

MICHIGAN
POTATOES
HOMEGROWN GOODNESS UNEARTHED



KEY ACCOMPLISHMENTS
FY2019-20



mipotato.com
(517) 253-7370
3515 West Rd. East Lansing, MI 48823

MPIC is an equal opportunity provider.

Research and Grower Outreach FY2019-20

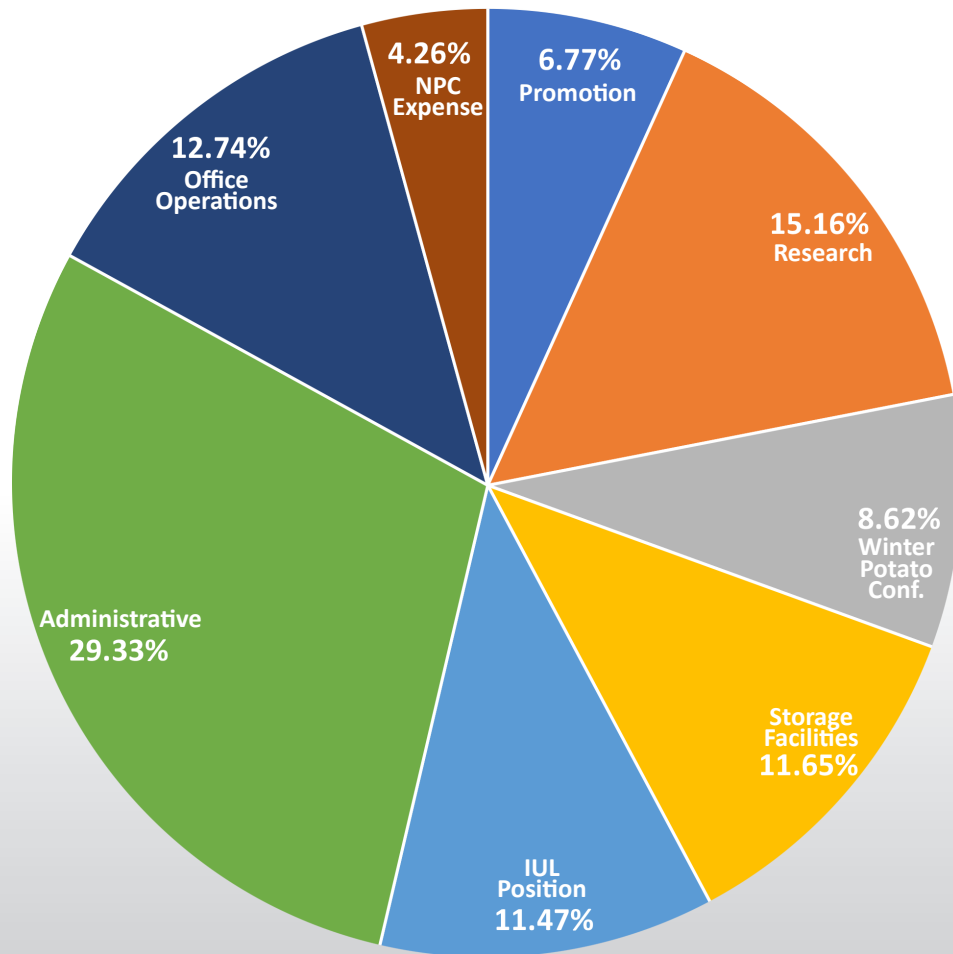
11 Research projects funded for 2020 crop year totaling **\$181,294**

11 Research projects funded for 2019 crop year totaling **\$177,794**

31 Trials at 19 Operations

Budget Allocations - FY2019-20

PUTTING GROWER DOLLARS TO WORK



Grants

Grants help MPIC leverage grower dollars to increase focus on important issues and target audiences.

2019-20 - \$97,967

Sustainable Management of Potato Early Die Complex With Custom Compost Blends

2019-20 - \$45,000

Expanding Consumer Awareness and Consumption of Michigan Potatoes

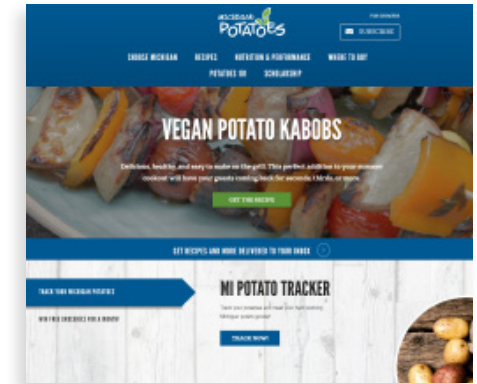
Education & Communications

Industry Communications

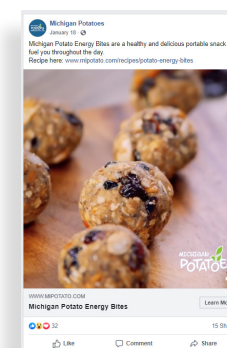


40 Communications sent to growers throughout the year including Weekly Industry Update, timely industry news and MPIC events.

Consumer Website



Launched in January 2019 the new Michigan Potatoes consumer website continues our success in reaching new consumers. Along with effective promotions and unique content the site has resulted in **103,693 unique visitors** in the 2019-20 fiscal year.



Facebook Impressions **1.3 million**

Facebook Audience **326% Increase**

2019-20 Specialty Crop Block Grant Marketing Project



4.5 million Michigan Potatoes Branded Kwik Loks distributed to Meijer, Walmart, Kroger, Costco, Spartan-Nash, Aldi and more.

Over 48,000 Free Grocery Contest Entries
Over 31,500 Consumer Email Signups
Over 43,000 Consumer Website Visits

Events

- Ag Day at the Capital
- Michigan Restaurant Show
- Michigan Grocers Fall Conference
- Michigan WIC Conference
- Potato Day at the Capitol
- School Nutrition Association of MI Conference
- National Restaurant Show - Chicago
- Snaxpo

Partnerships

