8.00, \$1.00 above the 2009 initial market prices. Prices for Russet Norkotah baled 10 5-pound film bags 2 inch or 4 ounce minimum also ranged from \$7.50-8.00 per bale, which again was \$1.00 above the previous season's start. High quality brought a surge of demand at the onset of the season. Prices remained stable for Russets until the end of January, when baled 5s climbed to \$8.50-9.00, which was \$6.00 cwt more than one year prior. Round White prices also increased by mid-January as baled 10 5-pound film bags 2 inch minimum brought \$8.25-8.50, and 2 ¼ inch minimum sold from \$9.50-10.00, \$2.00 above the 2009 prices. By early April, 2 inch minimum Round White prices climbed another \$2.00 cwt., while 2 ¼ inch minimum packs jumped to \$11.00-12.00 for baled 5s. Round White finished the season May 1 at \$10-10.50 for baled 2

inch 5s, while the last report for Russet Norkotah was issued in early April with baled 10-5 pound film bags 2 inch or 4 ounce minimum from \$9.50-10.00. Yellow Type potatoes were first reported in mid-November with baled 10 5-pound film bags 2 inch minimum from \$10.00-11.00, just slightly stronger than the previous season start at \$9.50-10.50. Prices remained at stable levels throughout the season, with the last report in early April at mostly \$11.50-12.00. Light shipments of Russets and Round Whites continued through most of July.

Packaging: The major consumer package for Maine potatoes has been the baled 10 5-pound film bags for Russet, Round Whites and Yellows. Some Russets are also packed as baled 10s with few cartons being utilized by packing sheds. Some potatoes were packed in totes and sent to repackers near metropolitan areas this season. There continued to be some premium pack sizes such as 2 ¼ inch minimum on Round Whites for some chain store accounts and 5-9 ounce packs on Russets packed in bales as well.

Transportation: Fuel costs were up over the previous time one year earlier during the fall and winter months with surcharges that averaged slightly higher from 10-15 percent for most deliveries north of Pennsylvania. However, by the first of the New Year, surcharge costs increased with truckers demanding 20-27 percent for most destinations. A few shippers reported 12-17 percent surcharges to Boston during this time, but that was the exception. As diesel prices surged, so did delivery costs. By March 1, higher surcharges were reported with lows of 30 percent and as high as 35 percent for deliveries. By the latter half of the month, prices increased again to 34-39 percent over the base rate. Base rates remained unchanged from the previous season: New York \$3.00, Boston \$2.40, Philadelphia \$3.50 and Baltimore \$3.75 cwt. There were a few instances of truck shortages during the season, mostly during the time of rising fuel costs and seed deliveries in late winter/early spring.

MAINE CHIPPING POTATOES

2010 CROP

Statistics: Maine chipping potato movement totaled over 2.4 million cwt, up 25 percent over the previous season's total of nearly 1.92 million cwt, and the highest total in the last decade. Total production for the state was 15.8 million cwt, and increase of 4 percent from the previous year (15.2).

Yields were reported slightly higher at 290 cwt per acre compared to the previous year (275).

Shipments began mid-August and finished mid-June, a slightly storage season than previous years.

Most of the chipping production is located in Central and Southern Aroostook County with two major growers in the northern part of the county.

According to NASS, the average price for the season totaled \$10.00 per cwt, down slightly from the previous crop year (\$10.10) with the value of production nearly \$159 million dollars (\$154.0 last season). Nationally, potatoes used for chips and shoestrings totaled 54.7 million cwt in 2010, up 29 percent from the previous year.

Marketing: Harvest of out-of-the-field supplies began the second week in August. At the end of October, shipments had surged 21 percent ahead of the previous season. January movement was exceptional as retailers prepared for NFL play-off games and the Super Bowl. By the end of the month, shipments outpaced the previous season by 22 percent. The pace remained steady for the rest of the winter months. In April, movement to date kept pace, and remained steady for the rest of the season. The final report of the 2010 season was issued in mid-June. There was no open market trading reported to the MNS as growers only planted what they had contracted with buyers. Frito-Lay was the major buyer/contractor in the state with smaller contracts going to Snyder's/Lances, Utz, Wachussetts, and a few additional buying broker/dealers along the East Coast.

MARKETING MICHIGAN POTATOES

2010 CROP

Production: Michigan growers **harvested 43,500 acres, the same as the previous season** and production remained the same at nearly 15.7 million cwt (14.8 million cwt in 2008). **Record yields of 360 cwt** tied the previous season also and topped the previous record of 350 cwt per acre as reported in the 2007 and 2008 seasons. Approximately 90 percent of the December 1 stocks on hand were Round White varieties, 9 percent Russets, and 1 percent Red varieties. According to NASS, the average price for the season totaled \$10.90 per cwt, a .40 cent increase from the previous year (\$10.50) and the value of production nearly \$171 million dollars (\$164 in 2009).

Movement: Light shipments of the summer Round White Onaway crop commenced the latter half of July with mature tubers and continued through October from East Central Michigan. Supplies of Onaway were in few hands in Bay County, so unofficial F.O.B. Shipping Point Prices were released weekly in the Market News National Shipping Point Trends Report released each Tuesday during the season. The early Round White movement lagged 19 percent behind the previous season due to slow local trading, and smaller acreage of Onaway. By the end of October, total movement in the state was down by 27 percent from a year earlier. Due to a disappointing marketing year for bulk Russet growers in 2009, much less acreage was grown for repack in 2010, with much of that acreage switching to chipstock varieties.

The final total for the season reported by the MNS the middle of June was **nearly 1.96 million cwt**, compared to **2.52 million cwt and 2.25 million cwt** for the latter two seasons. Russet varieties

accounted for 75 percent of the total, while Round White loads made up 24 percent, and Round Red and Yellows only 1 percent of the total.

Growing and Harvest Seasons: Planting was off to an early start the end of March with unseasonably warm temperatures in the 70's. However, April remained on the drier side. By mid-May, cool and wet weather slowed planting progress with a few frosts across the state near Mother's Day. By May 23rd, 79 percent of the crop was planted, compared to 70 percent the previous year. Above normal temperatures the end of the month pushed potato emergence to 68 percent, sharply ahead of the previous season and the 5 year average of 44 percent, according to NASS. Planting was generally completed by mid-June, with emergence at 93 percent, ahead of the 5 year average of 84 percent. July brought above normal temperatures, with some precipitation relief mid-month. Tuber development continued about a week ahead of normal. The summer Round White Onaway crop developed ahead of normal, with skin maturity in mid-July. There were some fields of late light discovered in southern St. Joseph County in June. Some Russets were harvested beginning in early August, while initial movement to storage began the end of the month. Cooler temperatures prevailed after Labor Day, with adequate moisture. By the first week in October, 47 percent of the crop had been harvested, slightly behind the 5 year average of 54 percent. Overall, the month brought good harvesting weather, with slightly warmer temperatures, and only a few rain delays. The last few growers were able to complete harvest the first week in November, with only a few scattered frosts.

Onaway Summer Marketing Season: Light shipments of the summer Round White Onaway crop commenced the latter half of July with mature tubers and continued through October from East Central Michigan. Supplies of Onaway were in few hands in Bay County, so unofficial F.O.B. Shipping Point Prices were released weekly in the Market News National Shipping Point Trends Report released each Tuesday during the season. Demand was sluggish with U.S. One size A 10 pound open window sacks loose reported from \$1.80-1.85, \$2.50-3.00 cwt below the 2009 initial prices. By mid-August, prices had slipped to mostly \$1.65-1.70, and end of the month brought a range from mostly \$1.50-1.60 with deliveries to local markets, \$2.00-2.50 cwt above the same time one year earlier. By mid-October, the remaining supplies sold for mostly \$1.40, up \$2.00 cwt from the previous year's finish.

Storage Season: The first marketing prices for storage supplies began the last week in September with unofficial F.O.B. Shipping Point Prices gathered from industry officials and issued weekly in the National Shipping Point Trends each Tuesday. U.S. One size A Russet Norkotah and/or Goldrush packed in ten pound film bags loose brought mostly \$1.50-1.55. The first daily report was issued in early November with a range from \$1.60-1.75, \$3.00 cwt higher than the 2009 start in mid-October. This price was the lowest price of the season; the market slowly climbed to finish in mid-May at \$2.00-2.15 per ten pound film bag.

Although many felt the market should have been stronger, the smaller profile of the Western Russet held consumer packs at lower prices all year. The first F.O.B. Shipping Point prices for storage Round Whites began in early November with prices from \$1.50-1.80. It was difficult for White growers to receive more returns than Russet growers; in fact, a few retail chain stores shrunk shelf space for Round Whites, and preferred more red and yellow and

gourmet fingerling varieties with additional margins. Consequently, a few growers looked for new buyers and outlets for their supplies, and were able to move their supplies to new destinations, primarily in the East, with good returns. By mid-March, Round White supplies were in few hands with the last reported prices from \$2.15-2.25 for size A ten-pound open window sacks, compared to last season's final prices of mostly \$1.10-1.20 per ten.

