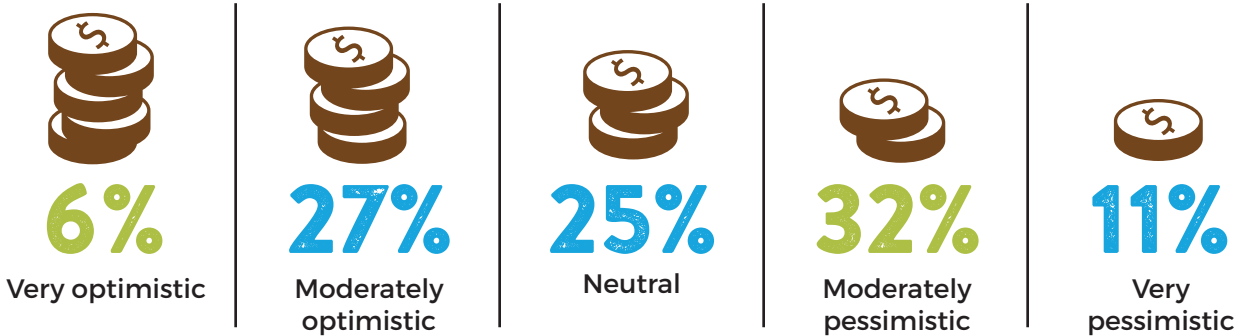


THE SPUD SECTOR SURVEY 2026

PRESENTED BY: Spudman NATIONAL POTATO COUNCIL

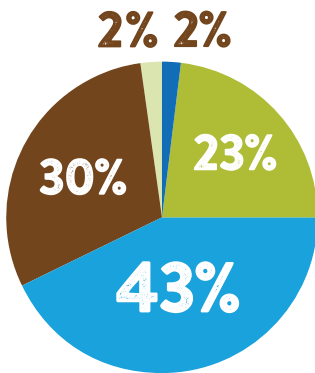
GROWERS' ECONOMIC OUTLOOK FOR THEIR OPERATION IN THE YEAR AHEAD



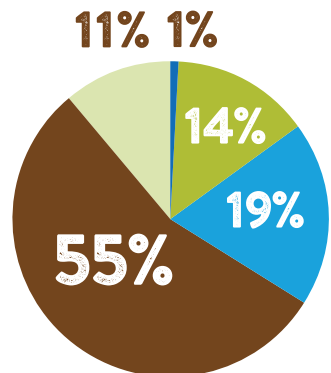
ECONOMIC OUTLOOK ACROSS KEY AREAS



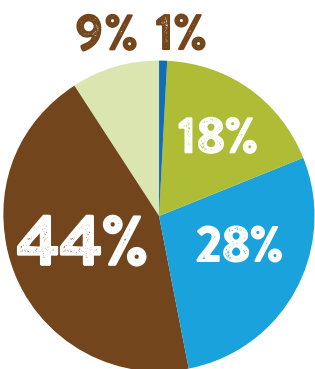
