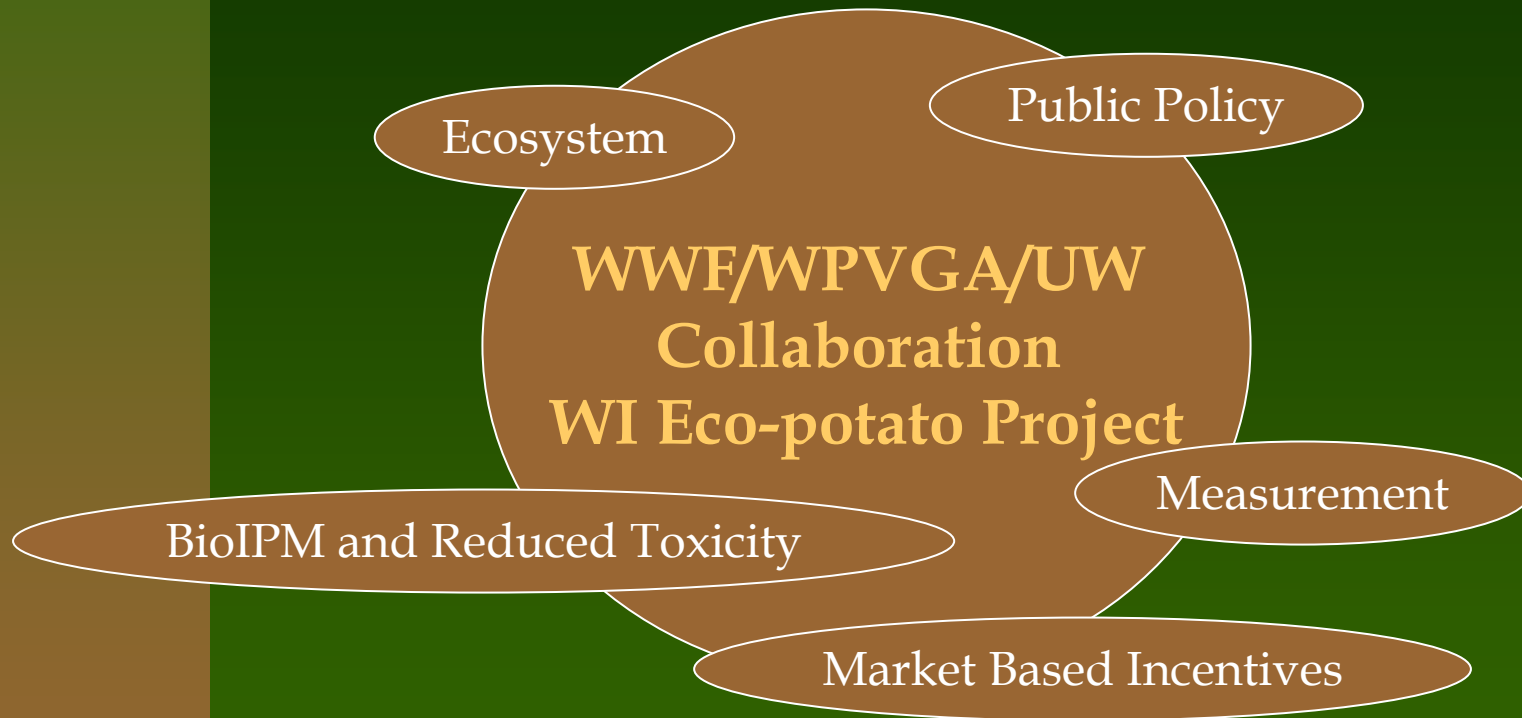
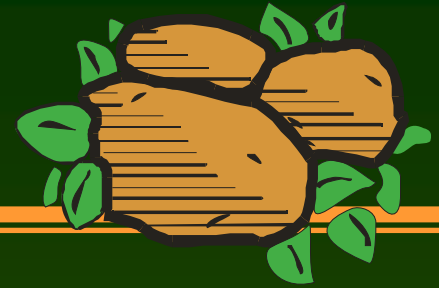


