



United POTATO NEWS



Visit UnitedPotatoPartners.com for information on National and Local United Potato Partners and Sponsors

Chairman's Message

by Wyatt Penfold

Appreciate, comprehend, fathom, figure out, grasp, know, and perceive are all synonyms for understanding. As seed growers do we understand all the aspects that influence the price we get for our product? Are we using the marketing aspects available to us to the full potential? And why as United Members do we always talk about information being the key to success in the potato industry? In this issue of the Seed Piece, we will discuss some of these things.

Last year as we were hitchhiking through the galaxy and trying not to panic we talked about our farms' cost of production. This year as we continue the journey through the potato galaxy I decided to use some AI to answer the questions in bold.

What are aspects that influence the price?

The main aspects that influence the price of a product or service include: cost of production, market demand, competition level, perceived value by the customer, economic conditions, government regulations, price elasticity of demand, and the overall marketing strategy; essentially, the balance between how much it costs to produce something and how much customers are willing to pay for it, considering the market landscape and their competitors.

How do we use marketing aspects to the full potential?

"Using marketing aspects to the full potential" means leveraging all available marketing tools and strategies to their maximum capacity, including thorough market research, targeted audience segmentation, effective messaging, diverse channels, data analysis, and customer engagement tactics, to achieve the highest possible impact and reach for a brand or product within a given market.

How is information the key to success?

Information is the key to success because it empowers individuals to make informed decisions, navigate challenges effectively, develop relevant skills, and adapt to changing

situations, essentially giving them the knowledge and understanding needed to achieve their goals in any field.

To succeed in the seed business, you need information on your target markets, where varieties are trending, new industry advancements and to know if the prices you're charging are going to keep your farm continuing to the next generation.

At the upcoming United Seed Division Public Briefing we will be discussing this information as it applies to the seed potato industry. Please join us in person on Wednesday, January 8th at 4:30pm. You can register by [CLICKING HERE](#). If your travels through the galaxy are not close to Florida you can also join us virtually by registering for the webinar transmission by [CLICKING HERE](#).

After the public briefing, United Members will have a more in-depth discussion on trends, cost of production, reports on process and fresh markets, alternative crop pricing, GRI trends, average yield and how that translated to actual seed for sale. This and more info only provided under the umbrella of the United Cooperative.

You can access the current Cost of Production Spreadsheet by [CLICKING HERE](#).

With the information provided at the seed briefing you will be armed with more knowledge, and will be able to make more informed decisions, adapt to the ever-changing potato markets and use effective strategies for growth and profitability.

Hope to see you in Florida personally or online from whatever corner of the galaxy you are in.

Wyatt Penfold
United Seed Division Chair
208-709-6810
spudseed@gmail.com



2024 Seed Acreage:

United States

107,369.3 Acres
-2,974.7 (-2.7%)