The global economy



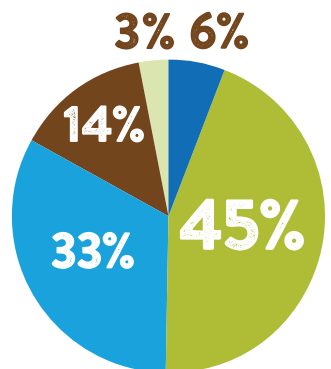
The greater U.S. agricultural industry



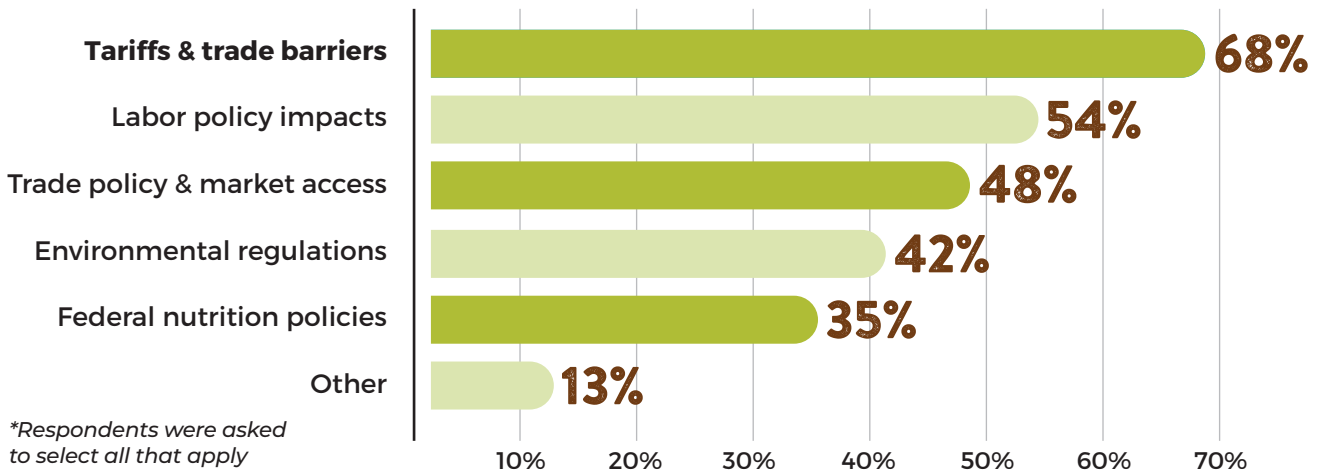
The U.S. potato industry



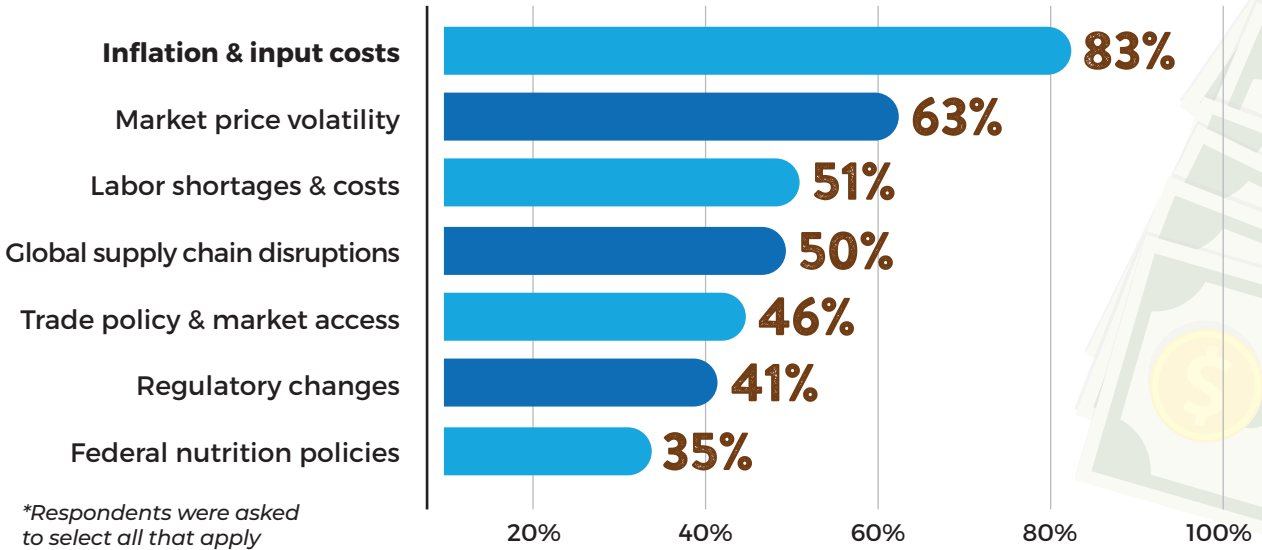
Their farm's performance



POLICY & INTERNATIONAL ISSUES IMPACTING GROWER COMPETITIVENESS

