



2025 Potato Outlook

Thursday, February 20, 2025



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2024/2025 Potato Industry Outlook



Insights & Perspectives Webinar
February 20, 2025

2024 North American Production

- US potato growers produced 420.24 MM cwt of potatoes in 2024. This is a reduction of nearly 20MM cwt from the 2023 crop year or 4.5%.
 - 2024 average yield in the US is estimated at 453 cwt per acre, which is 5 cwt lower than the 2023 crop.
 - Planted acres of 928,000 was a reduction of 38,000 acres from the previous year or 4.0%, while harvested acres were 922,406.

2024 North American Prod Cont.

- Canadian potato growers produced 126.97MM cwt of potatoes in 2024. This is the largest Canadian crop on record, exceeding the 2023 crop by 372,000 cwt or 0.3%.
 - 2024 average yield in Canada is estimated at 330.9 cwt per acre, which is slightly less than the 2023 record of 331.7 cwt per acre.
 - Planted acres of 391,438 was a reduction of 1,264 acres from the previous year, however harvested acres of 383,666 exceeded the 2023 crop by 2,006, indicating less abandonment in 2024.

2024 European Crop Update

- Germany, France, Netherlands, Poland & Belgium combined production of 833.5MM cwt. An increase of 30.2MM cwt over 2023 on a 6.9% increase in acreage.
- Other EU production expected to be 230MM cwt, which is down 30.8 MM cwt or 11.8%.

Industry sectors-Chipstock

- ❑ October US chip potato shipments were 4.5MM cwt, down 783k cwt or 14.8%.
- ❑ November US chip potato shipments were 4.1MM cwt, down 310k cwt or 7.2%.
- ❑ December US chip potato shipments were 4.08MM cwt, down 95k cwt or 2.3%.
- ❑ Overall supplies are plentiful but more balanced with demand than a year ago.

Industry sectors-Frozen Processing

- ❑ North American exports of Fry & other frozen products increased by 5.5% in Q3 2024.
- ❑ Global Q3 2024 frozen potato products trade increased by 27.7MM lbs or 1.2%.
- ❑ 54% of Q3 2024 sales concentrated in the UK, Japan, Mexico, Brazil, US and Saudi Arabia.

Industry sectors-Seed

- ❑ US seed acres in 2024 totaled 107,369 which was a decrease of 2,978 acres from 2023.
- ❑ Canadian seed acres in 2024 totaled 58,526, an increase of 2,254 or 4.0%.
- ❑ Russet Burbank continues to be the primary seed variety at just over 27k acres combined.
- ❑ Russet Norkotah and FL varieties account for 13k and 10.5k acres respectively.

Industry sectors-Seed cont.

- ❑ Seed quality is reported to be very good as a whole across the US and Canada.
- ❑ Despite overall reduced production, seed supplies should be sufficient to plant the 2025 potato crop in North America.

Industry sectors-Tablestock

- ❑ Tablestock prices began the marketing season below prices received in 2023 and stayed there through mid-January.
- ❑ Shipping season YTD data indicates that table shipments have exceeded the prior year by 740k cwt despite lower table production.
- ❑ Prices have now stabilized but remain below early season prices.

Industry sectors-Tablestock cont.

- Tariff concerns have caused Canadian table growers to ship 3.2MM cwt through December, an increase of 9.5%.

2025 Potato Crop Update

- ❑ Freezing temperatures in Florida during January have set the spring 2025 Florida crop back.
- ❑ Open market potato prices remain below break even levels in many areas despite a 5% reduction in production in 2024.
- ❑ Frozen contract prices are expected to be down in 2025, with volume flat to down.

2025 Potato Crop Update cont.

- ❑ European fryer, Agristo, has announced plans to a fry plant in Grand Forks, ND. \$450MM investment, construction to begin spring 2025, completion by summer 2028.
- ❑ Cavendish Farms also announced \$150MM expansion to existing Jamestown, ND plant.
- ❑ Fertilizer prices uncertain for 2025 crop due to tariff and trade disruptions.

2025 Potato Crop Update cont.

- Fertilizer typically account for 20% of the input cost on potatoes.
- Fertilizer component pricing for nitrogen and phosphate is generally down from the prior year by 3-13%.
- Potassium pricing is up 1-2%.