



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

2024 Q4 Overall Potato Summary

Compared to competing staff-of-life food items, potatoes remained, by a margin never seen before, the best nutritional bargain, ever, perhaps even in the history of mankind. No consumer on the globe today has access to such abundant nutrition at such value. That is the good news. The bad news is that this great value is being subsidized by producers' equity. Selling a product at 50% of its production cost is unsustainable. 'How can such a thing happen in the first place?' you ask. Such a thing happens in the potato-production business when producers, intentionally or not, do not pay attention to demand and exceed it with overproduction. This is clearly what brought about current Russet-Potato crop's low value. Red-Potato producers avoided similarly glutting their sector by closely adhering to market (demand) data and adjusting production accordingly. Yellow-Potato producers were less aware of their sector's demand numbers than Red-Potato producers were of theirs, but far more aware than certain Russet-Potato producers were of profitable Russet demand levels, especially in the Northwest.

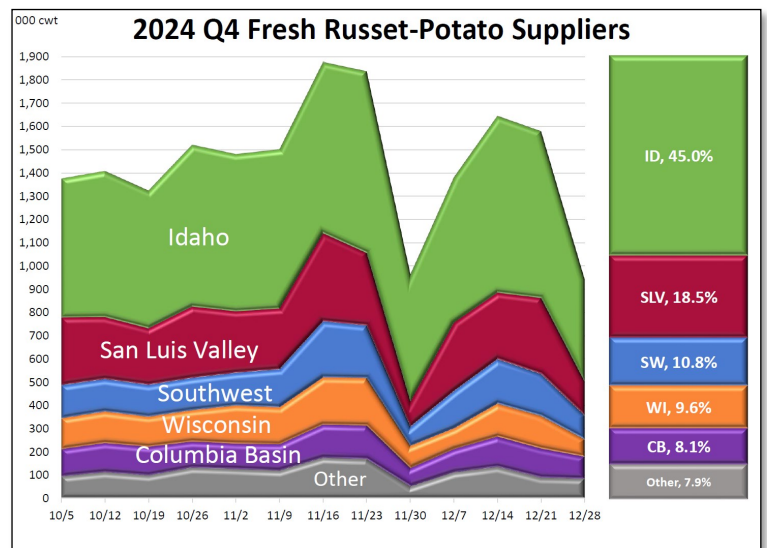
Responding to the selling-at-a-loss aspect of Russet-Potato production and resultant low on-farm pricing, the government continued purchasing Russet potatoes through Q4 and

