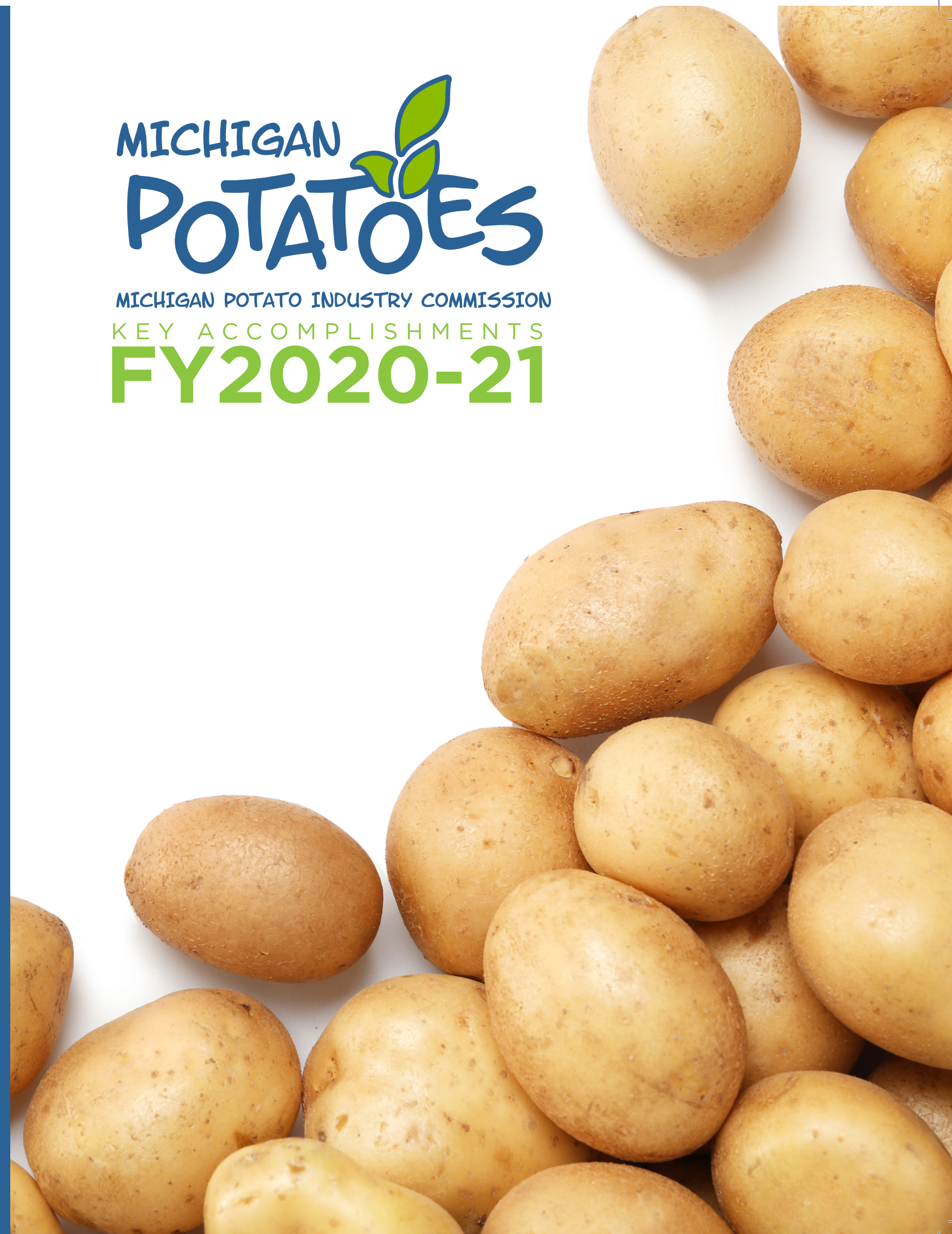




MICHIGAN POTATO INDUSTRY COMMISSION

KEY ACCOMPLISHMENTS

FY2020-21



mipotatoindustry.com

(517) 253-7370

3515 West Rd. East Lansing, MI 48823

MPIC is an equal opportunity provider.

