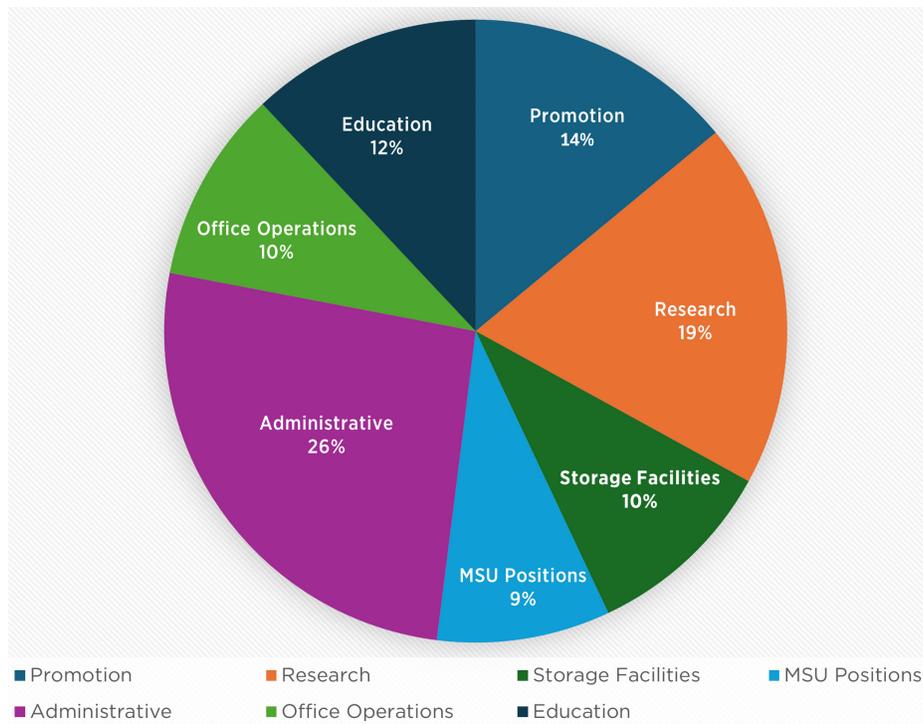


Budget Allocations



Research & Outreach

10 Research projects funded for 2023 crop year totaling **\$185,244**

36 Trials at 13 Operations

13 Community Events
9,186 People Reached

Grant Funding

MPIC worked diligently to secure \$502,795.42 in USDA Specialty Crop Block Grant (SCBG) dollars to help fund new research and marketing activities. These grants are vital to growing the Michigan potato industry.

2023 • \$125,000 - Building Relationships and Communicating Michigan Potatoes as a Key Healthy, Available, and Affordable Ingredient

2023 • \$100,000 - Climate Resilience in Potato: Field and Storage Assessment

2023 • \$84,000 - Communicating Michigan Potatoes as Nutrient-Dense, High-Performance, and Affordable Vegetable through Geotargeting

2023 • \$100,000 - Integrated Volunteer Potato and Colorado Potato Beetle Control for Sustainable Potato Production in Michigan

2023 • \$93,795.42 - Educating Food Insecure and Non-English-Speaking Audiences on Michigan Potatoes as a Healthy and Affordable Option

'No Small Potatoes' Economic Impact Report

MPIC commissioned agricultural economists from Michigan State University to study the economic impact of Michigan's potato sector. Their study determined that our state's potato industry had a \$2.53 billion economic impact in 2022 and supports approximately 21,700 state jobs.



In February 2024, MPIC, in partnership with Evocati PR, started a marketing campaign to share the results of the report. The campaign resulted in dozens of news stories and had a reach of more than 14.3 million. The study homepage is mipotato.com/NoSmallPotatoes, and the information will continue to provide education on the importance of our industry to policymakers, legislators, and the general public for years to come.

Communications



Consumer Website

MPIC continues to add new and diverse recipes and information, including our economic report, to our consumer-facing website, mipotato.com. This year, thanks to a portion of a SCBG, we added translation service. Michigan is home to a large population born outside of the U.S., many of whom are from regions where potatoes are not readily available or utilized in their native cuisines. We continue to explore new ways not only for immigrant residents to use potatoes, but native Michiganders as well. Over the past 12 months, our website had more than 183,000 pageviews.

Social Media & Newsletter Outreach

Michigan Potatoes social media accounts have more than 20,000 combined followers, led by Facebook. Instagram has been a slow, but steady riser and is nearing 1,000 followers. Our most successful posts over the past 12 months both involved Michigan's status as the top chip potato producer in the country. A July 2023 post and a January 2024 post combined for a reach of 400,000 people.

Our monthly e-newsletter subscriber list is at more than 30,000.

Industry Communications

Over the past year, 84 MPIC communications email blasts were sent to industry subscribers. They included our Weekly Industry Update, timely industry news, and information about upcoming MPIC events, such as the Winter Potato Conference and Rooted in Progress events.

Our 40% open rate, up by nearly 4% from a year ago, is 15% above industry average for agriculture communications.