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Developing a Roadmap for Ontario's Fresh Potato Industry **Study reveals extensive opportunities for Ontario's fresh potato industry**

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A recent study to identify opportunities for Ontario's fresh potato industry has led to some recommendations to help change consumer attitude and behaviour towards this food product.

The study, a collaboration between the Ontario Potato Board, Loblaw Companies Limited, Downey Farms, the Value Chain Management Centre, and George Mitges & Associates, will enable businesses along the value chain to make more informed decisions. This includes the ability to redress consumers' incorrect assumptions of the nutritional and health related attributes of fresh potatoes, and build upon the finding that many consumers do not view price as a top tier consideration. More important to consumers is the availability of high quality, value-added potato products that address a specific functional purpose or are suited to a specific style of preparation.

"The study identified clear market opportunities that can be realized through greater collaboration along the entire value chain," stated Don Brubacher, General Manager of the Ontario Potato Board.

Ontario's potato industry has been impacted by the emergence of competing carbohydrates, such as pasta and rice, along with increasing costs of production. It has also been affected by the unintended consequences that stem from potato growers' and provincial organizations' not collaborating strategically from a market perspective.

A copy of the full case study can be accessed [here](#) or by contacting Don Brubacher or Martin Gooch (information below).

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ONTARIO POTATO BOARD

The Ontario Potato Growers Marketing Board was formed for process potato growers in 1976 by an Act of the Ontario Provincial Government. The Fresh Potato Growers of Ontario was formed for fresh potato growers in 1979 by an Act of the Ontario Provincial Government. The two Boards were amalgamated in 1999 as the Ontario Potato Board and consist of a Fresh Council and Process Council. The Ontario Potato Board is dedicated to providing consumers with delicious high-quality potatoes as well as being a resource of information and to address inquiries about potatoes, potato processing, storage, preparation and nutrition.

VALUE CHAIN MANAGEMENT CENTRE

Value Chain Management Centre is a division of Value Chain Management International (VCMi). VCMi is dedicated to helping businesses, primarily in the agricultural and food industry, to enhance their long-term profitability and environmental sustainability. The company achieves this by enabling businesses to develop close consumer-focused relationships with customers and suppliers, which provides them with the ability to adapt to changing market conditions and mitigate risks more effectively than otherwise possible.

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