

Partner Profile: The Potato Growers of Alberta

Submitted by Deb Brewin

What is the PGA?

The Potato Growers of Alberta (PGA) is a not for profit potato grower organization that aims to increase the success of the potato growing industry in Alberta. The PGA works on three fronts: education and extension, promotion, and research. Founded in 1966, the PGA continues to be the voice of the potato industry in Alberta

Education & Extension

The PGA helps Alberta Potato Growers access the latest technology and information. At the PGA Annual Potato Conference and Trade Show, members come to hear professionals from across North America deliver exciting new information related to the potato industry and farm management. Throughout the year, growers gather at breakfast and dinner meetings to discuss current issues in production, potato varieties, pest management and the like. To provide our members with this current national and international information, PGA staff attend conferences, gather information on the latest trends and research findings, and pass on what we have learned to growers through the Potato Minute Newsletter, our Friday Facts, and bulletins.

Marketing & Promotion

Another important part of our work is promoting the Alberta Potato Industry to consumers, retailers, processors, international markets, and industry groups. The PGA travels to trade conferences, develops promotional brochures, learning materials and programs for the general public. We strive to educate the general public and school aged children on the nutritional value and health benefits of the potato, as well as, the many different varieties that are available. We represent the Potato Growers of Alberta at all levels of government in Alberta, Canada and internationally.

Research

Research has been an integral part of the Alberta Potato Industry since the very beginning. Several advancements in managing the land, the crop and the farm are very evident today. The PGA continues to advance the potato growing industry by funding new and ongoing research projects. Our research fund is provided mainly from a research levy on potatoes grown in the Province. Research grants also contribute to research dollars. Potato researchers apply for funding directly to the research committee of the PGA.

For more information about the PGA please go to <https://www.albertapotatoes.ca/>

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