The Wisconsin Healthy Grown Potato Story

Jeff Wyman – UW – Madison

Department of Entomology

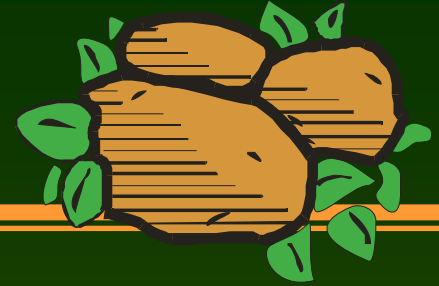
WWF/WPVGA/UW Collaboration- History



**Growers Setting The Stage To Do
The Right Thing!**



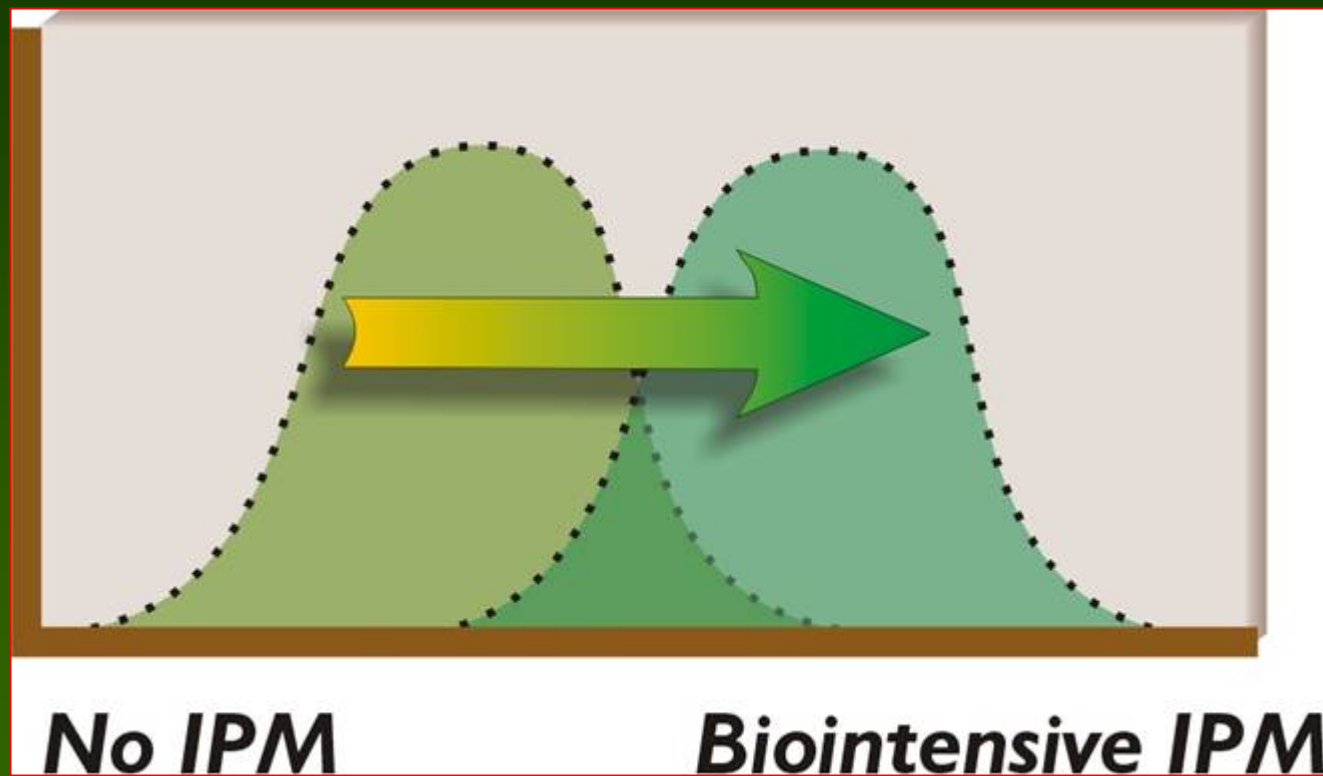
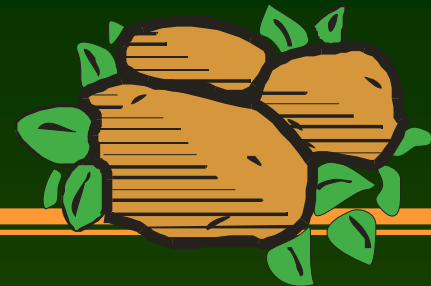
WWF/WPVGA/UW Collaboration - Goals