Stocks on Hand: Michigan's potato stocks on hand December 1, 2010 totaled 9.3 million cwt compared to 9.0 million cwt and represented 59 percent of the crop year's production, up by 3 percent over the previous crop year. The April 1 holdings of 2.3 million cwt were up sharply (+35 percent) from the previous year (1.7 million cwt) and accounted for 15 percent of the year's production, primarily being held for chipping.

Packaging: The 10-pound open-window sack loose paper sack for Round White varieties remained the favored package while the 10-pound film bag loose for Russet varieties (notably Norkotah and Goldrush) was predominant. A few growers packed a premium 8-pound film bag of Round whites and Russets for special in-house sales by a major retailer in the State. Another chain switched to only an 8-pound bag for both Round Whites and Russet varieties. In early Spring, a few growers packed cartons of Russets to help fill demand for large sizes. Due to a shortage of Round White potatoes by Spring, there was some demand for totes shipped to repackers in the East.

Transportation: Trucking was easily handled except for a tight supply near winter holiday promotions. Most of the table stock delivered to nearby or overnight destinations with little problems.

MICHIGAN CHIPPING POTATOES

2010 CROP

Production: Michigan growers **harvested 43,500 acres, the same as the previous season**, and production remained the same at nearly 15.7 million cwt as the 2009 season as well (14.8 million cwt in 2008). **Record yields of 360 cwt per acre tied the previous season** also, and topped the previous record of 350 cwt as reported in 2007 and 2008. Contracted chip acreage across the state was reported by industry officials as slightly higher than the previous season, although most prices eased back at least .75 cents per cwt. The previous season had healthy contract increases from \$2.50-3.00 cwt. Industry contacts estimated that approximately 30,000 acres were devoted to chip stock. According to NASS, 90 percent of the December 1 stocks on hands were Round White varieties, heavily devoted to chipping acreage. The average price for the season totaled \$10.90 per cwt, a .40 cent increase from the previous year (\$10.50) with the value of production of nearly \$171 million dollars (\$164 million dollars in 2009). Nationally, potatoes used for chips and shoestrings totaled 54.7 million cwt in 2010, a 29 percent increase from the 2009 total.

Growing and Harvest Seasons: Planting was off to an early start due to unseasonably warm temperatures. Reports that St. Joseph County was on the ground near April 1st and growers in Montcalm County began the week of April 19th. By mid-May, cooler and wet conditions slowed planting progress slightly, although the moisture was needed. Scattered frosts occurred around the state in late April and early May. By May 23rd, 79 percent of the crop was in the ground, compared to 70 percent the previous year. Above normal temperatures returned the latter half of May pushed potato emergence to 68 percent, sharply ahead of the previous season and the 5 year average of 44 percent, according to NASS crop weather reports. Statewide, planting was completed by mid-June, with emergence at 93 percent, ahead of the 5 year average of 84 percent. Some reports of late blight were announced in St. Joseph County at this time.

July brought hot weather conditions, with some much needed rain by mid-month. Tuber development continued about a week ahead of normal. The first potatoes for chipping were dug around July 21st in St. Joseph County, to fill in for rain-outs in southern Indiana. Movement to storage was active mid-September with cooler temperatures and adequate moisture. By the first week in October, 47 percent of the crop had been harvested, slightly behind the 5 year average of 54 percent, with the first reports of scattered frosts across the state. Overall, the month brought good harvesting conditions, with slightly warmer temperatures and a few rain delays late in the month. The last few growers were able to complete harvest by the first week in November, with only a few light scattered frosts reported.

Marketing: There was little open market trading during the 2010 season. Early movement through October was ahead by 38 percent from the previous crop year and continued throughout the season. Shrink and cullage reports were minimal compared to the previous season's losses in storage. The shipping season extended in early June as expected, with **final movement for 2010 of just over 10 million cwt**, an increase of 15 percent from the previous season, and the largest shipping season since 2003. Predominant varieties included Atlantic, Snowden, Pike and FL numbered varieties.

Stocks: According to NASS, Michigan's potato stocks on hand December 1, 2010 totaled 9.3 million cwt compared to 9.0 million cwt, and represented 59 percent of the crop year's production, up by 3 percent over the previous season. The April 1 holdings of 2.3 million cwt. were up sharply (+35 percent) from the previous season (1.7 million cwt) and accounted for 15 percent of the season's production, primarily held for shipments to chippers into early June.

MARKETING BIG LAKE & CENTRAL MINNESOTA POTATOES

2010 CROP

Acreage & Production: National Agricultural Statistics Service reported planted acreage for all of Minnesota at 45,000 acres compared to 47,000 acres in 2009; and 42,000 acres compared to 45,000 acres harvested in 2009; and 50,000 acres planted with 48,000 acres harvested in 2008.

Growing Regions: The Big Lake and Central Minnesota District stretches from the Big Lake area (Sherburne County) in the south to Long Prairie, Perham, Bemidji, Trail and Red Lake areas in Central Minnesota.

Weather and Crop Condition

By the last week of March, abnormally warm temperatures across the State had melted much of the snow cover and triggered flooding in many areas. Early April saw a high amount of precipitation pushing back the statewide average starting date for fieldwork by two days. Spring tillage and fieldwork for the 2010 crop year began two weeks earlier than in 2009 and two days later than the five-year (2005-2009) average. Though planting was delayed by rain and excess moisture through most of early May, it was essentially complete by the first week of June. Wet weather for most of June slowed fieldwork. A warm, dry July helped crops to develop quickly. As of July 25, most crop development was ahead of the previous year but behind the average. The 2010 crop year saw an overall increase in precipitation from the average. Across the State, topsoil and subsoil moisture supplies were rated mostly adequate to

surplus through June. From July to the end of the growing season, soil moisture levels were rated mostly short to adequate.

Harvest: Light harvest activity of Round Reds started week ending September 24, 2010. Most growers of Round Reds had finished digging by mid-September with minimal weather delays during harvest. The peat soil area around Gully, MN finished harvesting Round Reds around mid-October. Some Russets were still being harvested into late October.

Shipments: Recorded shipments of Round Reds and Russets for the season totaled 1,797,750 cwt compared to 697,957 cwt in 2009 and 2,159,500 cwt in 2008. The Idaho Falls, Idaho, USDA Market News Service collected shipments through the voluntary cooperation of individual shippers. All shipments were transported by truck. Shipments of Round Reds started in late July week ending July 24, and peaked in August week ending August 14 with 176,053 cwt. Shipments of Russets started week ending August 7 and finished for the most part in mid-October week ending October 16; a few Russets were stored and marketed in November for the Thanksgiving market. Volume shipments continued through week ending October 2, then declined seasonally with light shipments continuing out of the peat soil storage area until the last potato was shipped on week-ending March 19, 2011 compared to prior year February 27, 2010.

Column Labels					
BIG LAKE AND CENTRAL MINNESOTA					
Row Labels	ROUND RED	ROUND WHITE	RUSSET	YELLOW TYPE	TOTAL
7/24/2010	15,775				15,775
7/31/2010	112,869	1,275		5,320	119,464
8/7/2010	131,731	2,975	12,729	5,100	152,535
8/14/2010	176,053	5,638	16,789	17,002	215,482
8/21/2010	168,053	3,613	14,708	8,526	194,900
8/28/2010	155,924	8,925	22,845	4,458	192,152
9/4/2010	97,655	5,736	37,657	2,545	143,593
9/11/2010	81,336	1,275	32,570	1,510	116,691
9/18/2010	81,614	2,763	43,564	850	128,791
9/25/2010	55,888	2,123	38,040		96,051
10/2/2010	30,600	1,700	28,688		60,988
10/9/2010	26,988		17,850	1,275	46,113
10/16/2010	25,713	1,275	1,485		28,473
10/23/2010	23,163				23,163
10/30/2010	21,250				21,250
11/6/2010	16,576				16,576
11/13/2010	20,825				20,825
11/20/2010	17,910				17,910
11/27/2010	11,050				11,050
12/4/2010	16,700				16,700
12/11/2010	17,000				17,000
12/18/2010	20,400				20,400
12/25/2010	24,650				24,650
1/1/2011	14,344				14,344
1/8/2011	16,150				16,150
1/15/2011	19,124				19,124
1/22/2011	15,725				15,725
1/29/2011	5,525				5,525
2/5/2011	5,950				5,950
2/12/2011	4,675				4,675
2/19/2011	5,100				5,100
2/26/2011	5,100				5,100
3/5/2011	3,825				3,825
3/12/2011	850				850
3/19/2011	850				850
Grand Total	1,446,941	37,298	266,925	46,586	1,797,750

Marketing: The Big Lake and Central Minnesota marketing of Round Reds started week ending July 31, 2010. Shipping point prices for Round Reds U.S. One size A in 50-pound paper sacks, at \$21.50 compared to prior year at \$11.00 per 50-pound unit. Prices finished at \$12.00-15.00 week ending September 25. During the nine weeks of the Round Red potato marketing season, prices ranged from a third week high of \$21.50 compared to \$14.50-16.50 in 2009 per 50-pound unit for the Size A 50-pound paper sacks to a low of \$12.00-13.00 compared to \$10.00-11.00 in 2009 per 50-pound unit. Russet Norkotah were not reported by the Idaho Falls, Idaho, USDA Market News Service. The Big Lake area has few Russets and a short window when they are all running. Not enough

shippers were running at any one time to establish a market.

