

# Maine Potato Board

## A Review Of The Industry



2011

MAINE  
POTATOES

# Being Social

About the time we were still picking potatoes by hand and you wanted to talk to a farmer during harvest, you called the house and someone drove out to the fields...or the potato house... or just waited until the end of the day to call. Now, we're just as likely to call, email, or send a text message. And more than likely, the farmer will see the message long before he or she is done the day's work.

Technology and innovation have changed the way we plant, cultivate, and harvest potatoes. And technology and innovation have changed the way we communicate.

Smart phones, social media, YouTube videos provide innovative ways for people to communicate with one another.

While every technological development spurs industry and company growth, consumers grow right along with it. Every step of the way, the consumer has become more knowledgeable, more savvy, and harder to market to through traditional means.

Today's consumer thrives on more than just flashy advertising. Whether they're buying groceries or paying their electric bill, today's consumer wants connection and engagement with the companies they support with their business. One of the best ways to connect, engage, and retain customers is through the use of social media tools.

The Maine Potato Board, several of our members and their customers are now using social media as a way to connect, too.

Online interaction is the communications avenue of...not the future...but rather, right now. And by not participating we may be doing more harm than good.

Over the coming months, MPB will begin to reshape its current communication efforts to include more outreach via social media, the a blanket term that refers to users connecting in an online community by sharing information, photos and videos. Popular examples are websites like Facebook, Twitter, as well as the video sharing site YouTube and photo sharing site Flickr.

Social media has staying power. It puts companies and consumers on a level playing field, paving the way for a new era in marketing and communications. It's available through computers, smart phones and tablets. Wherever the consumer goes, social media goes with them.

Now, Maine Potatoes will too.

Join us. Find us online at **[www.maine potatoes.com](http://www.maine potatoes.com)**, on Facebook at **[www.facebook.com/MainePotatoes](https://www.facebook.com/MainePotatoes)** or on Twitter **[@MainePotatoes](https://twitter.com/MainePotatoes)**.



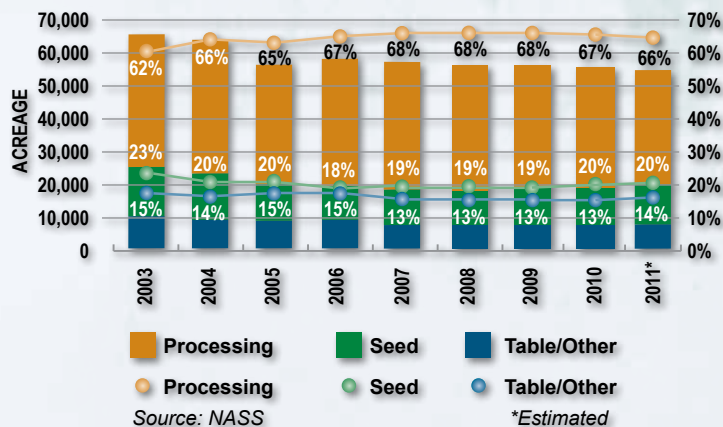


## Estimated 2011 Utilization by Acreage

Processing	%	Total Harvested Acres
Processing	66%	35,817
Seed	20%	10,602
Tablestock	14%	7,581
<b>Total</b>	<b>100%</b>	<b>54,000</b>

