

NEBRASKA POTATO EYES

Technical News Reports for the Nebraska Potato Industry

Vol. 3, Issue 2
Summer, 1991

Alexander D. Pavlista, Editor
Extension Potato Specialist

Editor's Note

With the heavy rains of the past spring, plantings were delayed and weed control has been a serious problem. The muddy soils prevented preemergence herbicide application on many fields, and in-row broadleaves especially redroot pigweed had a "field day".

The Potato Board has changed heads, Bob Mercer retired after 19 years and Doug Slothower has become the new President/CEO. Bob will remain a consultant.

This issue of NPE has several articles on potato marketing. The cultivar being highlighted is the Frontier Russet. As people look at financing in 1992, the CAFME column on banking should be helpful. Harvest has begun along the Platte River and vine kill comes into focus. Highlights from the last vine kill seminar held in March are given.

The 1991 Nebraska Potato Focus is shaping up. It will be held on December 10 and 11 so mark your calendars. The focus will be on diseases. Guest speakers and topics include Gary Sencor (N. Dakota St. Univ.) on tuber decay, Frank Manzer (Univ. of Maine) on scab and Gary Franc (Univ. of Wyoming) on early blight and cultural practices. There will also be a fungicide update and disease demonstration.

All who attended the last Nebraska Potato Focus (1990) should have their copy of the reports. For those who could not attend but wish copies of the 1990 or 1989 conference, the reports are available from me (UNL-Panhandle Research and Extension Center, 4502 Ave. I, Scottsbluff, NE 69361 or call 308-632-1240). To cover costs, they are on sale for \$15.00 each. The following are the Table of Contents of each conference reports.

Nebraska Potato Focus, 1989 (volume 1)

The Nature of the Potato and Its Growth - Robert O'Keefe

Pest Surveys of Nebraska - Alexander Pavlista

Fungal, Bacterial, and Nematode Diseases - Eric Kerr
Diseases Caused by Viruses, Bacteria, and the Like -

Gary Leever

Weeds in Potato Fields - Robert Wilson

Potato Insects - Gary Hein

National Potato Promotion Board - Del Raybould

National Potato Council - Mike Cranney

Activities of the National Potato Council - Ron Walker

Potato Pest References List

Nebraska Potato Focus, 1990 (volume 2)

Potato Certification - Warren Trank

Potato Tissue Culture Increase for Seed - Kent Sather

Seed Quality for Planting - Bob Thornton

Variety Trials - Alexander Pavlista

Variety and Fertilizer Tests - Dennis Bauer/Bob

O'Keefe

Plant Analysis to Manage Potato Fertilizer - Fred

Vocasek

Fertilizing Potatoes for the 90's - John Taberna

Remote Sensing - Joel Poore

Fungal Survey of Potato Fields - Alexander Pavlista/

Gary Yuen

Mechanical Methods of Vine Killing - Leonard

Eisenach

Vine Desiccant Tests - Alexander Pavlista

Des-I-Cate for Vine Desiccation - Scott Inman

Diquat for Vine Desiccation - Ray Henning

In This Issue...

Changes at the Potato Board	2
Potato Notes	2
Vine Kill Conference	2
Potato Promotions	4
Outlook for Growth in Nebraska	4
McPerestrolka, McDonalds and McCain	5
Cultivars: Frontier Russet	6
Specialty Potatoes	6
Your Banker and Your Operating Loan	7
Nebraska-Wyoming Potato Council	8

Changes at the Potato Board

Holly Hul

The Potato Board, Denver, CO



Robert
Mercer



Doug
Slothower

On July 1, 1991, after 19 years, Robert Mercer retired as President of the Potato Board and its first CEO. Bob, Mr. Potato, grew up in Alberta and earned his MS from the University of Maine. Beside The Potato Board, Bob has served as President of the Potato Association of America, as President of the Potato Processors of Idaho and Vice-Chair of the Idaho Potato Commission. He received the Award of Highest Merit from the Idaho governor. In 1982, Bob was elected Potato Man of the Year by the Packer newspaper.