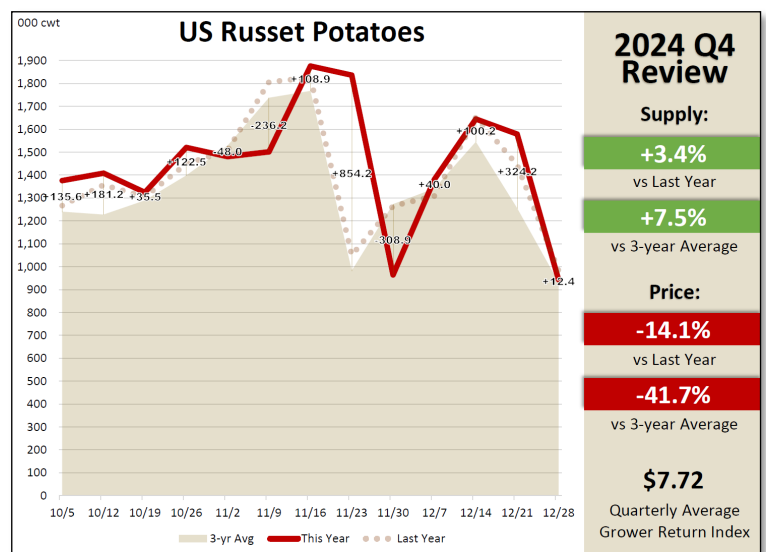
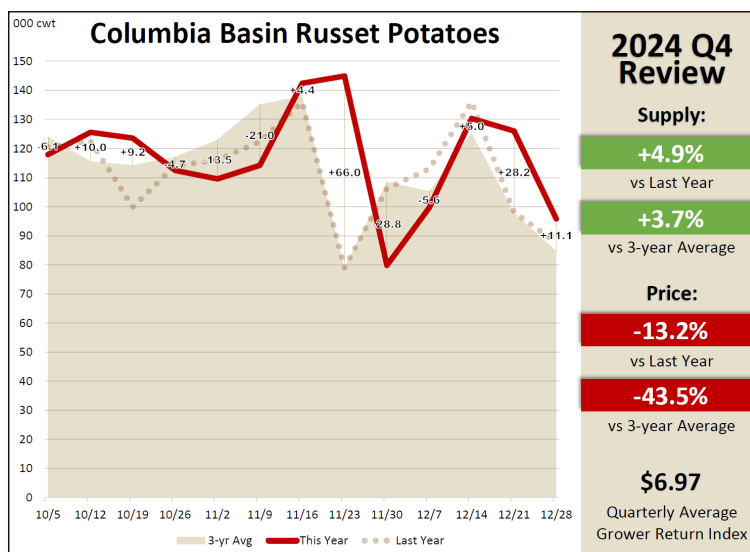
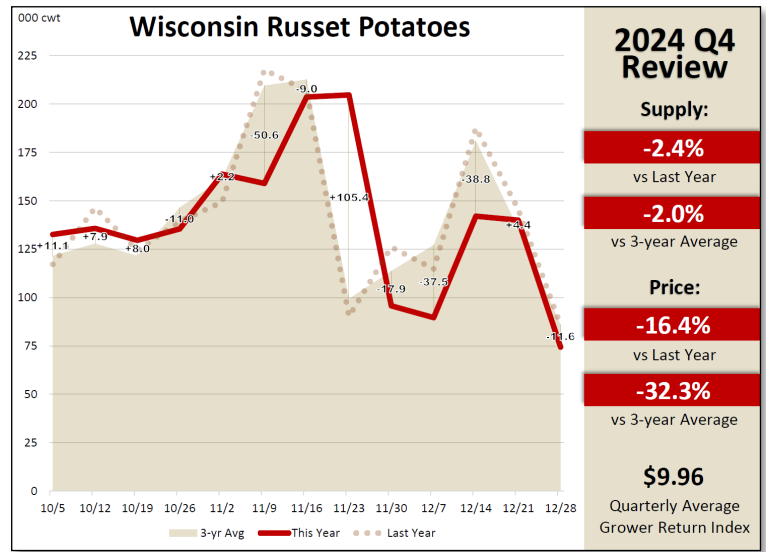
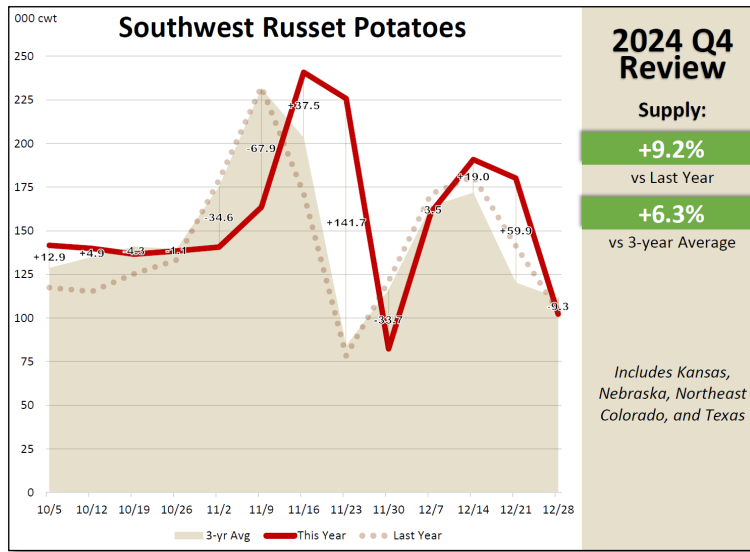
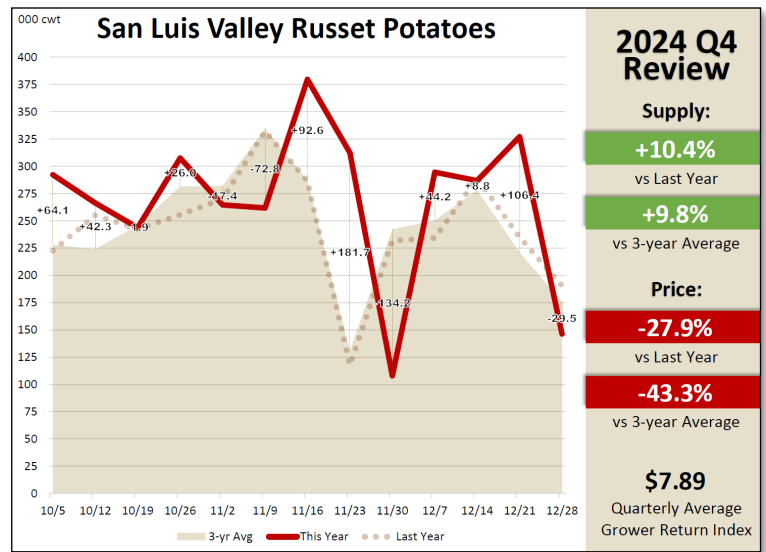
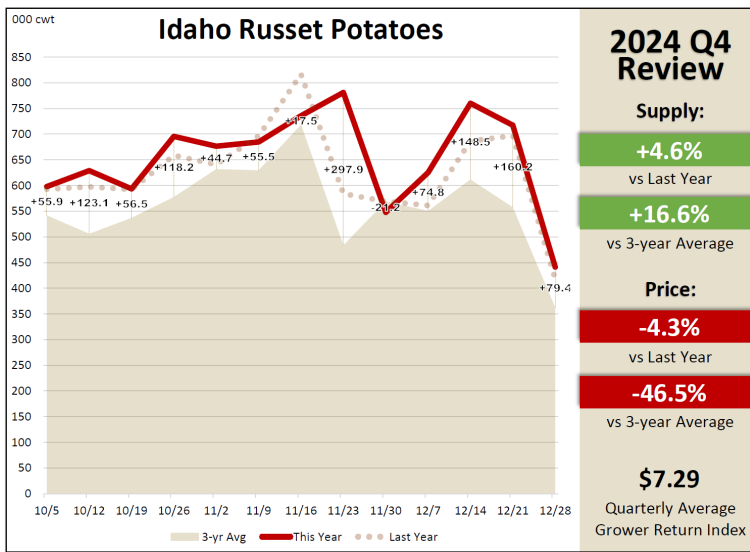
distributing them free of charge to certain public sectors. To date, this program has produced no positive effect on on-farm pricing. The crop's movement, however, was strong and this may help as the shipping season progresses. But, like the unintended consequences inherent most government give-away programs, with 'free' potatoes, who needs to purchase them? Does the government really need to give something away that only costs 61-cents-per-pound at retail? Think about it; a person without 61 cents to purchase a pound of potatoes is unlikely to have a kitchen to cook it in as well.

