

Potato Sustainability Alliance

John Mesko, CEO



January 24, 2024

Mission

We work at the intersection of growers, businesses and communities as the trusted alliance to support, advance and communicate potato sustainability.

Membership - Processors



Membership - Fresh Marketers



**THE LITTLE
POTATO
CO.**



Membership - Allied Industry



Membership - Grower Organizations



Membership - Buyers





2023 Program and Results

Measuring On-Farm Performance



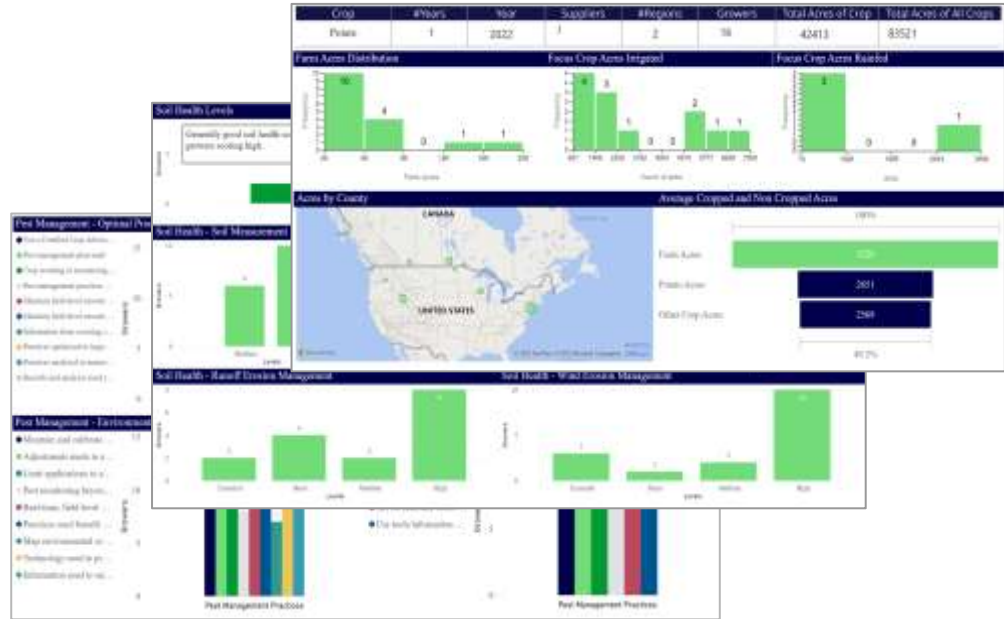
Our Program uses the SOA Standard to provide a measure of performance overtime against our focus areas and commitments:

Environmental Stewardship		
GHG Emissions	Water Stewardship	Food Waste
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		

Farm Legacy		
Soil Health	Farmer Prosperity	Biodiversity
The Alliance is committed to ensuring that future farmers can profitably grow potatoes on healthy soils while supporting biodiversity.		

Safe & Nutritious Foods
Integrated Pest Management
The Alliance is committed to growing safe, affordable, and nutritious potatoes through targeted and responsible pesticide use

2023 Self-Assessment Reports



Community Benchmark Report

Aggregated & Anonymized Dashboards

Self-Assessment Scope



The PSA Program invites growers across North America to participate in the self-assessment and receive personalized insights relative to the region the operation is located in.