Replacing Bob Mercer as President/CEO is Douglas Slothower. Doug has been with the Potato Board for 14 years at Denver, CO; until this recent appointment, he was Vice President, Administration. Doug is a graduate from the University of Colorado-Boulder and in 1990, completed 30 years with the U.S. Air force Reserves, retiring as a Colonel.

Potato Notes

The potato can supply more nutritious food faster and with less land than any food-stuff widely grown today. It has almost no fat. Potatoes have a vegetable protein as nearly nourishing as milk protein. And, with a long list of vitamins and minerals, the potato is close to being the perfect nourishment.

Vine Kill Conference

Alexander D. Pavlista

Extension Potato Specialist

University of Nebraska, Scottsbluff

Valent USA, Corporation sponsored the 5th Diquat Research Conference in March 1991 in South Carolina. Fourteen university faculty, four dealers, and nine Valent personnel attended and gave reports. The following are summaries/highlights of these reports.

1. Diquat applied at 2 pt/a is more effective than at 1 pt/a.
2. Diquat applied under clouds or in the evening and Des-I-Cate applied at mid-day are about the same in effectiveness.
3. Skin set required 18 to 21 days after desiccation for Norgold R. and R. Norkotah.
4. Slower vine desiccation correlated with higher specific gravity.
5. Century Russet is difficult to desiccate and set skin.
6. Vine desiccation and/or removal reduces tuber early blight infection.
7. Black dot infection has become prevalent in the Columbia River Basin.

ND/MN (Duane Preston) — The Red River Valley was in its fourth drought year in a row in 1990. The average yield for the valley was 139 cwt/a and, for dryland acres, it was 90 cwt/a. In seed production, there have been major changes in cultivar production. Production of Norehip, R. Norkotah, and R. Burbank has increased while that of Kennebec, Norgold R., Red Pontiac, and Red Norland has decreased. In 1990, 55,582 acres were certified compared to 57,750 acres in 1970.

CO (Gary Franc) — Harvest-related tuber injury is an essential prerequisite for early blight tuber infection and subsequent decay. Therefore, vine kill or removal is an important aid to early blight control. Spores produced on leaf lesions are air borne and settle onto soils. Tubers are infected during harvest when injury sites on tubers are exposed to soil containing early blight spores. The severity of foliar and tuber blight are often unrelated. Due to increased defoliation, higher foliar infection of early blight is often associated with less tuber infection. Injury to tubers is necessary for infection. Therefore, skin maturity for less bruising is an important factor to reduce tuber decay. Practices such as chemical vine kill and mechanical vine removal promote "skin set", reduce skinning injury, and thereby, reduces tuber infection. Storage environments promoting rapid healing right

Continued on Page 3

after harvest will reduce infection. Clorox treatment of tubers right after harvest significantly decreased early blight infection.

NE (Alexander Pavlista) — Diquat is the preferred vine killing method in the Panhandle and Wyoming. The use of mechanical techniques (beater or roller) in conjunction with chemical application is common in the northern Panhandle. In southern Nebraska, Gramoxone and mechanical alone are common methods on potatoes that are going into early markets. The french frying cultivars primarily die naturally; Diquat is also used on some acreage.

Vine Desiccation Methods in Nebraska by Production Region.

N. Panhandle	Diquat		Mechanical	
S. Panhandle	Diquat			
E. Wyoming	Diquat			
South West		Gramoxone		
South Central		Gramoxone	Mechanical	
North Central	Diquat			Natural

Potato growers of 100 acres or greater were interviewed. In 1988, 50% of the potato acreage was treated with Diquat; two years later, Diquat was used on 60% (8,900 acres) of the total. The major increase in Diquat use occurred in the South Panhandle (333%) and some increase occurred in the North Central region. The south Panhandle and East Wyoming remained major users of Diquat. Between 1988 and 1990, there was an 18% increase in potato acreage (Nebraska and East Wyoming); in that same period, there has been a 41% increase in acreage treated with Diquat.