Process-potato production, in spite of significant 2024 contract reductions, still appears overdone. Because domestic consumption of frozen potato products continues increasing at a 1.5-2% annual rate, what explains the cutback in contracted production? Foreign imports appear the likely culprit. Extrapolating forward, this hints that margins enjoyed by U.S. producers for frozen and dehydrated potatoes are wide enough to entice imports from foreign competitors into their markets with foreign processors reputed to follow. Time will tell how this plays out, but it does not present the healthiest of scenarios for U.S. process-potato producers going forward.

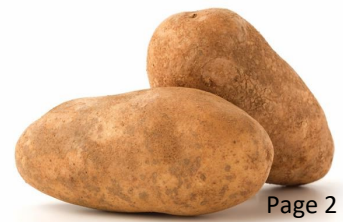
Russet-Potato Summary

Russet-Potato producers in the Southwest and upper Midwest found themselves in a tight spot across Q4. Because the nation's Russet crop moved at a record pace across Q4, supplies in those areas tightened enough that producers should have been able to move prices upward to at least cost-of-production levels, but they could not do it. Why? The Northwest's overproduction so overwhelmed the market that upward pricing was impossible. It is not unusual for Northwest overproduction to do this, but costly, nonetheless. Conditions may ease across 2025 Q1 as supplies in all Russet-producing areas, including the Northwest, tighten further toward levels that approach demand. As this happens, the crop's value will increase accordingly.



