



The Wisconsin Healthy Grown Potato Story

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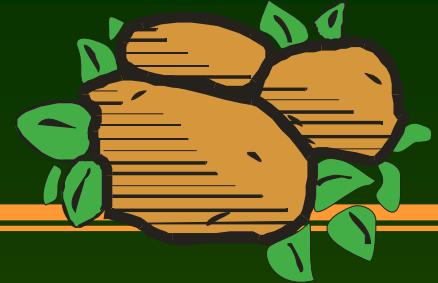
WWF/WPVG/UW Collaboration- History



Growers Setting The Stage To Do
The Right Thing!



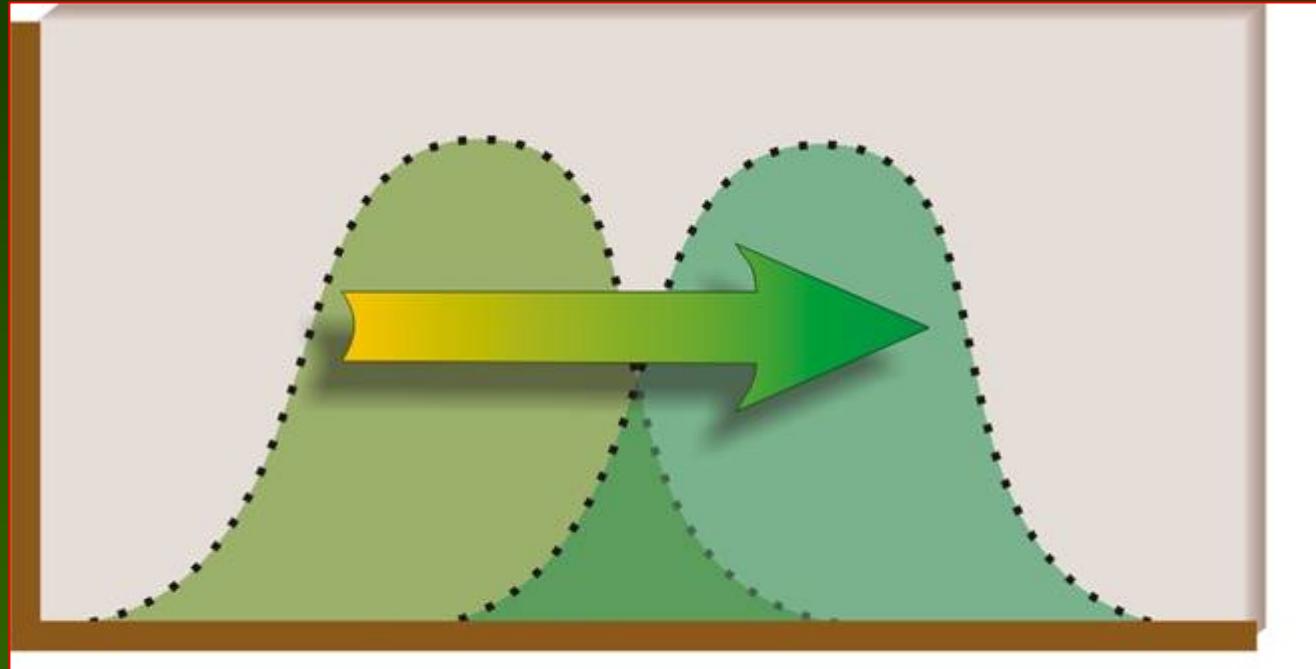
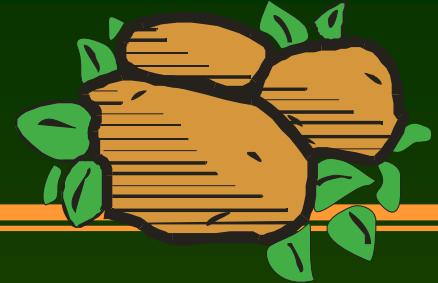
WWF/WPVGA/UW Collaboration - Goals



- ◆ 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



No IPM

Biointensive IPM

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

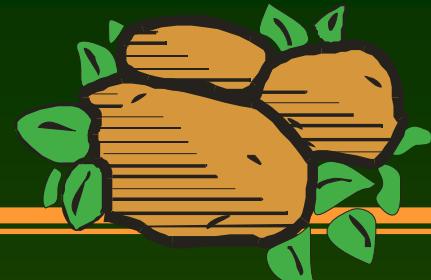


- Disease Forecasting
- Comprehensive Cradle to Grave Program
- Plant Resistance
- Scouting
- Cultural Management
- Biological Control



