



# E-Newsletter

August 2014

Thank you for reading the August 2014 edition of the E-Newsletter, a periodic electronic newsletter provided by the PEI Potato Board to inform PEI potato growers and industry partners on potato industry news and reminders of events and deadlines. If you have an item to submit to the E-Newsletter or the PEI Potato News magazine, please email Ryan Barrett, Communications Officer at [ryan@peipotato.org](mailto:ryan@peipotato.org).

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## Update on Discussions Related to Closure of McCain Foods Plant

The PEI Potato Board has been actively engaged in discussions related to the announced closure of the McCain Foods facility in Borden-Carleton, PEI. Members of the Potato Processing Committee (PPC)'s McCain negotiating team met with representatives of McCain Foods on August 12th to discuss the potential for continuing to contract potatoes in Prince Edward Island. It has been indicated that this is a possibility. As a result, the PPC held a grower meeting on August 18th to update growers on these discussions. McCain growers empowered the PPC to continue discussing with McCain staff the possibility of contracts for PEI processing potatoes beyond the 2014 crop. This work is ongoing.

Additionally, representatives of the Board recently met with Minister Webster and staff from the PEI Department of Agriculture & Forestry and the Department of Innovation and the PEI AgriAlliance with the expressed desire to investigate and pursue opportunities for continued diversification of the PEI potato industry, as well as a specific investigation to find a new long-term tenant for the McCain facility in Borden-Carleton. This group will be meeting on an ongoing basis.

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## Packaging Project Grower Info Day and Social

Tablestock Growers and Dealers are invited to the Culinary Institute on September 9th at 6 pm to learn more about the ongoing PEI Potatoes Packaging Project aimed at developing a new packaging design and brand image for release in the 2014/2015 packing season.

At this meeting, representatives of Hunter-Straker, the creative agency in Toronto that is assisting the Board with this project, will present their initial scan of packaging in the category as well as preliminary results of consumer research. There will also be a short market update for growers on the state of the North American potato market for the upcoming marketing season.

Following this presentation from 7-9 pm, all growers and dealers are welcome to attend a meet-and-greet with our Brand Ambassador and two time Olympic Gold Medallist Heather Moyse. Growers and their families are free to get their photos taken with Heather and hear about her experiences in Sochi. Refreshments will also be served, including a number of creative potato dishes.



## Island Potato Growers Invited to Variety Day - August 29th



Prince Edward Island potato growers and industry partners are invited to the Agriculture & Agri-Food Canada Research Farm at Harrington on Friday, August 29th for a tour of the field plots for a number of potato variety trials.

The PEI Potato Board, in collaboration with AAFC and with funding assistance from the AAFC National Potato Cluster Research Program, has a variety trial at Harrington this summer. Included in the trial are 5 standard varieties, 5 clones of Russet Burbank, 7 AAFC-bred advanced lines, and 16 named varieties or lines from private variety agents/breeders. This trial has been under the supervision of David Main, Research Biologist with AAFC in Charlottetown.

The AAFC variety trials, as part of the Advanced Release program under the supervision of Dr. Benoit Bizimungu from AAFC-Fredericton, includes 29 fresh market varieties, 15 chip varieties, and 17 french fry processing varieties.

The tour starts at 1 pm at the Harrington Farm at 1200 Brackley Point Road. All are welcome!

# TOE TAPS & TATERS

## A Fall Flavours Signature Event

Friday, September 26th, 2014 7-11 pm

Canadian Potato Museum, O'Leary, PEI

Tickets: \$65 or \$75 with transportation from Charlottetown by coach

After a successful debut last year, Toe Taps & Taters is returning as a Fall Flavours Signature Event again this year!

This year, the Celebrity Chef hosting the event is **Chef Chuck Hughes** of Montreal. Chef Hughes is host of two shows, Chuck's Day Off and Chuck's Week Off, on the Food Network and owns the highly rated restaurant Garde Manger in Montreal. Chuck has also gained notoriety for being the youngest Canadian chef to win on Iron Chef America, and was the only Canadian chef to beat the legendary Bobby Flay. Chuck is also part of the all-star panel of expert chefs on Chopped Canada on the Food Network. You can follow Chef Hughes on Twitter at @chefchuckhughes.

The Master of Ceremonies for the evening will be Rob Barry and entertainment will be provided by the Ellis Family Band. The menu will feature a range of dishes which showcase the versatility of potatoes and include Chef Chuck's famous Lobster Poutine! In a change from last year, appetizer courses will be served family style at the table, and additional courses will be served to each guest.

Tickets can be purchased by visiting the PEI Fall Flavours website at [www.fallflavours.ca](http://www.fallflavours.ca). Buy your tickets now, as they are sure to sell out again!

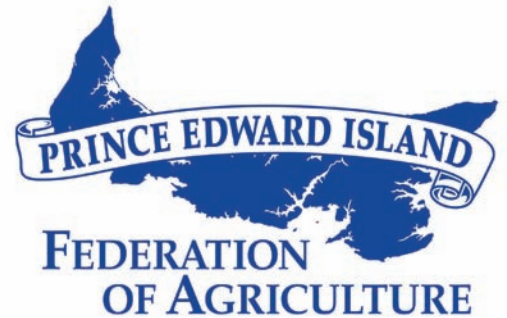


## Science, Sense and Nonsense: Lecture by Dr. Joe Schwarcz

*Eat salmon. It's full of good omega-3 fats. Don't eat salmon. It's full of PCBs and mercury.*

*Eat more veggies. They're full of good antioxidants. Don't eat more veggies. The pesticides will give you cancer.*

These are the types of things we hear and read every day and the PEI Federation of Agriculture is hosting a public lecture with one of Canada's best known scientists, Dr. Joe Schwarcz, who will give you the straight goods on the science behind modern food production. Dr. Schwarcz, the expert who's famous for connecting chemistry to the modern world will be speaking on **Saturday, September 13th, 2014 on the UPEI Campus**. The lecture will begin at 10:00 am and will be held in MacDougall Hall.



