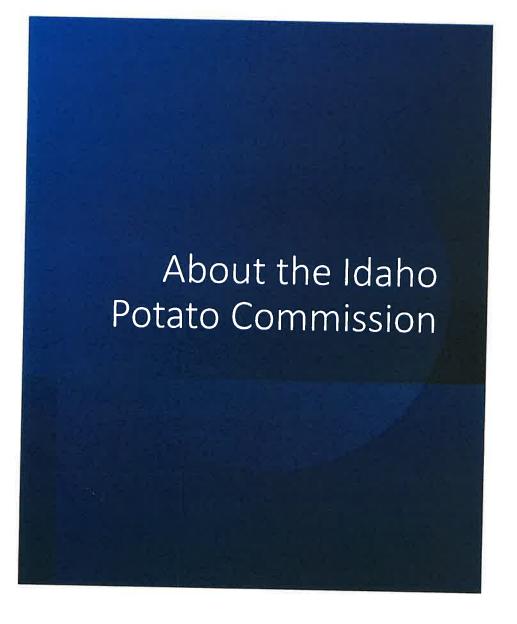
Idaho Potato Commission Annual Legislative Report

Jamey Higham, President/CEO 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.



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

E۷		

	\$15,658,250
CHARLAINS, PEES, MIND INTEREST	\$50,000
PENALTIES, FEES, AND INTEREST	\$60,000
SALE OF PROMOTIONAL ITEMS	\$80,000
GRANTS	\$90,000
SEED ASSESSMENTS	
POTATO TAX	\$15,378,250

ADD: RESERVES \$1,205,000

\$16,863,250

EXPENDITURES:

ADMINISTRATION	
CONSUMER AD/PR	\$4,310,700
FOODSERVICE PROGRAMS	\$5,255,750
	\$1,771,000
RETAIL PROGRAMS	\$1,782,000
RESEARCH AND EDUCATION	\$1,634,350
EXPORT ACTIVITIES	\$995,000
OTHER PR	\$409.450
	\$16 158 250

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.