- ◆ Reduce pesticide use, reliance and risks
- ◆ Increase adoption of biointensive IPM
- ◆ Enhance wildlife and ecosystem conservation and protect biodiversity
- ◆ Raise consumer demand for ecologically produced potatoes
- ◆ Develop and field test measurement methods



Developing Research Based Production Standards



Accelerating BioIPM Adoption



Research Component: Developing Reduced-Risk Alternatives



- ◆ Comparisons of Season-long reduced-risk programs with conventional programs for insect and disease control
 - On commercial farms with growers
 - Large, replicated trials – season long
 - Determined
 - ◆ Efficacy
 - ◆ Yield
 - ◆ Economics
 - ◆ Toxicity

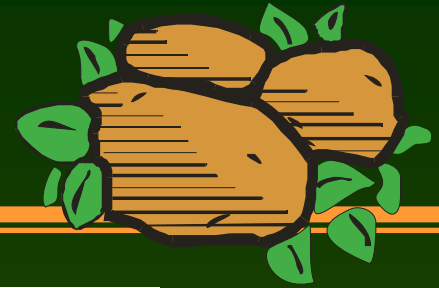
Biointensive IPM for Potatoes



- Disease Forecasting
- Comprehensive Cradle to Grave Program
- Plant Resistance
- Scouting
- Cultural Management
- Biological Control