	Diquat Acreage		Total Acreage	
	1988	1990	1988	1990
North Panhandle	900	3000	3700	4500
South Panhandle	2800	2100	3000	2400
East Wyoming	2200	2600	2400	2700
South West	0	300	1600	1800
South Central	100	100	800	1000
North Central	200	700	900	2200
East	100	100	100	100
Acreage	6300	8900	12,500	14,700

The increase in Diquat use can be attributed to better application resulting in improved efficacy. The technical reasons are evening or cloudy-day application, ground application, and combination with mechanical methods.

The relative vine-killing efficacy of Diquat, Des-I-Cate and Hydrothol were compared on 'Atlantic' potatoes at Mitchell, Nebraska in 1990. There was no significant difference between Diquat (4 ai oz/a) and Des-I-Cate (16 ai oz/a) on leaf and stem desiccation at 4, 7, or 13 DAT. Leaf desiccation of 80% and stem desiccation of 40% was not achieved until 13 DAT; Des-I-Cate treated plants showed regrowth at 13 DAT; Diquat did not. A split application of Des-I-Cate at a half rate (8 ai oz/a) was as effective as a single application of Des-I-Cate and Diquat. Desiccation by Hydrothol (16 ai oz/a) was not significantly different from the other two treatments at 4 and 7 DAT but was significantly less effective than Des-I-Cate at 13 DAT. Hydrothol applied twice at a half rate was the least effective vine killing treatment. Yields were not significantly different between treatments. The mean yield was 275 cwt/a. There was no difference in specific gravities; the mean was 1.095.

OR (Steve James) — Acreages planted to R. Burbank is declining in the Pacific Northwest (ID, OR, WA). Plantings of Shepody, R. Norkotah, and Century R. are increasing. Century R. is difficult to vine kill and the skin is slow in setting and tends to damage. The cultivar is prone to skin damage. Norgold R. and R. Norkotah required 10 days and 14 days for leaf and stem desiccation, respectively, after Diquat treatment. Skin set required 18 to 21 days.

Desiccation and Skin Set After Split Diquat Application (1 pt/a + 1 pt/a)

		1WAT	2WAT	3WAT
R. Burbank:	Leaf	80%	95%	100%
	Stem	40%	80%	100%
	Skin Set*	50	15	5
Century R.:	Leaf	40%	70%	100%
	Stem	15%	20%	80%
	Skin Set*	40	25	20
Norgold R.:	Leaf	90%	100%	
	Stem	50%	85%	100%
	Skin Set*	35	20	10
R. Norkotah:	Leaf	70%	100%	
	Stem	60%	90%	100%
	Skin Set*	15	10	5

*Valent Skinning Index — lower numbers show less bruising.

Continued on Page 4

Vine Kill Conference From Page 3

(Dale Beck) — Black dot has become prevalent in the Columbia River Basin. Most infection is on R. Norkotah grown on sandy soil with high winds (sand blasting). Areas affected dropped yields to 200 cwt/a.

WA (Gary Pelter) — The 1990 potato crop was trouble-stricken. Some fields had unusually poor stands due to seed piece decay and maggot injury. High temperatures in July caused heat-stress problem such as misshape, jelly ends, and low solids. Late blight also appeared for the 5th time since 1947 in Eastern Washington.

Vine desiccation is encouraged by Carnation, McCain, and Simplot for processing. By vine killing, a more uniform crop might be placed in storage. Natural vine death is primarily due to early dying, black dot, or frost.

Aerial pesticide application is highly controversial especially in the southern Columbian River Basin. Beginning in 1990, those applying pesticides to one or more acres must keep records for 7 years.

ID (Chuck Chollet) — A breakdown of vine killing by Idaho region was given in the following chart.