UW-Madison

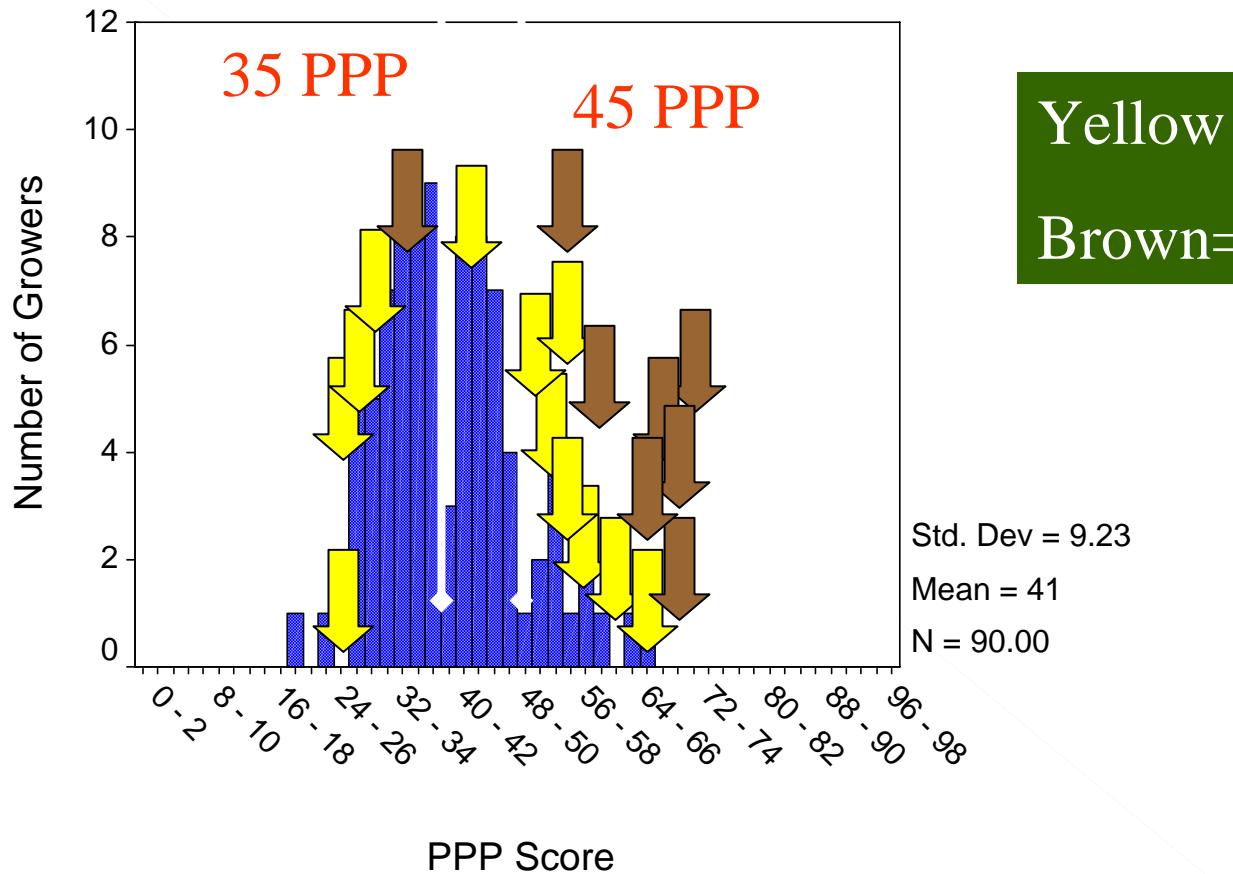
Tracking IPM Adoption



An Average Of 7 Point Improvement

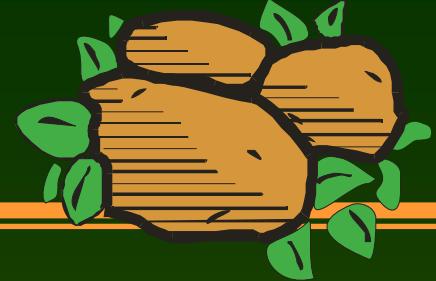


for all 90 Surveyed Growers in 1998



Yellow = 98
Brown = 00

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)