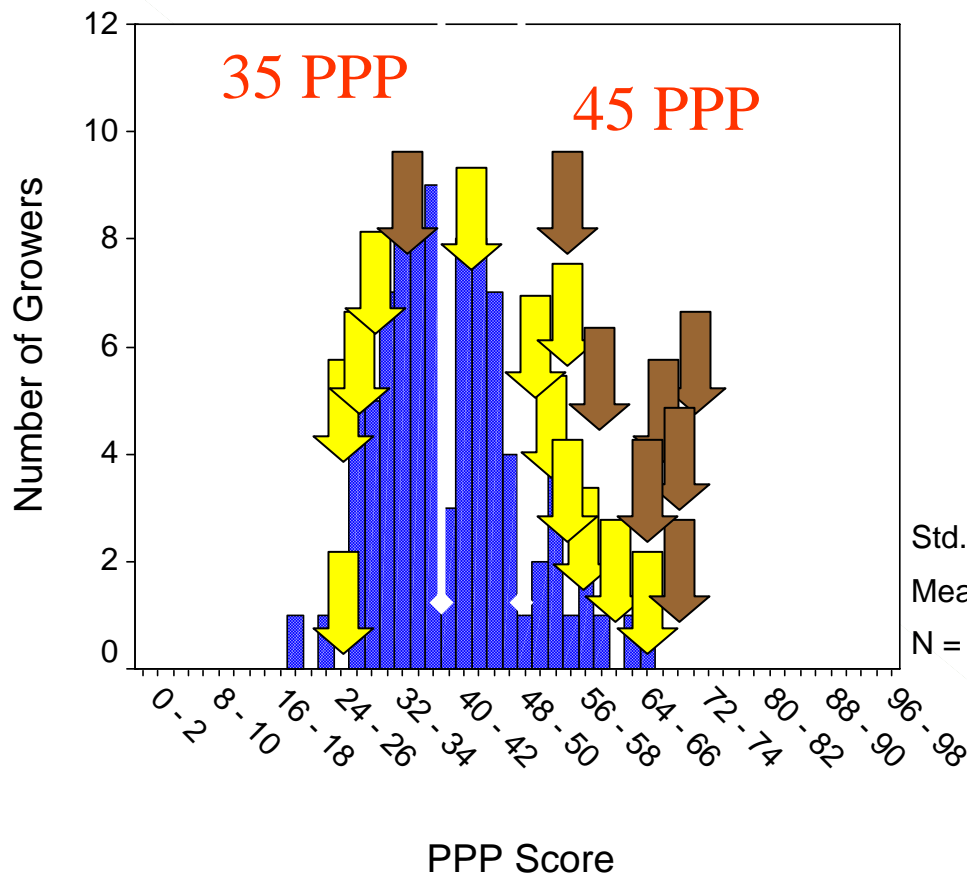


Tracking IPM Adoption

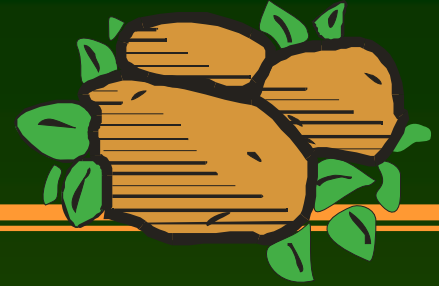


An Average Of 7 Point Improvement

for all 90 Surveyed Growers in 1998



Eco-label Standards



◆ Multi-attribute Toxicity Units

- Indefinite Amount of Points
- Determined by 4 factors
 - ◆ Acute Mammalian Toxicity
 - ◆ Chronic Mammalian Toxicity
 - ◆ EcoToxicity Factor (for example avian and fish)
 - ◆ BioIPM Toxicity Factor (resistance, impact on beneficials, impact on bees)

