



Virtual Agriculture Awareness

January 2022

With the recent restrictions put in place by the Federal Government that do not allow PEI Potatoes to be shipped to the United States, what better time for our members to learn more about this industry!

- Read the Introductory Page (see page 2)

- Watch a series of 6 short videos on YouTube
 - Planting https://www.youtube.com/watch?v=xU1M_9iliTU
 - Growing <https://www.youtube.com/watch?v=FnCUBTt7vEU>
 - Harvesting <https://www.youtube.com/watch?v=WetewqKf0hM>
 - Grading <https://www.youtube.com/watch?v=8cQIIK6TKGc>
 - Tradition https://www.youtube.com/watch?v=2eR_VoCFBGk
 - Uniqueness <https://www.youtube.com/watch?v=wo8bdPwHTHk>

- Check out the KidZone on the PEI Potato Board website for some fun activities
<https://www.peipotato.org/why-pei-potatoes/kids>

- Possibly try a new recipe featuring PEI Potatoes

- Feel free to expand on ideas - for instance, members could send a card to local potato farmers thanking them for their hard work!

NOTE: If a member does choose to partake in this opportunity, be sure to fill out the Agriculture Awareness section in the Member Booklet to share what they learned and if they tried a new recipe or came up with their own unique idea!

Introduction: Potato Industry

The potato industry is a big business in Prince Edward Island! Potatoes are the primary cash crop on the Island and PEI continues to be the largest potato-producing province in Canada, growing one-quarter of the potatoes in the country. A 2020 economic impact study found that the industry is worth over a billion dollars to the Island economy each year!

Prince Edward Island Potatoes are grown for three specific markets:

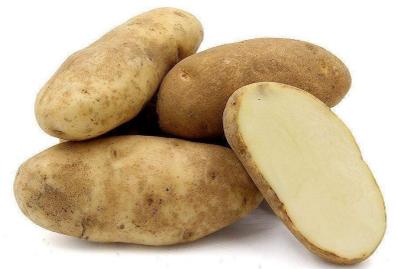
- **Table** potatoes, sold to retail and food service sectors.
- **Processing** potatoes, manufactured into French fries, potato chips, and many other products.
- **Seed potatoes**, grown with high quality and health standards to yield future commercial potato crops.

Approximately 60% of Prince Edward Island potatoes are destined for processing, 30% go to the fresh market through retail or food service, while 10% are grown for seed purposes. Seed and table potatoes are shipped to over 20 countries annually, including the United States, Puerto Rico, Ukraine, Italy, Thailand, and more!

Prince Edward Island's shipping season begins in late July, with early or "new" potatoes hitting the market in Atlantic Canada. The main crop is harvested starting in September. Shipments to all markets begin at this time, with round white, reds and yellow varieties often available first and russet varieties available later in the autumn months.

Varieties

Russets: These are the most widely used potato varieties due to their versatility. These are the most common potatoes used in making French fries but are also great for making fluffy mashed potatoes, dry baked potatoes, and scalloped potatoes. The Russet Burbank is the most popular variety, but other popular russet varieties include Goldrush, Ranger Russet and Russet Norkotah.



Whites: These varieties cover a range of shapes, sizes, and growing seasons. Superiors are a round white variety that are harvested early in the season and are commonly sold as "new potatoes" in the summer months. Kennebec is another popular round white variety, excellent for making creamy mashed potatoes or used in potato salads, stews or soups. Round white varieties such as Atlantic and Dakota Pearl are popular in making potato chips. Shepody is a long white variety grown primarily as an early season potato for making French fries in PEI.



Reds: Most red potatoes have a rosy, red skin and white flesh. These potatoes are well suited for roasting, boiling or steaming due to their moist, firm texture. They can also make a colourful addition to salads with the skin left on. Popular red varieties include Red Norland and Chieftain.



Yellows: With their golden coloured flesh that looks like butter has already been added, yellow varieties are becoming increasingly popular in North America. The most popular yellow variety is definitely the Yukon Gold, popular both in stores and restaurants. Another increasingly popular yellow variety is the Innovator, a longer potato than the Yukon Gold that is somewhat similar to a russet in appearance.



Recipe: Potato Carrot Muffins

How about the Prince Edward Island recipe from our “Foods Across Canada” Project Guide!?

Prince Edward Island is famous for potatoes, one of the world’s most versatile foods.

In this recipe, potatoes are combined with carrots for a delicious, moist muffin.

Yield: 12 muffins

Ingredients:

3/4 cup (175ml)	whole wheat flour	1/4 cup (50ml)	vegetable oil
3/4 cup (175ml)	all-purpose flour	1/4 cup (50ml)	low fat milk
3/4 cup (175ml)	sugar (white)	1	egg
2 tsp (10ml)	baking powder	1 cup (250ml)	grated carrots
1 tsp (5ml)	baking soda	1 cup (250ml)	grated potatoes
1 tsp (5ml)	ground cinnamon	1/2 cup (125ml)	raisins
1/2 tsp (2.5ml)	salt		

Method:

- Preheat oven to 350°F (180°C). Line muffin baking sheet with 12 medium paper or non-stick muffin cups.
- In large bowl, combine dry ingredients (flours, sugar, baking power, baking soda, cinnamon and salt).
- In second bowl, combine wet ingredients (oil, milk and egg).
- Add wet mixture to dry mixture along with carrots, potatoes and raisins, stirring just until moistened - do not over mix.
- Spoon into muffin cups, filling 3/4 full. Bake for about 20 minutes or until muffins are lightly browned and firm to the touch.
- Let cool. Store in an air-tight container



Nutritional Information (per muffin)

Calories	188	Sodium	284mg
Protein	3.1g	Potassium	195mg
Total Fat	5.4g	Calcium	41mg
Carbohydrate	33g	Iron	1.1mg
Fibre	1.9g		