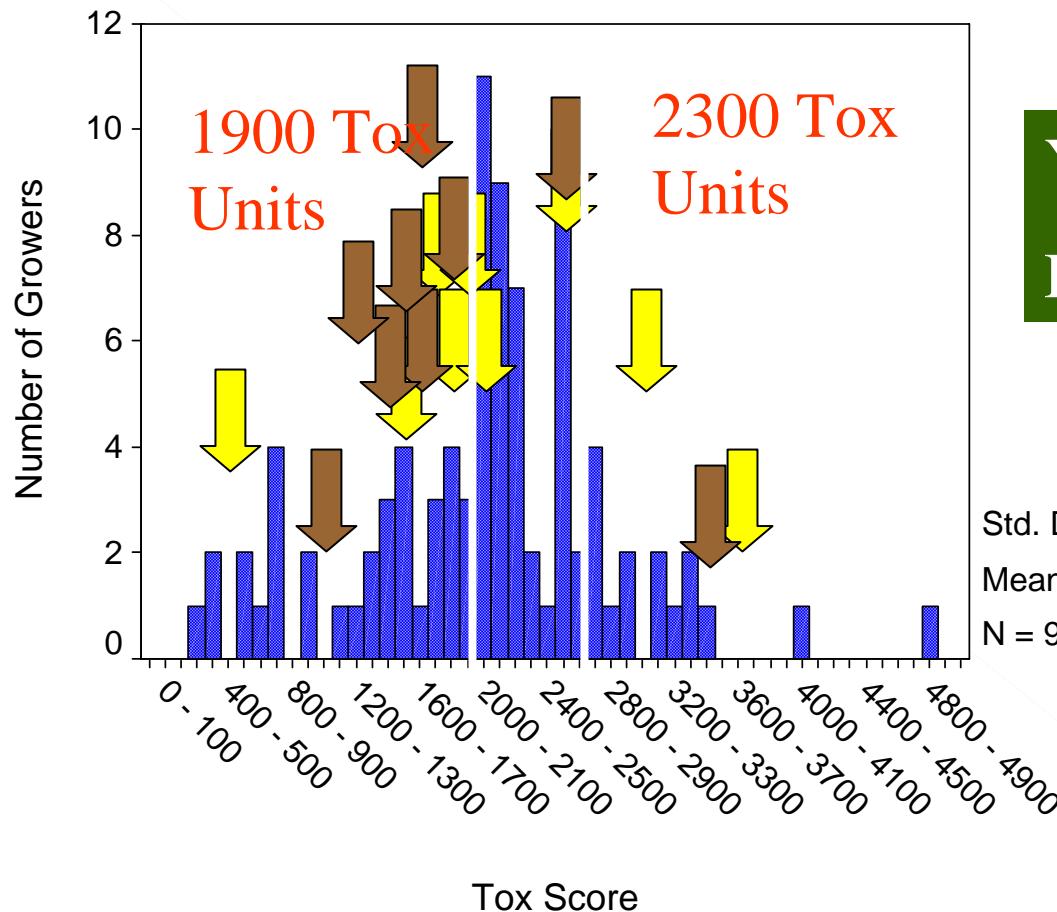


Tracking Pesticide Reductions



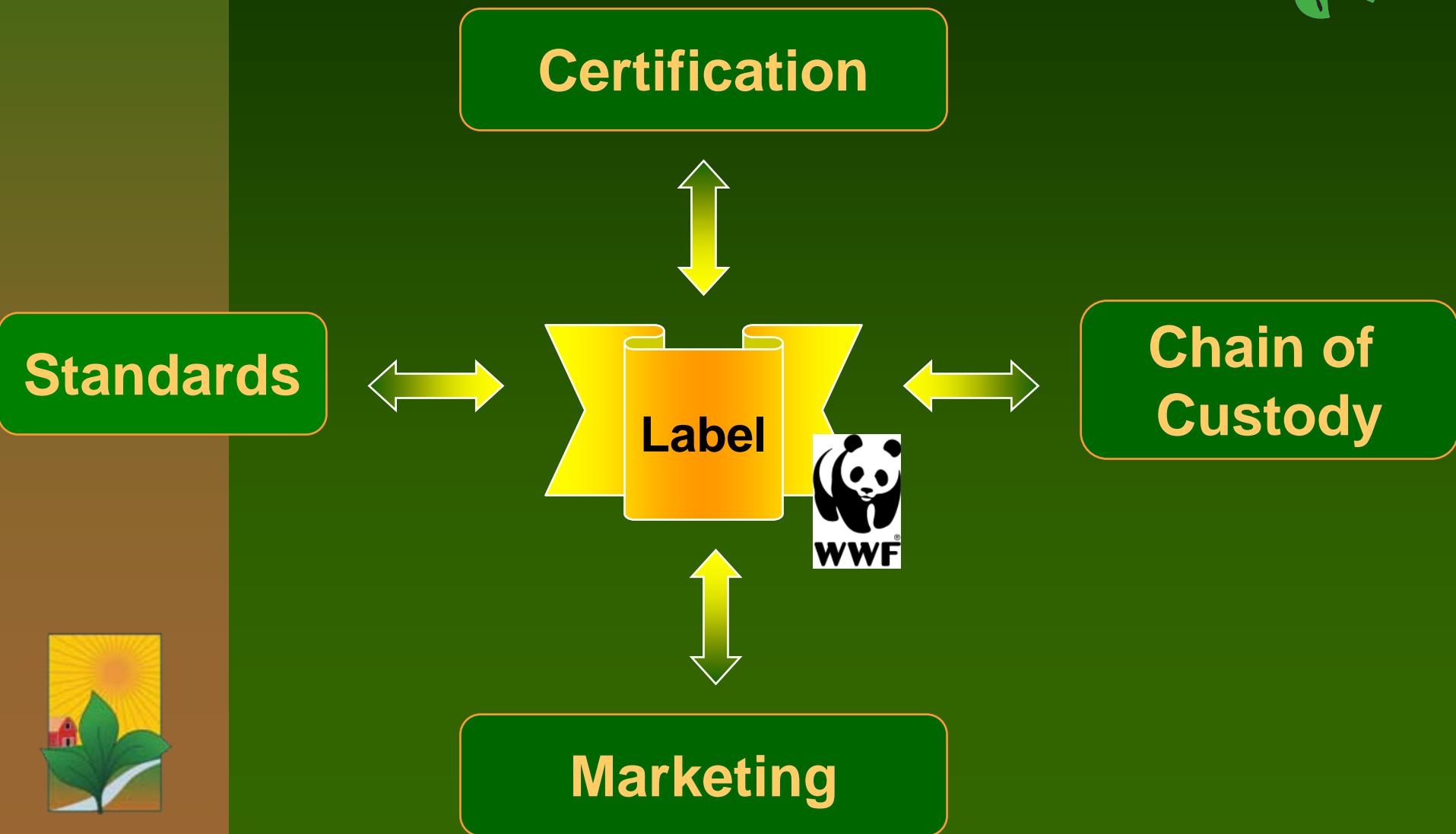
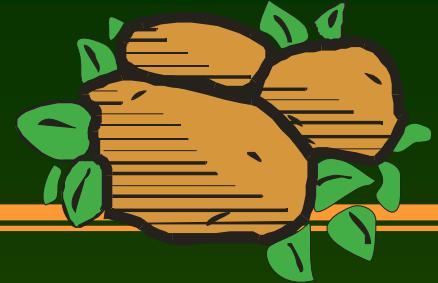
An Average Of 21% Decrease

for all 90 Surveyed Growers in 1998

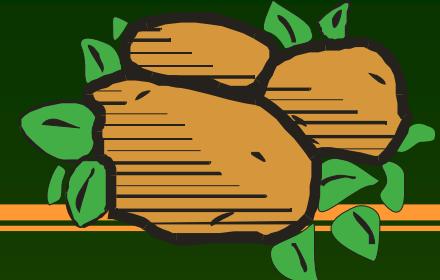


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Developing Research Based Production Standards