The National Agricultural Statistics Service, in their 2010 Summary, reported Average Price Received for Minnesota potatoes including Processing and Fresh was \$7.30 in 2010 compared to \$7.60 in 2009.

Packaging: The major packs for Round Red potatoes were 2000-pound tote bags. This package is used by shippers as the base price for pricing size A 50-pound paper sacks, 50-pound cartons, and 10 and 5-pound film bags. The packaging for Norkotah was size A and non-size A in tote bags approximately 2000 pound sacks, 10-pound and 5-pound film bags; 50-pound cartons of count size potatoes.

MARKETING RED RIVER VALLEY POTATOES

2010 CROP

Acreage & Production:

STATE	CROP YEAR	ACRES PLANTED	ACRES HARVESTED	YIELD CWT	PRODUCTION CWT
MINNESOTA	2007	52,000	49,000	440	21,560,000
	2008	50,000	48,000	425	20,400,000
	2009	47,000	45,000	460	20,700,000
	2010	45,000	42,000	405	17,010,000
NORTH DAKOTA	2007	97,000	91,000	260	23,660,000
	2008	82,000	81,000	280	22,680,000
	2009	83,000	75,000	255	19,125,000
	2010	84,000	80,000	275	22,000,000

ACREAGE				PRODUCTION		
Minnesota				Minnesota		
	2008	2009	2010	2008	2009	2010
Sherburne (Big Lake)	6,200	5,600	5,200	2,400,000	3,158,000	1,968,000
Polk (East Grand Forks)	4,500	4,000	NA	1,008,000	1,574,000	NA
North Dakota				North Dakota		
	2008	2009	2010	2008	2009	2010
Walsh (Grafton)	26,300	25,400	25,400	4,590,000	4,979,000	4,979,000
Pembina (Crystal)	21,600	20,100	20,100	4,590,000	3,662,000	3,662,000
Grand Forks (Grand Forks)	11,100	10,100	10,100	4,070,000	3,629,000	3,629,000

Weather and Crop Conditions: Heavy snowfall and below average temperatures during the winter had placed spring fieldwork behind last year but near the five-year average. Producers anticipated full scale fieldwork to begin on April 22. Snow melt conditions varied across the valley. Cool temperatures slowed the thawing process and extended the flooding potential for Red River watersheds. Topsoil moisture supplies were rated 35 percent adequate and 65 percent surplus; subsoil moisture supplies were rated 45 percent adequate and 55 percent surplus on April 4. By April 19 growers were planting potatoes in a light way. By April 25, potatoes were 40 percent planted, ahead of

both last year and the average. May 30 potatoes were 98 percent planted and 39 percent emerged compared with 80 and 28 percent of the five year average. By July 25, seventy-seven percent of potato rows were filled which remained ahead of average. August 29 potatoes had 38 percent of their vines killed, an increase of 19 percentage points and were 7 percent dug. September 26 potatoes were 51 percent harvested an increase of 7 percentage points over last week but falling behind the average. By October 17 potatoes were 95 percent dug, an increase of 10 percentage points over last week and slightly ahead of the average. Condition of potatoes put into storage in the early weeks of harvest was

below the average in quality due to high temperatures and dry soil conditions. As harvest progressed much needed rainfall came; creating better harvest conditions and allowing growers to put the crop into storage in a much better condition. These weather conditions created a wide range in appearance throughout the packing season.

Marketing: The first report of the season was issued the week ending September 11, 2010 and the last report of the season was April 16, 2011. Prices for tote bags, approximately 2000 pounds per cwt, size A Round Reds U.S. One opened at \$30.00-

32.00 per cwt compared to \$13.00-14.00 in 2009. Tote bags finished the season at 18.50-19.00 per cwt compared to \$15.00-16.00 in 2009.

The customary trade practice in this district is to use the tote bags approximately 2000 pounds per cwt size A for Round Reds U.S. One as a base price. Baled 10-pound film bags were usually up-charged \$4.00 per cwt premium and 5-pound film bags up-charged \$5.00 per cwt from the tote price. 50-pound paper sacks were \$2.00 per cwt over the tote base price and 50-pound cartons \$5.00.

AVERAGE PRICE PAID TO GROWER					
		2007	2008	2009	2010
Minnesota	All	\$6.10	\$8.25	7.70	7.30
North Dakota	All	\$6.90	\$8.30	9.45	8.75
	Fresh	\$8.70	\$14.90	10.10	13.00
	Processing	\$6.40	\$6.80	9.25	7.35

Shipments: Daily shipments were collected with the voluntary cooperation of the Red River Valley shippers by Idaho Falls, Idaho, Market News Service. Fresh market shipments of Round Reds began week ending August 14, 2010 and continued into the week ending June 25, 2011. Fresh shipments totaled 3,380,323 cwt compared 3,183,866 cwt in 2009 and 4,084,000 cwt for the 2008 and 3,911,600 cwt for the 2007 season. The Holiday Season showed some increases in

shipments from other weeks. The week ending November 14 had shipments totaling 153,261 cwt compared to 133,370 cwt in 2008 with shipments of 1,695,000 and 1,566,000 cwt shipped the same week in 2007 and 2006. Three other holidays saw a jump in shipments Christmas with week ending December 18 at 135,108 cwt. Martin Luther King’s birthday January 15 at 143,573 cwt, and Easter week ending March 5 at 131,135 cwt.

(MINNESOTA-NORTH DAKOTA) RED RIVER VALLEY							
CWT	CROP YEAR	Round Red	Yellow Type	Mixed	Red/Yellow	Rail	TOTAL
Minnesota	2,010	539,673	11,305	0	0	0	550,978
North Dakota	2,010	2,622,572	56,998	15,933	4,242	129,600	2,829,345

Transportation Trends: The Valley often experiences more transportation problems than most other shipping areas because of its location and the lack of back hauls. Most trucks originate out of Winnipeg, Manitoba. The truck shortages that other segments of the produce industry experienced this

year also plagued the Red River Valley. Frito-Lay hauls massive amounts of chippers out of State during harvest and the largest turkey producing area in the nation is just over the North Dakota border into Central Minnesota. These two commodities take many trucks from the potato shippers. Trucks were in tight supply by late-October and shortages continued through the month of December.

MARKETING LONG ISLAND POTATOES

2010 CROP

Statistics: According to the New York Agricultural Statistics Service, New York growers planted **16,200 acres** of potatoes for the 2010 season, **900 less acres** for the previous season and 1,800 less acres than 2008, and another record low for the state. Harvested acreage totaled a record low 16,000 acres, 500 less than the previous year. However, due to healthy yields, production increased slightly to **5.120 million** hundredweight (cwt), 3 percent up from the 2009 crop, **with an average yield of 320 cwt**, tying the record breaking yield of 320 cwt of the 2008 season. Unofficial sources reported estimated planted **acreage** of potatoes of 2,500-2,600 acres on Eastern Long Island. According to NASS, the average price for the season in New York totaled \$13.50, an increase of .70 cents over the previous season (\$12.80) and the value of production totaled \$69.1 million dollars for the state.

Growing and Harvest Seasons: Planting of the 2010 crop was delayed slightly due to heavy rain the end of March. However, planting moved along as most growers finished by the end of April. Spring rains in early May helped spur plant growth. The end of June brought hot and dry conditions with record-breaking temperatures over the July 4th weekend. A few growers began light harvest for local deliveries in early August as Atlantic Seaboard supplies cleaned up early and some early vines naturally died due to hot, dry conditions. Harvest continued through October for some growers.

Marketing Season: The first F.O.B. Shipping Point prices were issued by the Market News Service the last week of August. **Round White U.S. One 50-pound sacks** size A were first reported at mostly **\$7.00-7.50, the same as the later start of the 2009 season.** Large size offerings were limited as the size profile of the 2010 was smaller. The first report of Round White U.S. One 50-pound large was reported as a few \$10.00-10.50, \$2.00-2.50 above the previous season start. Prices remained fairly stable with fairly good demand for the bulk of the season. Large size 50s were reported for much of this time from \$8.75-9.25 with size A 50s mostly

\$7.25. Large size potatoes were limited throughout the season as the tuber profile was smaller. Baled 5s began the season at the \$9.25-9.50 mark and slipped by mid-October to \$8.75-9.50 as more growers began packing upon completion of harvest and generally remained at this point for the duration of the season. These prices were slightly higher than the 2009 season when prices began at a high of \$9.00-9.50 for baled 5s and closed at an average of \$4.00 cwt lower in late February at a low of \$6.50-7.00 per bale. A few growers reported some quality problems with potatoes at the end of the shipping season, and moved them at a discount. The season closed early around the first part of January.

