

Future Michigan Potato Production

Mike Wenkel - Michigan Potato Industry Commission

MICHIGAN
POTATOES 

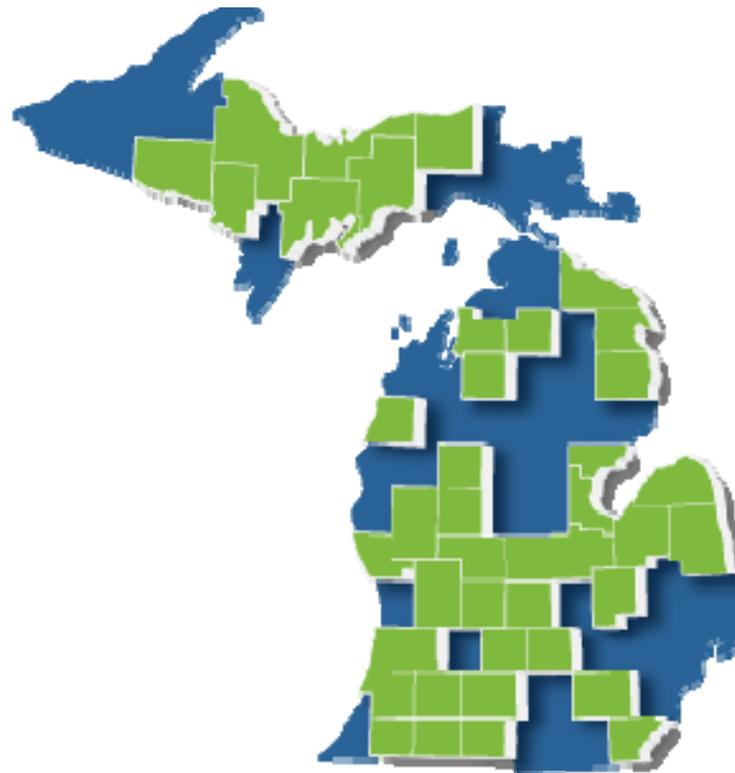


Michigan Potato Industry

- ▶ Less than 80 potato operations
- ▶ 47,000 acres
- ▶ \$170 Million farm gate value
- ▶ #6 based on value of potatoes
- ▶ #1 state in production of potatoes for potato chips
- ▶ Nearly all acres are irrigated

Michigan Production

- ▶ Grown in over 40 counties
- ▶ Seed in north and Upper Peninsula
- ▶ Chip stock in southern
- ▶ Fresh and process throughout state

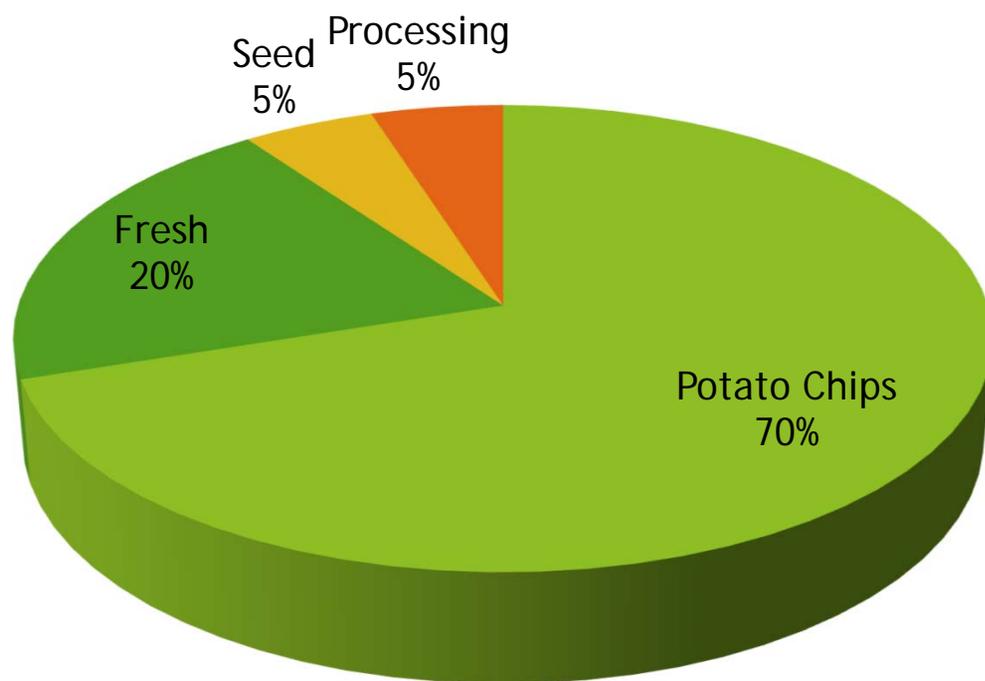


Processing in Michigan

- ▶ Better Made Snack Foods, Inc.
- ▶ Uncle Rays, LLC
- ▶ Great Lakes Potato Chip Company
- ▶ Downey's Potato Chips
- ▶ Pellerito Foods, Inc.
- ▶ Burnette Foods
- ▶ Michigan Freeze Pack
- ▶ HoneeBear Canning Co.