Source: New England Agricultural Statistics Service, MPB/ABC

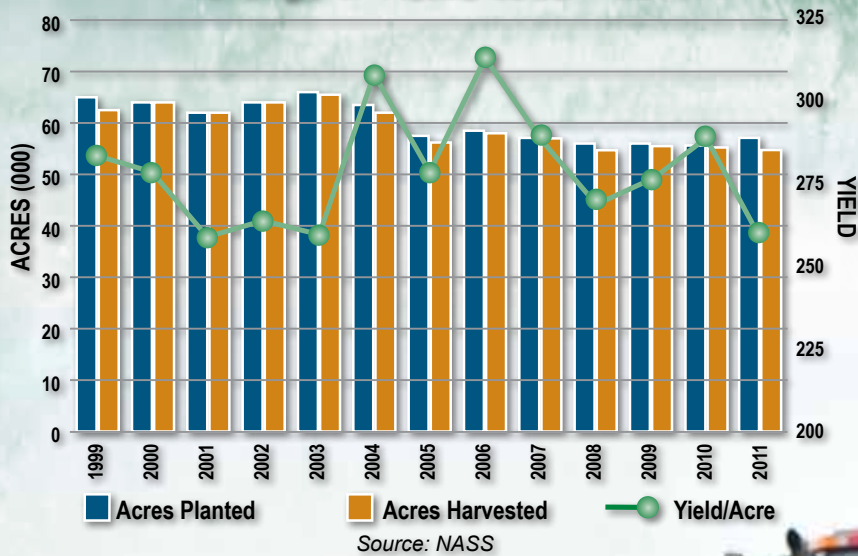
## Maine Production By Utilization



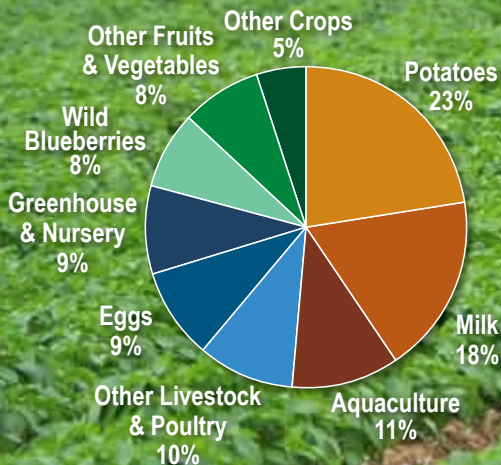


# Cash Receipts and Maine Potato Production

## Acreage & Yields 1999 - 2011



## Total Cash Receipts 2010 Maine Agricultural Receipts



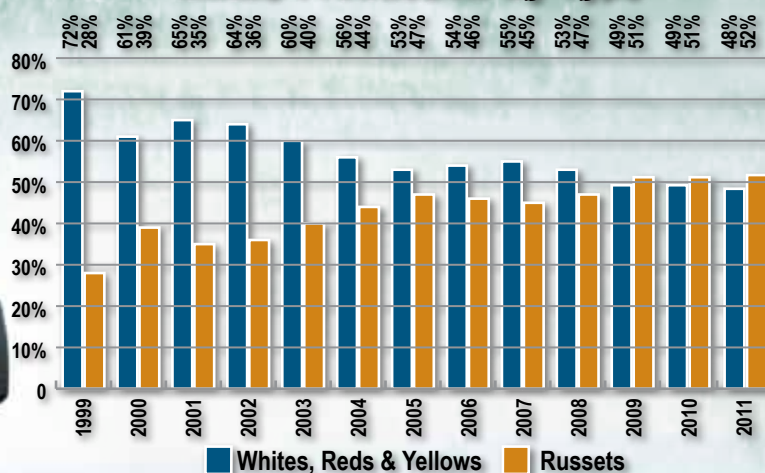
## Maine Potato Production

	Acres Planted		CWT	
	Acres Planted	Acres Harvested	Yield/Acres	Production (000)
1999	65,000	62,500	285	17,813
2000	64,000	64,000	280	17,920
2001	62,000	62,000	260	16,120
2002	64,000	64,000	265	16,960
2003	66,000	65,500	260	17,030
2004	63,500	62,000	310	19,220
2005	57,500	56,200	280	15,736
2006	58,500	58,000	315	18,270
2007	57,100	57,000	290	16,530
2008	56,000	54,700	270	14,769
2009	55,500	55,500	275	15,263
2010	55,000	54,800	290	15,892
2011	57,000	54,000	260	14,040
<b>Average</b>	<b>60,162</b>	<b>59,246</b>	<b>280</b>	<b>16,582</b>

