

Telling Your Sustainability Story

Insights from 2023 & 3 Storytelling Steps



Natalie Nesburg, Program Manager

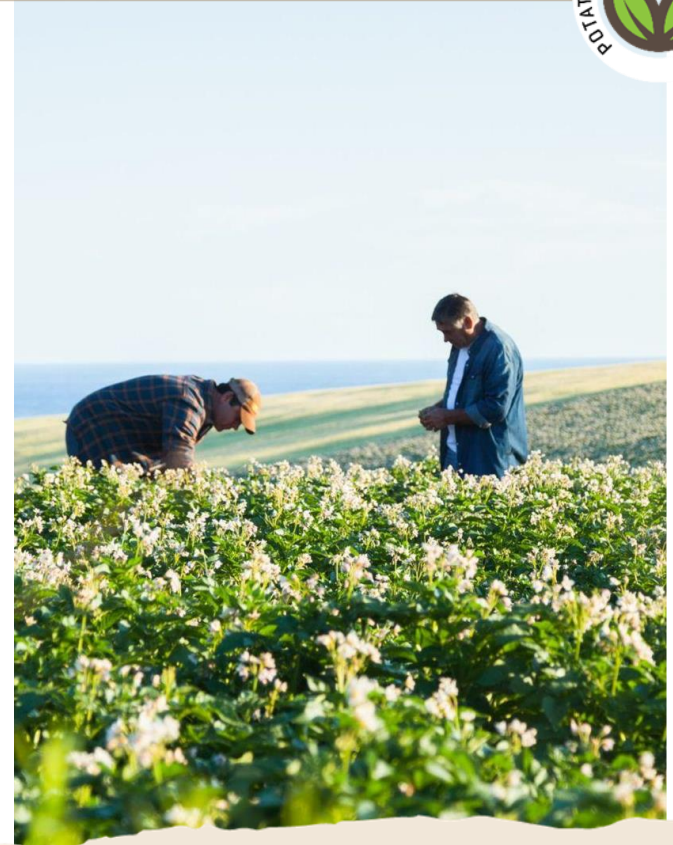
February 1, 2024

Collaborating for Potato Sustainability



Potato Sustainability Alliance (PSA) is an inclusive, pre-competitive collaboration of all players in the potato value chain.

We are **defining, measuring** and **advancing** potato sustainability by using robust metrics and farm-level data to drive improvements in productivity and profitability.



Defining Potato Sustainability



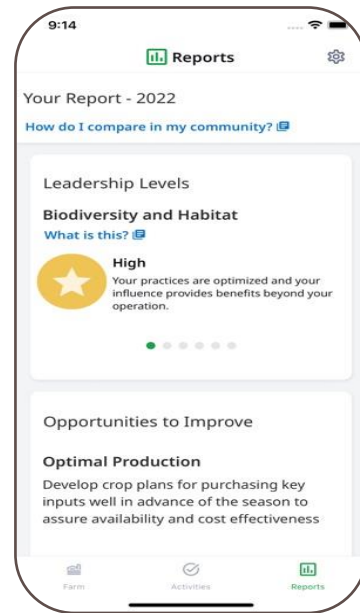
Environmental Stewardship			Farm Legacy			Safe & Nutritious Foods
GHG Emissions	Water Stewardship	Food Waste	Soil Health	Farmer Prosperity	Biodiversity	Integrated Pest Management
The Alliance is committed to reducing energy use and greenhouse gas emissions, adopting responsible water management practices, and collaborating to reduce food waste throughout the production system			The Alliance is committed to ensuring that future farmers can profitably grow potatoes on healthy soils while supporting biodiversity.			The Alliance is committed to growing safe, affordable, and nutritious potatoes through targeted and responsible pesticide use