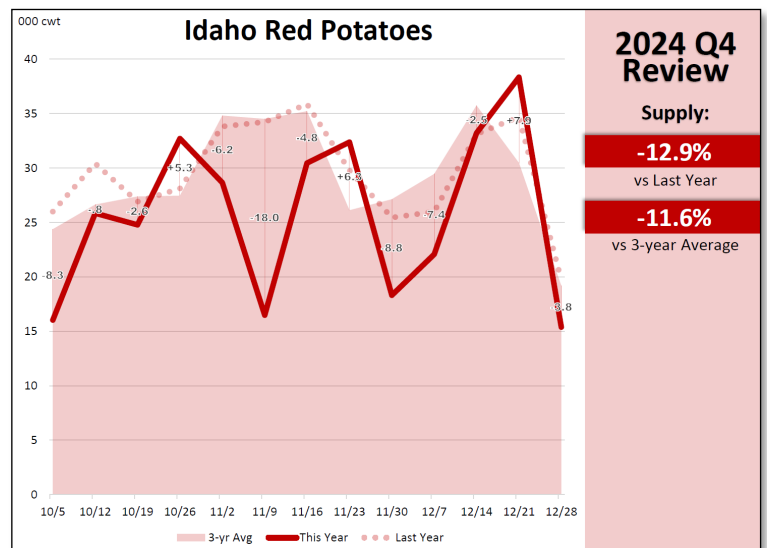
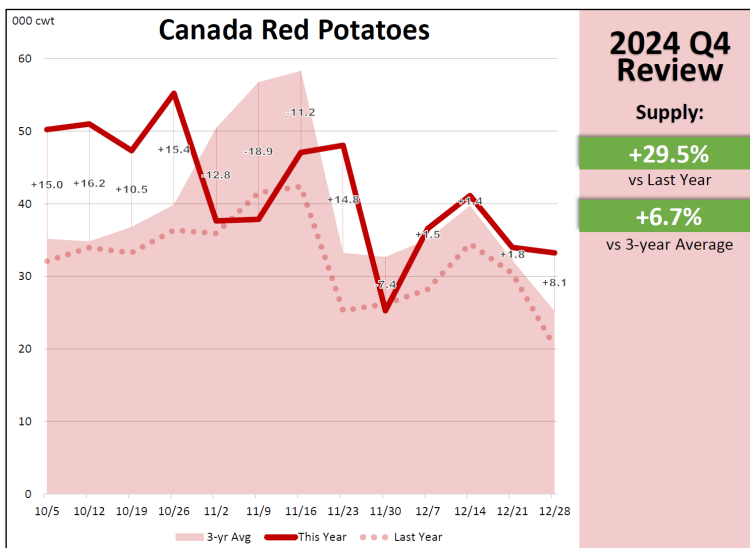
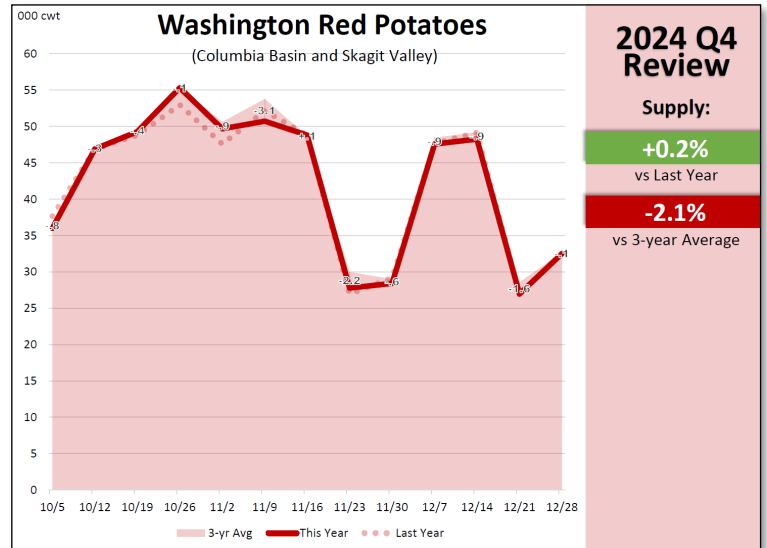
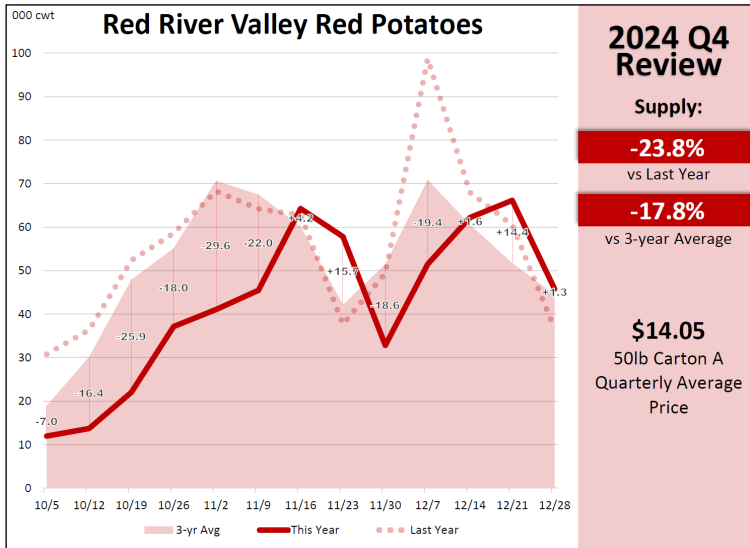
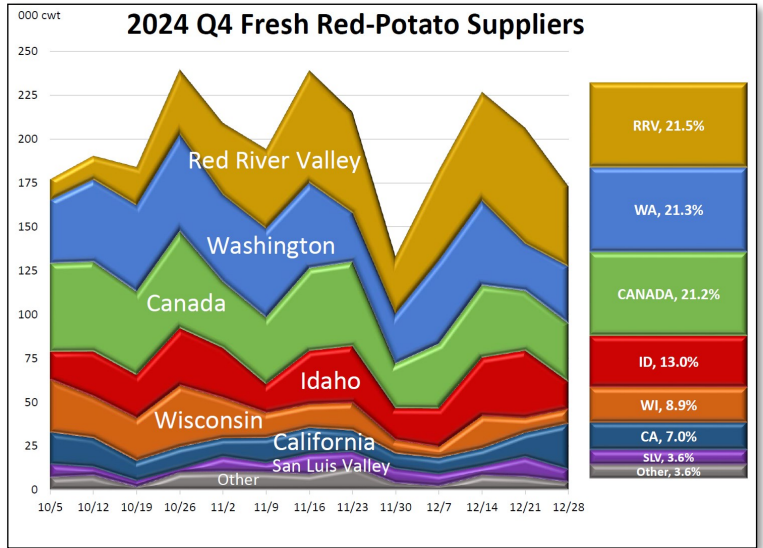


AMVAC® is a forward-thinking company fueling growth through customer focus, intelligent acquisition, technology solutions, product development and supply management. AMVAC provides solutions for the potato market in every step of the growing process, starting with a strong soil foundation. Our potato portfolio includes tried-and-true soil fumigants, VAPAM® and K-PAM®, along with Green Solutions such as B Sure®, iNvigorate®, UpLift®, ECOZIN® PLUS, SmartBlock® and more. For information on AMVAC's potato products or to connect with a regional representative, visit amvac.com/potatoes