Movement: Early season (August-September) movement of the 2010 crop ignited at a record pace as shipments more than doubled over the previous season. Shipments through September were approximately 518 loads, compared to only 260 loads for the same time frame in 2009. By November, the pace slowed to a more normal pattern, although movement remained well ahead (37 percent) of one year earlier. Supplies began to tighten in December as a few growers finished for the season, and shipments slowed sharply. The final movement report of the 2010 season was issued the end of January with around 1,400 loads recorded. The final total for the 2009 season was issued in late March 2009 with approximately 1,493 loads shipped.

Stocks: Stocks on hand December 1, 2010 for New York totaled **2.3 million** hundredweight, down 4 percent from **the previous season total of 2.4 million cwt.** Storage accounted for 48 percent of the potato crop, the same as the prior year.

Packaging: The major pack on the island remained the 50-pound sack. Some growers packed baled 10 5-pound film bags for Eastern chain store promotions during the fall months. Growers and brokers delivered to re-packers and wholesalers in New York City, Florida and North Carolina, and large size potatoes to foodservice accounts along the East Coast.

NEW YORK CHIPPING POTATOES

2010 CROP

Statistics: According to the New York Agricultural Statistics Service, growers **planted 16,200 acres** for the 2010 season, **down another 900 acres** from each of the 2008 and 2009 seasons and the **lowest level** since NASS estimates began in 1929. **Harvested** acres totaled a record low 16,000, **500 less** than the previous year. However, due to healthy yields, production increased slightly to 5,120 million cwt, 3 percent above the 2009 level with an average **yield of 320 cwt, which tied the record breaking yield** of 320 cwt during the 2008 season. Many chip growers reported huge yields, especially with the Andover variety. Chipping acreage is located generally in Western and Central New York, in Steuben, Wyoming, Wayne and Livingston counties. Approximately **5,000 acres were devoted to chip stock**, with primary varieties grown Atlantic, Snowden, Andover and Marcy. According to NASS, the average price for the 2010 season totaled \$13.50 per cwt, a healthy increase from the previous season (\$12.80) with the value of production \$69 million dollars (\$63 million in 2009). Nationally, potatoes used for chips and shoestrings totaled 54.7 million cwt, up sharply by 29 percent from the 2009 season.

Growing and Harvest Season: Planting was underway slightly earlier than normal in late April due to warm, dry Spring-like conditions. In early May, a series of cold fronts slowed progress, although most growers were glad to get some much needed rainfall. Warm temperatures spurred

growth and by early June, a series of high pressure fronts brought needed rains. Hot weather prevailed for much of the summer, with limited scattered showers reported. In October, there were some rain delays during harvest, although most of the crop was undercover by the end of the month.

Movement: Movement of out-of-the-field supplies began on schedule the first week in August and peaked in mid-September to mid-October with good yields. By the end of October, over 40 percent of the total crop had been moved. According to the Market News Service, movement for the 2010 season totaled nearly 2.4 million cwt, up 12 percent from the previous season (2.13 million cwt) and the largest chip season reported by Market News in recent years. The season ended the last week of May. The major chip buyers in New York consisted of Wise Foods, EK Bare, Utz Quality Foods, Snyder's of Berlin, Hurst, Pennsylvania Potato Co-op and Stowe Potato Sales, as well as several smaller regional snack food companies.

Stocks on hand: New York Agricultural Statistics Service reported stocks on hand December 1, 2010 totaled **2.3 million cwt, down** from 2.4 million cwt. the previous year. Storage accounted for 48 percent of the 2010 crop, the same as the previous season. By April 1, 500,000 cwt remained in storage, the same as the previous year and represented 10 percent of storage potatoes.

MARKETING EASTERN NORTH CAROLINA POTATOES

2010 CROP

Statistics: Potatoes are generally grown in the Coastal Region of North Carolina from the Beaufort area north to the Elizabeth City area. According to the National Agricultural Statistics Service, harvested acreage of potatoes totaled 15,000 acres in 2010 compared to 15,000 acres in 2009 and 14,000 acres in 2008. Production finished at 2.93 million pounds compared to 3.38 million pounds in 2009 and 2.52 million pounds in 2008. In 2010 yield was 195 cwt. per acre compared to 225 cwt. in 2009 and 180 cwt. in 2008.

Movement: According to the Market News Service, movement totaled 24.7 million pounds of table stock and an additional 201.8 million pounds of chip potatoes. The 2010 season started in mid to late June, slightly behind the 2009 season, and wrapped up in late July, quite a bit earlier than the previous year, which finished with shipments in mid August.

Growing & Harvest Season: During the months of February and January, North Carolina received widespread precipitation in the form of rain, snow and sleet. Average temperatures were below normal and field activities were limited due to continued cold weather and wet conditions. Spring planting preparations for Irish potatoes were not able to get underway until the month of March, but by the weekending March 28, 90 percent of the Irish potato crop had been planted compared to 73 percent last year. Statewide soil moisture levels were rated 1 percent short, 66 percent adequate, and 33 percent surplus. Planting wrapped up the weekending April 11 and crop conditions were rated as mostly good. Lack of significant rainfall and above normal temperatures heading into May led the North Carolina Drought Advisory Council to designate 26 counties in central and southeastern North Carolina as abnormally dry the weekending May 02. The State finally received widespread showers during the weekending May 23 with some areas going from very short to surplus in soil

moisture levels in a week's time. Irish potato crop conditions were rated as 61 percent good by the USDA, NASS North Carolina Field Office. Harvest began in mid to late June. By the week ending June 27, 40 percent of the crop had been harvested compared to 46 percent in 2009. The State experienced scattered showers throughout the month of July and average temperatures were mostly above normal causing stress to most non-irrigated crops. By July 25, 100 percent of the Irish potato crop had been harvested compared to 96 percent in 2009 and 97 percent for the 5 year average.

Marketing Season: Prices this season for Round White U.S. One, size A 50-pound sacks were lower than the previous year. The first F.O.B. Shipping Point report was on July 09. Round White U.S. One, size A 50- pound sacks were \$7.00-8.00 compared to the first report of \$11.00-\$12.00 in 2009. The last prices reported were on July 16 at \$6.00-8.00 compared to \$10.00 in 2009. The first F.O.B. Shipping Point price for Round Red U.S. No. One, size A tote bags approximately 2,000 pounds per hundredweight (cwt) was on July 06 and ranged \$26.00-30.00. The last price reported was on July 12 at \$30.00. The first F.O.B. Shipping Point report for Round White U.S. No. One, size A tote bags approximately 2,000 pounds per cwt was on July 06 and ranged \$14.00-18.00. The last prices reported were on July 16 at \$12.00-14.00. There were no prices reported for Round Red and Yellow Type U.S. No. One, size A 50-pound sacks due to supplies being insufficient and in too few hands to establish a market. Chip Potatoes are sold bulk per cwt and were marketed in 2010 generally on a contract basis. The contract price on Round White Atlantics 85 percent or better U.S. One bulk per cwt was \$9.50-10.00 compared to \$10.75-11.75 in 2009. There was a small amount marketed on an open market basis with Round White Atlantics 85 percent or better U.S. No. One bulk per cwt at \$9.00-10.75 compared to \$7.50-10.00 in 2009.

OHIO CHIPPING POTATOES

2010 CROP

Statistics: Ohio growers **planted 2,200 acres** in 2010, 100 less than 2009 and 300 less than in 2008.

Harvested potato acreage remained at **2,100 acres**, the same as the previous two years, according to the Ohio Agricultural Statistics Service. This low figure, again, set a new record low **number of harvested acres in the State** since record-keeping began in 1866. **Yield** suffered this season as well and was recorded at **290 cwt per acre**, down from 335 cwt per acre, which was a record high for the state. **Production dipped** 17 percent to **609,000 cwt.** from last season's 704,000 cwt. The State's **chipping acreage was estimated near 600 acres.** The predominant growing areas in the state were western Ohio, from Findlay north to Toledo and south of Cleveland and in the Wooster area.

According to NASS, the average price for the crop year totaled \$12.30 per cwt, up sharply from \$10.40 the previous season, with the value of production of nearly \$7.5 million dollars (\$7.3 million dollars in 2009). Nationally, potatoes used for chips and shoestrings totaled 54.7 million cwt, up sharply by 29 percent from the 2009 season.

Movement: The 2010 State's chipping potato movement totaled **148,434 cwt**, down 12 percent from the previous seasons finish of **168,880 cwt.**, according to the Market News Service. No open market sales were reported during the season as growers grew only previously contracted volume.

Growing Season: Initial planting was underway in early April and progressed at a healthy pace; by mid-month, 26 percent of the crop had been planted, 10 percent ahead of the five-year average. Warmer temperatures coupled with adequate moisture continued through the month. By May 3, 48 percent of the crop was in the ground. The following few weeks slowed planting progress with above normal rainfall and below normal temperatures. Warmer weather returned at the end of the month, and planting progress jumped to 81 percent. Most growers were finished in early June. Temperatures remained above normal during the growing period with adequate moisture.