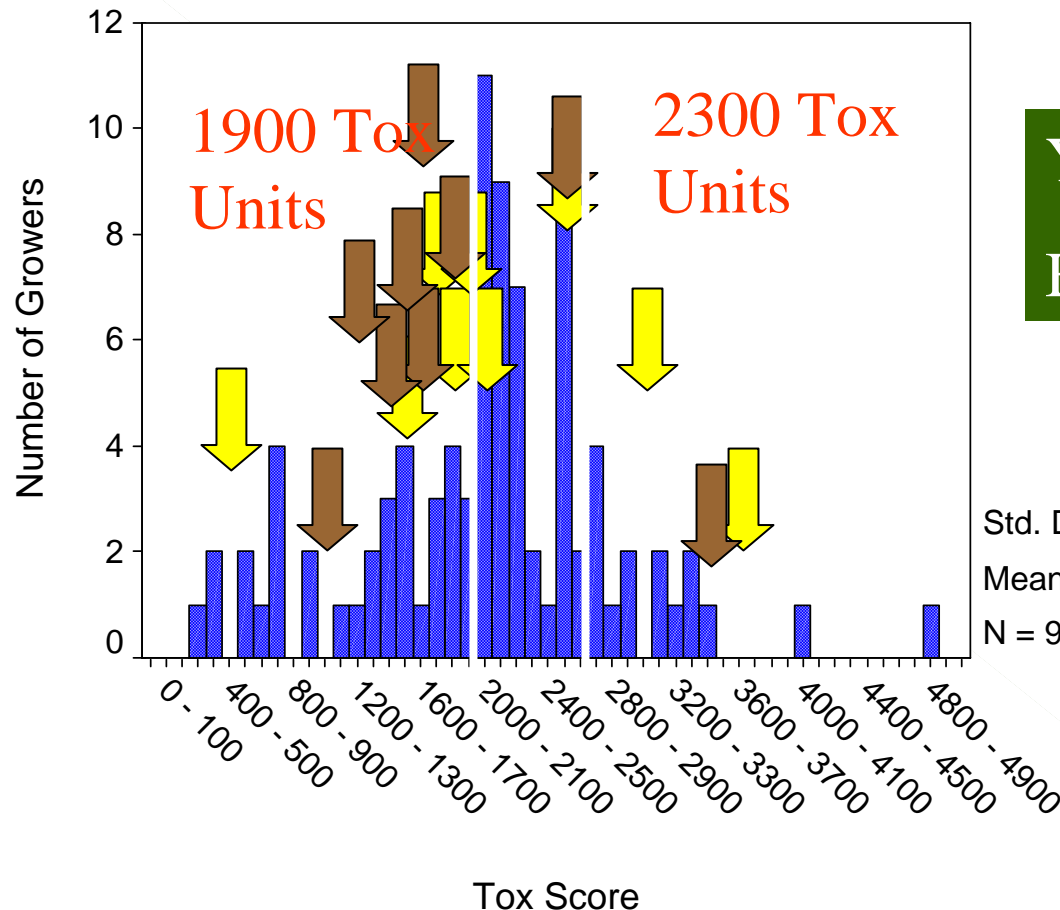


Tracking Pesticide Reductions



An Average Of 21% Decrease

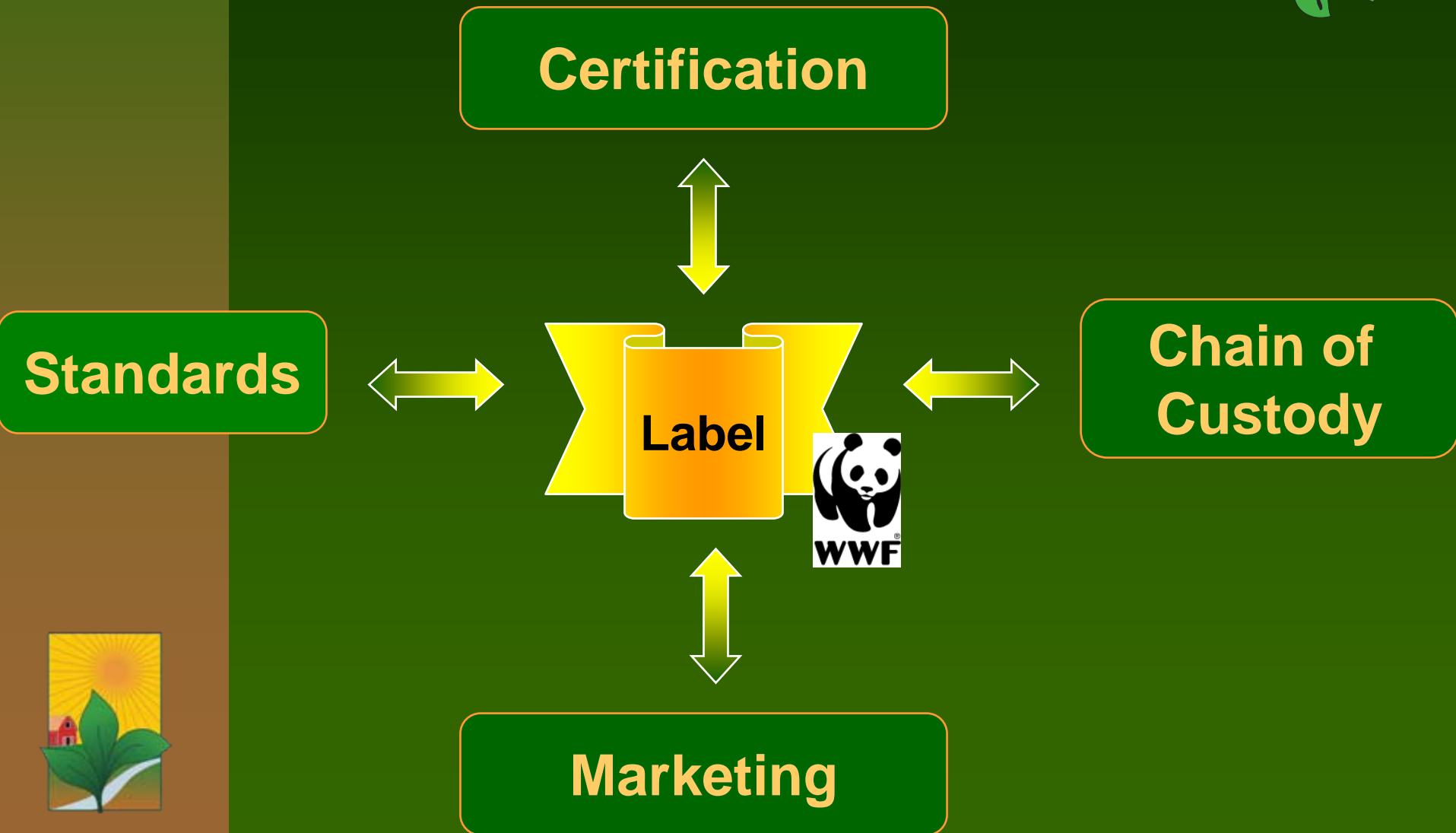
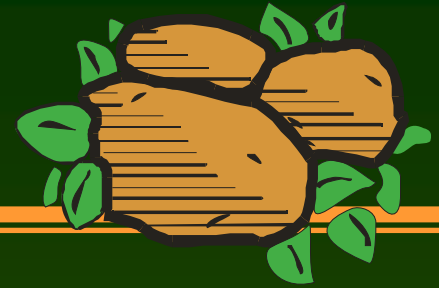
for all 90 Surveyed Growers in 1998