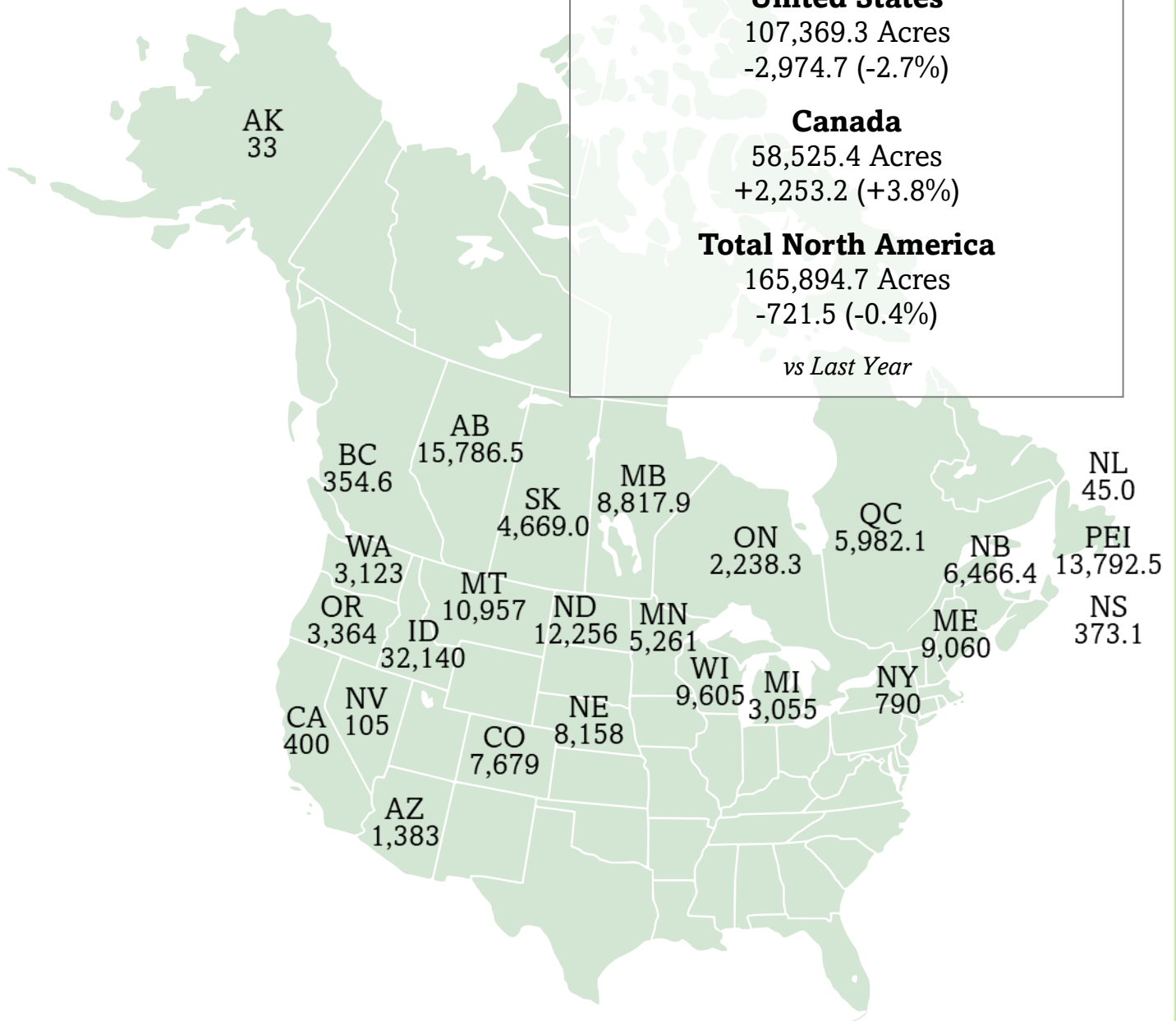
Canada

58,525.4 Acres
+2,253.2 (+3.8%)

Total North America

165,894.7 Acres
-721.5 (-0.4%)

vs Last Year



The United Potato Partners program supports offerings of innovative and productivity-enhancing products to fresh-potato growers through [United Potato Growers of America](#), and to process-potato growers through [Potato Marketing Association of North America](#)