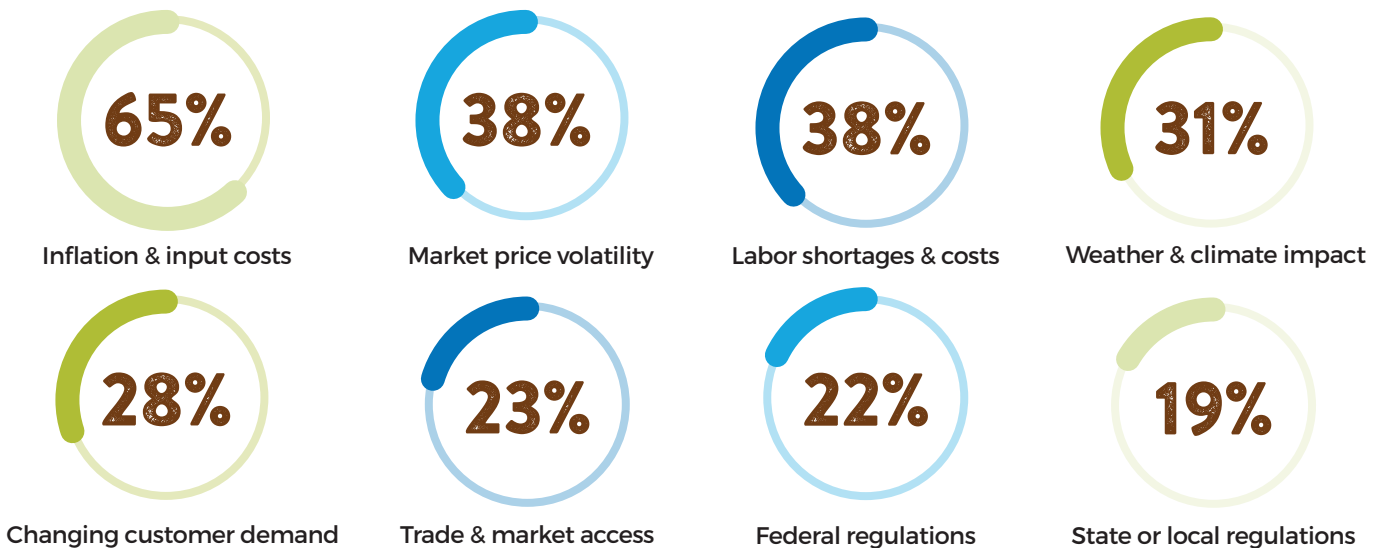


TOP EXTERNAL ISSUES FACING GROWERS



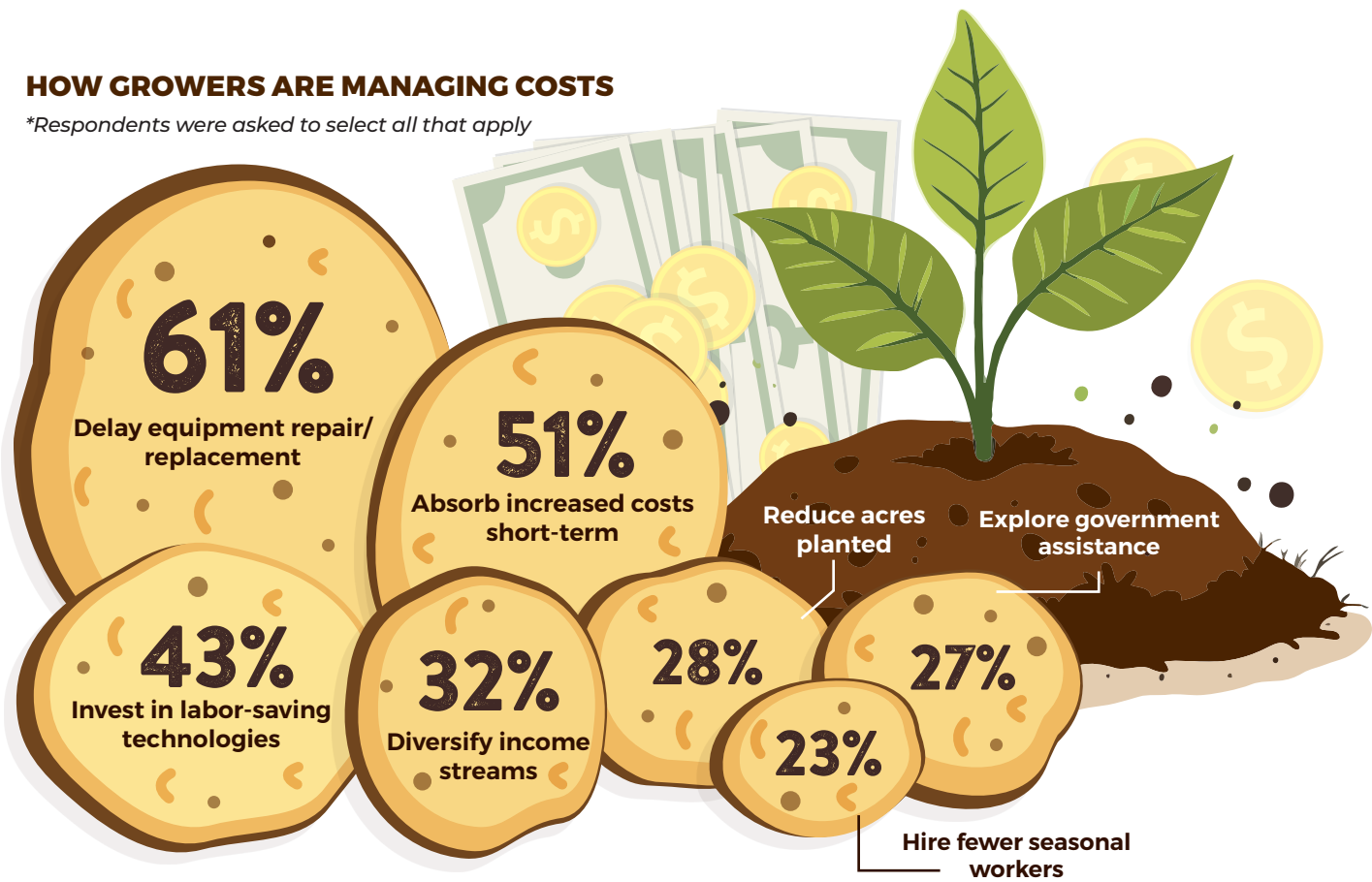
GROWERS' TOP CHALLENGES IN 2026

**Respondents were asked to select all that apply*

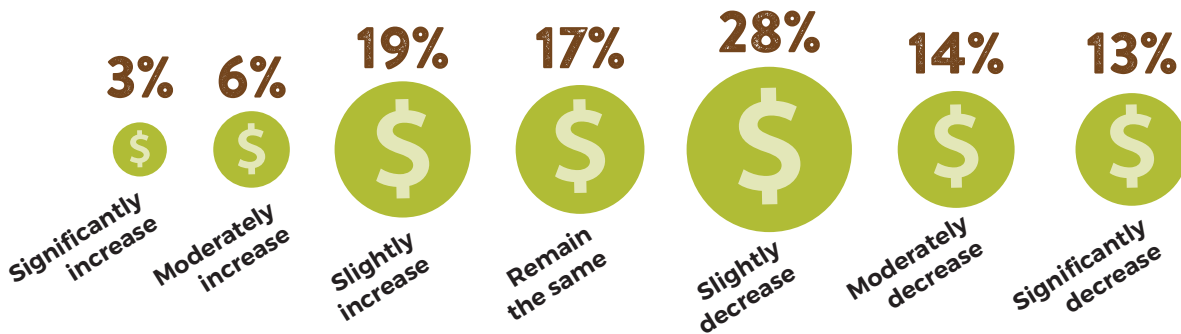


HOW GROWERS ARE MANAGING COSTS

*Respondents were asked to select all that apply



CAPITAL SPENDING PLANS FOR 2026



More than
Half
of respondents
grow fresh
tablestock
potatoes

83%
of respondents
grow on more than
1,000
acres

68%
of respondents
come from
families that have
grown potatoes
for three or more
generations

Nearly
8 in 10
growers sell primarily
to the U.S. market,
with another
16.67%
serving Canada
and Mexico