Harvesting Season: Initial harvest was underway in late July with above normal temperatures. Temperatures remained warm with drier conditions for most of August. By mid-month, harvested potatoes were 52 percent, ahead of the five-year average of 16 percent. September brought milder temperatures for most of the month and good harvesting progress. By mid-October, the harvest was completed.

Stocks on hand: The National Agricultural Statistics Service discontinued monthly potato stocks reports for Ohio for the 2005 season.

PENNSYLVANIA CHIPPING POTATOES

2010 CROP

Statistics: Pennsylvania **harvested 9,000 acres** of potatoes, 500 acres less than the previous season and the lowest harvested acreage on record, according to the Pennsylvania Agricultural Statistics Service. Approximately 3,200-3,400 acres were planted in chipping potatoes, with the predominant plantings in the Northwestern, East Central and Central districts of the state.

Production of **2.2 million cwt** decreased 25 percent from the previous crop year (2.9 million cwt) with yields of only **245 cwt per acre** compared to the record yield of 310 cwt per acre last season.

Predominant chipping varieties grown were Atlantic, Snowden, Pike, Andover and Marcy. According to NASS, the average price received for the 2010 crop was \$12.10 cwt, down .60 cents from the 2009 season (\$12.70). The value of production totaled nearly \$27 million dollars for the crop year, down \$10 million dollars from 2009. Nationally, potatoes used for chips and shoestrings totaled 54.7 million cwt, up sharply (29 percent) from the 2009 season.

Growing Season: Planting was underway by mid-April with favorable weather conditions. Scattered showers in early May slowed planting progress slightly, although by May 10, 52 percent of the crop had been planted, ahead of both last year's 24 percent and the five-year average of 44 percent. Progress slowed due to widespread cold temperatures and scattered reports of frost mid-month. By June 1st, 99 percent of the crop had

been planted, well ahead of the five-year average of 89 percent. Temperatures during June remained above normal with high humidity, thunderstorms and some hail storms. By July 4th, some drought conditions prevailed around the state, which affected potato yields.

Harvesting Season: Initial harvest of field supplies began the last week of July. By the end of August, only 19 percent of the crop had been harvested, behind a year ago with 27 percent and the five-year average of 22 percent. The hot and dry weather continued well into September; by mid-month, only 26 percent of the harvest had been completed, well behind the 5-year average of 42 percent. Heavy rains sharply slowed harvest going into October. By mid-month, scattered frosts and cooler temperatures continued to slow harvesting. By the last week of the month, 99 percent of the crop was under cover, slightly ahead of the 5 year average of 98 percent. Heavy rains and frost brought the season to a close the first of November.

Shipments peaked with field supplies late August through September. The shipping season concluded on a normal schedule and was generally completed by April 1 with a total of **909,930 cwt, a 12 percent increase** from the previous year (815,585 cwt) according to the Market News Service. No open market prices were reported this year as most growers planted for contracted sales only.

MARKETING VIRGINIA POTATOES

2010 CROP

Harvesting & Marketing: Harvest of the 2010 Virginia potato crop began in mid-June although supplies were very light until the last week of the month. Virginia Market News Service began reporting shipping point prices on June 24 with the first F.O.B. Eastern Shore price quoted at \$9.00 per 50-pound sack of Round White, U.S. One, Size A potatoes. At the start of the harvest, demand was fairly light for Round White potatoes due to plentiful supplies in competing areas. By June 30, prices began to fall as a result of the light demand and sales were reported in a range of \$8.00-9.00. On July 6, prices decreased to \$8.00 per 50-pound sack. Prices remained at mostly \$8.00 until later in the month and demand was generally fairly light to moderate. On July 22, the price decreased to mostly \$7.00-8.00 per 50-pound sack. The last reported price was on July 27. By July 28, supplies were light and in too few hands to report as practically all growers had finished harvesting. Demand for Round White potatoes was disappointing in 2010 and many growers complained about the slow movement of the crop. Prices were also down considerably from the previous two years.

Prices for the large 2¾ to 4½ inch “Chef” Round White potatoes were first reported on June 24 at \$12.00 per 50-pound sack. Prices remained at mostly \$12.00 throughout the entire season. During 2010, demand for Chef

potatoes was slightly better than it was for the Round White Size A potatoes.

Russet potatoes continue to be an important crop for many Virginia growers; however, supplies of Russet potatoes on the Eastern Shore were down significantly in 2010. Harvesting of Russets occurred primarily during a two week period between July 12 and July 26. Demand for Virginia Russets was generally moderate throughout the season. During 2010, 50-pound sacks of Size A Russets were mostly \$8.00 compared to \$6.00-8.00 in 2009 and \$13.00-14.00 in 2008. Prices for tote bags were generally \$16.00 per hundredweight compared to \$10.00-14.00 per hundredweight in 2009 and \$23.00-28.00 in 2008.

Round Red prices were first reported on June 24 at \$12.00 for 50-pound sacks of U.S. One, Size A and \$14.00 for Size B. Unlike Round White potatoes, demand was good for Red potatoes throughout the season. Round Red prices increased to \$15.00 for Size A and \$17.00 for Size B by the end of June. By July 6, prices increased to \$16.00 for Size A and \$18.00 for Size B. The price of Size B increased to as high as \$20.00 on July 8. Throughout most of Virginia’s 2010 season, demand for Round Red potatoes exceeded available supplies and the result was high prices and good movement.

Yellow flesh potato prices were first reported on July 8 at \$14.00 for 50-pound sacks of U.S. One Size A. Prices were mostly \$12.00-14.00 from July 9 until July 16. By July 19, the price was \$12.00 and remained at that level for the rest of the season. Demand was generally moderate for Yellow flesh potatoes throughout the season. Market conditions were a little disappointing for growers compared to 2008 and 2009 when prices ranged between \$18.00 and \$20.00 per 50-pound sack.

Weather: Weather conditions caused many problems for Virginia potato growers during 2010. Wet conditions in February and March delayed planting and caused problems during the early stages of development. By April, dry conditions took over with less than one inch of rain recorded at the Eastern Shore Agricultural Research Center in Painter compared to the 70-year average of over 3 inches. The dry conditions continued in May and June and peaked in July with only 1.33 inches of rain recorded compared to the 70-year average of 4.59 inches. Although growers irrigated as much as possible, the dry conditions lowered yields for the crop.

Another major factor related to weather was heat. The higher than normal temperatures began in early June and continued for the entire season. During one week in late June, temperatures reached 98 degrees or higher for five of the seven days. In July, there were four days with temperatures recorded at 100 degrees or higher at the Eastern Shore

Agricultural Research Center in Painter. Unfortunately, the brutally hot conditions took its toll on quality. Many growers suffered significant losses as a result of extreme heat.

Production & Quality: Total Virginia production in 2010 was estimated at 1,140,000 hundredweight (cwt) by the National Agricultural Statistics Service, compared to 1,656,000 cwt in 2009, 1,254,000 cwt in 2008, 1,134,000 cwt in 2007 and 1,512,000 cwt in 2006. Production in 2010 was the lowest total since 1,029,000 cwt in 2005. The decrease in production during 2010 can be attributed to reduced yields and crop losses caused by hot and dry conditions.

Although Virginia growers typically produce a very high quality crop, during 2010 there were quality problems as a result of the heat. Heat necrosis, internal discoloration, internal break down and soft rot were problems reported by many growers. For the most part, 2010 was a year Virginia potato growers would like to forget.

Shipments: Shipments of Virginia potatoes were down significantly in 2010.

Approximately 1,169 truck lot equivalents (50,000 pounds) were shipped in 2010 compared to 1,761 in 2009, 1,470 in 2008 and 1,459 in 2007. The decrease in shipments was a result of reduced yields and crop losses due to hot and dry conditions.

Shipments during June 2010 accounted for approximately 9 percent of the crop, totaling

107 loads compared to 187 loads in June 2009 and 201 loads in June 2008. In July 2010, 1,053 loads were shipped compared to 1,245 loads in July 2009 and 1,263 loads in July 2008. July 2010 shipments accounted for 90 percent of the crop compared to 70.5 percent in July 2009. Crop losses due to the extremely hot conditions caused only 9 loads (less than 1 percent of the crop) to be shipped in August 2010 compared to August 2009 when 329 loads or 19 percent of the crop was shipped. Weather conditions were so severe in 2010 that there were very few marketable potatoes available by the time August arrived.

Packaging: Potatoes were sold in 50-pound sacks, baled 5- and 10-pounds bags, loose 5- and 10-pounds bags and canvas totes. Both paper and poly bags were utilized. Mark-ups for packaging fluctuated but were typically \$2.50-3.00 per cwt for loose 10-pound bags, \$3.00-4.00 per cwt for baled 10-pound bags and \$5.00-6.00 per cwt for baled 5-pound bags.