Red-Potato Summary

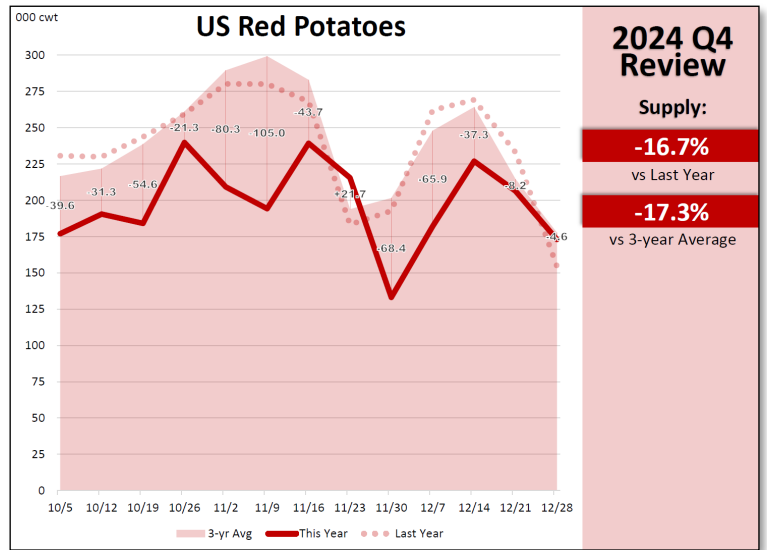
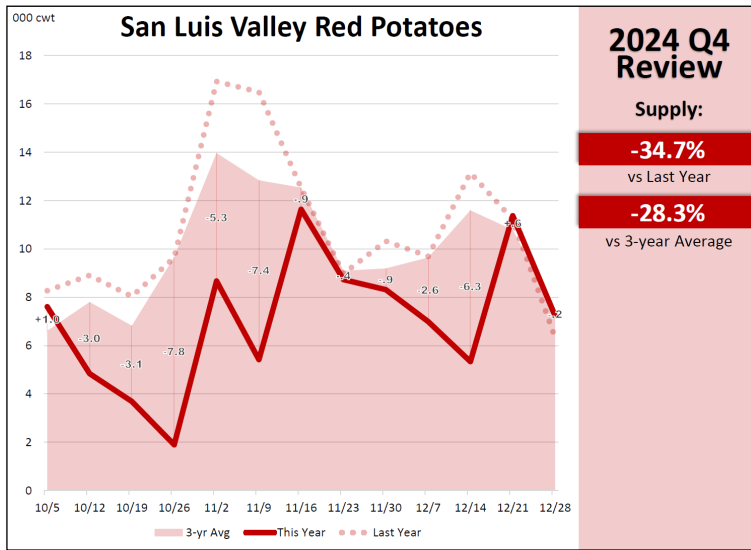
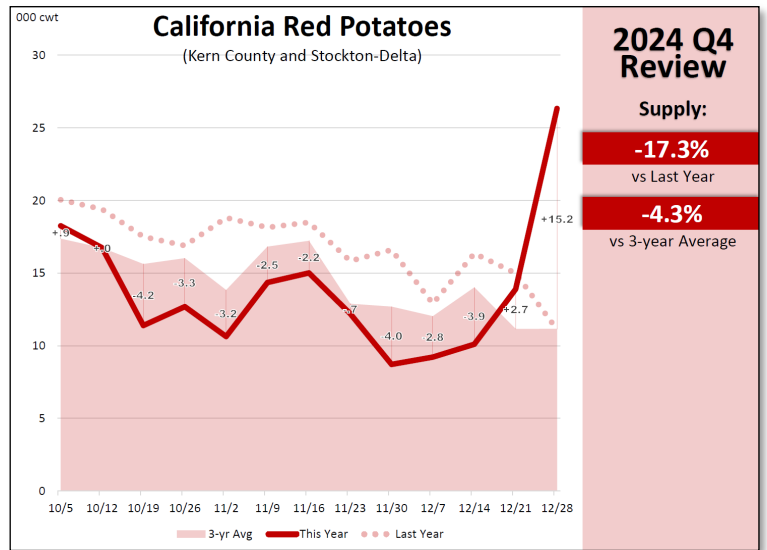
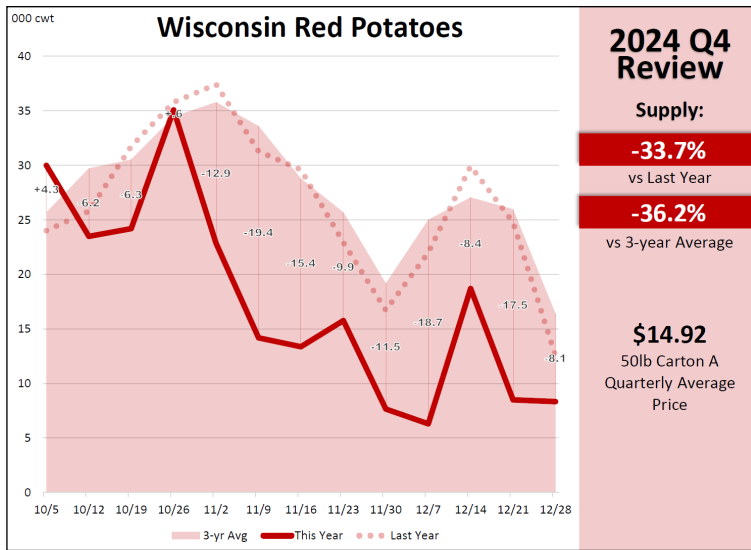
Red-Potato producers continue their brilliant reading of the Red-Potato market's critical supply-demand balance and matching it. This is simple math, not rocket science, and kudos to Red-Potato producers and their regions of operation for actually having a business plan. Moving ahead as 2025 planting intentions express themselves, look for these brilliant fellows to continue their excellent management of the Red-Potato category. While experiencing harsh competition at retail (grocery) from below-cost Russet potatoes, Red-Potatoes remained competitively priced and competitively promoted throughout Q4 such that when a consumer wanted to make potato salad with lots of color and flavor, it could be done at a most reasonable cost.