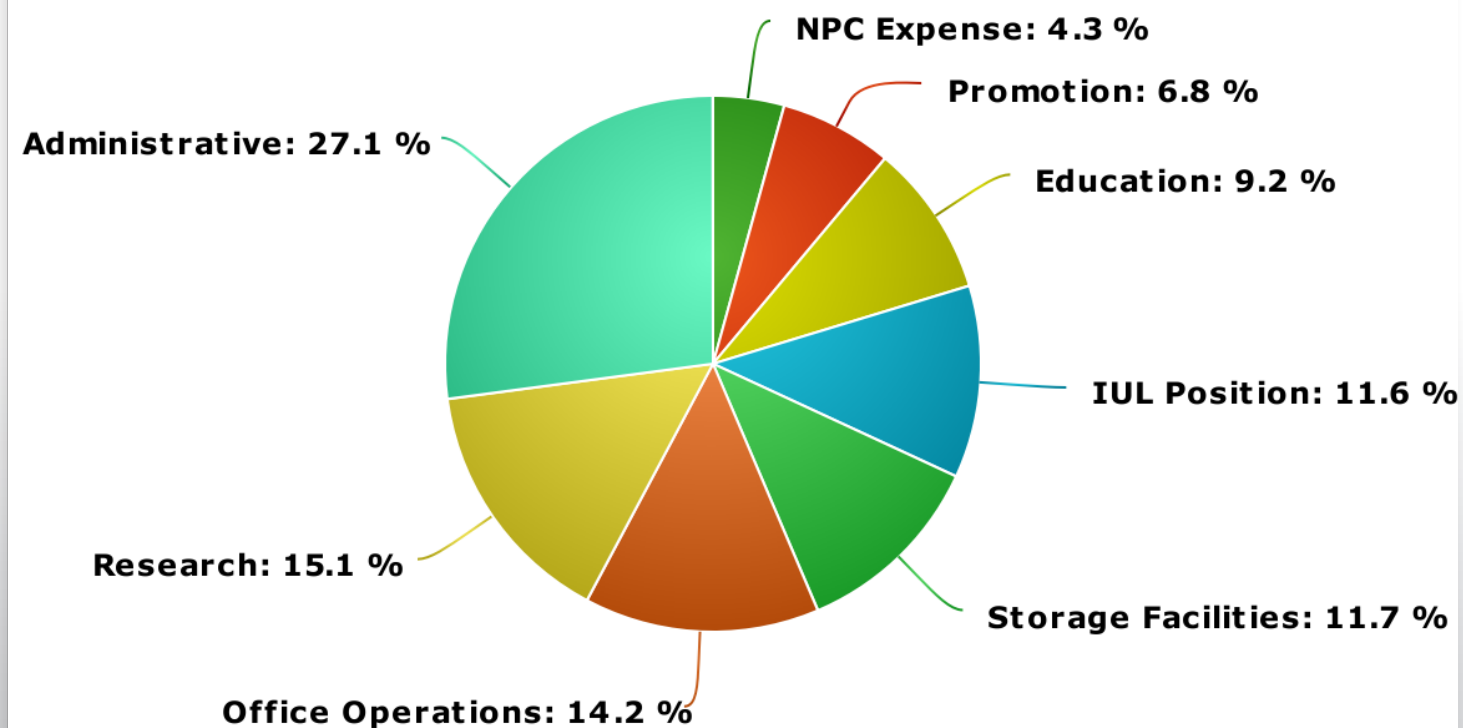
Research and Grower Outreach FY2020-21

10 Research projects funded for 2021 crop year totaling **\$169,120**

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

45 Trials at 15 Operations

Budget Allocations - FY2020-21 Putting Grower Dollars To Work



Grants

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

2020-21 - \$96,045

Identification of Potato Varieties With Postharvest Disease Resistance

2021 - \$67,000

Potato Inspiration: Growing the Michigan Potatoes Brand Through Creative and Unique Recipes

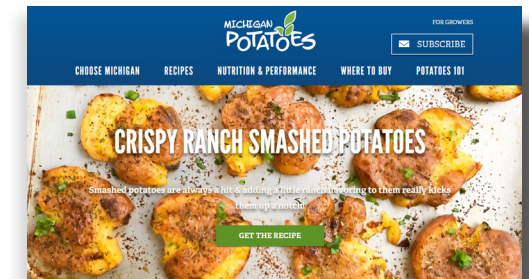
Education & Communications

Industry Website
mipotatoindustry.com



Launched in 2020 the new Michigan Potato Industry website has been a useful upgrade to members and industry partners featuring a cleaner interface and streamlined user experience. We've had **6,560 visitors with 32,259 pageviews** during the July 1, 2020 to April 30, 2021 time frame.

Consumer Website
mipotato.com



The Michigan Potatoes consumer website continues our success in reaching new consumers. Along with effective promotions and unique content the site has resulted in **52,994 visitors with 152,038 page views** during the July 1, 2020 to April 30, 2021 time frame.

Industry Communications



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

The current **39.35%** open rate is 16% above industry average.

MI Potato LIVE



The pandemic presented a number of unique challenges for MPIC especially with the 2021 Winter Potato Conference. In place of our normal in-person conference we offered a virtual educational series for attendees covering a variety of topics.

- **166** Attendees from **15** states
- **15** Educational Sessions
- Over **15** hours of education

Affiliations