West



Midwest



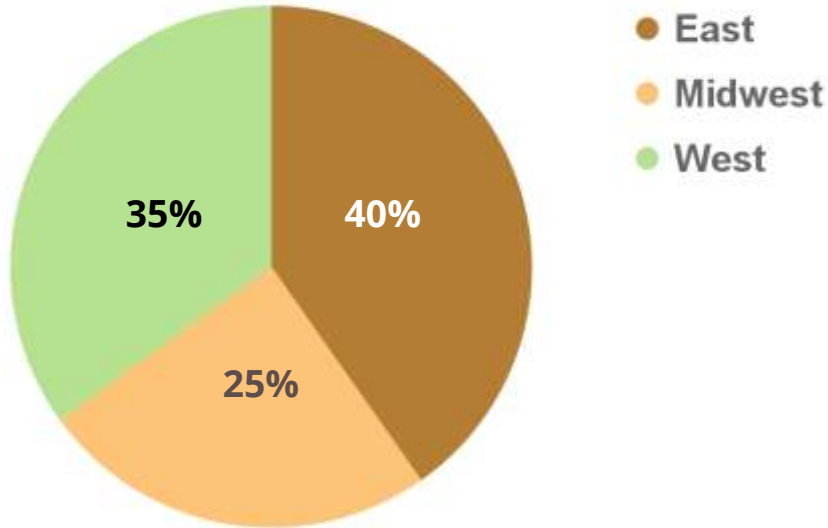
East

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

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.

Community Benchmark Reports



Leadership Level Performance

Your Summary

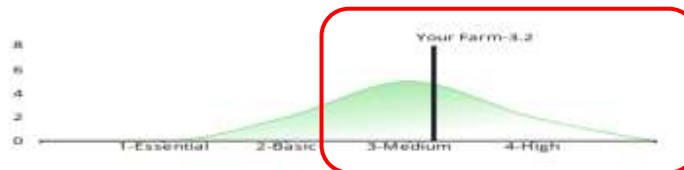
Soil Health

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

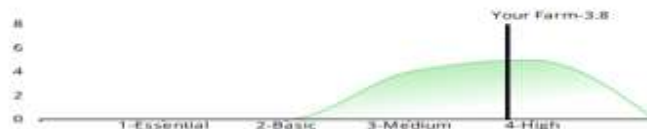
Community Leadership

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

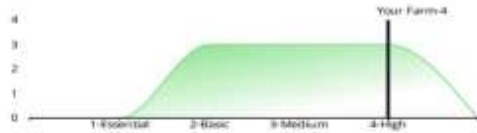


Community Benchmark Reports

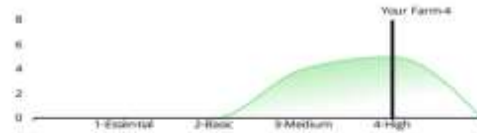


Your Other Results

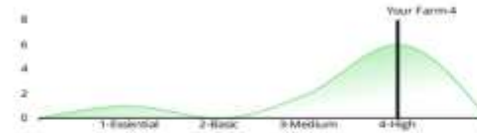
Biodiversity and Habitat



Optimal Production



Water Impact

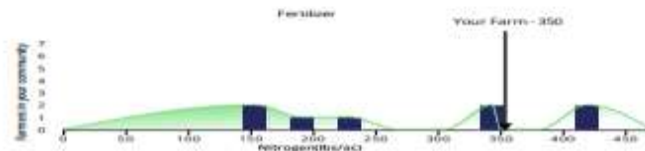
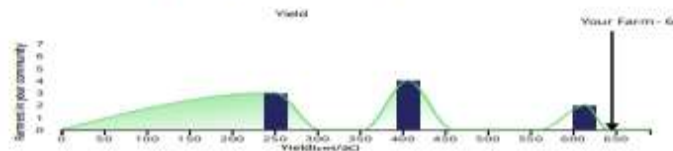


Management Practices

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



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

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.