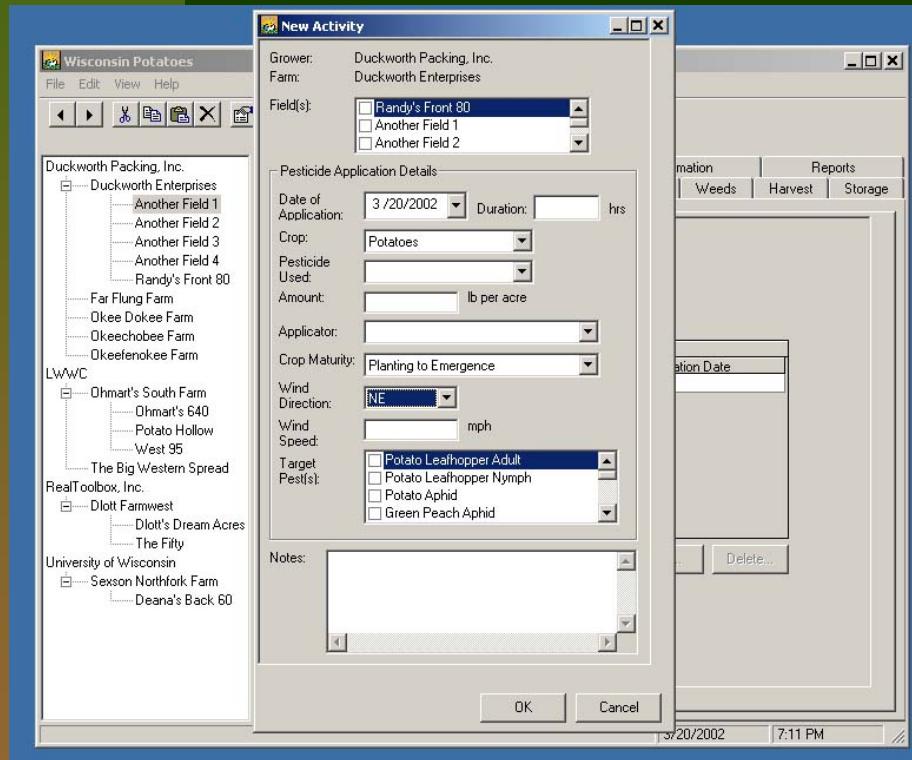
Eco-label Standards



- ◆ 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

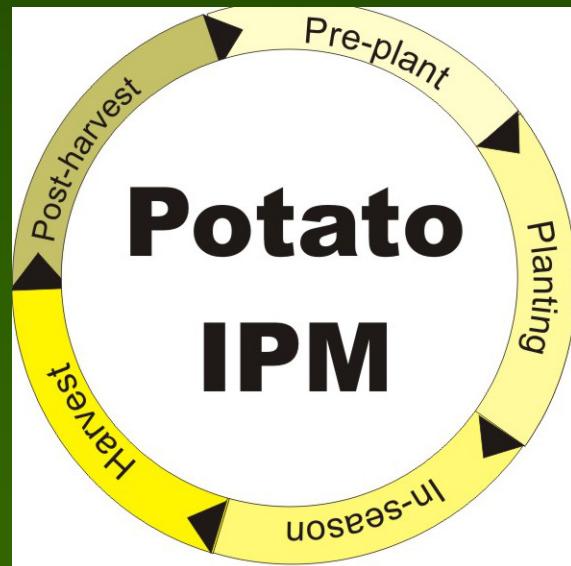


Grower Tools – How and Why

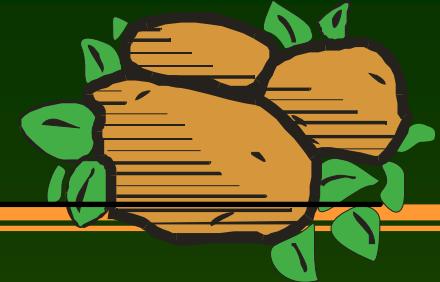


Database Systems

Specialized IPM Plans-
Workbook

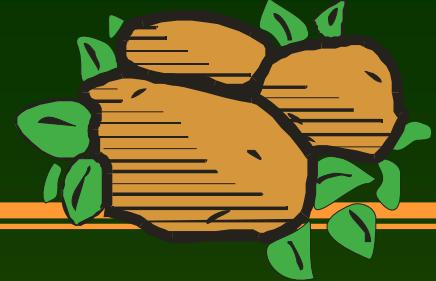


Five Year Certification Stats



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

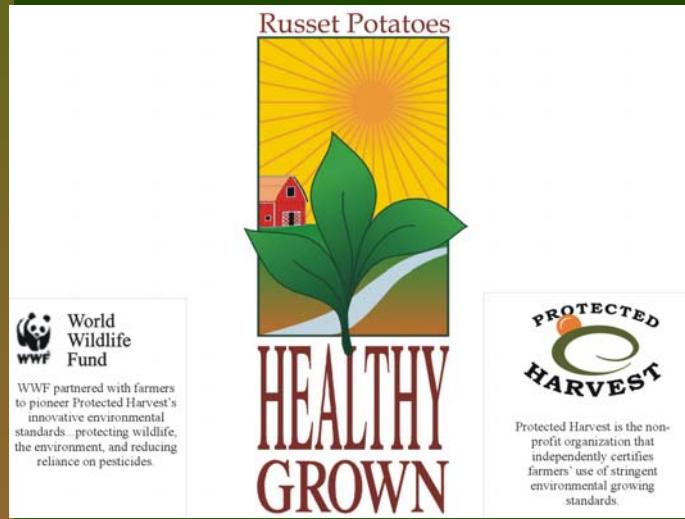
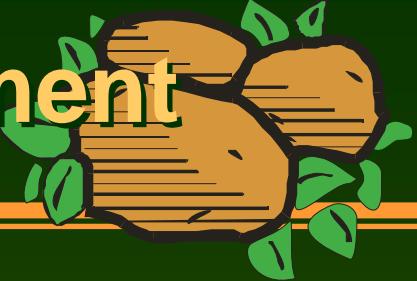
♦ Toxicity:

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

21% Decrease

Industry ~ 2000

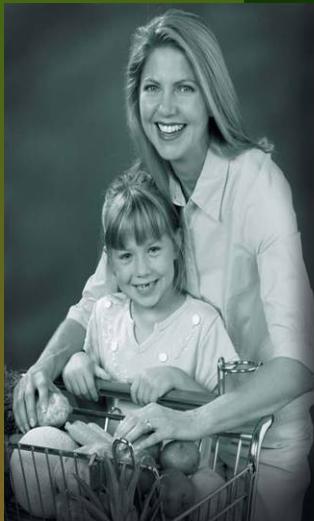