Dr. Schwarcz is an award winning chemist, best-selling author and Director for McGill University's Office for Science & Society. "Dr. Joe" has appeared hundreds of times on the Canadian Discovery Channel, TV Ontario, Global Television, CBC-TV, CTV-TV and various radio stations. He hosts the "Dr. Joe Show" on Montreal's CJAD every Sunday from 3-4 PM. He also hosted "Science To Go," a series on the Discovery Channel that focused on common foods. He is an excellent speaker that some PEI potato industry members have heard speak at the CHC AGM, and we encourage you and your family members to attend!

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### Monsanto Fund's 2014 Canada's Farmers Grow Communities Program

The Monsanto Fund, the philanthropic arm of the Monsanto Company, announced that Canada's Farmers Grow Communities is accepting applications for 2014. Now in its third full year (a pilot project ran in 2011 in Eastern Canada), Canada's Farmers Grow Communities is a program aimed at strengthening rural communities and equipping local charitable and not-for-profit groups with funds to carry out much-needed community work aimed at improving the lives of the rural residents they support and serve. In 2014, the program has expanded to provide a total of 66 grants, each valued at \$2,500, to charitable and not-for-profit groups nominated by farmers in their local communities.

Since the program's inception in 2011, 128 community groups nominated by farmers in Quebec, Ontario, Manitoba, Saskatchewan, Alberta and Northeastern B.C. have received \$320,000 in grant money to support charitable and not-for-profit groups in their communities. Last year's program generated a number of different ideas from farmers on how local groups in their community could benefit from the grants. Rural-based charitable groups were also much more active in making their needs known using the "Idea Map," an online tool, available at [www.CanadasFarmers.ca](http://www.CanadasFarmers.ca), which allowed them to suggest a cause and find local farmers to support that cause by generating an entry.

When considering an application, farmers can focus on a wide variety of ideas from agricultural societies, playgrounds, daycares and school projects to community sporting organizations, libraries and health/service groups. Supporting local leadership programs such as 4-H clubs have also proven to be popular. A complete listing of last year's winners is posted online at the [www.CanadasFarmers.ca](http://www.CanadasFarmers.ca). In 2014, two (2) \$2,500 grants will be awarded in each of 33 different territories across the grain growing regions of northeastern BC (Peace River district), Alberta, Saskatchewan, Manitoba, Ontario, Quebec and the Maritime Provinces.

The application submission period runs January 14, 2014 through September 30, 2014. All it takes is a visit to **[www.CanadasFarmers.ca](http://www.CanadasFarmers.ca)** where complete contest rules and an online application form are available. Winners will be selected by random draw on or about November 1, 2014 and notified by November 15, 2014.

## Post-Harvest Testing: Ready for Samples!

Another testing season is fast approaching, and PQI would like to reassure growers that changes have been made to ensure results will be released earlier than last year.

First treatment of Post Harvest/Export samples will be around September 15-20, 2014. This treatment is 3 weeks earlier than in the past, so try to take advantage of this opportunity to receive earlier results. Please see your Provincial Inspector to have samples collected out of the field to make this treatment. PCR samples will be received and processed on a first come, first served basis for the 2014 crop.

Any questions regarding testing for this season, please call Pat or Marilyn at the Potato Quality Institute at 902-368-8378.

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## Potato Pest and Disease Hotline

Growers are reminded of the Potato Pest Information Hotline at 1-800-658-1805. This is a service provided by the PEI Department of Agriculture & Forestry.

The first winged green peach aphid has been trapped on the Island this summer. While there has been a slight increase in recent weeks of “other” and potato aphid numbers, there has been a decrease in the number of bird cherry-oat and buckthorn aphids.

A confirmed case of late blight has been identified in a tomato garden in Murray River. There have also been confirmed cases of late blight in New Brunswick and Maine, and PEI growers are urged to be diligent in scouting for late blight. If you have a potential late blight infection, please send a sample to Marleen Clark at the Provincial Plant Disease Diagnostic Laboratory at the PEI Analytical Labs for confirmation. These samples will also be tested by Dr. Rick Peters at AAFC to assess what strain of late blight is present on PEI in order to provide growers with the best recommendations in terms of treatment and containment.

For any plant disease or pest questions, please feel free to call Marleen at (902) 368-5261 or Brian Beaton, Potato Industry Coordinator at 314-1607.



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## Upcoming Events:

AAFC Variety Trial Tour, Harrington Experimental Farm	August 29, 2014
New Retail Packaging Presentation and Grower Social Event Culinary Institute of Canada, Charlottetown	September 9, 2014
First Post-Harvest Testing Export Sample Treatment	September 15-20, 2014
Toe Taps & Taters Culinary Events, Canadian Potato Museum, O'Leary	September 26, 2014
Farm Day in the City, Charlottetown	September 28, 2014
PEI Potato Board Annual General Meeting, Delta Prince Edward, Charlottetown	November 21, 2014
Statistics Canada 2014 Canadian Potato Production Estimate Release	November 24, 2014