The Wisconsin Healthy Grown Potato Story

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WWF/ WPVGA/ UW Collaboration - History

WWF/ WPVGA/ UW Collaboration
WI Eco-potato Project

- Ecosystem
- Public Policy
- BioIPM and Reduced Toxicity
- Measurement
- Market Based Incentives

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

Do one process, learn from it, then expand.

Accelerating BioIPM Adoption
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
An Average Of 7 Point Improvement

for all 90 Surveyed Growers in 1998

Std. Dev = 9.23
Mean = 41
N = 90.00

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)
An Average Of 21% Decrease

for all 90 Surveyed Growers in 1998

Number of Growers

Tox Score

1900 Tox Units

2300 Tox Units

Yellow = 98

Brown = 00

Std. Dev = 811.29

Mean = 2153

N = 90.00

Distribution of Toxicity Score for all 90 Surveyed Growers in 1998

Tracking Pesticide Reductions
Developing Research Based Production Standards

Certification

Standards

Label

Chain of Custody

Marketing
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

<table>
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<tr>
<th>Year</th>
<th>Growers</th>
<th>Total Acres</th>
<th>Passes</th>
<th>% Passed</th>
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<td>2001</td>
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<tr>
<td>2004</td>
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<tr>
<td>2005</td>
<td>11</td>
<td>5823</td>
<td>4726 (58 fields)</td>
<td>81</td>
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</tbody>
</table>
Five Year Stats – Certified Fields

♦ BioIPM:
  ♦ 208 (2001)
  ♦ 237 (2002)
  ♦ 241 (2004)
  ♦ 270 (2005)

30% Increase

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

21% Decrease
Industry ~ 2000
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
“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.
Market Launch

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

“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
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?