Measuring Potato Sustainability

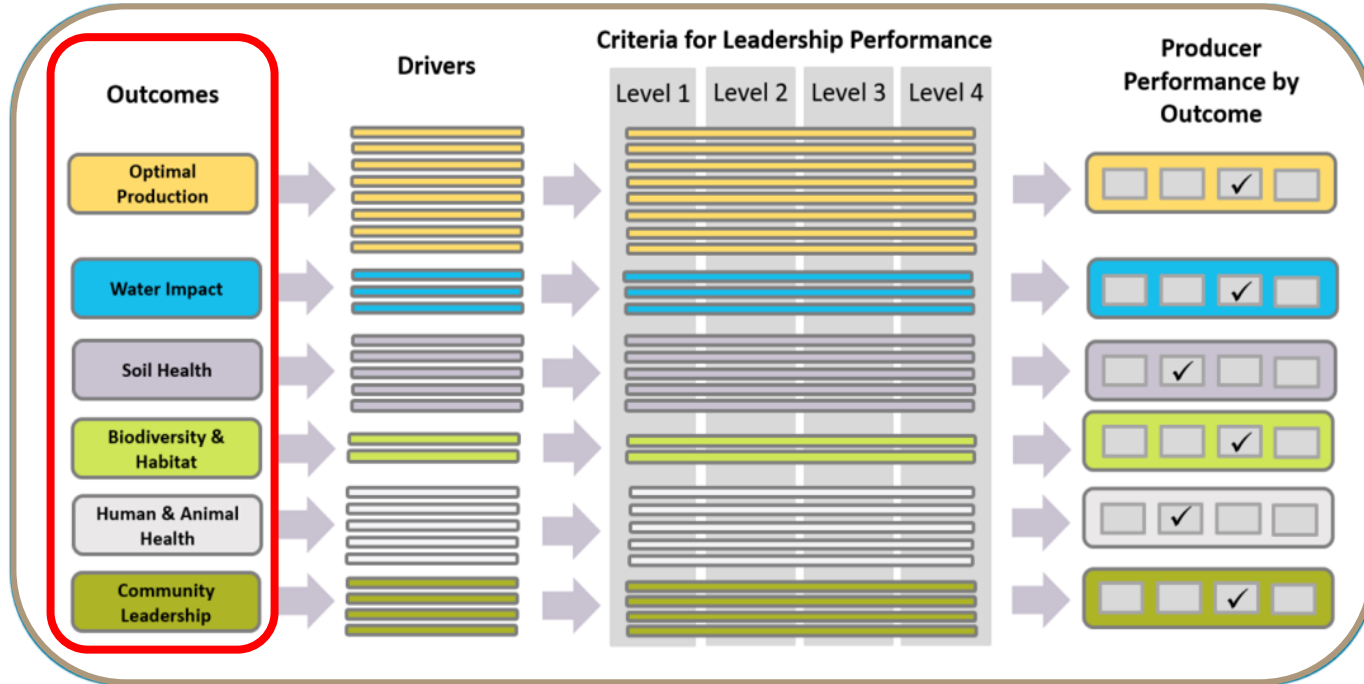


Our Program uses the **Sustainable Outcomes in Agriculture (SOA) Standard** to provide a measure of performance overtime against our focus areas and commitments:

- Gold-level benchmark to the Sustainable Agriculture Initiative (SAI) Platform Farm Sustainability Assessment (FSA), v 3.0
- User-friendly interface
- Applicable insights
- Customizable



SOA Standard - Framework



This diagram illustrates the key components of the Sustainable Outcomes Framework (Syngenta, 2022).

SOA Standard – Leadership Levels



Essential - Leadership Level 1

Fully compliant with regulatory requirements

Basic - Leadership Level 2

Beneficial management practices are well established in the operation and consistent with meeting the industry standard. Engaged in education and learning with awareness of barriers to adoption of new crop management and conservation practices.

Medium - Leadership Level 3

Beneficial management practices are well established in the operation informed by data collected and experts. New practices and technologies are being implemented consistent with improving the industry standard. Barriers to adoption of practices that benefit conservation are being overcome.

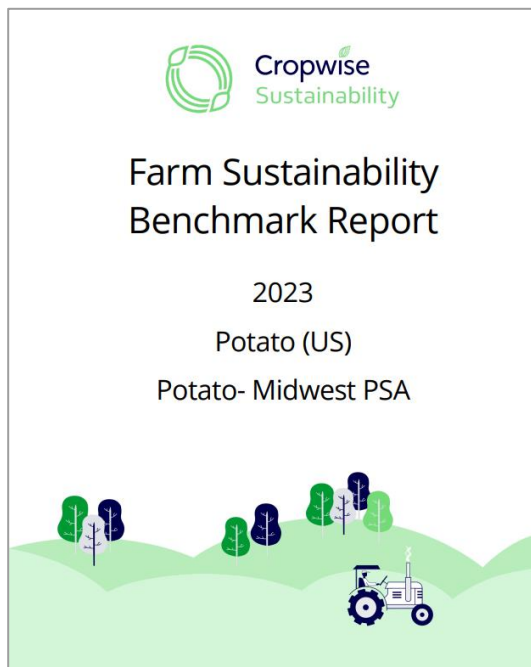
High - Leadership Level 4

Whole farm management and optimization for long-term profitability, risk reduction, and the conservation of natural resources. Collaboration and influence beyond the farm provide benefits for the operation as well as for the broader community.

2023 Self Assessment Reports



Community Benchmark Report



Aggregated Dashboards



Participating Members



Our processor and fresh market members support the participation of growers across North America in our program to receive sustainability insights:



PSA Questions

2/2

Select the Processor(s) or Fresh Marketer(s) that you would like to share your aggregated data with.

☐ Cavendish Farms

☐ J.R. Simplot

☐ Peak of the Market

☐ Little Potato Company

☐ Campbell Soup Company

☐ McCain Foods

Self Assessment Scope



Growers across North America are invited to participate in the self-assessment and receive personalized insights relative to the region the operation is located in.



