

Potato Strategic Priorities Areas, Strategic Outcomes and Objectives 2023-2028

Key Priority Area	Strategic Outcome	Strategic Objectives
	<i>Statement of the desired outcome (or end state)</i>	<i>Statement of objective(s) required to achieve the desired state</i>
Soil Health and Regenerative Agriculture High priority	A systems approach that optimizes productivity while maintaining or enhancing soil health.	Improve soil health, marketable yield, and quality by integration of alternative crops, cover crops, tillage, and/ or other innovative or regenerative practices into potato production systems.
Irrigation Management and Water Use Efficiency High priority	Regional best management practices for the sustainable use of water that supports the production of high-quality potatoes, while mitigating production risks due to climate change.	Develop water management BMPs to increase water use efficiency such as the use of new technology to monitor and manage irrigation programs, including variable rate.. Research on irrigation management needs to focus on availability, measurement, and management.
Greenhouse Gas Emissions, Environmental Performance, and On-farm Adaptations High priority	Enhanced agronomic practices that reduce greenhouse gas emissions and strengthens the environmental performance of potato production in Canada.	To conduct research in agronomic practices leading to the optimal use of inputs with specific emphasis on 4R Nitrogen management and N ₂ O reductions; soil and nutrient conservation; carbon sequestration.
Variety Development High priority	A comprehensive variety development program is in place responding to environmental pressures, resource scarcity and customer preferences.	To coordinate an ongoing variety development research program including a national evaluation program which can lead to varieties that have increased resistance characteristics to disease and pests, and /or; require reduced inputs (nutrients, water, etc.), and/or; provide improvement in taste, appearance, ease of storage and processing characteristics.
Communication and Research Extension High priority	<p>Research priorities and results are communicated to Canadian Growers</p> <p>The application of research results is facilitated through a variety of programs and support.</p>	<p>To ensure all research proposals have extension mechanisms in place to facilitate transfer of knowledge and technologies to industry members;</p> <p>To develop and implement communication tools and mechanisms to inform industry members on the research priorities, progress made on the priorities and results of the research efforts;</p> <p>To embed a research extension capacity within all national potato research and innovation projects.</p>