Wisconsin Specialty Crops Overview

2022 Wisconsin Agricultural Outlook Forum

Wisconsin Potato & Vegetable Growers Association (WPVGA)

Presented by:
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About WPVGA

- WI ranks 3rd in the nation for potato production, and 1st east of the Mississippi. Idaho and Washington are always 1 and 2 in US.

Mission

- To advance the interests of WPVGA members through education, information, environmentally sound research, promotion, governmental action and involvement.
- Founded in 1948 – Headquarters in Antigo, WI
- Funded by 8-cent/cwt. assessment on potatoes only; but all growers are on 3-4 year rotations that include other crops, primarily vegetables for processing.
- 110 Grower Members | 183 Associate Division Members
- 162 Auxiliary Members
Wisconsin Potato Production

- 65,000 acres of potatoes harvested in 2021
- Average Yield of 420 cwt./acre in 2021
- WI produced 27.3 million cwt. of potatoes
- $327 million value

Crop Breakdown:

- 37% Fresh
- 27% Process Chips
- 23% Process Frozen
- 13% Seed

- Fresh
- Process Chips
- Process Frozen
- Seed
Wisconsin Vegetable Production

Wisconsin ranks in the top five nationally in the production of eight major vegetables:

- 1st in snap beans, beets and cabbage
- 2nd in peas and carrots
- 3rd in potatoes and sweet corn
- 5th in cucumbers for pickles
- Also Top-10 in onions

Top potato-producing counties:

- Portage (8.5 million cwt.)
- Adams (4.8 million cwt.)
- Waushara (4.7 million cwt.)
- Langlade (3.5 million cwt.)
- Juneau (1.1 million cwt.)
Potatoes – WI #3 in US

- 2021 Production: 27.3 million cwt: up 4% over 2020
  - $12/cwt Average Price for all uses (Fresh, Chip, Fry, Seed)
  - Up 12% over 2020
- 2022: 15-20% Price increase expected for all sectors
  - Cost of Production Increases Across the Board
  - Fertilizer, Chemicals, Equipment, Labor, etc.
  - Growers expect returns of $500-$800/A
Snap Beans – WI #1 in US

- 2020: Snap Beans
  - 56,600 acres and 5.66 million cwt
  - Processing: 272,529 tons and $26.3 million value
- 2021 Production Not Yet Available (USDA Release Feb 16)
- Good and bad fields; overall profitable 2021 Crop
- 2022: Significant Price Increase Expected (20-30%)
Sweet Corn – WI #3 in US

• 2020: Sweet Corn
  • 57,100 acres and 9.99 million cwt
  • Processing: 478,141 tons and $33.6 million value
• 2021 Production Not Yet Available (USDA Release Feb 16)
  • Price: Approx. $81/ton (up from $70/ton in 2020)
  • Overall good yields and good crop in 2021
• 2022: Significant Price Increase Expected (15-20%)
Peas – WI #2 in US

• 2020: Peas
  • 27,700 acres and 1.14 million cwt
  • Processing: 56,274 tons and $13.3 million value
• 2021 Production Not Yet Available (USDA Release Feb 16)
• Pea crop was mixed in 2021; Overall crop average at best
• 2022: Significant Price Increase Expected
Carrots – WI #2 in US

- 2020: Carrots
  - 3,500 acres, 1.82 million cwt, $8.48 million value
- 2021 Production Not Yet Available (USDA Release Feb 16)
- 2021 Exceptional Crop (35-36 tons/acre); Excellent returns
- 2022: Price Increase Expected but volume could be reduced
Cranberries – WI #1 in US

• 2021: Production down about 20%
  • Typical Wisconsin harvest: 5.0 to 5.5 million barrels
  • 2020 was 4.6 million barrels
  • 2021 estimated at about 4.1 million barrels
  • North American crop below average
• Prices rebounding: up from about $35/barrel to $40/barrel
• Growers are profitable after 3-4 years of losses
• Juice sales increased following Covid-19
Summary

• How was 2021?
  • Good year for potatoes, sweet corn and carrots
  • Mixed results on snap beans and peas
  • Cranberries: production down, but prices up, overall 1st profitable year in 3 or 4 years

• What is industry sentiment going into 2022?
  • Growers are cautiously optimistic, but inflation and rising cost of production has growers concerned. Contract prices need to increase by 20% or more.
Thank You

• Questions?

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