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## **Brazil Holds Potential For US Seed Potatoes**

**DENVER (April 8, 2010)**—In February 2010, the United States Potato Board (USPB) and representatives of the US Seed Task Force toured three of the most important potato production regions in Brazil to promote US seed potatoes with key growers. There are 20 different potato production regions scattered through the southern and central areas of Brazil.

Randy Bauscher, a seed potato grower from Rupert, ID; Steve Whited, a seed potato grower and former USPB International Marketing Committee Member from Bridgewater, ME; Kevin Waller, sales associate with Black Gold Farms in Grand Forks, ND; Edmond Missiaen, a USPB consultant in Washington, DC; J. Marcos Bernardi, USPB variety trial manager in São João da

Boa Vista–SP, Brazil and Sarah Mahler, USBP International Seed Potato Marketing Program Manager from Denver, CO, led the delegation.

Brazil has the potential to be a good market for chipping variety seed potatoes from the United States. The Brazilian market for potato chips has doubled over the past four years. While Atlantic is the leading variety for chip-stock, growers would like to have alternative high-yield varieties less susceptible to disease.

Brazil produces 55 to 66 million cwt of potatoes per year. About 70 percent of production is for the fresh market, 10 percent for seed, and 20 percent for processing. Nearly one-half of the processing potatoes go to chip processors; a quarter to the country's two French fry plants and the remainder—mostly discards from fresh market shippers—to plants producing “palha,” a string-like fry product.

While challenges remain in seed potato imports meeting the Brazilian Ministry of Agriculture seed potato standards, the Brazilian Potato Association (ABBA) are said to have made significant progress in addressing issues and revising these standards. Growers and importers are also negotiating for improved import inspection procedures.

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David Fairbourn is Manager, Industry Communications & Policy, at the United States Potato Board in Denver. The mission of the USBP is to increase demand for potatoes and potato products through an integrated promotion program, thereby providing US producers with expanding markets for their production. David can be contacted at 303-369-7783 or david.fairbourn@uspotatoes.com. For complete information about the programs, ROI results, resources and tools available to all members of the industry through the USBP, please visit [www.uspotatoes.com](http://www.uspotatoes.com). The United States Potato Board—Maximizing Return on Grower Investment.