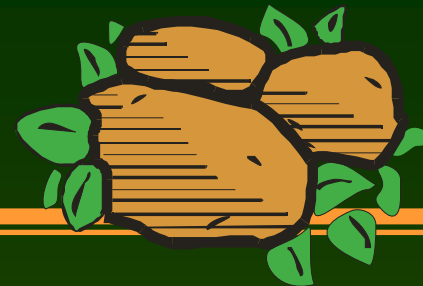
Yellow = 98

Brown = 00

Developing Research Based Production Standards



Eco-label Standards



♦ IPM Nine Categories Include

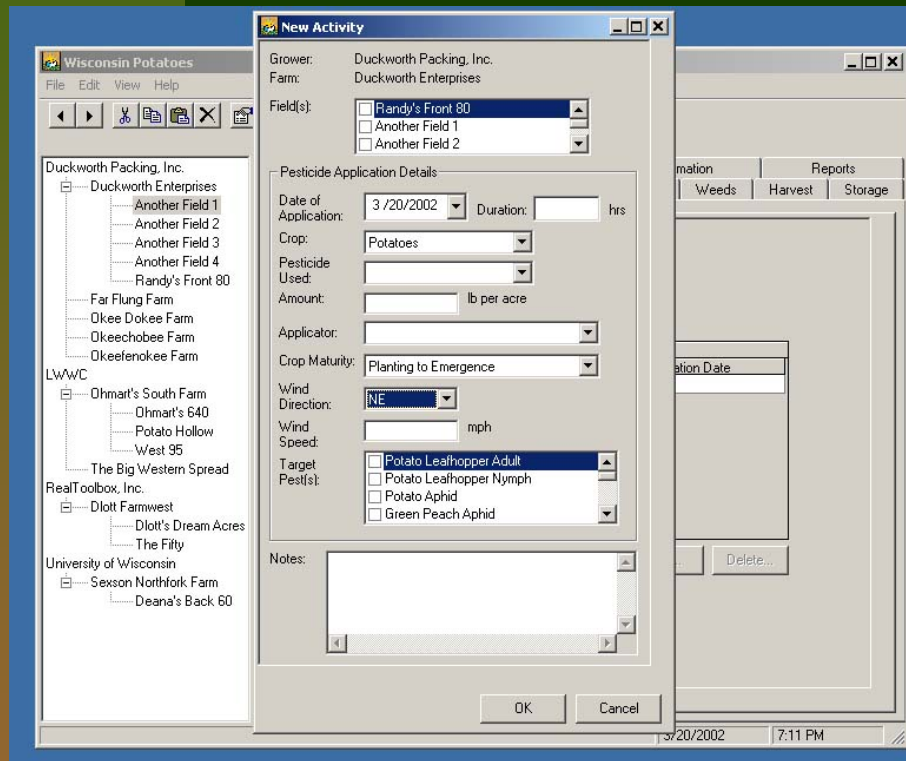
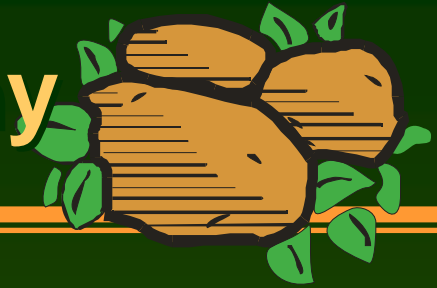
- Scouting
- Information Gathering
- General Pest Management Decisions
- Field Management Decisions
- Weed Management
- Insect Management
- Disease Management
- Soil and Water Quality
- Storage Management