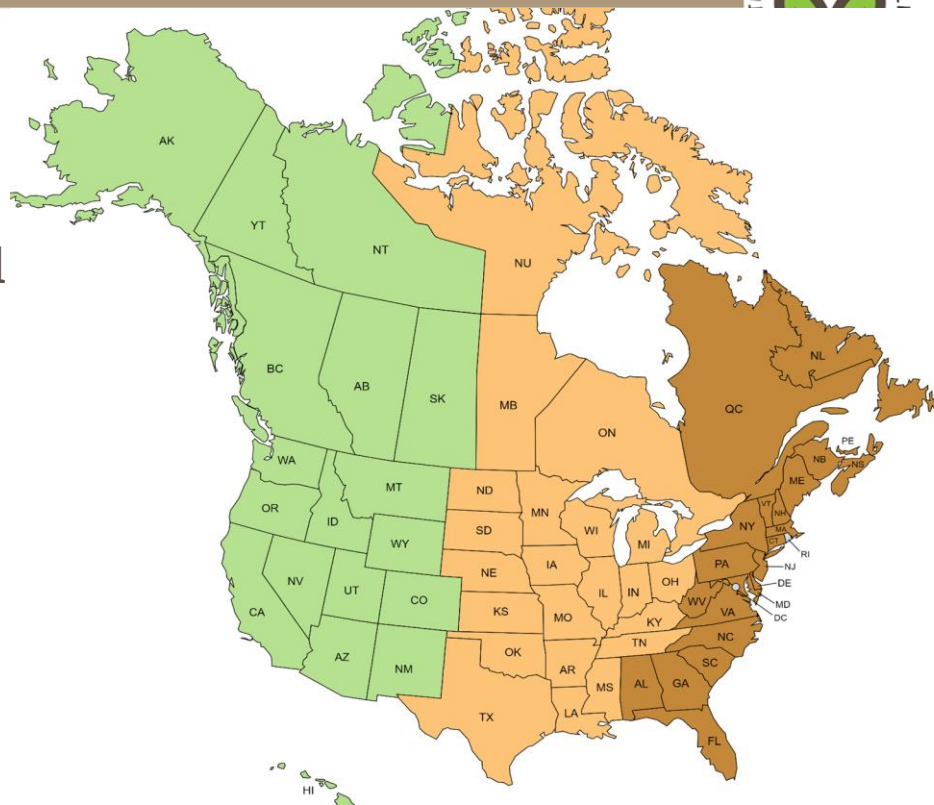
West



Midwest



East

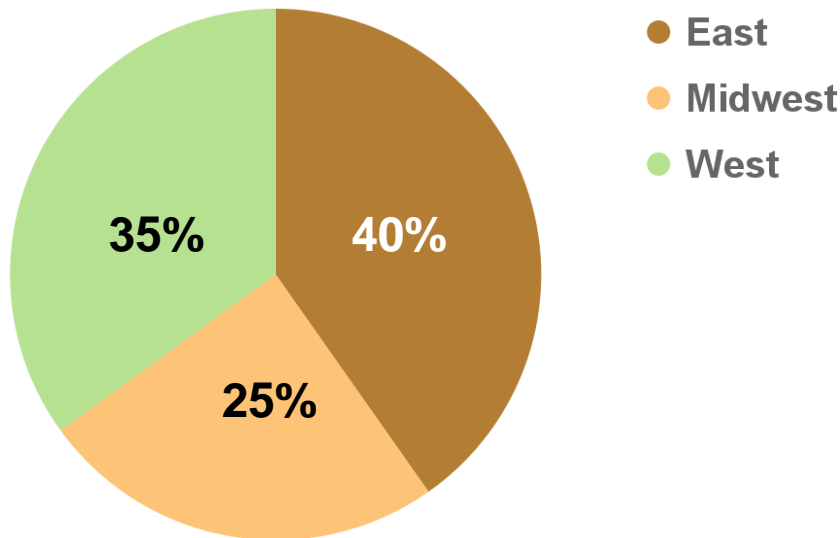


PSA is Your Sustainability Partner



420 growers completed the self-assessment this year!

Regional Participation



Select the Partner you work with on sustainability

Your partner may be a mill, co-op, or customer who asked you to do this assessment. Use the text box to search and select.

How do I enter this?

Potato

Potato- East PSA

Potato- Midwest PSA

Potato- West PSA

PSA Dashboard Results



Across North America, growers representing **589,120 potato acres**, and slightly over 1.5 million total farm acres, achieved an **average Leadership Level of Medium** across all six outcomes.