	Treasure Valley —% of acres in region —	Magic Valley	Golden Valley
Diquat	32	30	40
Des-I-Cate	8	0	4
Acid	0	31	35
Enquik	0	12	1
Mechanical/ Natural	60	27	20
Total acres	30,000	130,000	235,000

(John Ojala) — Diquat is the most widely used chemical for potato vine desiccation in ID. Diquat at 2 pt/a achieves about 10% better vine kill than at 1 pt/a. Blazer herbicide (not labelled for this use) was ineffective. The adjuvants Moract and Pennasoil, both crop oils, did not improve desiccation over X-77.

ME (Ed Plissey) — Diquat applied as a single dose of 0.5 lb/a or 3 doses of 0.25 ai/a required 2 weeks for complete leaf and 3 weeks for complete stem desiccation of Katahdin potatoes. Paraquat applied twice at 0.37 lb ai/a gave more stem desiccation after 2 weeks than Diquat. Slower vine death tended to correlate with higher specific gravity. No skinning was apparent with chemical vine kill, but was with the untreated checks.

(Leigh Morrow) — Based on 1988 and 1989 studies, evening application of Diquat was as much as 30% more effective than morning application. The reverse was true for Des-I-Cate which was best as a mid-day application. Evaluation on C4243, a new compound from Uniroyal, has promise as a potato vine desiccant.

Potato Promotions

The National Potato Board, Denver, CO

Reviewing, evaluating, and approving promotional programs is the primary responsibility of Board members at each Annual Meeting. For FY'92 Board promotions, the primary strategy will continue to be demonstrating the convenience of potatoes.

The shift to this strategy was dictated by lifestyle changes and consumer perceptions that fresh potatoes do not fit into active lifestyles. The Board is telling them otherwise through the "Potatoris" radio commercials which feature an enterprising entrepreneur who plans to open a baked potato delivery business. The fatal flaw in his plan is that anyone with a microwave can do this quickly at home.

Recipes developed for newspaper and magazine food pages will stress ease of preparation and readily available ingredients. Point of sale cards show an important equation: potato + microwave = delicious, nutritious meal, and the Board's new Deli promotion program emphasizes the ultimate convenience of having someone else cook.

The potato's preeminent nutrition image will be maintained through work with key nutrition organizations and ensuring that all programs, while telling consumers that potatoes are convenient, remind them that they are, first of all, nutritious. In essence, we are telling them they can have it all—nutritious and delicious meals—with potatoes.

Outlook for Growth in the Nebraska Food Processing Industry

Officials in farm-dependent states are turning to the food processing industry as a critical source of economic growth in the 1990s. The food industry is an attractive target for economic development because adding value to abundant farm production creates jobs and boosts incomes. Yet the 10 farm states are not major food processing states. To the contrary, a corridor of states spanning from the Great Lake to the East Coast processes more than a third of the nation's food supply because of their proximity to major population centers.

Based on a comparison of farm output relative to food output, the seven farm states with the greatest potential to expand food processing are Arkansas, Idaho, Iowa, Kansas, Minnesota, Nebraska, and Wisconsin. The clear challenge for farm states wishing to boost food processing activity is to find ways to compete effectively with the

Continued on Page 5

location advantages of the major food processing states. The best means of competing seems to be in concentrating on developing products best suited to each state.

DEVELOPING SUCCESSFUL FOOD PRODUCTS

Product development is a combination of four steps: 1) choosing food products with a growing demand, 2) assessing the competition in food product markets, 3) developing promising technologies, and 4) adding value to farm state products. In brief, the farm states must target markets carefully, choosing to compete in markets where prospects for growth are bright, where competition is less concentrated, and where technological developments may open new market niches. But these steps must be taken within the overall constraint of using the states' own farm production.