Source: USDA/NASS/MPB

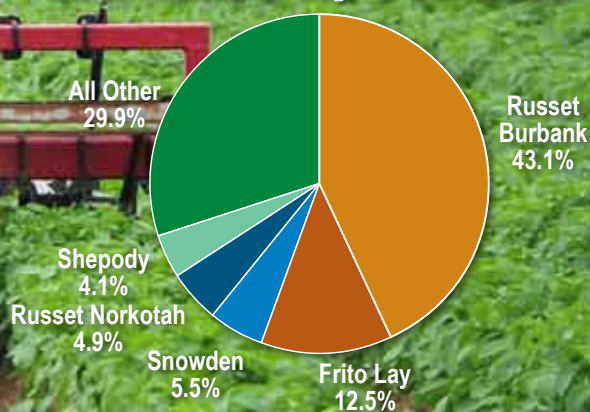


## Maine Production By Type



Source: NASS

## 2011 Maine's Top 5 Varieties



## Maine's Top 5 Varieties 2010 - 2011

2010	% Of Total	Acres Planted	2011	% Of Total	Acres Planted
Russet Burbank	38.0%	21,014	Russet Burbank	43.1%	24,567
Frito-Lay	15.5%	8,572	Frito-Lay	12.5%	7,125
Snowden	5.8%	3,207	Snowden	5.5%	3,135
Shepody	5.2%	2,876	Russet Norkotah	4.9%	2,793
Superior	3.8%	2,101	Shepody	4.1%	2,337
All Other	31.7%	17,530	All Other	29.9%	17,043
<b>Total</b>	<b>100%</b>	<b>55,300</b>		<b>100%</b>	<b>57,000</b>