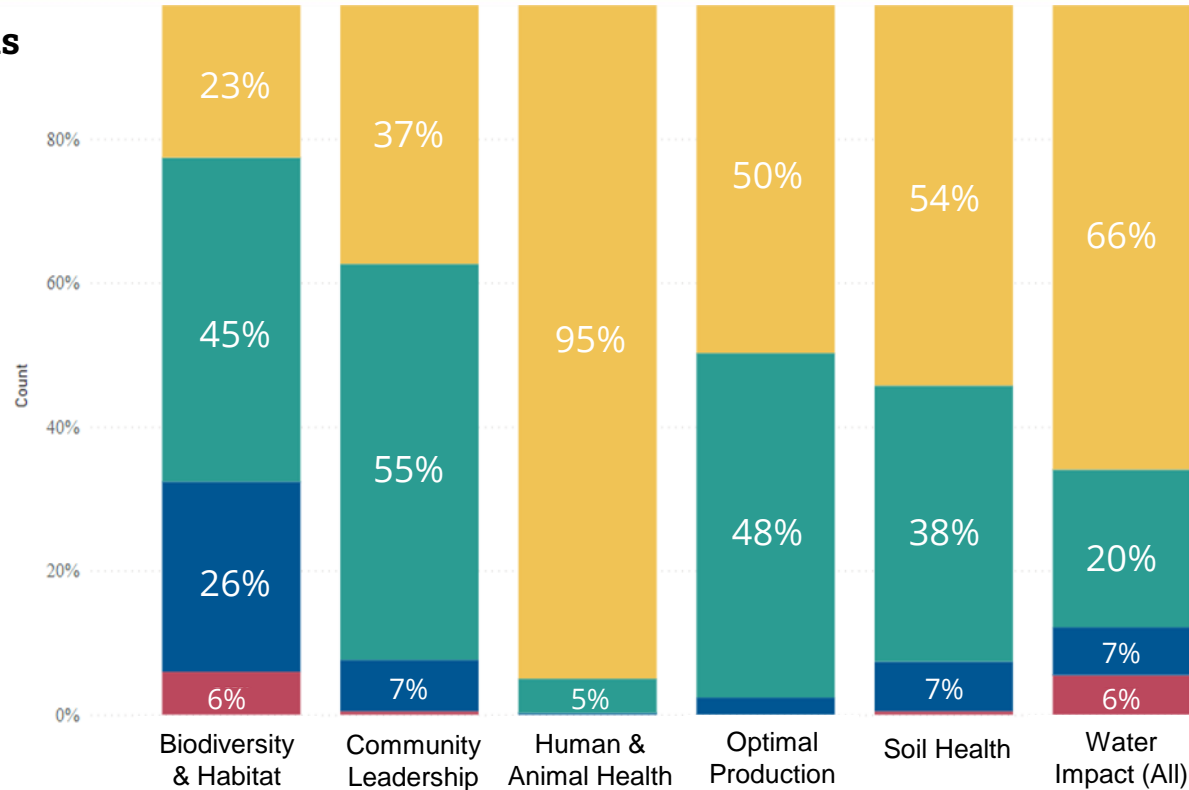
Medium - Leadership Level 3

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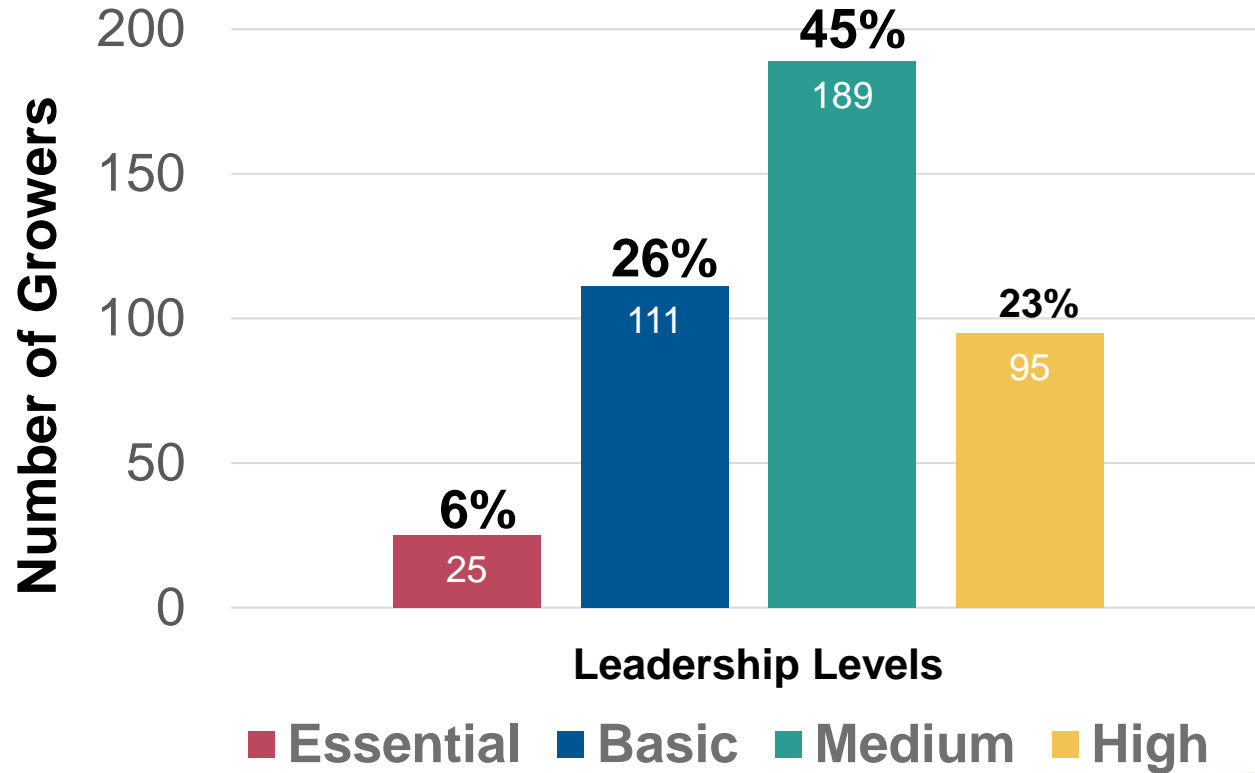
North American Leadership Levels & Outcomes



