

FOR IMMEDIATE RELEASE

CONTACT: Britt Raybould, 208.419.0993

UNITED ANNOUNCES RESULTS OF 2011-12 POTATO ACREAGE COUNT

Idaho Growers Work with Industry to Meet Demand

Idaho Falls, Idaho, July 1, 2011 — United Potato Growers of Idaho announced Thursday the official results for its 2011-12 acreage count. For the current growing season, United's counting teams surveyed over 3.1 million acres and counted 319,306 potato acres in Idaho. This number represents an increase in acres of 26,735, which will meet the greater demand of Idaho's processors for the upcoming season.

"United's analysis shows that the vast majority of the acreage increase comes from potatoes committed to processors," said United chairman Carl Taylor. "The breakdown of the acreage count identifies where the potatoes will head, and we're confident that the results of this year's count indicate Idaho will have a fresh supply well-balanced for the next market season."

Earlier projections in the spring showed that due to a new dehy plant opening in southern Idaho, process acres were guaranteed to go up this year. "The count shows that those earlier projections were correct and we now know that those additional process acres exist and have a home," continued Taylor. "If we hadn't performed the acreage count and analysis, we as an industry wouldn't have this very valuable information about our upcoming season."

Due to weather delays, this year's crop appears to be behind 7-10 days with some growers only finishing their planting last week. As of June 28, 2011, all growing areas were down significantly on growing degree days as compared to the previous two years and to the 30-year average. However, United anticipates that this acreage will yield enough potatoes to match supply with demand in 2011-12.

Why Count Acres

Prior to United's annual acreage count, Idaho potato growers relied solely on the acreage survey conducted by the National Agricultural Statistical Service (NASS). With United's annual count, Idaho potato growers have a real versus statistical count of all potato acres planted in Idaho. Other United

NEWS RELEASE



6109 S. YELLOWSTONE HWY • IDAHO FALLS, IDAHO 83402 • 208.535.8500 • WWW.UNITEDPOTATO.COM
chapters in Washington, Oregon, Wisconsin, and Colorado are wrapping up their acreage counts during the next few weeks, too. These organizations use the same process and software to count their potato acres. Results from their acreage counts will be available in the coming weeks.

Knowing the acreage count gives growers much-needed information for the upcoming market season. If a grower knows the number of acres potentially available to the market, better decisions can be made about when to sell the crop, increasing the grower's potential to cover operating costs. United's data collection efforts don't end with the acreage count. In August, United will conduct its pre-harvest field digs to help establish an estimate of this year's crop.

How United Counted

Relying on Farm Service Agency (FSA) field maps for the entire state of Idaho, United sent multiple teams around the state of Idaho to physically count potato acres by ground and air. All told, these teams reviewed more than 115,000 fields. To count acres, United used a combination of GPS and mapping software to record the crops planted in each field. Fields were recorded as either potatoes or 'other.'

In order to properly verify a field's crop, a team member, at minimum, had to be close enough to see the field using field glasses. United required that teams visually verify a field before recording its crop. Each team transmitted its data to the home office. For tracking purposes, each team's data was tagged to ensure that if errors arose they could be linked back to a specific team.

Following the count, United conducted an audit to verify the accuracy of its findings. Teams then audited 49,000 acres or 1.6%. Based on the audit, United's counters achieved an accuracy rate of 99%.

Protecting Data

As part of this counting process, United follows an established data policy for the handling of all acreage data. United believes it can best serve the grower community while maintaining landowner privacy. As such, United will only provide and/or publish acreage data in aggregate by United districts, counties and by state. Any maps published as part of a presentation or article, for example, will have all identifiable characteristics (e.g., road names, county names, etc.) removed to prevent disclosure of specific field locations. United will take every necessary measure to ensure that this data is protected to maintain program standards and security.

NEWS RELEASE



6109 S. YELLOWSTONE HWY • IDAHO FALLS, IDAHO 83402 • 208.535.8500 • WWW.UNITEDPOTATO.COM

About United Potato Growers of Idaho

United Potato Growers of Idaho is a member co-op of the United Potato Growers of America, which was formed in March 2005 by growers to focus on managing a United potato supply so as to positively affect grower profitability. Through UPGA membership, growers are empowered to better understand and act upon demand for their product. Call UPGI's office, 208-535-8500, or visit www.unitedpotato.com to learn more.