Michigan Potato Utilization



- Potato Chips
- Fresh
- Seed
- Processing

Where Do Michigan Potatoes Go?

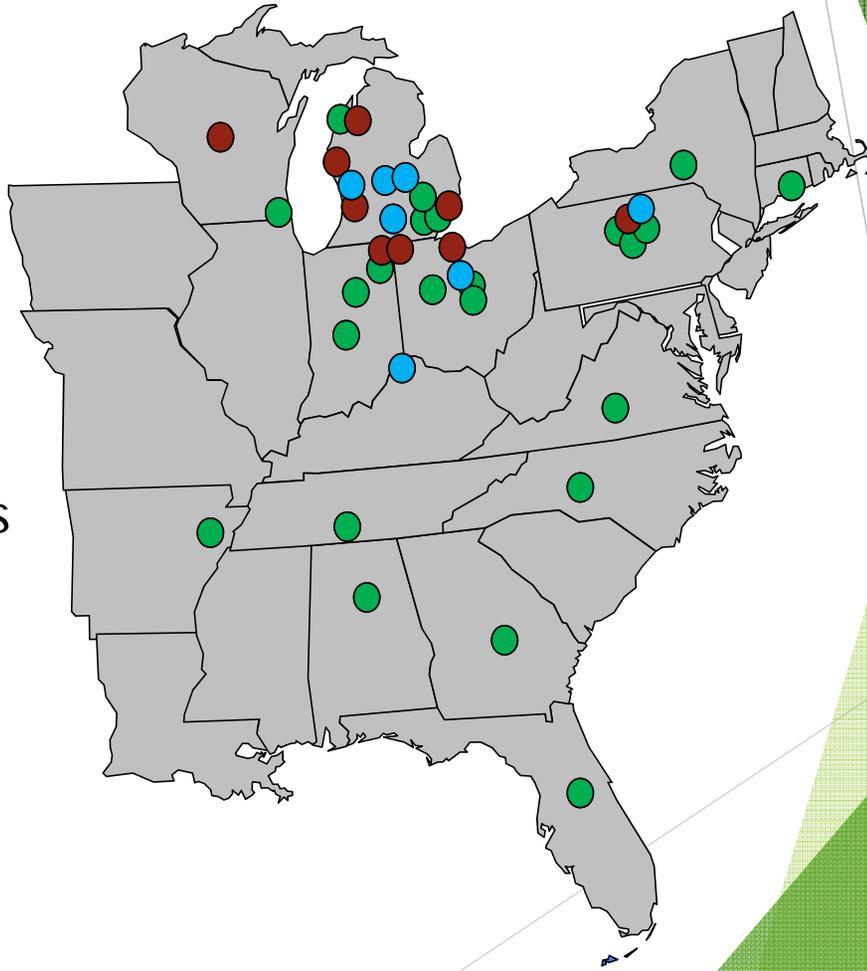
- **70%**

of *all* Michigan potatoes are utilized for potato chips

- **28%**

of US chipping potatoes come from Michigan

- Chip Processor
- Other Processor
- Retail Distribution



Our Future

- ▶ Producers specializing in potato production
- ▶ Michigan's geology - soils and water
- ▶ Proximity to US population & processing
 - ▶ Transportation costs
 - ▶ Reduced carbon footprint
 - ▶ Freshness of product
- ▶ Ability to quickly respond to industry needs



These maps show where water-related risks are most severe.

Map Transparency

100% none

Weighting Scheme: Default

Customize Weights

Weight Distribution



Overall Water Risk

Physical Risk Quantity

Baseline Water Stress

Inter-annual Variability

Seasonal Variability

Flood Occurrence

Drought Severity

Upstream Storage

Groundwater Stress

Physical Risk Quality

Return Flow Ratio

Upstream Protected Land

Regulatory & Reputational Risk

Media Coverage