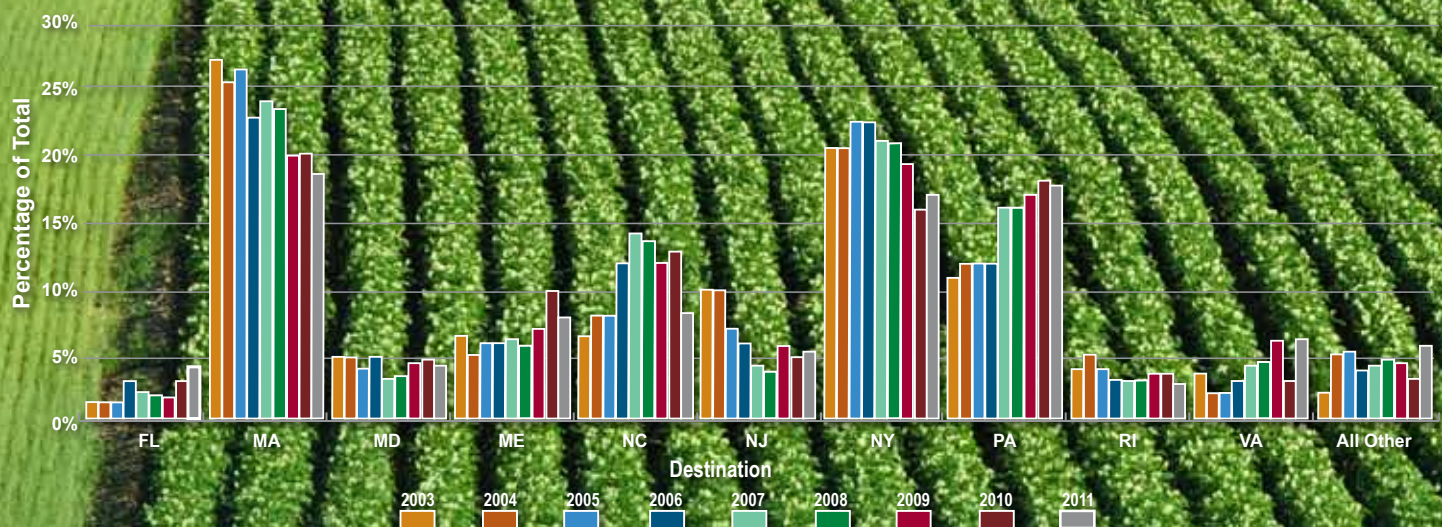
Source: NASS



# Maine Potato Distribution: Tablestock

## Tablestock Shipments

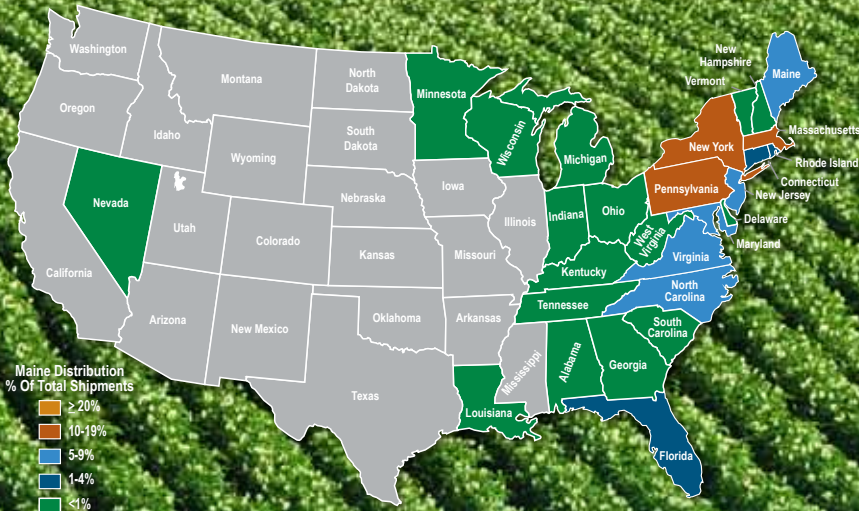
Historical 2003-2011



Source: Market News Service

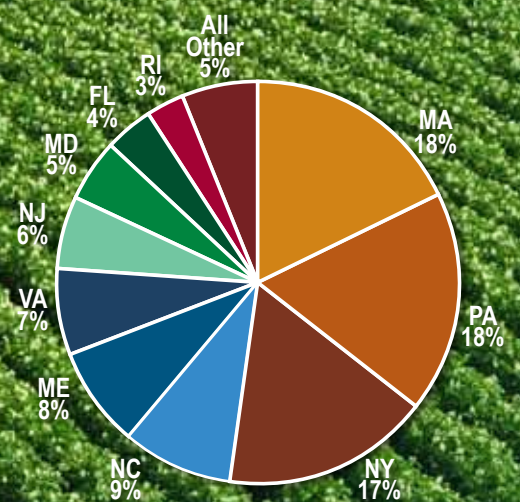


## Maine Tablestock Distribution 2010 -2011



Source: Market News Service