UnitedPotatoPartners.com





2024 US Top 10 Varieties and States

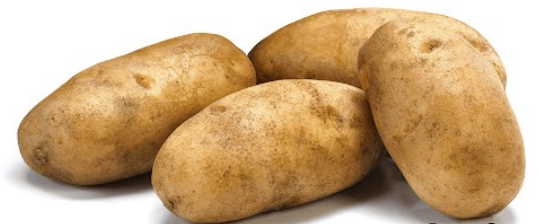
Top 10 Varieties	2022	2023	2024	vs Last Year	
Russet Burbank	12,130.1	16,111.1	14,142.8	-1,968.3	-12.2%
Frito-Lay Varieties	10,065.1	6,744.4	10,577.0	+3,832.6	+56.8%
Ranger Russet	5,462.4	5,802.6	5,585.5	-217.1	-3.7%
Clearwater Russet	4,182.6	4,979.1	5,540.7	+561.6	+11.3%
Umatilla Russet	5,860.1	5,266.8	5,055.5	-211.3	-4.0%
Russet Norkotah 278	4,597.5	5,189.4	4,720.0	-469.3	-9.0%
Lamoka	3,516.5	3,011.2	3,488.6	+477.4	+15.9%
Norland "Dark Red"	3,523.2	3,499.0	2,828.3	-670.8	-19.2%
Dakota Russet	2,107.5	504.3	2,296.7	+1,792.4	+355.5%
Caribou Russet	1,549.0	1,417.9	2,267.7	+849.9	+59.9%
Other	53,333.3	53,797.6	50,866.5	-2,931.1	-5.4%
Total	108,509.1	110,344.0	107,369.3	-2,974.7	-2.7%

Top 10 States	2022	2023	2024	vs Last Year	
Idaho	30,164.5	34,098.9	32,140.4	-1,958.5	-5.7%
North Dakota	13,706.8	13,421.5	12,256.2	-1,165.3	-8.7%
Montana	11,321.7	10,932.1	10,956.9	+24.8	+0.2%
Wisconsin	9,344.9	9,732.1	9,605.2	-126.9	-1.3%
Maine	9,711.1	9,032.8	9,059.7	+27.0	+0.3%
Nebraska	7,519.5	8,026.4	8,157.5	+131.1	+1.6%
Colorado	7,784.3	7,148.8	7,679.2	+530.4	+7.4%
Minnesota	6,528.4	5,800.3	5,261.2	-539.1	-9.3%
Oregon	3,082.1	3,276.9	3,363.7	+86.7	+2.6%
Washington	3,735.6	3,320.4	3,123.0	-197.3	-5.9%
Other	5,610.2	5,554.0	5,766.5	+212.4	+3.8%
Total	108,509.1	110,344.0	107,369.3	-2,974.7	-2.7%



Local United Potato Partners support potato growers and their local cooperatives.

UnitedPotatoPartners.com

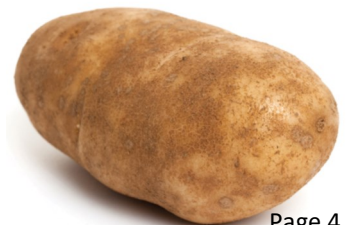




2024 Canada Top 10 Varieties and Provinces

Top 10 Varieties	2022	2023	2024	vs Last Year	
Russet Burbank	11,691.3	11,626.1	12,468.3	+842.2	+6.8%
Mountain Gem Russet	1,418.6	1,437.0	2,239.1	+802.1	+35.8%
Ranger Russet	2,165.4	1,894.1	2,115.2	+221.1	+10.5%
Dakota Russet	1,326.1	1,172.9	1,985.0	+812.0	+40.9%
HO2000	2,221.7	2,157.9	1,919.7	-238.2	-12.4%
Caribou Russet	823.6	1,034.7	1,678.3	+643.6	+38.4%
Norland	1,586.8	1,510.2	1,336.9	-173.3	-13.0%
Goldrush	3,079.4	2,346.9	1,276.5	-1,070.3	-83.8%
Russet Norkotah	803.0	940.8	1,025.2	+84.5	+8.2%
Eva	1,362.7	1,378.9	960.9	-418.0	-43.5%
Other	30,295.9	30,659.1	31,520.3	+861.2	+2.7%
Total	57,353.3	56,272.3	58,525.4	+2,253.2	+3.8%