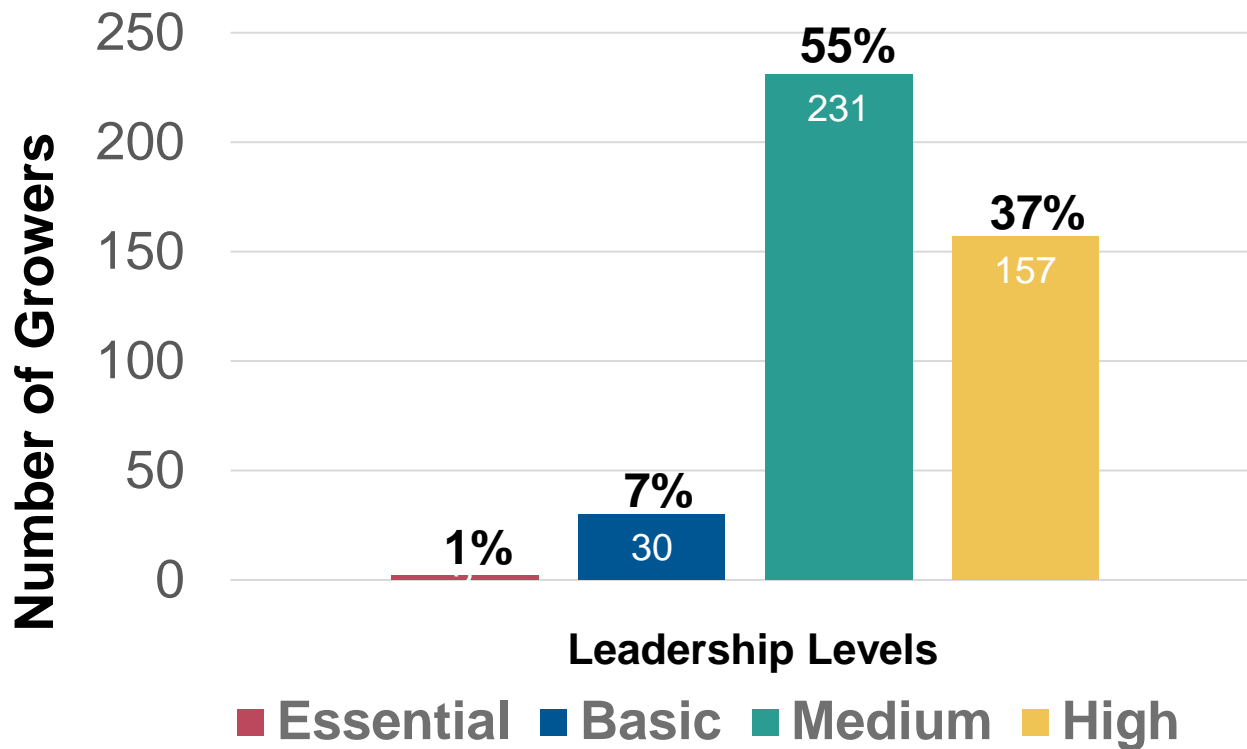
Leadership Levels



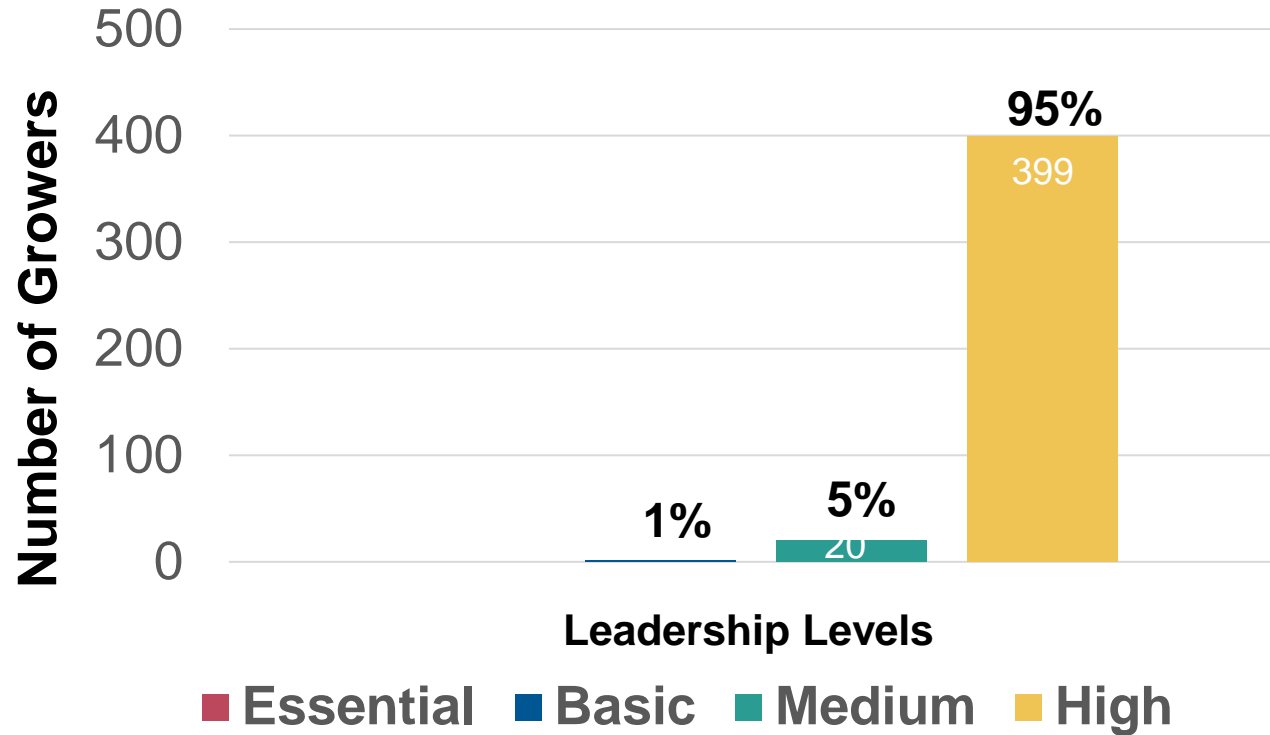
Biodiversity & Habitat



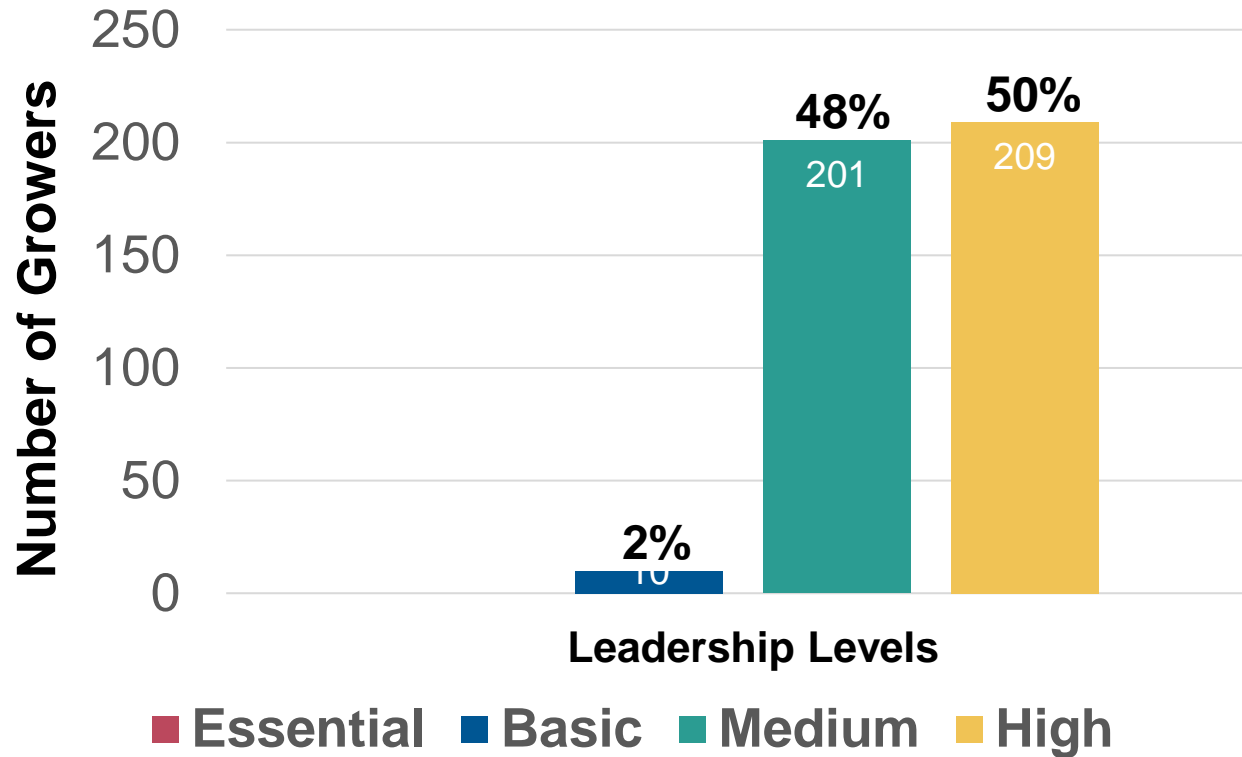
Community Leadership