## Tablestock Shipments 2010 - 2011

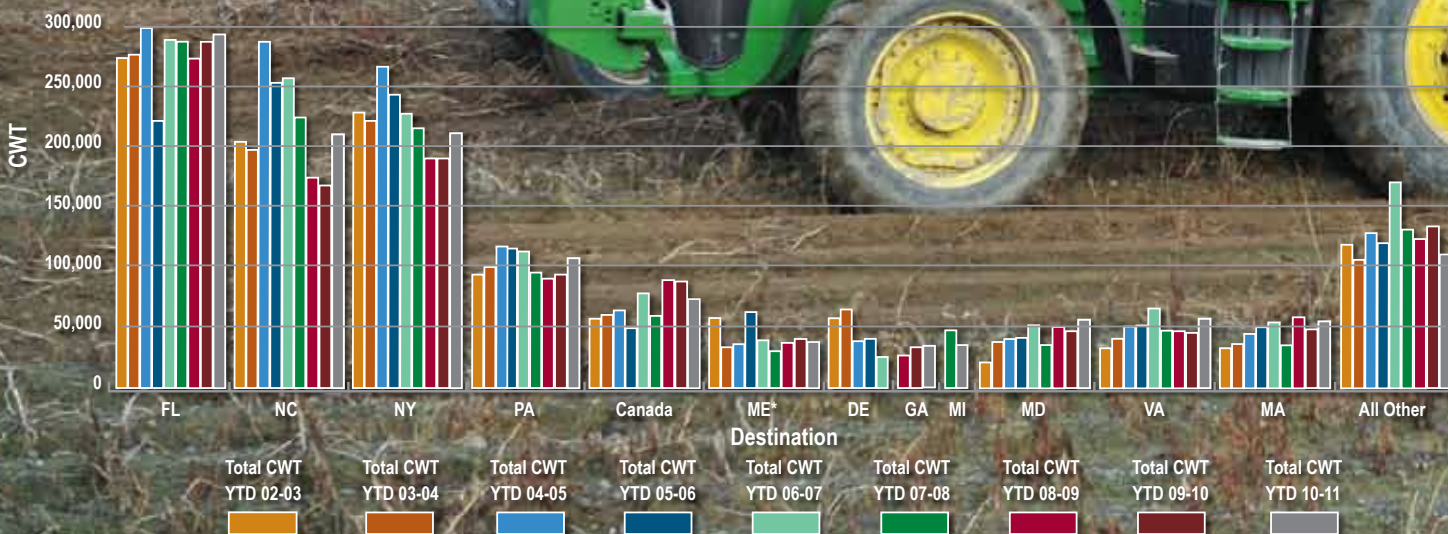


Source: Market News Service



# Maine Potato Distribution: Seed

## Seed Shipments



## Seed Potato Distribution

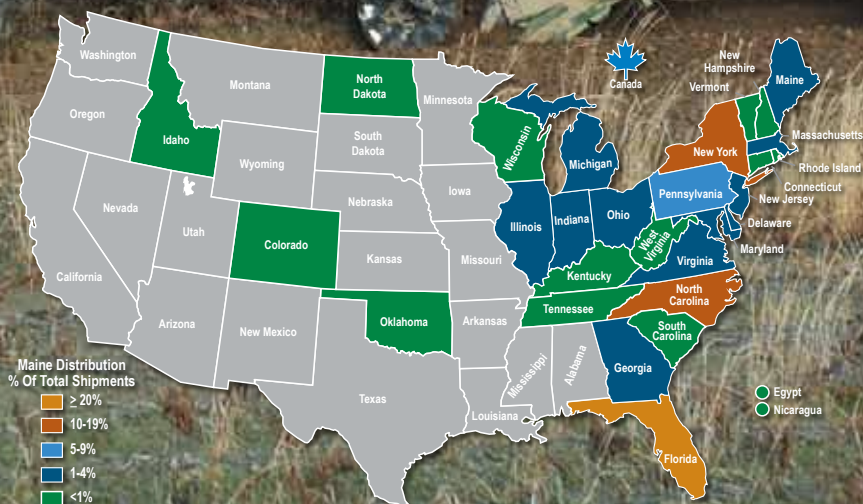
From November to May 2010-2011, approximately 57% of Maine's total 1,273,553 hundredweight of seed were shipped to Florida, New York and North Carolina.

