

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

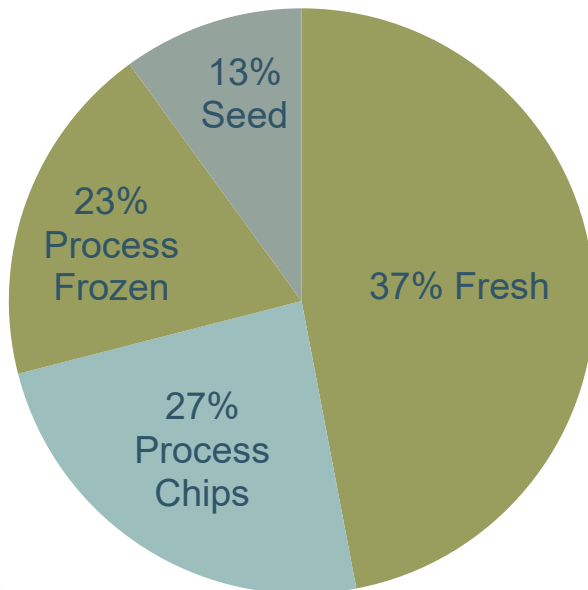
- To advance the interests of WPVGA members through education, information, environmentally sound research, promotion, governmental action and involvement.
- Founded in 1948 – Headquarters in Antigo, WI
- Funded by 8-cent/cwt. assessment on potatoes only; but all growers are on 3-4 year rotations that 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:



- 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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