Top 10 Provinces	2022	2023	2024	vs Last Year	
Alberta	14,445.7	15,301.2	15,786.5	+485.3	+3.1%
Prince Edward Island	13,788.4	11,963.2	13,792.5	+1,829.3	+13.3%
Manitoba	9,466.6	9,260.2	8,817.9	-442.3	-5.0%
New Brunswick	6,021.9	5,852.5	6,466.4	+613.9	+9.5%
Quebec	7,474.9	6,751.5	5,982.1	-769.4	-12.9%
Saskatchewan	3,523.7	4,279.2	4,669.0	+389.8	+8.3%
Ontario	1,653.1	1,935.8	2,238.3	+302.5	+13.5%
Nova Scotia	396.8	459.6	373.1	-86.5	-23.2%
British Columbia	556.0	433.2	354.6	-78.6	-22.2%
Newfoundland	26.1	35.8	45.0	+9.2	+20.5%
Total	57,353.3	56,272.3	58,525.4	+2,253.2	+3.8%





2024 US Top 10 Varieties by State

Varieties	AK
Teton Russet	5.9
Yukon Gold	5.5
Russet Norkotah	5.3
Cherry Red (DT6063-1R)	2.4
Classic Russet	1.5
Soraya	1.1
Hilite Russet	1.0
Goldrush	1.0
Keuka Gold	1.0
Jazzy	0.7
Other	7.6
Total	33.0

Varieties	AZ
Other/Proprietary	1,383.0
Total	1,383.0

Varieties	CA
Frito-Lay Varieties	193.4
Silverton Russet	70.0
Alegria	32.0
Cristina	31.0
Red LaSoda	24.0
Red LaSoda #10	15.0
Salinero	10.0
Colomba	6.0
Constance	5.0
Noblessee	4.0
Other	10.0
Total	400.4

Varieties	CO
Reveille Russet	1,334.5
Canela Russet	685.9
Russet Norkotah 278	671.5
Russet Norkotah 296	668.5
Russet Norkotah Sel 3	596.3
Soraya	470.5
Teton Russet	340.3
Centennial Russet	309.8
Alegria	287.4
Castle Russet	253.2
Other	2,061.3
Total	7,679.2

Varieties	ID
Russet Burbank	7,593.8
Ranger Russet	3,638.9
Russet Norkotah 278	2,982.4
Clearwater Russet	2,608.3
Alturas	883.4
Dakota Russet	851.7
Teton Russet	813.2
Russet Norkotah 296	680.0
Ivory Russet	534.4
Russet Norkotah Sel 3	524.5
Other	11,029.7
Total	32,140.4

Varieties	ME
Frito-Lay Varieties	1,828.9
Caribou Russet	1,498.4
Russet Burbank	681.5
Lamoka	619.6
Atlantic	466.5
Waneta	413.5
Snowden	366.7
Russet Burbank (MT Strain)	329.2
Norwis	233.6
Norland "Dark Red"	233.6
Other	2,388.2
Total	9,059.7

Varieties	MI
Frito-Lay Varieties	825.4
Manistee	523.3
MSV093-1Y/Bonafide	523.3
Mackinaw (MSX540-4)	236.8
Russet Burbank	205.2
Lamoka	157.2
Reveille Russet	120.2
Snowden	88.7
Lady Liberty	70.8
MSZ242-13 - Dundee	59.7
Other	244.6
Total	3,055.2

Varieties	MN
Russet Burbank	1,385.0
Umatilla Russet	1,013.5
Cascade	514.0
Norland "Dark Red"	382.1
Lady Liberty	271.2
Kennebec	192.4
Yukon Gold	167.8
Red Pontiac	149.4
Red LaSoda-New York	130.4
Modoc	87.4
Other	968.0
Total	5,261.2

Varieties	MT
Russet Burbank	3,102.0
Clearwater Russet	2,197.3
Umatilla Russet	1,366.8
Ranger Russet	1,020.8
Alturas	600.8
Russet Norkotah 278	599.3
Shepody	261.8
Russet Norkotah Sel 3	241.0
Russet Norkotah 296	219.0
Lamoka	197.2
Other	1,150.9
Total	10,956.9





