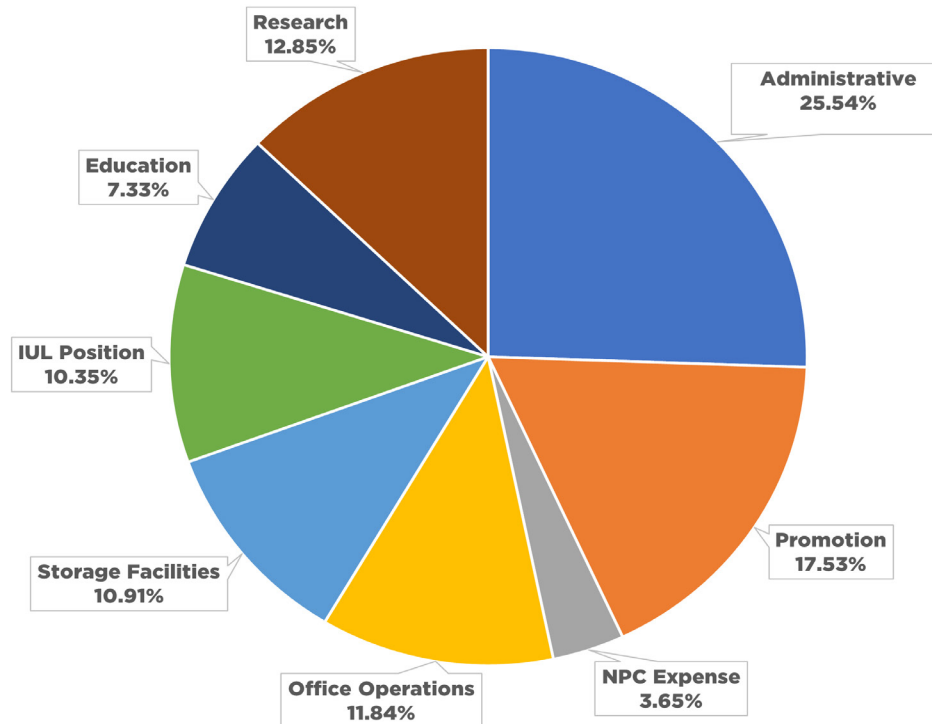


Budget Allocations



Research & Outreach

13 Research projects funded for 2022 crop year totaling \$179,298

32 Trials at 13 Operations

17 Community Events
11,151 People Reached

Grant Funding

MPIC worked diligently to secure \$580,689 in USDA Specialty Crop Block Grant dollars to help fund new research and marketing activities. These grants are vital to growing the Michigan potato industry.

2022 • \$125,000 - Building Relationships and Communicating Michigan Potatoes as a Key Healthy, Available, and Affordable Ingredient

2022 • \$120,000 - Potato Nutrition Messaging to Address Food Insecure Audiences in Michigan

2022 • \$100,000 - Climate Resilience in Potato: Field and Storage Assessment

2022 • \$100,000 - Integrated Volunteer Potato and Colorado Potato Beetle Control for Sustainable Potato Production in Michigan

2022 • \$42,000 - Amplifying the Michigan Potatoes Brand through Digital Messaging

2022 • \$9,689 - Domestic Buyers Mission to Michigan for Potatoes

2023 • \$84,000 - Communicating Michigan Potatoes as Nutrient-Dense, High-Performance, and Affordable Vegetable through Geotargeting

Education & Communications

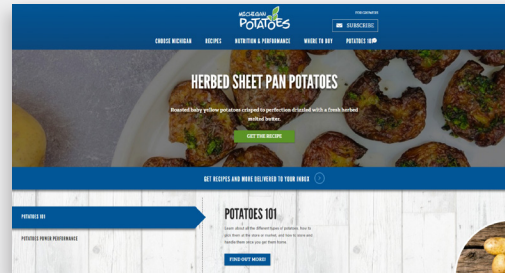


Industry Website

The Michigan Potato Industry Commission website (www.mipotatoindustry.com) continues to provide great resources to members and stakeholders. The website had 32,712 pageviews and 8,378 users. Our weekly market reports accounted for 5,800 of the pageviews.

Consumer Website

The Michigan Potatoes consumer website (www.mipotato.com) had **more than 130,000 users** (twice as many as last year), and topped **210,000 pageviews**, an increase of 43.8%.



Michigan Potatoes Industry Update
August 24, 2022



Michigan Potatoes Industry Update
August 24th, 2022

The chip potato market remains quiet. Harvest is ramping up in several states. Buyers are not all the potatoes they need, but potatoes are not backing up. Some buyers are pulling contracts forward. Michigan's chip potato harvest is moving ahead. Wisconsin's harvest is underway. Reports indicate that both states have good chip potato crops this year.

[See The Full Report Here](#)

Industry Communications

Over the past year, 94 MPIC communications were sent to the industry, including the Weekly Industry Update, timely industry news, and MPIC events, including the Winter Potato Conference. Our **36.15%** open rate is nearly **13% above** industry average.

Social Media

The Michigan Potatoes Facebook topped 17,000 followers during the past year, and had a reach of more than 7.1 million. Recipes, info on Michigan potato farmers, and nutritional data are among the page's most popular posts.



Winter Potato Conference

The 2023 Winter Potato Conference at the Amway Grand Plaza in Grand Rapids had 273 registrants, a record for the conference. The two-and-a-half day conference featured 36 exhibitors, dozens of breakout sessions and presentations, entertainment, and plenty of networking.