1) Choosing growth markets. The major trend likely to characterize the U.S. food market in the years ahead is that the consumer will demand more food products offering greater convenience with high nutritional value. The changing U.S. lifestyle spurs this demand. More than four-fifths of all U.S. households now have a single parent or two wage earners and three-fourths of all households will own microwave ovens within five years. With meals-on-the-run becoming the national norm, continued growth in the consumer's demand for convenient food products can be expected. At the same time, consumers are becoming increasingly concerned about the nutritional value of processed food products. As a result, consumers will demand—and be willing to pay for—a growing variety of food products that provide a high level of convenience without sacrificing nutritional quality.

2) Assessing the competition. States must promote food products that can compete in a crowded national food market. Farm state strategies should target those food industries where the probability of successfully entering the market is reasonable even if the potential rewards are somewhat smaller. Studies show that recruiting out-of-state manufacturers is less effective than fostering indigenous businesses.

3) Developing new technologies. Farm states should focus additional effort on emerging food technologies that offer great promise for boosting local processing activity. Those with the greatest promise for farm states are developments in weight-reducing processes, packaging, and biotechnology. Packaging which weighs less reduces shipping costs and helps farm states overcome their locational disadvantage. Advances in biotechnology may also open few food frontiers to farm states by developing new farm products and creating new uses for existing farm products.

4) Adding value to farm state products. Farm states must build their food processing strategies on the farm and food product strengths they already have. To take advantage of their cheap supply of farm products, compatible food products must be developed. The challenge facing Nebraska is determining how to unlock more value from

their homegrown farm products before they are shipped elsewhere.

CONCLUSION

Overall, farm states face an uphill battle in becoming major centers for processing the nation's food supply. They have a huge supply of farm products to process, but they are removed from the nations' population centers. Thus, farm states may need help from new technology to offset their locational disadvantage. In the past, farm states have made enormous investments to boost the productivity of agriculture through the funding of research at agricultural experiment stations and land grant universities. Adding value to farm production may require that more of the research effort be focused on the development of new food processing and transportation technologies.

Excerpted from: "Processing Food in Farm States: An Economic Development Strategy for the 1990s" by A. Barkema, M. Drabenstott, and J. Stanley. In *Economic Review*, July/August 1990.

McPerestroika, McDonalds and McCain

Alexander D. Pavlista

Extension Potato Specialist

University of Nebraska, Scottsbluff, NE

McDonald's opened their first fast-foods restaurant in Moscow, USSR, on January 31, 1990. This is the largest "golden arches" in the world. Moscow's McDonald's seats 700, employs 1200, and features 27 cashiers. About 50,000 customers are served each day. Connected to this is the McComplex, a 100,000 square-foot processing facility. To upgrade potato production, McDonald's brought in potato experts from McCain Foods. Selecting from the better farms near Moscow, McCain Foods brought in Shepody and Russet Burbank seed. They set up a seed-multiplication program in the USSR as well as french fry processing. Traditionally the Soviet farmers have relied on low-yielding but disease-resistant potato cultivars. With the introduction of the french frying potatoes, this has changed on the farms contracted to McCain in the USSR. Yields have dramatically increased to 350 cwt/a. Inputs, e.g., chemicals costs, have also increased. Terry Williams, quality assurance manager for Moscow's McDonald's, pointed out some unusual problems at a recent USDA conference: The countryside must be scoured in search of foodstuffs. Guards must watch lettuce shipments against theft. Milk must be used within two days because of unrefrigerated shipping. An Added Note: I recently read the following story — A state (USSR) farm was given control of a huge desert. Nothing happened for awhile, but soon the country was facing an acute shortage of sand.

Cultivars: Frontier Russet

Joe Pavek and Dennis Corsini
USDA - Potato Breeders
University of Idaho, Aberdeen, ID

The release of FRONTIER Russet was announced in 1990 by the USDA-ARS and agriculture experimental stations of Idaho, Washington, Oregon, and Colorado. FRONTIER is released for fresh market use as a baker and for processing as fries.