2024 US Top 10 Varieties by State

Varieties	NE
Frito-Lay Varieties	3,921.9
Umatilla Russet	528.3
Russet Norkotah 278	364.0
Russet Norkotah 296	363.2
Lamoka	345.7
Russet Burbank	312.5
Reveille Russet	285.3
Dakota Russet	265.7
Atlantic	229.5
Mountain Gem	150.1
Other	1,391.4
Total	8,157.5

Varieties	ND
Umatilla Russet	1,413.6
Norland "Red"	1,217.2
Norland "Dark Red"	1,154.5
Dakota Russet	1,126.8
Dakota Pearl	753.5
Ranger Russet	682.2
Prospect	621.3
Russet Burbank	580.6
Frito-Lay Varieties	543.0
Bannock Russet	510.9
Other	3,652.6
Total	12,256.2

Varieties	NV
Frito-Lay Varieties	66.0
Lamoka	38.6
Other	0.0
Total	104.6

Varieties	NY
Lamoka	239.3
Snowden	109.8
Waneta	91.2
Bliss	85.8
Lady Liberty	45.7
Raspberry	27.9
Lehigh	26.7
Belmonda	21.3
Fenway Red	17.1
Genesee	15.5
Other	109.9
Total	790.2

Varieties	OR
Clearwater Russet	494.0
Lamoka	396.8
Waneta	395.7
Ciklamen	368.8
Gala	300.2
Frito-Lay Varieties	281.0
Ivory Russet	155.0
Hamlin Russet	119.0
Ranger Russet	103.0
Alturas	90.0
Other	660.1
Total	3,363.7

Varieties	WA
Ciklamen	378.6
Russet Burbank	282.3
Chieftain	251.8
Umatilla Russet	193.2
Purple Majesty	156.1
Austrian Crescent	146.2
Gala	123.8
Ranger Russet	115.0
Belmonda	108.5
Actrice	101.7
Other	1,265.9
Total	3,123.0

Varieties	WI
Frito-Lay Varieties	2,723.4
Atlantic	943.7
Lamoka	689.6
Silverton Russet	640.0
Snowden	607.2
Norland "Dark Red"	465.1
Goldrush	392.4
Caribou (AF3362-1)	370.1
Mackinaw (MSX540-4)	282.2
Manistee	252.6
Other	2,365.9
Total	9,605.2

Seed Division Public Briefing

January 8, 2025 at 4:30pm
in Orlando, Florida



[Click here to register \(in person\)](#)

[Click here to register \(Zoom\)](#)





2024 Canada Top 10 Varieties by Province

Varieties	NL
Goldrush	26.8
Superior	7.7
Chieftain	2.2
Norland	1.5
Other	6.8
Total	45.0

Varieties	PEI
Mountain Gem Russet	1,752.7
Dakota Russet	1,075.1
Russet Burbank	969.2
Eva	959.1
HO2000	787.4
Targhee Russet	783.9
Caribou Russet	617.2
Satina	576.4
Alverstone Russet	410.3
Prospect	387.9
Other	5,473.2
Total	13,792.5

Varieties	NS
Mountain Gem Russet	88.2
Russet Burbank	67.5
Targhee Russet	59.1
Alverstone Russet	49.2
Shepody	46.2
Prospect	34.1
Dakota Russet	22.2
Other	6.7
Total	373.1

Varieties	NB
Russet Burbank	2,175.2
Caribou Russet	507.4
Atlantic	378.0
Innovator	303.7
Highland Russet	238.6
Shepody	224.1
Mountain Gem Russet	219.9
Reveille Russet	186.1
Goldrush	161.9
Lamoka	161.4
Other	1,910.0
Total	6,466.4

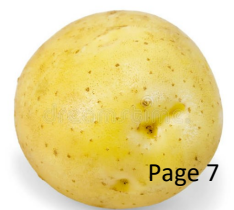
Varieties	QC
Goldrush	842.8
Chieftain	502.3
Envol	424.3
Caribou Russet	356.7
Colomba	312.0
Norland	278.8
Vivaldi	218.5
Superior	188.2
Russet Burbank	186.0
Pomerelle Russet	162.4
Other	2,510.2
Total	5,982.1