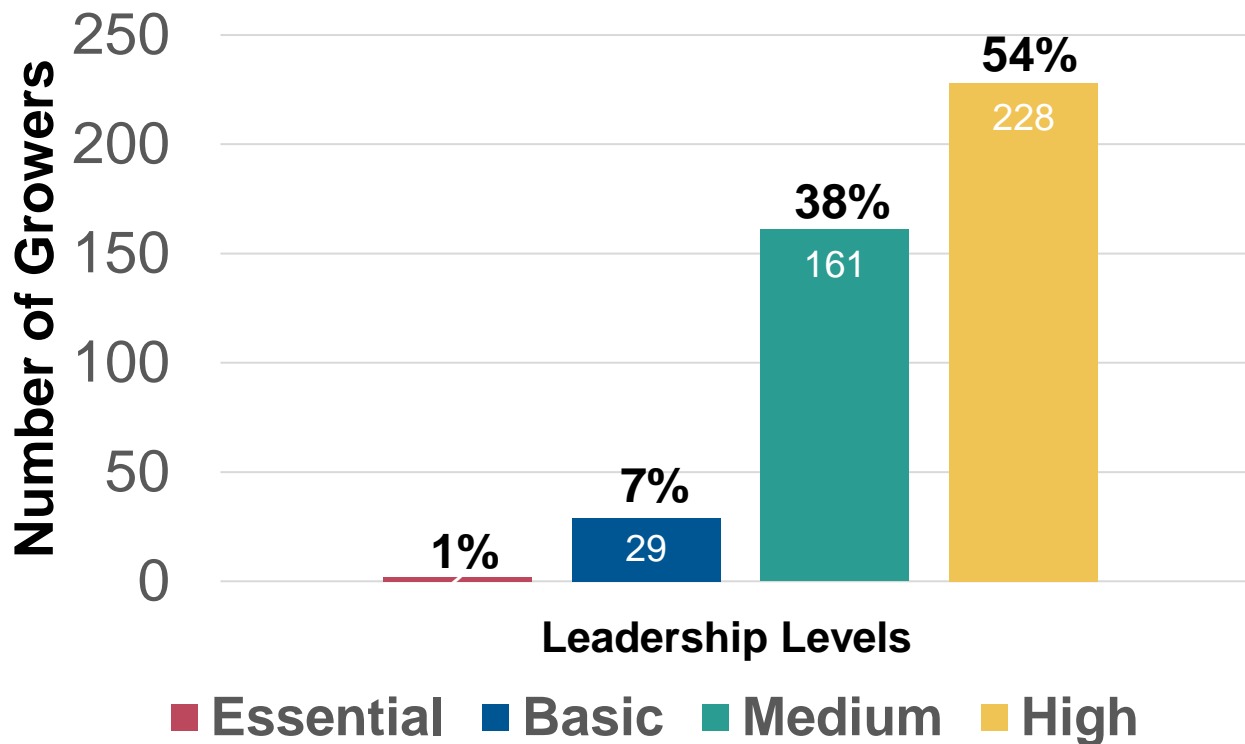
Human & Animal Health



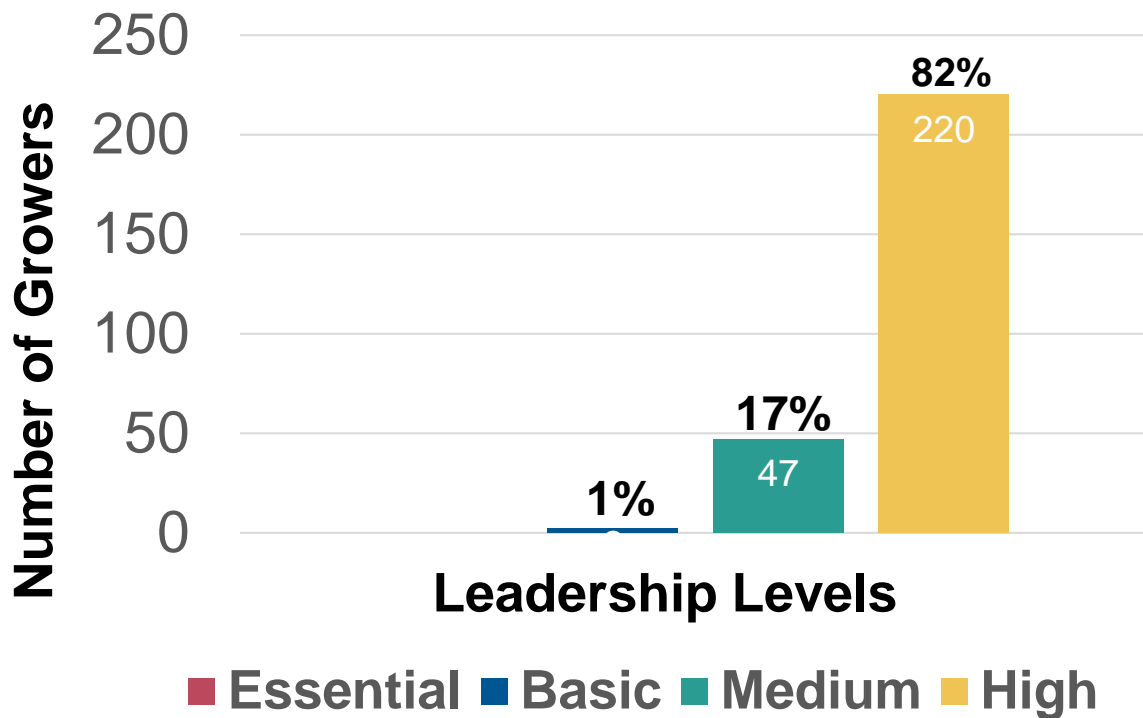
Optimal Production



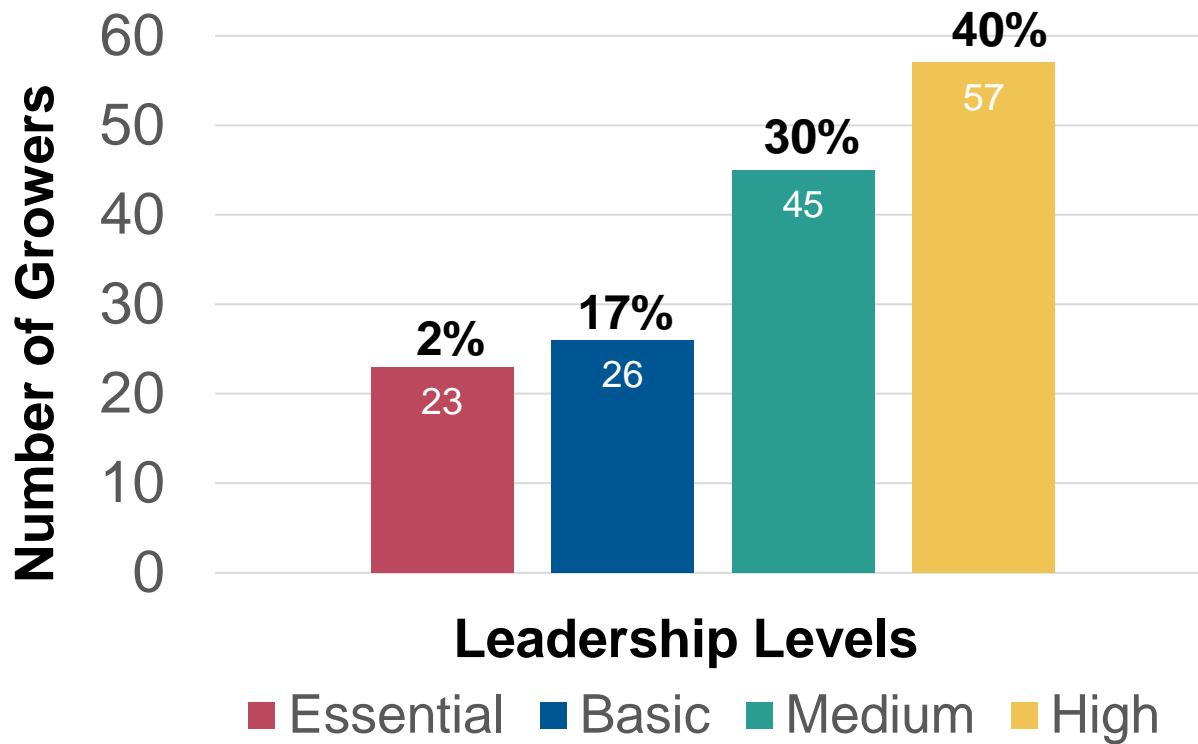
Soil Health



Water Impact - Irrigated



Water Impact - Rainfed



Excellence in Sustainability



The most utilized practices across North America contribute to in-season and long-term system resiliency through pest and nutrient management.

