

Idaho Potato Commission Annual Legislative Report

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Idaho Potato Commission



JANUARY 30, 2024

ATTACHMENT 3

About the Idaho Potato Commission

- Established in 1937
- The Idaho Potato Commission (IPC) is a state agency that is responsible for promoting and protecting the famous "Grown in Idaho®" seal, a federally registered trademark that assures consumers they are purchasing genuine, top-quality Idaho® potatoes.
- Idaho's generational potato farmers along with our ideal growing conditions, including rich, volcanic soil, climate and irrigation differentiate Idaho® potatoes from potatoes grown in other states.



IPC Audit Review of:
9/1/2022-
8/31/2023

Including projection of income and
expenditures for FY24.

**LEGISLATIVE BUDGET REPORT
IDAHO POTATO COMMISSION
FOR THE PERIOD SEPTEMBER 1, 2023 TO AUGUST 31, 2024**

REVENUES:

POTATO TAX	\$15,378,250
SEED ASSESSMENTS	\$90,000
GRANTS	\$80,000
SALE OF PROMOTIONAL ITEMS	\$60,000
PENALTIES, FEES, AND INTEREST	\$50,000
	<u>\$15,658,250</u>
 ADD: RESERVES	 <u>\$1,205,000</u>
	<u>\$16,863,250</u>

EXPENDITURES:

ADMINISTRATION	\$4,310,700
CONSUMER AD/PR	\$5,255,750
FOODSERVICE PROGRAMS	\$1,771,000
RETAIL PROGRAMS	\$1,782,000
RESEARCH AND EDUCATION	\$1,634,350
EXPORT ACTIVITIES	\$995,000
OTHER PR	\$409,450
	<u>\$16,158,250</u>

Issues Facing the Idaho Potato Industry



Water

Drought and ongoing legal/administrative challenges are concerning for Idaho growers. funding for research is critical in developing potato varieties that consume less water, are heat tolerant, resistant to pests, and meet consumer expectations. Now, add quagga.



Inflation

Input costs remain high. Market prices have come down from historic highs and grower margins are at risk.



Federal Over-Regulation

Classification of the potato as a vegetable is at risk.
H2A requirements, ESA, EPA, etc.



Others

Trade, the next generation of farmers, and population growth.

Closing:

Questions?