Varieties	ON
Dakota Pearl	317.5
Sifra	143.3
Ciklamen	135.1
Russet Norkotah	131.0
Electra	128.0
Penni	106.1
Lamoka	98.6
Actrice	76.6
Waneta	62.8
Milva	61.8
Other	977.5
Total	2,238.3

Varieties	MB
Russet Burbank	3,495.0
Ranger Russet	866.4
Anouk	503.6
Dakota Russet	477.9
Orchestra	335.3
Innovator	263.8
Whitney	260.2
Ciklamen	254.3
Umatilla Russet	253.3
Sangre	237.9
Other	1,870.1
Total	8,817.9

Varieties	SK
Milva	718.4
HO2000	463.1
Little Star	294.0
Ciklamen	277.7
Norland	242.1
Perline	157.6
Russet Burbank	132.0
Russet Norkotah	87.8
Clearwater Russet	84.5
Ivory Russet	75.9
Other	2,135.9
Total	4,669.0

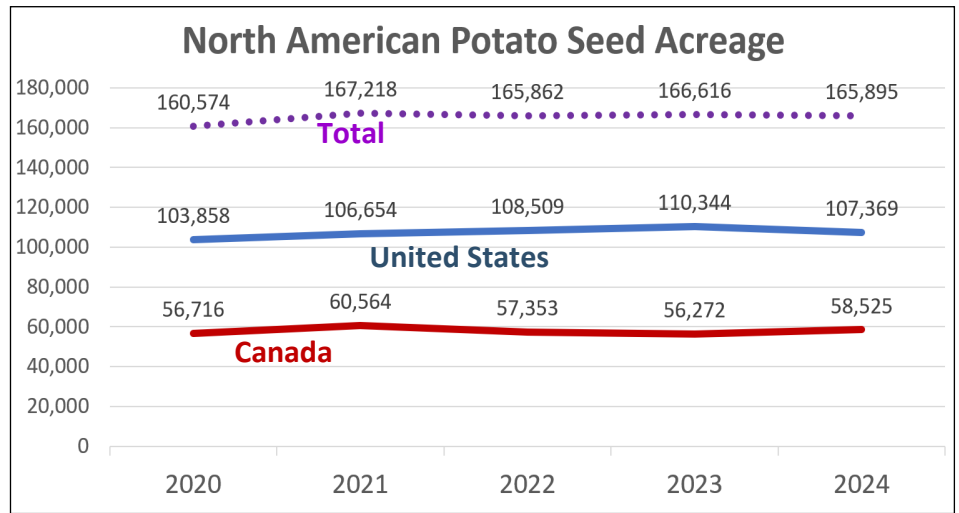
Varieties	AB
Russet Burbank	5,443.4
Ranger Russet	1,002.2
HO2000	669.1
Ivory Russet	667.9
Russet Norkotah	617.4
Bintje	439.3
Dakota Russet	387.7
Colomba	345.1
Clearwater Russet	268.4
Umatilla Russet	260.1
Other	5,685.9
Total	15,786.5





2024 Canada Top 10 Varieties by Province

Varieties	BC
Kennebec	88.1
Chieftain	58.0
Russet Norkotah	35.9
Actrice	10.0
Clearwater Russet	9.7
Sifra	8.5
Norland	6.3
Agata	4.8
Other	133.3
Total	354.6



Data Sources:

US: Colorado State University - Potato Certification Service
 Canada: CFIA (Canadian Food Inspection Agency)

2025 Potato Business Summit

2025 POTATO EXPO ORLANDO SPONSOR

REGISTER NOW

This newsletter is published by United Potato Growers of America and is intended for United Members only.



4001 South 700 East, Suite 500 - Salt Lake City, UT 84107
 801-266-5050 | info@unitedpotatousa.com | UnitedPotatoUSA.com