

# POTATOES

## SECTOR PROFILE AT A GLANCE

**INVEST.  
BUILD.  
GROW.**

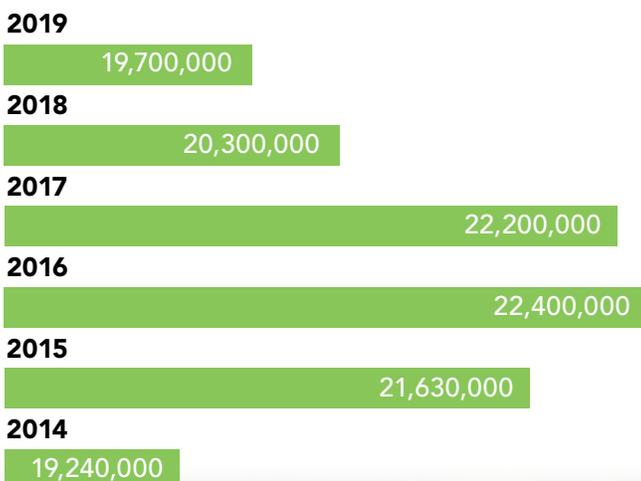
MANITOBA



### Highlights

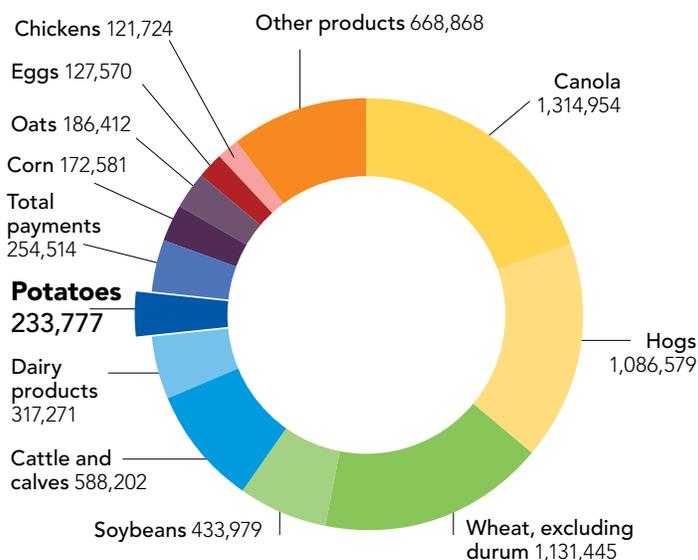
- Manitoba is the second largest potato producer in Canada, following Prince Edward Island. One-fifth of Canada's total potato acreage is located in Manitoba.
- Investments in irrigation and drainage have helped increase potato yields in Manitoba. The average yield was 346 hundredweight per acre in 2019, up 12 per cent from five years ago.
- Manitoba's potato processing capacity has grown - from 17.2 million hundredweight to 23.4 million hundredweight today!
- Manitoba's total potato exports were valued at \$458 million in 2019, primarily destined for the United States.

### Production (metric tonnes)



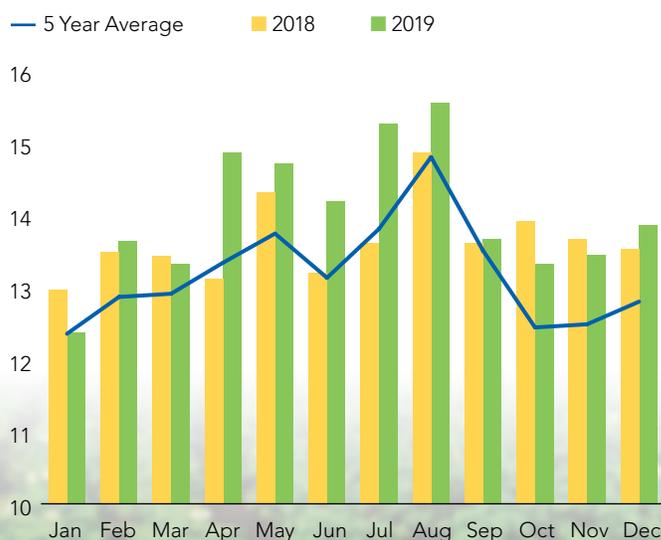
Source: Statistics Canada

### Cash Receipts 2019 (thousands of dollars)



Source: Statistics Canada

### Prices (dollars per hundredweight)



Source: Statistics Canada

## Did You Know?

- There are more than 24 varieties of potatoes grown in Manitoba. Russet Burbank for processing and Sangre for table consumption are the most grown cultivars.
- Over 80 per cent of Manitoba's potato fields are irrigated to ensure potato yields and quality. All the French fry process contract fields are irrigated.
- Approximately two pounds of potatoes are needed to produce one pound of French fries, while four pounds of potatoes are needed to produce one pound of potato chips.
- To improve environmental sustainability, many potato processors recover energy from biogas (methane), which is generated from anaerobic digestion of processing wastes.
- Keystone Potato Producers Association represents processing potato producers, and negotiates prices with processors.
- Peak of the Market is a grower-owned supplier of table potatoes and vegetables in Manitoba.
- The Seed Potato Growers Association of Manitoba represents seed potato farms in Manitoba. It is dedicated to the production, promotion and sales of high quality seed potatoes in Manitoba.

## Contact us

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## Processing

- The Manitoba potato industry integrates primary production and value-added potato processing.
- Manitoba is home to four major potato processors, including J.R. Simplot (Portage la Prairie), McCain Foods (Carberry and Portage la Prairie), Old Dutch Foods (Winnipeg) and Naleway Foods (Winnipeg). They make French fries, hash browns, chips and perogies.
- Manitoba Starch (Carberry) produces potato starch for food ingredients and nutraceutical markets.
- Manitoba's potato processing capacity grew by 36 per cent since 2017 to reach 23.4 million hundredweight after Simplot's expansion.
- During the harvesting season from mid-August to early October, processors receive potatoes directly from field. For the balance of the year, they source potatoes from storage facilities.
- Manitoba's potato producers can store up to 18.5 million hundredweight of potatoes.

## Market

- Manitoba's commercial potato industry includes the production of potatoes for the seed, fresh and processing markets.
- Based on farm gate value, potatoes are the fourth most valuable crop in the province, following canola, wheat and soybeans.
- The price for processing potatoes is set annually through negotiations between Keystone Potato Producers Association and the processors.
- Table potatoes are primarily sold through Peak of the Market.

## Export

- In 2019, Manitoba's total potato exports were valued at \$458 million, down slightly due to challenging harvests in 2018 and 2019.
- Processed frozen products (e.g., French fries) accounted for approximately 90 per cent of the potato exports in 2019.
- Fresh potatoes, chilled potatoes, seed potatoes, along with potato starch and potato chips comprise the remaining 10 per cent of exports.
- The United States is the single dominant export market for Manitoba's potato industry, accounting for 96 per cent of the total exports of potatoes and potato products.
- Other potato export markets include Mexico, Japan, Philippines and Panama.