FRONTIER (A74114-4) was first selected in 1976 and has R. Burbank in the pedigree of both parents. Selection and early testing was done by the authors. This cultivar has a medium-early maturity with a medium-small vine. Tubers are oblong to long and cylindrical, and have a light russet skin. FRONTIER has been tested in the Western Regional Potato Variety Trials and various state trials.

Summary of Properties:

Purpose — baking and frying

Maturity — early mid

Vine — small to medium, upright, and moderately compact

Leaves — average green, long, and medium narrow

Flowers — few to moderate, white; buds are green with a purple base

Eyes — shallow, moderate number, well-distributed

Tubers — oblong and long, light russet skin

Set — low in number, tends to oversize

Specific gravity — higher than most early russets

Sugar — higher than R. Burbank, less than Norgold R.

Stem End — less than R. Burbank, fry color as R. Burbank

Bruising — moderately resistant to blackspot and shatter (Idaho)

External Defects — occasional growth crack

Yields — about the same as Norgold R.

Diseases — more resistant to early dying than other early russets, resistant to scab and Fusarium dry rot

Other — there is a danger to overwater prior to harvest because leaves do not show early signs of senescence (aging), not sensitive to metribuzin (Sencor/Lexone) like Norgold R. and R. Burbank. Tuber dormancy is medium-long.

Tuber yields and specific gravity in western trials

	Total cwt/a	US1 cwt/a	Specific Gravity
FRONTIER R.	333	263	1.081
NORGOLD R.	358	271	1.076
R. NORKOTAH	268	210	1.074

Combined means of 13 trials - Idaho, Colorado, Oregon, and
Washington — 1980 - 1988

Idaho Trials, 1980 to 1989 (21)

	Total cwt/a	US1 cwt/a	Specific Gravity
FRONTIER R.	348	264	1.086
R. BURBANK	365	215	1.085

Nebraska Trials (3 trials 1989-90)

	US1 cwt/a	Specific Gravity	Relative Maturity
FRONTIER R.	311	1.086	middle
NORGOLD R.	353	1.076	early
R. NORKOTAH	322	1.076	early
R. BURBANK	281	1.072	late
SHEPODY	308	1.082	middle

Specialty Potatoes

Alexander D. Pavlista

Extension Potato Specialist

University of Nebraska, Scottsbluff, NE

Do you think a potato is oval and white with a brown skin? Country Cousins, Inc. of Washington supply a rainbow of potatoes. They have yellow, gold, red, and purple cultivars as well as white. Configuration range from round to "hot dogs". There is an increasing, though small, demand for colored potatoes. Larry & Mick Jensen, the owners, supply restaurants and chain stores who have consumers with a more adventurous taste for new recipes and products. Colored potatoes are used by restaurants for more attractive meals and by retailers for colorful displays. How about the Peruvian purple potato? Country Cousins is probably the largest supplier of purple potatoes. They offer 3-, 5-, and 10-pound consumer packs with recipes printed on the bag.



What to Bring to Your Banker When Asking for Your Operating Loan

Sam Baird, President,

*Nebraska Bankers Association
Farmers State Bank, Superior, NE*

If you are applying for a loan from a bank with which you have had a continuing borrowing relationship, that bank will have certain information in its files. This information will not need to be provided by you. However, if you have not maintained a borrowing relationship with the bank to which you are applying, then you will need to provide the bank with copies of your past two or three years' property statement (a list of assets, liabilities, and net worth), copies of your past two or three years' cash flows, and copies of your past two or three years' income tax returns. The bank will want a list of your machinery with a significant amount of detail on the larger items such as serial number, model, and year. You should provide the bank with accurate legal descriptions of all property owned and rented as well as names of the owners. If you have a copy of your deed it might be wise to take it. If you have life insurance contracts, IRA retirement accounts, stocks or bonds, you should take copies of these retirements or current statements describing the assets and their value to the bank with you. On the liability side, you should know exactly how much you owe, the repayment terms and the correct legal name of the lender. In some cases, it might be wise to take copies of the note or the installment sales contract to the bank. If you think you might want to pay off your creditors, it would be a good idea to obtain an exact payoff figure from that creditor and ask if there is any prepayment penalty. It would be a good idea to include a copy of the depreciation schedule of your equipment and breeding livestock that your accountant uses for income tax purposes.