♦ Pesticide Reduction

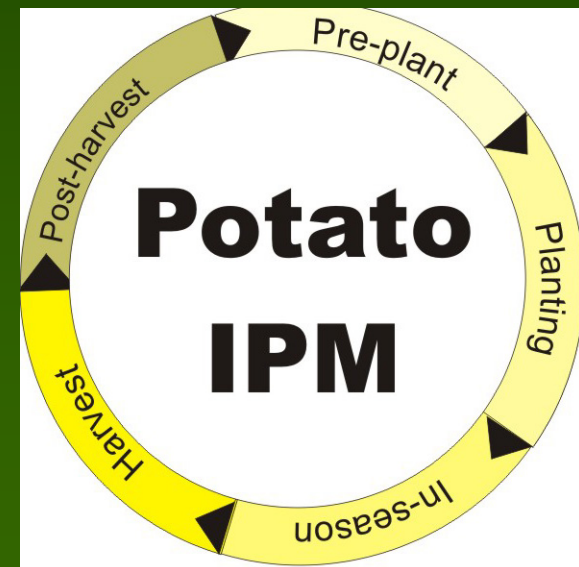
♦ Ecosystem Restoration Standard - 2006



Grower Tools – How and Why

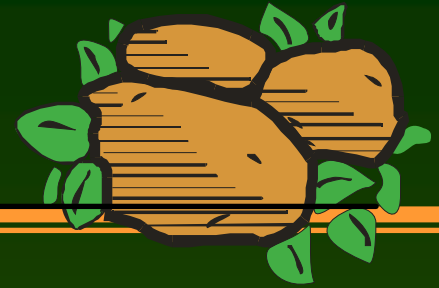


Specialized IPM Plans- Workbook



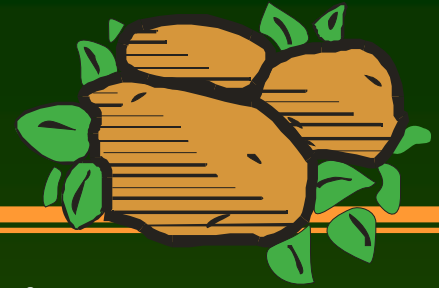
Database Systems

Five Year Certification Stats



Year	Growers	Total Acres	Passes	% Passed
2001	12	8000	4300 (53 fields)	54
2002	11	10000	4573 (61 fields)	46
2003	11	6728	3998 (48 fields)	59
2004	11	4580	4238 (59 fields)	93
2005	11	5823	4726 (58 fields)	81