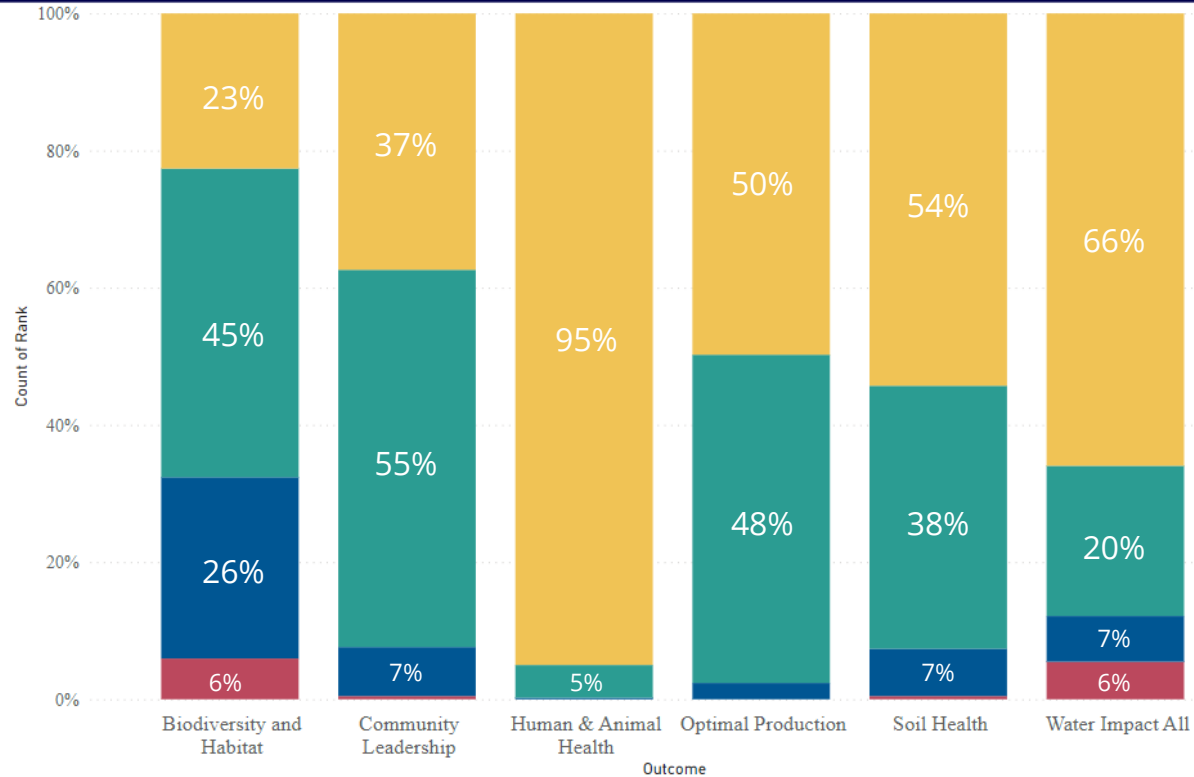
Leadership Levels & Outcomes



Outcome Overview

Leadership Levels

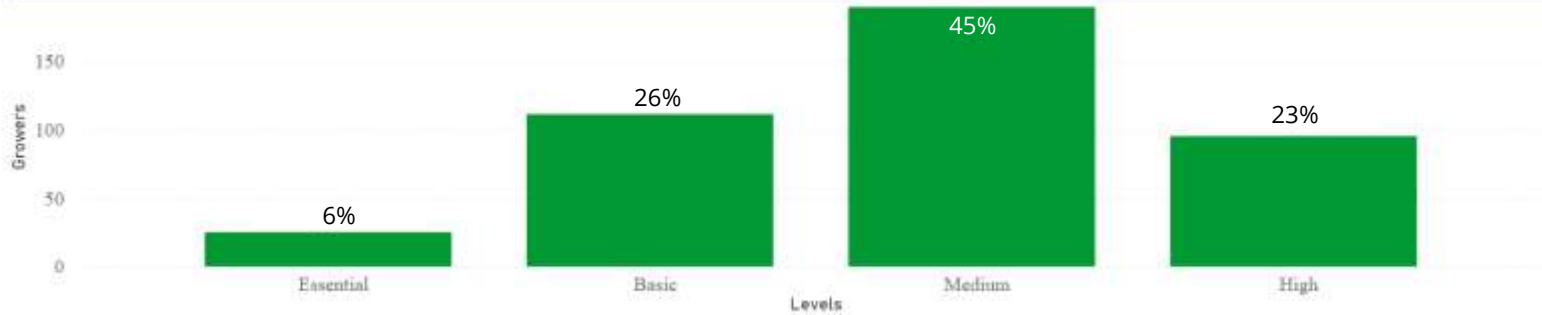
- Essential
- Basic
- Medium
- High



Biodiversity & Habitat



Biodiversity and Habitat Levels



Outcome Score: MEDIUM

Indicates a well-informed approach to maintaining and implementing cropped and non-crop areas that benefit habitat quality and pollinator management