National Sponsor

14GROUP, Inc. is a leading supplier of innovative dormancy and sprout inhibiting products for the potato storage industry. In collaborative efforts with leading university researchers and private industry, we are dedicated to continued development of new and improved post-harvest chemical applications. From the harvest of your crop to your customer's dock, you'll find a complete family of complimentary treatments that protect the quality and condition of your potatoes. For more information, visit 14group.com





Click [here](#) to watch the 2024 Q4 Podcast



JOHN DEERE

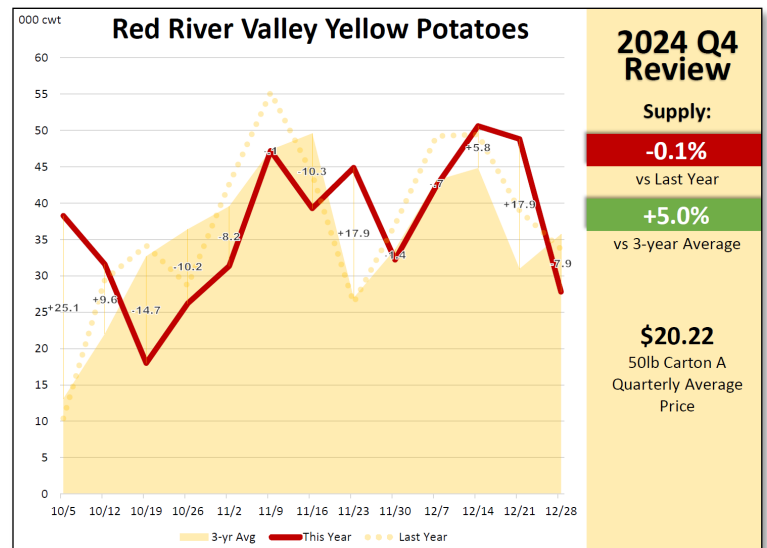
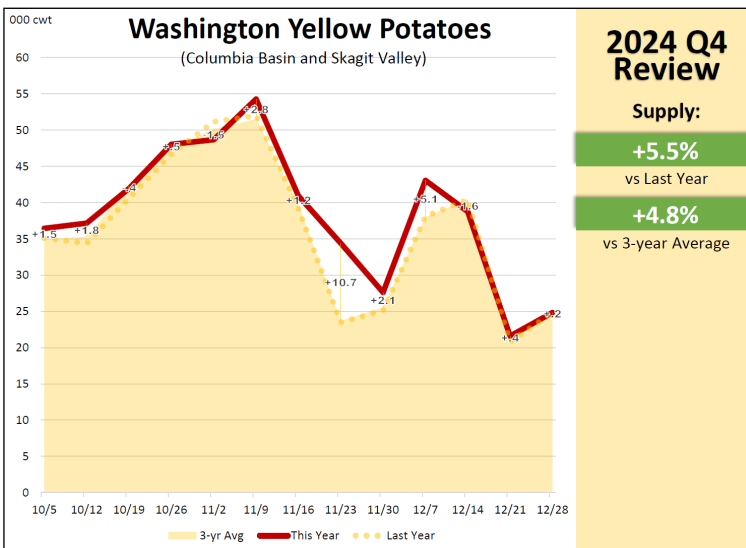
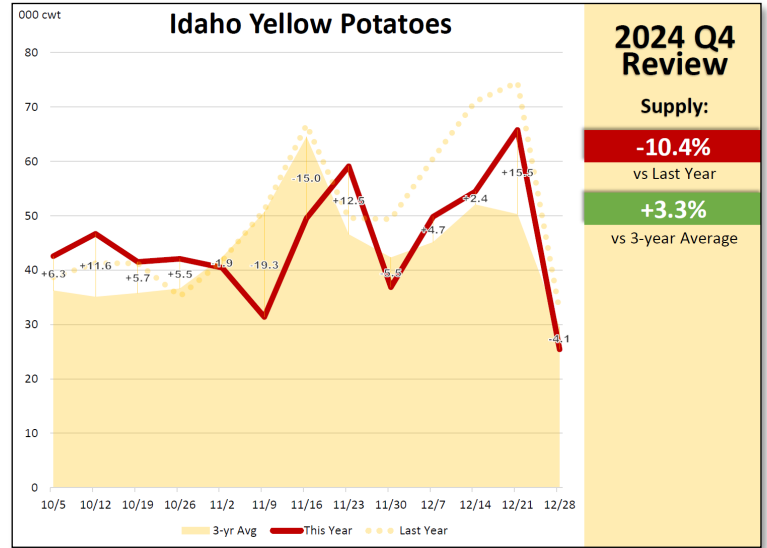
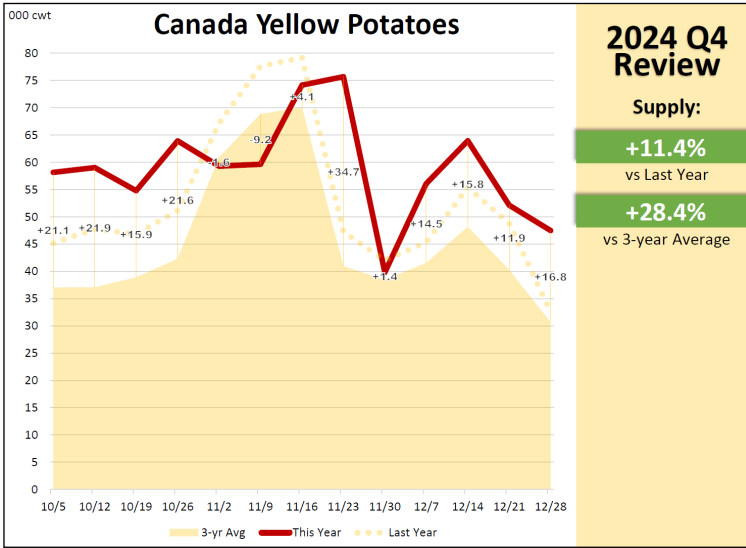
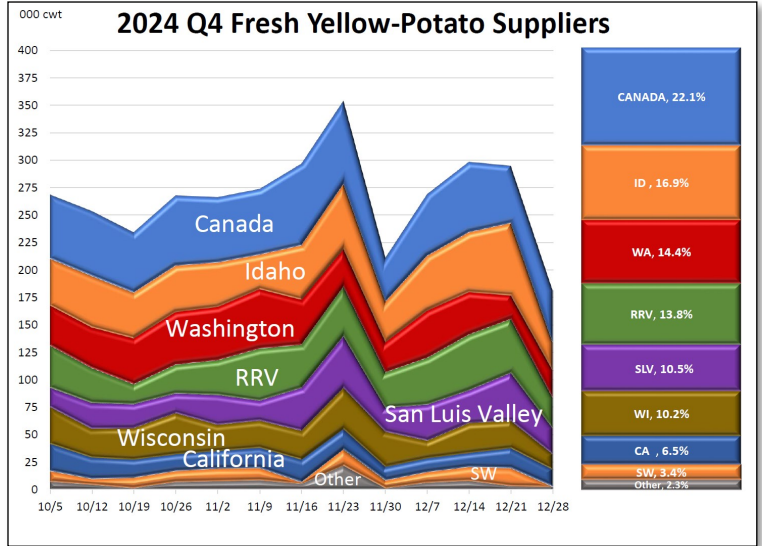
National Sponsor