Five Year Stats – Certified Fields



◆ BioIPM:

- ◆ 208 (2001)
- ◆ 237 (2002)
- ◆ 237 (2003)
- ◆ 241 (2004)
- ◆ 270 (2005)

30% Increase

◆ Toxicity:

- ◆ 1111 (2001)*
- ◆ 1052 (2002)*
- ◆ 872 (2003)
- ◆ 925 (2004)*
- ◆ 924 (2005)

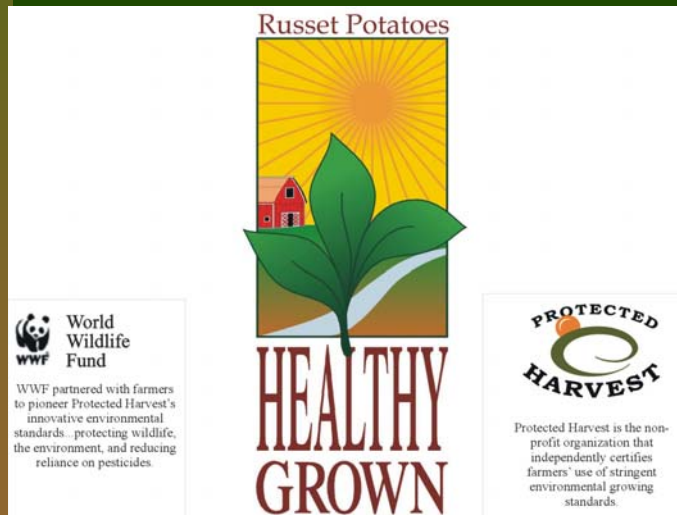
21% Decrease

Industry ~ 2000

Market Research & Development



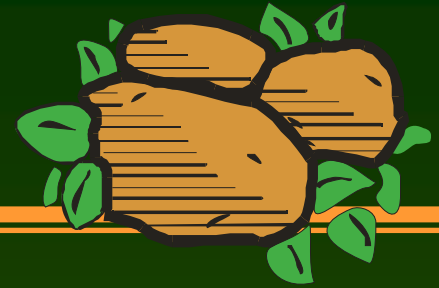
- ◆ WI value added example
- ◆ Difference in Cost:
 - Approx \$0.50 per cwt
 - Would like to return \$1.00 per cwt
 - Estimated 4-5 cent difference per pound in the marketplace



Value Added = \$ To Grower



Market Launch

A black and white photograph of a smiling woman and a young child standing behind a shopping cart filled with various vegetables. The woman is wearing a light-colored shirt and the child is wearing a light-colored dress. The background is dark.

"Today, more than ever, I choose food products that are better for my family...food I believe in."

The Healthy Grown logo is centered, featuring a stylized green leaf with a red barn and a yellow sun in the background. Below the logo, the words "HEALTHY GROWN" are written in a green, serif font. The background of the advertisement shows a red barn with the words "HEALTHY GROWN" on its side, set against a blue sky with a few clouds. In the foreground, there is a large pile of golden-brown potatoes.A small WWF logo is located in the bottom right corner of the advertisement.A photograph of a crane standing in a grassy field. The crane is facing right. The background is a soft-focus green field.

Good for you .
Good for the environment .

The Healthy Grown logo is positioned on the right side of the advertisement, featuring a stylized green leaf with a red barn and a yellow sun in the background. Below the logo, the words "HEALTHY GROWN" are written in a green, serif font.A small WWF logo is located in the bottom right corner of the advertisement.

Market Launch



"My dad says to 'find the noble purpose in what you do'. For farming that's about producing food that is truly good for people and caring for the land that feeds us."

— Andy Diercks

Healthy Grown Farmers –
father and son,
Steve and Andy Diercks



Why do the growers do it?



Grower Motivation to Participate



- Public Recognition
- To Get Ahead of the Regulatory Curve
- Public Investment
- Drive Public Policy
- It's the right thing to do
- Market Advantage????



Questions?