If you have been borrowing your operating funds

from the bank to which you are currently applying for credit, you will only need to update the above information with any changes that might have occurred since your last property statement was given to the bank. You will want to know the exact number of hundred weights of potatoes and be able to tell the banker where this inventory is located.

In all cases, you will want to provide the banker with your past years income and expenses broken down by category of income and category of expense. These figures should be provided on a monthly basis. Additionally, you should have in mind your plans for the upcoming year. You should know the number of acres that you plan to plant for each crop, the amount and cost of the chemicals, fertilizer, and other inputs that will be used to grow each crop and an estimate of all of the additional expenses that you will have during the year. All of these should be broken down by month. You should have in mind any capital expenditures that you anticipate making such as the purchase of new equipment and how you anticipate financing those expenditures. If you can obtain a report from the county office, it would be wise to take the bank the information regarding government payments that are anticipated during the upcoming year. You should plan what your family living expense will be during the next year.

It would be wise to start gathering information regarding the cost of your assets. This is good information to have available and your banker will probably not require that you provide it to him this year. However, new financial statements standards are being developed that will probably be implemented by the banks over the next several years. To properly complete these forms, it will be necessary to provide the banker with cost information of all assets, particularly land.

Nebraska-Wyoming Potato Council

Alexander D. Pavlista

Extension Potato Specialist

University of Nebraska, Scottsbluff, NE

On May 4, 1991, the Nebraska-Wyoming Potato Council met at Alliance. The following are highlights of the meeting:

Kathy Shaver (Shaver Seed Farms) reported on the annual meeting of the National Potato Council. Diquat's reregistration on potatoes is going through without problems. Work is in progress to reregister Thimet, Temik, Furadan, EBDCs, and CIPC. Foreign trade looks good with the middle east; with the Pacific Rim, there are some problems with Taiwan and Korea. The council

supports the free trade bills with Mexico. There are efforts to have potatoes out of the federal farm programs. Next meeting is in San Antonio, TX.

Jack Nielsen (Diamond Hill Farms) reported on the National Potato Promotion Board. As of May, 1991, Idaho has pulled out of the Food Safety Task Force on the national level. The NPPB receives about 4.5 million dollars of which \$3 million is for promotion. In comparison, Idaho spent \$6 to 8 million for promotion. Bob Mercer has

retired and will be replaced by Doug Slothower; see article in this issue.

Gene Kerschner (Western Potatoes, Inc.) outlined his "Food Safety Media Training" session in Denver, CO. The #1 goal is promoting potatoes to the media. Topics were the benefits of pesticides versus exposure, weight control and nutrition (110 calories for a 6-8 oz potato, vitamin C, high potassium, high fiber, and lots more goodies), integrated pest management, roles of EPA and FDA, and the grower or consumer.

Business conducted — The treasury currently contains about \$2,000 from FY91 membership. It was decided to sponsor a coffee break at the Chip Session in Denver, CO in March, 1991. Nebraska, Wyoming, and Colorado are co-hosts for the '92 meeting. Up to \$1,000 was allocated to support the travel expenses of a speaker to the Nebraska Potato Focus, 1991.

Gene Kerschner (Western Potatoes, Inc.) was re-elected President, Dale Moore (Western Potatoes, Inc.) as Vice-President, Jeff Swanson (Fisher Seed Farms) as Treasurer, and Kent Sather (Potato Certification Association of Nebraska) as Secretary.

Our Thanks to:



LOCKWOOD CORPORATION

**UNIROYAL
CHEMICAL**



Agricultural Products

1992 Sponsors