



## UM Research Chair in Potato Sustainability |

### Collaborating for excellence in potato production and processing

#### With your support, we will grow together

The potato sector is an important part of Canadian agriculture and is a significant source of economic activity in Manitoba. It is imperative that we explore ways to support the sustainable growth of the provincial potato industry to build a healthier, more inclusive, more successful, and more resilient future for us all.

Towards this goal, the University of Manitoba's Faculty of Agricultural and Food Sciences has partnered with the Manitoba potato industry to enhance potato research and technology transfer activities. Working together, our goal is to develop strategies to effectively address key local research priorities that support the competitiveness, economic sustainability, and climate resiliency of the sector's efforts, while simultaneously pursuing new initiatives to enhance research capacity, increase funding leverage, and improve extension of research outcomes.

#### Quality, quantity, and sustainability: Pursuing benefits for all stakeholders in Manitoba's potato sector

To enrich and expand this work for the benefit of Manitoba producers, processors, and all industry stakeholders, **UM is seeking to establish a Research Chair in Potato Sustainability.**

The university is turning to the potato industry to partner with us. Together we will advance the sector for the benefit of all. Our goal is to raise \$1.5 million to establish the position.

#### Our Vision: To be a world leader in cutting-edge potato research, education, and extension to support a thriving and resilient potato industry in Manitoba and beyond.

Potatoes are the fourth most valuable crop in the province, and Manitoba is home to two major French Fry companies and a vibrant fresh market, chipping, and seed potato sectors. The industry is robust, and Manitoba is well positioned to become the largest potato-producing province in Canada.

The remarkable performance of the province's potato sector, coupled with the changing nature of global food production and distribution, makes this an ideal time to pursue the establishment of the Chair.

#### How will the UM Research Chair in Potato Sustainability benefit the potato sector and the university?

1. Having a Research Chair is an important signal to the academic community, governments, and granting bodies that UM is deeply committed to potato

research. Having the Chair in place presents the **opportunity to leverage project and research funding** from a wider variety of sources.

2. Having a Research Chair will create **more training and capacity-building opportunities** for graduate and undergraduate students, offering them avenues to focus on potato research and extension work. This will help Manitoba's potato industry by ensuring an exceptional talent pool for the long term. UM would become a school of choice for young researchers with an interest in potatoes.
3. The Research Chair will be **well positioned to lead the response to global food security and sustainability challenges**. The Chair's research will aim to address the potato industry's key priorities areas such as soil productivity, fertility, and health; irrigation and water management; disease and pest management; variety evaluation and development; and storage.

Research will focus heavily on sustainably increasing yields and improving the quality and profitability of potato crops and finished products in Manitoba.

4. With a Research Chair in Potato Sustainability, UM would be recognized for its thought leadership, thereby **attracting national and international research partners and collaborators** in the pursuit of new knowledge and approaches to help the sector. What we discover at UM will have an impact in Manitoba, across Canada, and throughout the world.

Having a Research Chair is not about generating more research for research's sake. It is about advancing novel science that can be applied to resolve current and future challenges in potato production, storage, processing, and distribution.

With a successful program coordinated under a strong Chair-holder, UM aims to help Manitoba producers maximize yields, quality, and profit as potato acreage expands; and aims to respond to the needs of processors and the supply chain industry.

With your support, we can elevate potato research and extension work at the University of Manitoba through the establishment of the Research Chair in Potato Sustainability.

## Thank you for considering an investment in innovation and education for Canada's potato industry!

For more information about the UM Research Chair in Potato Sustainability and to discuss funding opportunities, please contact:

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We embrace the Potato Sustainability Alliance definition of potato sustainability: "The production of safe and nutritious potatoes using practices that are environmentally sound, socially equitable, and economically viable now and for generations to come."