Biodiversity & Habitat

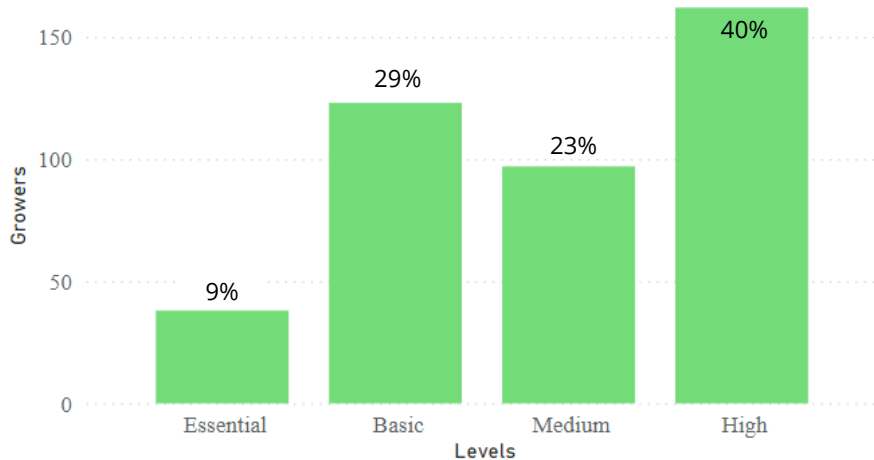
Driver	Score	Level
Habitat Quality	3.19	Medium
Pollinator Management	2.91	Medium

Pollinator Management - Distribution & Criteria



Evaluating the criteria within each driver allows for the identification of both areas of success and opportunities for improvement.

Biodiversity and Habitat - Pollinator Management



Level	Criteria
Essential	Criteria for Levels 2, 3 and 4 are not met
Basic	Non-crop or natural areas exist on the farm that provide habitat for pollinators.
Medium	Established new habitat or improved the quality of habitat for pollinators on the farm in the past 3 years.
High	Collaborate with neighbors and others at the regional level on pollinator initiatives

Habitat Quality - Distribution & Criteria



An opportunity for improvement is moving the cluster of farmers at medium to high, which involves collaboration and participation, as available, in regional initiatives.

Biodiversity and Habitat - Habitat Quality



Level	Criteria
Essential	Criteria for Levels 2, 3 and 4 are not met
Basic	Awareness of sensitive areas and species on the farm and adjacent areas and consider them in the management of the cropland.
Medium	Actively maintain or restore cropped and non-cropped areas on the farm to improve the quality of habitat for biodiversity. Respect for historically significant and archaeological sites, where applicable.
High	Collaborate with others at the regional level on initiatives to improve biodiversity, restore species and/or facilitate migration paths.