Practices	Total % Utilized
Maintain and calibrate spray rates on application equipment at least once per season	99
Crop scouting or monitoring for presence of key pests	98
Crop rotation provides conservation benefits	96
Nutrients applied in forms suitable for soil conditions	96
Crop variety considered in decisions	95

Practices on the Rise



Exploring less utilized practices offers a pathway to address specific challenges and improve performance.

Practices	Total % Utilized
Map environmental or human-inhabited areas to inform your stewardship of these areas	50
Use soil biological amendments/stimulants	60
Seed varieties selected for genetic protection from pests	62
Practices used protect or enhance natural/biological pest controls	63
Collaborate in information and knowledge sharing initiatives	69

Community Benchmark Reports



Leadership Level Performance

Your Summary

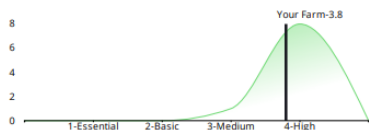
Soil Health

What you're doing well:

- You participated in projects that support and measure nutrient management for soil health.

Opportunities to improve:

- Develop & implement a plan to maintain reduced tillage & compaction across the rotation over time (e.g. strip or no-till & controlled wheel traffic for all operations)



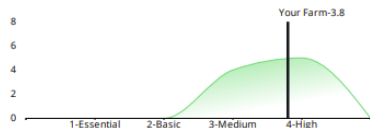
Human and Animal Health

What you're doing well:

- You maintained records and used them to show conditions are met for proper disposal of washout and other wastewater and to inform ongoing improvements in wastewater management.

Opportunities to improve:

- Incorporate regular residue & health risk testing and/or audits into the management scheme and share results with supply chain partners and others as appropriate



Community Leadership

What you're doing well:

- Your workers have the right of association or union membership if they choose, and the functioning of such organizations is allowed.

Opportunities to improve:

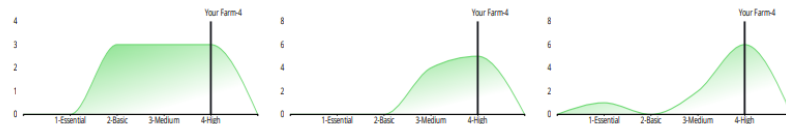
- Expand awareness and training of personnel with regards to hunting, fishing and harvesting of sensitive or endangered plants and animals or other materials is provided and permission for access is managed to prevent illegal harvesting

Your Other Results

Biodiversity and Habitat

Optimal Production

Water Impact

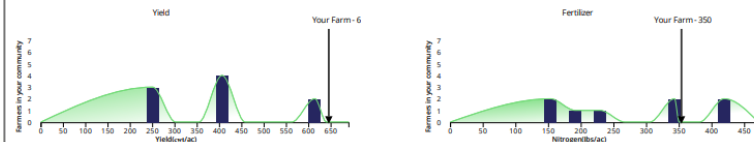


Management Practices

The following are selected from practices the grower said they are not currently doing. These practices are rated and ordered by their adoption among respondents, particularly those who scored the highest on the outcomes framework.

- Pest management plan
- Install or maintain field drainage tile
- Grassed waterways in place
- Water sediment basin/ponds
- Controlled wheel traffic

Crop Performance



Telling Your Sustainability Story



1.) Engage

Enroll in the PSA Program and subscribe to our Monthly Newsletter to stay up to date on sustainability activities and insights

2.) Participate

Complete our annual self-assessment to evaluate your on farm sustainability and receive insights relative to your growing region

3.) Take Action

Share your achievements and put insights into action

Grower Profiles



R.D. Offutt Farms

Aaron Buehler, R.D. Offutt Farms
Little Falls, MN

Sustainability Practices:

- Uses turkey manure as natural fertilizer to add organic matter to the soil and helps improve water retention
- Sustain soil health while increasing crop yields

[SEE PROFILE →](#)



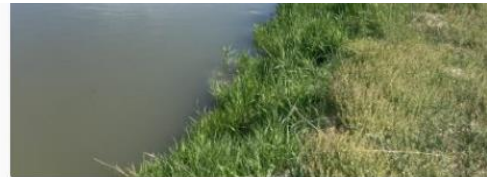
Kroeker Farms

Harwin Bouwman, Kroeker Farms
Winkler, Manitoba

Sustainability Practices:

- Strategically rotated green manure crops that help naturally replenish and retain soil health
- Organic potato production resulting in incremental increases in soil organic matter year-over-year
- Installation of drain tile that has increased water infiltration and reduced runoff

[SEE PROFILE →](#)



Toeve's Farm

Aberdeen, Idaho

Sustainability Practices:

- Smart water management with precision irrigation and soil probes
- Strategic crop rotation retains soil health
- Cover crops and limited tillage to reduce erosion and preserve structure

[SEE PROFILE →](#)

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potatosustainability.org

- Subscribe to our Monthly Newsletter
- Access Program Resources
 - Benefits of participation
 - Grower Enrollment
 - Webinars and tutorials
- View our Grower Profiles



Contact me: natalie@potatosustainability.org

Thank You

References:

Syngenta. (2022). Sustainable Outcomes Standard (Version 1.2). Retrieved from <https://assets.syngentaebiz.com/pdf/media/sustainable-outcomes-standard-v1.2.pdf>