Deere & Company is a world leader in providing advanced products and services and is committed to the success of customers whose work is linked to the land – those who cultivate, harvest, transform, enrich, and build upon the land to meet the world's dramatically increasing need for food, fuel, shelter, and infrastructure. Since 1837, John Deere has delivered innovative products of superior quality built on a tradition of integrity. For more information, visit deere.com



Yellow-Potato Summary

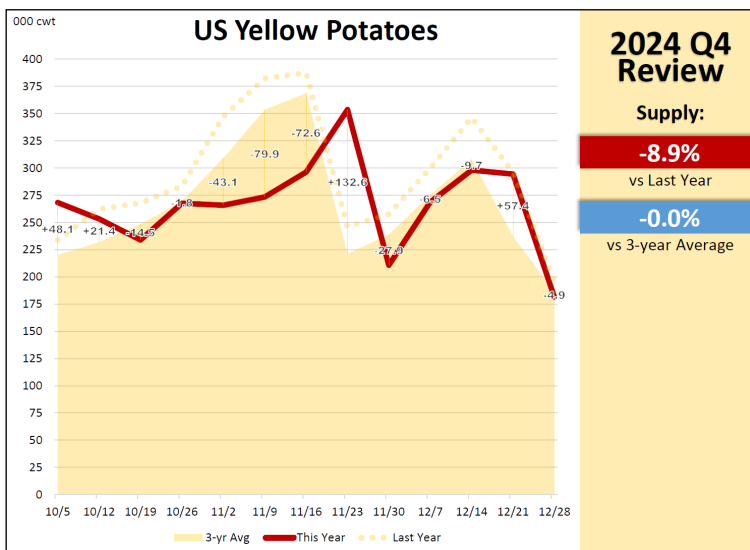
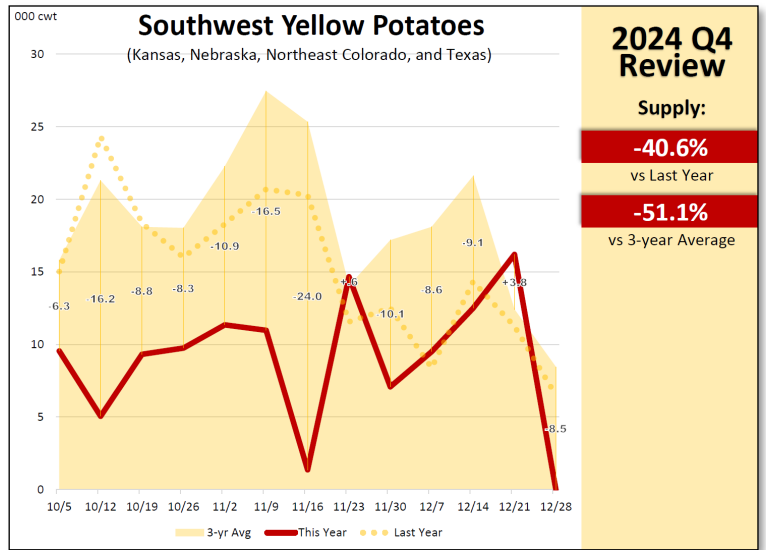
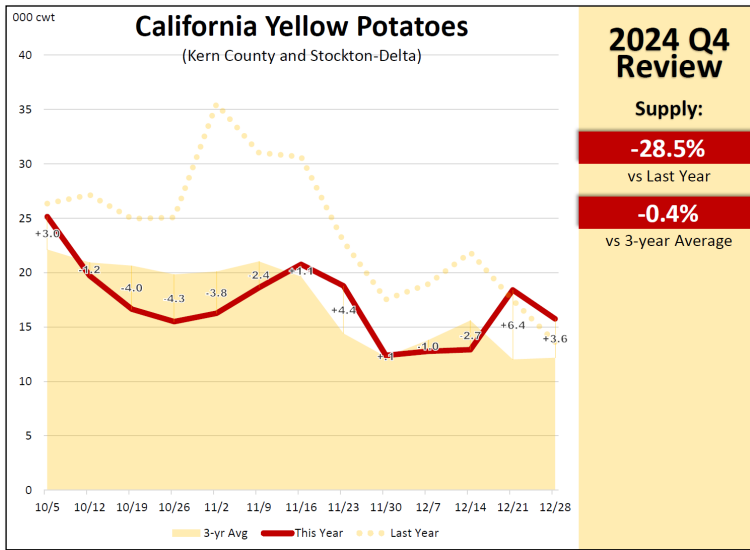
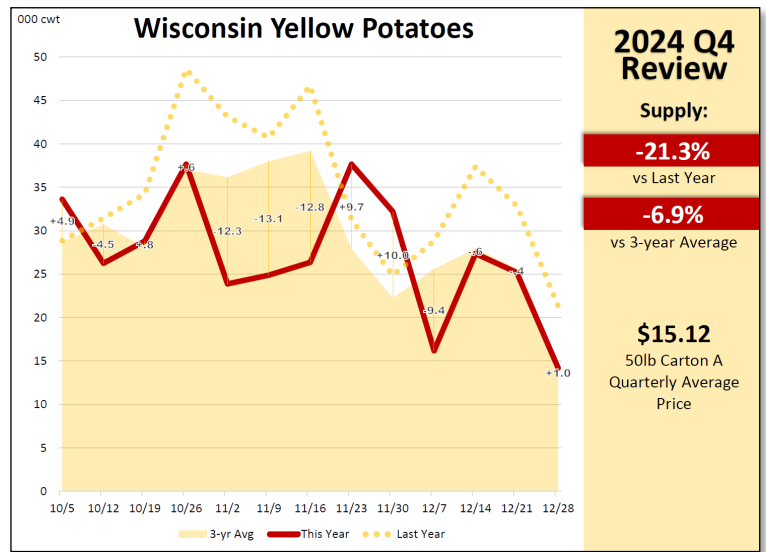
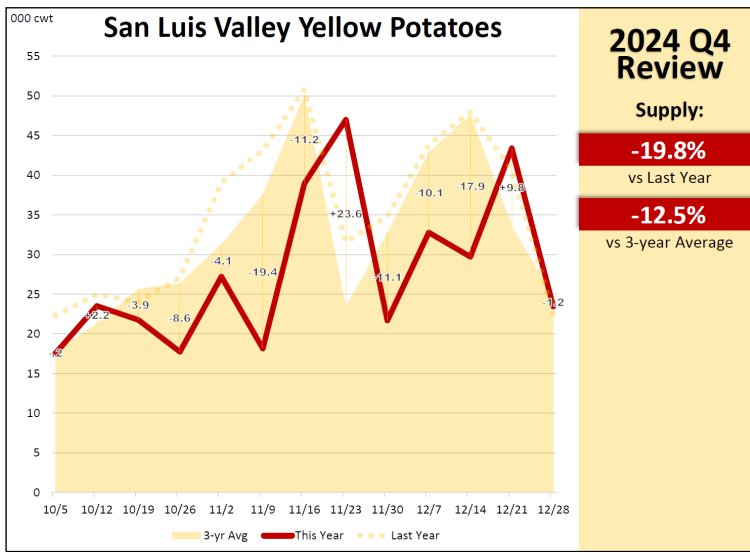
For the first time in the history of U.S. Yellow-Potato production, producers as well as consumers cut back on their desire to switch to Yellow-Potatoes. I use the term, 'switch', because, while the Yellow-Potato category was expanding by as much as 9% annually, this meant that consumers were 'switching' from either Russet potatoes or Red potatoes at 9% annually in favor of Yellow potatoes. That switch came to a halt in Q4. In fact, the trend seems to have reversed. For the first time since Yellow potatoes were introduced into the U.S., shipment levels from producers dropped. This drop did soften the market, and that has rebounded since.



National and Local Sponsor

Some manufacturers sell only the commodity items they stock. Others are completely custom. Volm delivers the very best of both. While offering a complete catalog of standard bags and packaging, mesh fabric products and more, we retain the ability to tailor our offerings to meet whatever specifications you demand. Looking for a custom color combination for your brand compliant mesh bags? We can do it, just as we have for some of the most recognized consumer brands in the nation. For more information, visit volmcompanies.com





2025 Potato Business Summit



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



LOCK IN PEAK FRESHNESS



Extend potato storage quality and shelf life with 1,4SIGHT®. Preserve moisture, firmness, and minimize shrinkage for superior potatoes that look and taste their best. Deliver field-fresh quality every time!

Learn more at www.14group.com or call 208-887-9766