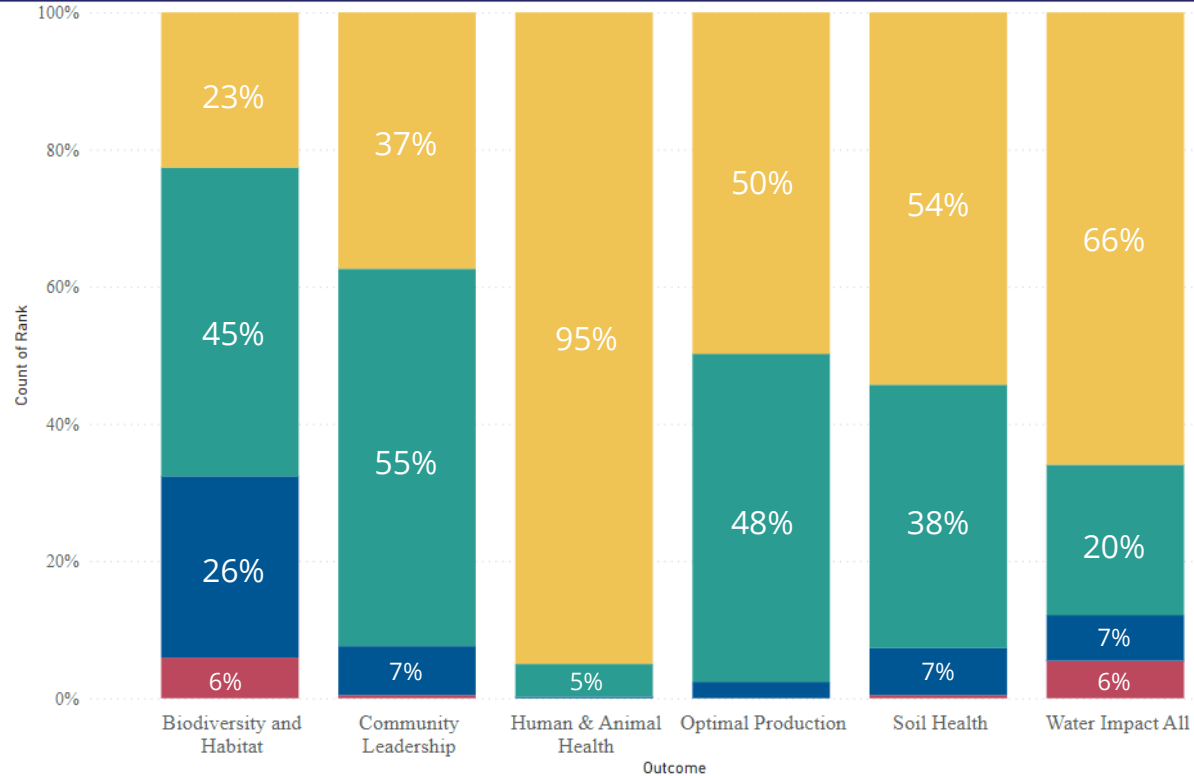
Leadership Levels & Outcomes



Outcome Overview

Leadership Levels

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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

SAI Platform FSA Alignment



Almost 30% of growers achieved silver or gold FSA equivalency

The SOA Standard achieved Gold equivalency with the Sustainable Ag Initiative Platform (SAI Platform) Farm Sustainability Assessment (FSA) v3.0:

- Use of an on-farm sustainability scheme that is benchmarked to FSA is a current and emerging customer requirement.
- Guidance is available to achieve desired performance
- Optional verification is available

Using Self-Assessment Insights



Facilitate peer-to-peer learning

Encourage the sharing of best practices among growers by highlighting successful approaches identified in the self-assessment.

Guide working group efforts

Inform the direction of working group initiatives based on identified areas of success, challenges, or opportunities.

Support special projects

Collaborate with members and growers to design and implement projects aimed at addressing identified challenges or opportunities.

Resource Allocation and Support

Ensure effective use of program resources by aligning communications and activities with growers' identified challenges and opportunities.

Goals and Plans for 2024



- 1. Gain and promote the recognition of PSAs program from Sysco, Walmart and other major retailers.**

- 1. Establish an ongoing program design effort**
 - a. Formalize the current Program Design Team
 - b. Develop a grower recognition and communication program
 - c. Develop a certification/claims program targeting fresh market to launch in 2025.

- 1. Membership Recruitment at all levels from growers through PSA Sectors.**
 - a. PSA is Your Sustainability Partner
 - b. Focus on meeting Fresh Market Sector needs for reporting

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Grower Recognition and Storytelling



- Recognition of your commitment to and progress toward *continual improvement*.
- Demonstration of the larger potato community's progress.
- Helping you tell *your sustainability story*.
- We want to keep sustainability simple, credible, farmer-centric, and transparent.



Mark Your Calendar!

Join the Potato Sustainability Alliance for the

3RD ANNUAL
SUMMER SYMPOSIUM

JULY 9-11, 2024

McDonald's Headquarters, Chicago IL



Thank you!

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