Due to the extremely hot conditions in 2010, growers preferred using 50-pound sacks in favor of canvas totes since potatoes are less susceptible to heat damage in the sacks. Potatoes sold in 50-pound sacks accounted for approximately 74 percent of inspected potatoes in 2010 compared to 33 percent in 2009 and 40 percent in 2008. Potatoes shipped in bulk in 2010 accounted for only 20 percent, down significantly from approximately 50 percent in 2008 and 2009. Consumer sized 5-

and 10-pound bags accounted for approximately 6 percent of the inspected potatoes, down from 16 percent in 2009 and 10 percent in 2008.

Markets & Competition: Although production was down in Virginia due to decreased yields, supplies of potatoes in competing areas were plentiful during the summer of 2010. Supplies of storage potatoes in June were up approximately 13 percent which led to increased competition from the western states. In addition, cold weather caused delays to Florida's crop which resulted in their harvest continuing longer than normal. This in turn caused a longer than normal overlap with Virginia's marketing season. As always, new crop potatoes from North Carolina and California pressured prices throughout much of the summer. The abundance of new crop potatoes compounded with heavy supplies of low priced storage potatoes, made it a struggle at times for Virginia growers to market their potatoes.

Canada has been an important market for Virginia potato growers in the past but unfortunately, shipments to Canada continued to be low in 2010. Virginia potato growers shipped only 60 loads (50,000 pounds) to Canada in 2010 compared to 108 loads in 2009, 61 loads in 2008 and 94 loads in 2007. Over the past five years, Virginia growers have shipped an average of 102 loads per year to Canada. Of the loads shipped to Canada in 2010, 95 percent were 50-pound sacks and 5 percent were 10-pound bags.

VIRGINIA CHIP POTATOES

2010 CROP

Chipstock potatoes continue to be a very important part of Virginia's potato crop and in 2010 they represented nearly half of the total shipments. The vast majority of chipstock sales were preseason contracts and were mostly \$10.00 per cwt. Unfortunately, the heat took its toll on the crop causing quality problems, lower yields and decreased production for many growers. As a result, there were very few open market sales. The few open market sales that did occur were at prices near the contract value.

Varieties: Of the 135.5 loads (50,000 pounds) of seed imported and inspected during the 2010 season, Superiors accounted for over 25 percent of the total, once again making it the most popular of all varieties grown in Virginia. The next most popular Round White tablestock potato was the Envoy, an early maturing variety. Envoy accounted for nearly 10 percent of potatoes planted in 2010 and it was the third most popular of all varieties grown.

Chipping varieties accounted for the second, fourth and fifth most popular with Atlantic at 12.2 percent, Snowden at 7.8 percent and FL-1867, a Frito Lay variety, at 6.6 percent. Use of the Atlantic variety increased

substantially in 2010 following decreases in 2008 and 2009.

Use of Russet potatoes dropped significantly in 2010. Russet varieties accounted for slightly over 12 percent of the potatoes planted in 2010 compared to 21 percent in 2009, 20 percent in 2008, 13 percent in 2007 and 15.5 percent in 2006. The top Russet varieties included the sixth ranked Gold Rush at 5.2 percent and seventh ranked Norkotah at 5.1 percent.

Red potatoes continue to play an important role for Virginia potato growers with the Red Norland the ninth most popular at 3.8 percent. All Red varieties accounted for slightly under 10 percent in 2010 compared to 8 percent in 2009. Red potatoes have ranged between 7 percent and 10 percent since 2003 after accounting for 14 percent in 2002.

The Yellow flesh Yukon Gold was the eighth most popular at 4.2 percent, a significant increase from approximately 2 percent in 2009. The Satina variety accounted for approximately 1.7 percent, down slightly from 2009. Yellow flesh varieties accounted for nearly 8 percent of the potatoes grown in 2010, the highest percentage since 9 percent in 2001. Between 2002 and 2008, Yellow potatoes ranged between 4 percent and 6 percent.

VIRGINIA SEED POTATOES

2010 CROP

Virginia Seed Potato Import Record Virginia Market News Service, Onley, VA

Receipts of seed potatoes by varieties for Accomack and Northampton Counties. Amounts are 50,000 LB units.	2010	2009	2008	2007
Superior	34.64	29.40	20.95	28.15
Atlantic	16.48	9.24	10.70	11.72
Envol	13.15	15.61	10.49	5.08
Snowden	10.57	8.12	6.07	9.08
FL-1867	9.00	10.00	11.10	9.12
Gold Rush	7.08	8.01	7.25	6.57
Norkotah	6.95	17.55	10.50	9.18
Yukon Gold	5.75	2.54	4.14	4.54
Red Norland	5.18	4.74	5.13	3.56
Andover	3.39	6.93	6.61	11.20
Eva	3.08	0.86	-----	
Red Lasoda	2.60	1.60	0.88	0.84
Silverton	2.60	0.88	1.58	
Satina	2.32	3.03	1.76	1.72
Dark Red Norland	1.98	0.50	3.29	6.57
Reba	1.87	2.01	6.30	
Modoc	1.70	1.88	0.04	-----
Villetta Rose	1.62	1.80	0.73	0.20
FL-2053	1.00	-----	-----	-----
Norwis	0.94	6.39	-----	-----
Keuka Gold	0.94	0.51	-----	-----
Lehigh	0.90	0.55	-----	-----
Beacon Chipper	0.72	0.94	-----	
Vivaldi	0.56	-----	-----	-----
Dakota Crisp	0.48	0.86	-----	
Innovator	0.86	-----		
Peribonka	0.85	0.84		
Rio Grande	0.83	-----	-----	
Nordonna	0.52	0.40		
Gala	0.16	0.03	-----	
Blazer Russet	1.06	-----		
LaChipper	3.45			
Others	2.76			
Total	135.5	135.2	105.2	120.4

MARKETING COLUMBIA BASIN WASHINGTON- UMATILLA BASIN OREGON POTATOES

2010 CROP

Acres & Production: According to the National Agricultural Statistics Service, Washington planted acreage was 135,000 acres in 2010, a decrease from 2009s 145,000 acres. Harvested acreage in 2010 was 134,000 acres, a 6 percent decrease from 2009s acres. Washington's yield per acre in 2010 was 660 hundredweight (cwt), an 8 percent increase from 2009s yield. Washington's production in 2010 was 88,440,000 cwt, a slight increase from 2009s production of 87,230 cwt. Umatilla Basin Oregon planted & harvested acreage was 10,000 acres in 2010, a 9 percent decrease from 2009s planted and harvested acreage of 11,000. Umatilla Basin Oregon's yield in 2010 was 650 cwt per acre, a 24 percent increase from 2009s yield of 635 cwt per acre. Umatilla Basin Oregon's production in 2010 was 6,500,000 cwt, a 7 percent decrease from 2009s production of 6,985,000 cwt.

Shipments: Shipments for the 2010 season for Columbia Basin Washington were 7,807,969 cwt, of which 1,499,163 cwt were exports. This was a 9 percent increase from 2009s shipments of 7,130,676 cwt, of which 1,277,276 cwt were exports. Shipments for the 2010 season for Umatilla Basin Oregon were 1,829,005 cwt, of which 313,739 cwt were exports. This was a slight increase from 2009s shipments of 1,827,735 cwt, of which 200,625 cwt were exports.

The peak shipping month was August 2010 with 1,191,018 cwt shipped for the Columbia Basin Washington, and June 2011 with 183,846 cwt shipped for Umatilla Basin Oregon.

Crop & Weather: Lack of moisture continued to be foremost on Columbia Basin farmers mind the end of March 2009. Potato planting was advanced in Grant and Franklin counties. Statewide, planting was 15 percent planted, compared to just 1 percent in 2009.

During the first week in April, low temperatures were prevalent and recent rain improved moisture conditions in dry land areas of the country. During the weekending April 18, planting continued in

Grant County. Warm, dry days returned which helped out growers. During the last week in April, a very significant storm system laid down heavy rains throughout the Palouse and Central Washington region. Planting continued in Grant County. Statewide, 81 percent of the crop had been planted, compared to 68 percent in 2009. Crop emergence was 15 percent compared to 14 percent in 2009.

High winds and cold temperatures were prevalent the first week in May. Klickitat County received winds topping 50 mph, rain mixed with hail, and the hardest frost seen in weeks. Early potato sprouts froze in home gardens. In Walla Walla County most of the potatoes had been planted. By mid-May, planting was in full swing in Franklin County. In Franklin County, during the last week of May, temperatures averaged around normal, though were up and down pretty sporadically with rain showers and a couple thunderstorms which caused planting progress to slow. In Walla Walla County, many crops were growing well with the added precipitation.

By the first week of June, Statewide, 100 percent of the crop had been planted and 91 percent had emerged. Fields started blooming in Yakima County by mid-June. By the end of June, new potatoes were making it to the table from home gardens in Klickitat County.