*\*In-state inspected shipments only. Source: Market News Service*



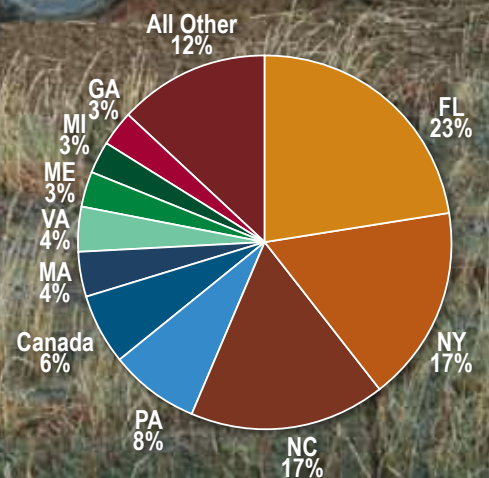


## Maine Seed Distribution 2010 - 2011



Source: Market News Service

## Top 10 Seed Destinations 2010 - 2011



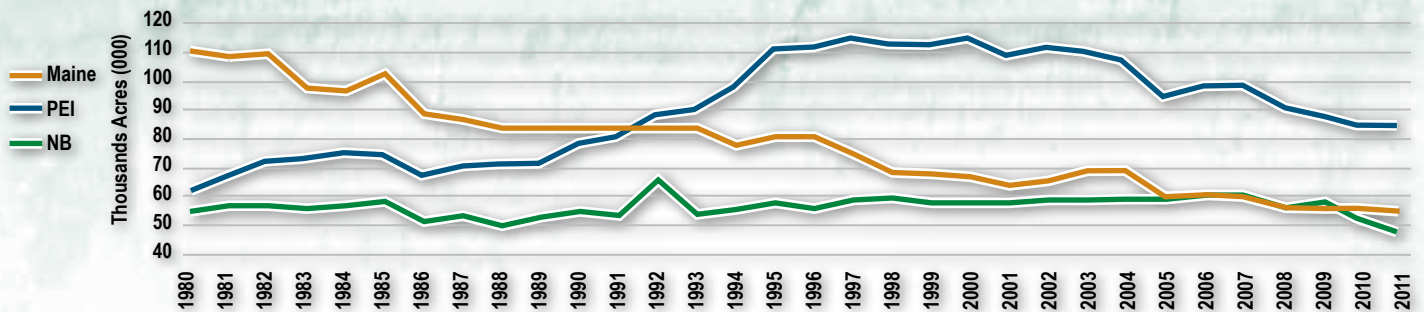
Source: Market News Service



# Regional National Potato Production

## Regional Production 1980 - 2011

Maine • Prince Edward Island • New Brunswick

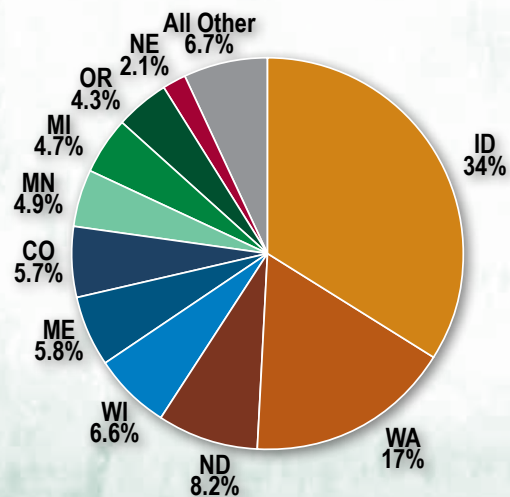


## 2011 Production By Fall State

#	State	% Of Total Acres	Harvested Acres	Avg. Yield CWT	Production
1.	Idaho	33.99%	319,000	398	126,962,000
2.	Washington	17.05%	160,000	620	99,200,000
3.	North Dakota	8.20%	77,000	235	18,095,000
4.	Wisconsin	6.61%	62,000	360	22,320,000
5.	Maine	5.75%	54,000	260	14,040,000
6.	Colorado	5.74%	53,900	395	21,290,500
7.	Minnesota	4.90%	46,000	345	15,870,000
8.	Michigan	4.69%	44,000	350	15,400,000
9.	Oregon	4.25%	39,900	585	23,341,500
10.	Nebraska	2.09%	19,600	400	7,840,000
11.	New York	1.73%	16,200	255	4,131,000
12.	Montana	1.21%	11,400	340	3,876,000
13.	California	0.92%	8,600	480	4,128,000
14.	Pennsylvania	0.91%	8,500	230	1,955,000
15.	Ohio	0.18%	1,700	250	425,000
16.	All Other States	1.78%	16,700	367	15,384,500
<b>Total</b>		<b>100%</b>	<b>938,500</b>	<b>410</b>	<b>394,258,500</b>

Source: NASS

## 2011 Fall Potato Production By Percentage & State



Source: NASS/USDA



## Staff

Donald E. Flannery .....	Executive Director
Timothy P. Hobbs.....	Director of Development/ Grower Relations
George McLaughlin .....	Agricultural Engineer
Jeannie Tapley.....	Office Manager
Jennifer Shaw.....	Administrative Assistant
Ann Currier .....	Pathology Lab Technician

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Kimberly Flewelling.....Greenhouse/Laboratory Manager  
Sharon Craig ..... Greenhouse/Laboratory Assistant  
Kendall McHatten ..... Farm Manager  
Donald Flewelling ..... Agriculture Worker

The mission of the Maine Potato Board is to provide a competitive environment for our growers, processors, and dealers creating both stability and the infrastructure for future growth, while promoting the economic importance to the state and quality of the product.

Kramer Bell.....	Mars Hill
Shawn Doyen, Treasurer.....	Mapleton
Gregg Garrison.....	Mars Hill
Scott Irving.....	Caribou
Keith Labrie .....	St. Agatha
Greg McCrum.....	Presque Isle
Erica Fitzpatrick Peabody, Secretary.....	Houlton
Brandon Roope, President .....	Presque Isle
Mark Tarr, Vice President .....	Washburn
Noah Winslow.....	Mapleton
Murray Blackstone, Ex-Officio .....	Caribou

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