Market Research & Development



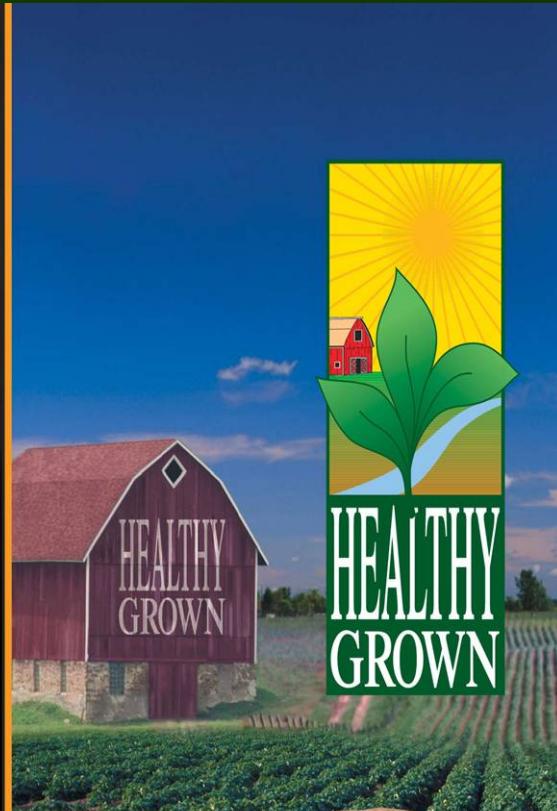
- ◆ WI value added example
- ◆ Difference in Cost:
 - Approx \$0.50 per cwt
 - Would like to return \$1.00 per cwt
 - Estimated 4-5 cent difference per pound in the marketplace

Value Added = \$ To Grower

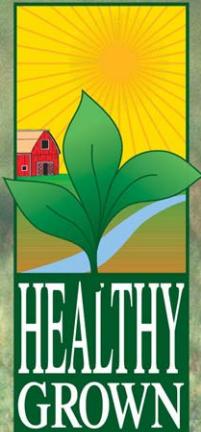
Market Launch



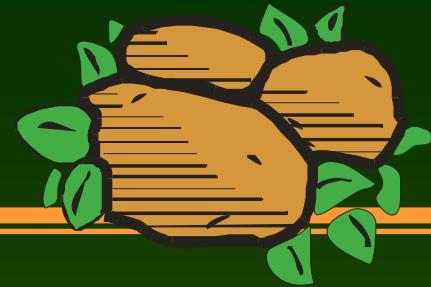
"Today, more than ever, I choose food products that are better for my family...food I believe in."



Good for you.
Good for the
environment.



WWF



Market Launch



HEALTHY
GROWN

"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?