Light potato harvest had begun by the 4th of July and by the 1st of August it was progressing across the State. By the weekending August 22 it had become apparent that harvest would be later than usual in Walla Walla County. The following week in Franklin County, temperatures were cooler than normal with some minor precipitation. Growers were able to harvest despite these conditions.

By the end of the first week in September, Statewide, potatoes had been 28 percent harvested compared to 52 percent in 2009. During the weekending September 12, producers were taking precautions to avoid the first frost occurring with

their potatoes still in the ground by harvesting more potatoes than they had originally intended. In Franklin County the following week, temperatures were normal to cooler than normal. A thunderstorm over the weekend brought precipitation totals for September up to twice the normal amount. Potato harvest was able to continue. However, in Walla Walla County, harvest was curtailed due to the rain the region was receiving. During the weekending September 26, temperatures were moderate with some fair heating days throughout the week. However, a heavy rain shower fell the night and morning of September 18 & 19 dumping .75 to a little over an inch of rain throughout the country. Potato was slowed somewhat by the wet weather with the exception of Grant County as harvest was able to begin.

The first week of October saw potato harvest between the early and late varieties. Potatoes were 64 percent harvested Statewide, compared to 70 percent in 2009. Harvest continued in Franklin County, though on a slower than normal track. By mid-October, fall had arrived in Walla Walla. Temperatures dropped into the low 30s at night and the area received the first frost of the season. Temperatures were still getting up into the 60s during the day and harvest was underway across the County. Harvest was generally complete by the first week of November.

By the first week in April, even though progress had been slowed by cold weather, crops were ahead of schedule as the 2010 crop was 50 percent planted in the Umatilla Basin Oregon growing region. Entomologists say that insect populations were a generation ahead. The first week of April was cold and wet for most of the State. Out of 43 stations, 30 reported temperatures below freezing and 29 reported at least 5 days of precipitation. Frost damage continued to be a concern the following week as 32 out of 43 stations reported sub-freezing temperatures. 38 stations reported lower than normal average temperatures and only 11 reported more than 2 growing degree days. However, the weekending April 18 saw above normal temperatures across the State and more normal precipitation. The spring conditions continued for the rest of the month with mild temperatures and light rain. Cooler than normal temperatures returned the first part of May and wet weather limited fieldwork.

Unseasonably low temperatures prevailed across the State the following week. 25 out of 43 stations reported temperatures below freezing. 20 stations reported more than 2 days of rain, but 22 stations remain more than an inch behind normal cumulative precipitation for that time of the year. High winds caused damage to some row crops. The weekending May 23 was another cool, rainy week and the month ended with similar weather. All but 2 stations reported temperatures below average for the time of year and 32 of the 43 stations received precipitation.

By mid-June, after weeks of cool, wet weather, the sun came out and warmed up most of Oregon. The cold, wet weather of May that continued into June put everything behind schedule. Potato acreage was down. Conditions warmed up throughout the month with some light moisture reported.

By mid-July conditions were hot and dry throughout the State. Weather had warmed up to more normal temperatures. Full season potatoes were looking good by mid-August but the jury was still out on the condition of the short season potatoes. The last week of August was another warm, dry week in Umatilla. Potato harvest had started with Rangers with average to below average yields. Nighttime temperatures were cool with a new record low being set at 40 degrees. The unseasonably cool temperatures continued through September. Potato harvest continued and yields rose to more average levels. Harvest was generally complete by the end of October.

Marketing: The first report of Round Reds was issued during the weekending July 24, 2010. 50-pound cartons of U.S. One size A was \$14.00-16.00. The last report was issued during the weekending August 28, 2010 at \$12.00-13.00.

The first report of Yellow Type was issued during weekending July 24, 2010. 50-pound cartons of U.S. One size A was \$12.00-14.00. The last report was issued the weekending August 21, 2010 at \$10.00-12.00.

The first report of Russet Norkotahs was issued during the weekending July 31, 2010. 50-pound cartons of U.S. One 70s was \$14.00-15.00. The last report was issued during the weekending July 30, 2011 at \$ 18.00-20.00.

MARKETING NORTHWEST WASHINGTON POTATOES

2010 CROP

Acres & Production: According to the National Agricultural Statistics Service, Washington planted acreage was 135,000 acres in 2010, a decrease from 2009s 145,000 acres. Harvested acreage in 2010 was 134,000 acres, a decrease from 2009s 143,000 acres. Washington's yield per acre in 2010 was 660 hundredweight (cwt), an eight percent increase from 2009s yield of 610 cwt. Washington's production in 2010 was 88,440,000 cwt, a one percent increase from 2009s production of 87,230,000 cwt.

Shipments: Shipments of fresh-table stock potatoes out of Northwestern Washington for the 2010 crop was 1,190,900 cwt total which includes 59,100 cwt shipped by piggyback, 930,000 cwt domestic by truck, and 201,800 cwt export by truck. The 2010 crop shipments by variety are: Round Red 655,800 cwt domestic, 100,400 cwt export; Yellow Type 148,600 cwt domestic, 44,600 cwt export; Long White 120,900 cwt domestic, 56,600 cwt export; and Mixed Varieties 1,500 cwt domestic, 200 cwt export. These variety shipments do not include anything shipped by Piggyback. 2010 saw shipments peak seasonally for the Thanksgiving Holiday the weekending November 20 with 65,400 cwt shipped. The majority of the potato crop out of this District is of the Round Red variety. Also grown, packed and shipped are Yellow Type, Long White, and a small amount of Russets. The first shipments for the 2010 season were moved on the weekending September 11, 2010 and the last shipments of the season were on weekending May 28, 2011. The Round Reds shipped throughout the season. The Long Whites were not moved this season after mid-February, and Yellow Type was done by mid-April.

Crop & Weather: Planting started on time but was reportedly behind by weekending May 3rd. Rain and wet weather persisted over the month of May with reports weekending June 5 that most planting was still behind schedule. Mid-June saw reports of standing water in fields. Planting continued into late June as producers were delayed by wet weather and needed to wait for fields to finish drying out. Weekending July 4 saw the first reports of potato fields in Northwestern Washington being disked up due to excessive rain in the fields. July continued with good temperatures which lasted into August. Potato vines were being mowed down

and harvest was expected to begin by the end of the month. Measurable rain arrived during weekending September 7, slowing down plans for an early harvest. By weekending September 24 potato harvest continued with low yields due to the wet spring and late summer temperatures.

Harvesting: Weather is an extremely important factor in growing and harvesting the Northwestern Washington potato crop around the Mount Vernon/Burlington area of Skagit County. Seasonal rainfall for that area is normally 26 inches per year. Much of the soil type in the area used for potatoes is a sandy loam. Many fields also have drainage systems installed. Growers are able to harvest potatoes even in wet rainy weather, because they have grown the potatoes in sandy soil in fields that have the drainage systems. Also, most of the Long White variety are not harvested and put into storage. They are harvested and packaged late into the year. Often, harvest of Long Whites continues the following spring. The Long Whites do not store well and quality cannot be maintained. Most of the Northwest Washington potato crop is put into storage.

Marketing: The USDA, AMS, Fruit and Vegetable Market News reported prices out of Northwestern Washington from weekending September 11, 2010 through April 16, 2011 on Round Red; September 11, 2010 through January 1, 2011 on Long White; and Yellow Type ran from September 11, 2010 through the week of February 26, 2011. Round Red 50-pound cartons size A started out at \$20.00 per carton, finishing at \$16.00-18.00, mostly \$18.00. The season basically did not deviate from the start to finish, with long periods from September to January were the price held steady at \$20.00 and January to April were the price held steady at \$18.00 Long White 50- pound cartons started at \$20.00 weekending September 11, 2010 and finished at \$18.00-20.00, mostly \$20.00 weekending January 1, 2011. The Long White price barely deviated from the \$20.00 throughout the season. Yellow Type 50-pound cartons started out at \$20.00-22.00, mostly \$20.00 per carton. The season finished at the same \$18.00-22.00, mostly \$18.00-20.00. Supplies of Russet Norkotah and Fingerling were in too few hands to establish a market.

MARKETING CENTRAL WISCONSIN POTATOES

2010 CROP

Acreage & Production: According to the USDA National Agricultural Statistics Service, Wisconsin potato planted acreage in 2010 was 62,500 acres, less than 2009s 63,500 acres. Harvested acreage in 2010 was 61,500 acres, less than 2009s 63,000 acres. Yield per acres was 395 hundredweight (cwt) in 2010, a decrease from 2009s yield of 460 cwt. Production in 2010 was 24,293,000 cwt, a sixteen percent decrease from 2009s production of 28,980,000 cwt.

Shipments: Shipments from Central Wisconsin in 2010 were 6,129,000, a twenty-five percent decrease from 2009s shipments of 8,178,800 cwt. The peak shipping month was October at 900,600 cwt. All of the potatoes were shipped by truck. There are no rail shipments out of Wisconsin.

Crop & Weather: Dry fields greeted producers during the weekending April 17th when planting began. Average temperatures were above to normal with average highs from the mid 60s to 70 degrees and average lows ranging from low to mid 40s. During the last week of April and first week of May, most areas of the State saw some sort of precipitation, but not enough to counteract the early part of the year. Rainfall averages were reported to be 1-2.5 inches below normal. Potato planting was reported to be on track with a good pace at the end of April.

During the first week of May rainfall arrived, but not enough. Average high temperatures ranged from 59-65 degrees by weekending May 12 with reports of potatoes emerging in Portage County. Potato planting continues to progress during the week ending May 17th across the northern parts of the State. Warmer conditions during the weekending May 26 with temperatures averaging 67-76 degrees allowed for planting to continue at a good pace.

The beginning of June saw scattered rain showers across the State helping some producers. By the weekending June 14th rainfall covered most of the State bringing cooler temperatures along with the bloom of potatoes. The weekending June 21 saw more rainfall across the State leaving some fields with standing water. By the end of June, potatoes were blooming and showing good growth.

By mid-July, potatoes were doing well with some areas harvesting of some early varieties by weekending July 12th. Excessive rain at this time had some reports of potatoes rotting in the ground. Average high temperatures ranged from 84 to 87 degrees, with average low temperatures ranging from 66 to 72 degrees.

Fresh potato harvest began in earnest at the beginning of August. It wasn't until weekending August 9th that the fields finally began to dry out from the excessive rain of July. But by the weekending August 16, harvest was once again slowed by rain in the central part of the State. Harvest continued throughout the month of August and into September. By mid-September, harvest was just starting in one west-central Wisconsin county, while late harvest was underway in the central part of the State. Harvest continued through September.

Marketing: The first report of Round Reds was issued during the week-ending August 14, 2010. 50-pound sacks of U.S. One size A was \$10.75-11.50, mostly \$11.00-11.50. The last report was issue during the weekending January 15, 2011 at \$.850-10.00.

The first report of Round Whites was issued during the weekending August 21, 2010. 50-pound sacks of U.S. One size A was \$6.50-7.00. The last report was issued during the weekending October 9, 2010 at \$6.00-6.50.

The first report of Yellow Types was issued during the weekending August 21, 2010. 50-pound cartons of U.S. One size A were \$13.00-14.50, mostly \$13.00-14.00. The last report was issued during the weekending November 13, 2010 at \$12.00-13.50, mostly \$13.00.

The first report of Russet Norkotahs was issued during the weekending August 21, 2010. 50-pound cartons of U.S. One 70s was \$15.00-16.00. The last report was issued during the weekending July 16, 2010 at \$22.00-25.00, mostly \$23.00-24.00.

No prices were issued for chipper potatoes in the 2010 season as most movement was contracted or open sales were in the hands of too few grower, with too few prices reported to establish a market.

MARKETING NEW BRUNSWICK POTATOES

2010 CROP

Production: According to Statistics Canada, New Brunswick potato production totaled **15.1 million hundredweight**, up **3 percent** from the 2009 season total of 14.7 million cwt and 14.1 million cwt from the 2008 season. The July 2011 production report placed harvested acreage at **51,300 acres**, 3,200 acres below the previous two seasons. **Yields increased** (25 cwt) to **295 cwt per acre** over the previous season and 35 cwt from the 2008 season (260 cwt). Total **Canadian production of nearly 97.3 million cwt** was reported for the year, **down 4 percent and 6 percent** respectively from the previous two crop years.

Movement: Early movement (September-December) to the U.S. (**754,040 cwt**) was nearly the same as the previous season total for the same time period (752,546 cwt). These figures were compiled with data issued from the U.S. Commerce Department, Agriculture and Agri-Food Canada and finalized by Statistics Canada. The season total through **July 2011 of 2.7 million cwt.** increased sharply (35 percent) from the 2009 season through the same date (1.9 million cwt.) The U.S. was the number one destination for much of New Brunswick potatoes, namely Russet varieties. Access to the States is made through the major border crossing at Houlton, Maine, with lighter shipments entering through Fort Fairfield and Bridgewater, Maine. Light shipments of the 2010 crop continued through most of August by a few shippers. New Brunswick has predominantly been a processing (french-fry) region, with nearly 60 percent of production devoted to this market. It is also the original home of McCain Foods, one of the giants in the fry industry. There are two McCain processing plants in the province, Grand Falls and Florenceville.

Growing and Harvest Season

Planting was off to an early start due to mild spring conditions in early May. Planting was completed by early June. The early summer months brought warmer temperatures and wetter conditions that spurred rapid tuber growth. The latter half of the summer brought drier conditions, with low disease and insect pressure. Initial light harvest of Round white and Yellows was underway by September 1

for domestic usage, while Russet harvest commenced mid-month. October brought cooler temperatures and persistent showers that slowed the harvest pace. By the end of the month, most of the crop was undercover.

Marketing Season: The U.S. Department of Agriculture Market News Service issued the first F.O.B. Shipping Point report on Russet Norkotah late-October with U.S. One or Canada No. One washed 2 inch or 4 ounce minimum baled 10 5-pound film bags from \$7.50-8.00, \$1.00 per bale over the 2009 season. Baled 5 10-pound film bags trailed the 5s price by 50-1.00 cents for much of the season. Prices rose slightly by mid-January to \$8.50-9.00, a turnabout from the 2009 season, when prices went south as the season progressed. Prices continued to rise during the rest of the season, and at the time of the last report issued in late July, baled 5s ranged from \$12.50-13.00, much stronger than the previous season's finish in early July 2010 of \$6.00-7.00 per bale. Carton demand was sluggish for most of the season, with only a few shippers packing for the U.S. market. No F.O.B. Shipping Point prices were recorded. Russet Norkotah U.S. One or Canada No. One tote bags (approximately 2000 pounds) were shipped to the States with moderate demand beginning in mid-December with 5-9 ounce from \$14.00-16.00 cwt and in early January 4-9 ounce sizes ranged from \$11.50-12.50. Tote prices grew stronger as the season progressed with 4-9 ounce totes at season's end in late June were priced from \$14.50-16.00 per cwt.

Stocks on hand: New Brunswick's potato **holdings on December 1, 2010** totaled **12.4 million cwt, up 9 percent** from December 2009 holdings of 11.4 million cwt. Total Canadian holdings for that date totaled 70.4 million cwt., down slightly (3 percent) from the previous year (7.28 million cwt.) By June 1, **stocks on hand** for the province 4 million cwt, up sharply from the previous year's holdings of 3 million cwt. Total Canada stocks at the same time of 15.7 million cwt were up slightly (1 percent) from the previous years' total of 15.6 million cwt. A few fresh shippers continued to pack lightly for the U.S. market through most of August.

Commodity Name POTATOES

Sum of 100000lb units														
Row Labels	Aug-10	Sep-10	Oct-10	Nov-10	Dec-10	Jan-11	Feb-11	Mar-11	Apr-11	May-11	Jun-11	Jul-11	Aug-11	Grand Total
ARIZONA										305	235	91	7	638
CALIFORNIA-CENTRAL	334	112	9	85	148	262	211	102	18	547	1467	1290	335	4920
CALIFORNIA-IMPERIAL VAL								14	149	127	30	6		326
CALIFORNIA-NORTH	25	25	60	95	68	62	64	77	79	63	74	93	27	812
CALIFORNIA-SOUTH	107	78	45	32	40	46	14					116	137	615
CANADA	111	208	338	458	462	500	417	620	551	420	324	178	146	4733
COLORADO	425	1105	1214	1565	1560	1640	1523	1548	1289	1223	1114	741	609	15556
DELAWARE	131	51										41	90	313
FLORIDA						6	112	480	1127	1114	376			3215
IDAHO	2676	2385	2766	3234	3010	2930	2732	3156	2986	2825	2706	2495	2098	35999
KANSAS	447	37										89	549	1122
MAINE	15	53	141	351	385	396	297	282	191	100	63	48	12	2334
MICHIGAN	120	202	219	219	282	268	179	151	135	103	54	1	28	1961
MINNESOTA	813	488	232	159	164	149	90	59	42	18		17	733	2964
NEBRASKA	245	407	374	417	304	177	125	187	290	243	178	17	102	3066
NEVADA	40	18	108	99	74	140	110	94	111	108	106	116		1124
NEW MEXICO		33	88	141	65	95	82	46	125	26				701
NEW YORK	55	168	141	144	70	19						1	44	642
NORTH CAROLINA											181	108		289
NORTH DAKOTA	5	188	391	434	398	465	347	390	164	30	20			2832
OREGON	151	173	242	323	271	277	279	297	285	229	231	141	198	3097
TEXAS	362	236	212	138	121	144	0	0	0	0	33	289	465	2000
VIRGINIA											83	406	3	492
WASHINGTON	1211	1292	884	787	669	585	541	749	654	526	514	553	1452	10417
WISCONSIN	445	845	900	865	743	726	538	465	403	338	304	232	389	7193
Grand Total	7718	8104	8364	9546	8834	8887	7661	8717	8599	8345	8093	7069	7424	107361