

2025 Potato Business Summit



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CEO
1,4GROUP

Potato Storage – The Second Season

Potato Storage Solutions

Steve Elfering

January 9, 2025

Confidential



Football Season = Potato Season

- Spring Training = Pre-Planting
- Regular Season = Planting to Harvest
- Bowl Season = Potato Storage: The Second Season





**Watch
Your
Film!**

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Spring Training = Pre-Planting

- Study your records
- Buy the right seed
- Know what works and what doesn't
- Know your varieties
- Field selection and crop intent



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Regular Season = Planting To Harvest

- Varietal characteristics
- Irrigation management / watering
- Insect pressure
- Disease pressure
- Excessive temps (cold or hot)
- Late nitrogen
- Effective kill-down
- Harvest field conditions



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Spots That Are Constantly Wet Are Prone To Disease



Fewer Cool Days In The Fall Will Require A Re-evaluation Of Ventilation And Refrigeration Systems



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Late Nitrogen For YIELD

Also slows maturity going into storage?



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Over-Mature Potatoes Sprout Quicker



Long period of exposure to warm soil under dead vines

=

Earlier sprouting in storage



Bowl Season = The Second Season



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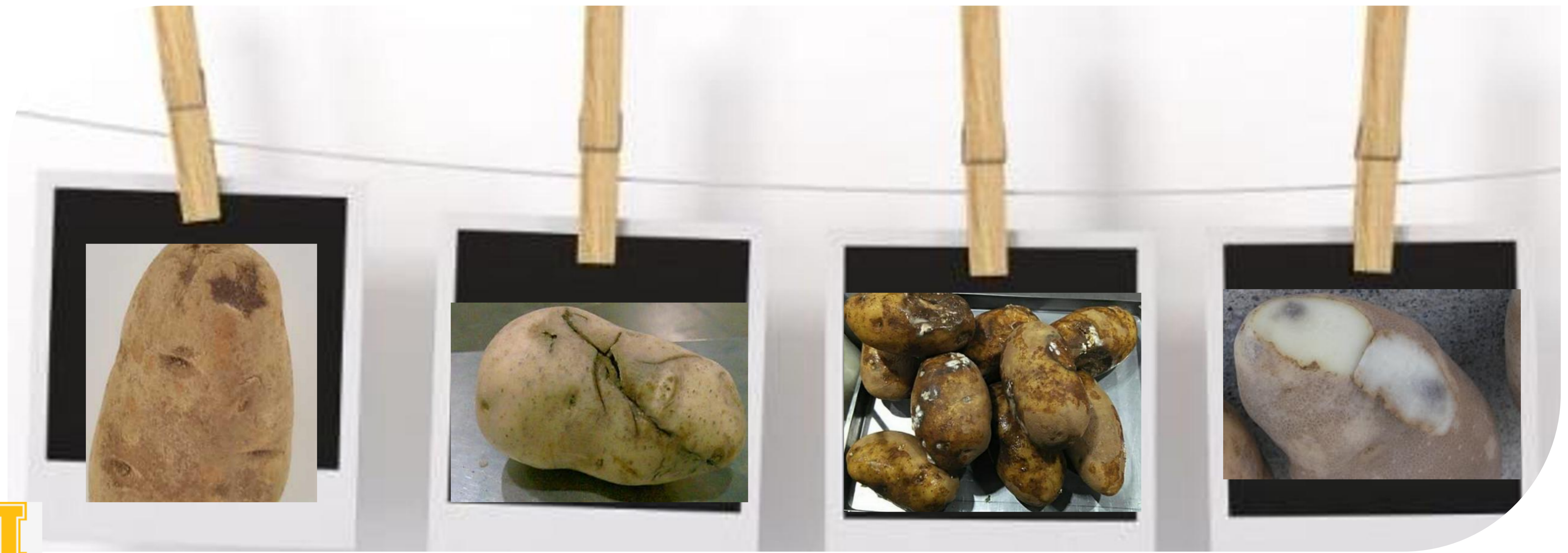
Top 5 Main Notice Reason For Each Year

Top Reason	2018		2019		2020	
1	Sunken Discolored	19%	Wet Rot	24%	Wet Rot	38%
2	Wet Rot	14%	Blackspot Bruise	17%	Blackspot Bruise	22%
3	Dry Rot	12%	Sunken Discolored	15%	Sunken Discolored	9%
4	Shatter Bruise	11%	Shatter Bruise	13%	Pressure Bruise	6%
5	Blackspot Bruise	9%	External Discoloration	10%	Shatter Bruise, Dry Rot, Internal Discoloration	4% Each



Disease - Rot

What Type? → What Defense?



Top 5 Main Notice Reason For Each Year

Reason	Average from 2018-2020
Wet Rot	25%
Blackspot Bruise	16%
Sunken Discolored	14%
External Discoloration	10%
Shatter Bruise	9%
Dry Rot	8%
Pressure Bruise	6%
Internal Discoloration	4%



Select The Right Coaches



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Game Plan: Issues & Strategies

Issues	Solutions
Rot	FruitGard™, Fungicides, Disinfectants
Field Heat	Air, Satisfactory cooling tonnage, AC going
Immature Potatoes	1,4SIGHT® , PAA, Recirculation
Pressure Bruise	1,4SIGHT® , Maximum hydration, Air temps, Pulp temps, Respiration management
Storage Sprouting	CIPC, Ethylene, 1,4SIGHT® , Essential oils, 1,4Zap, Desiccants, SmartBlock®
Early Dormancy Break	1,4SIGHT®

Remember, Special Teams Wins The Game!



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Our Head Coach Sleeping In His Office!



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Special Thanks

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Our Great Appreciation To



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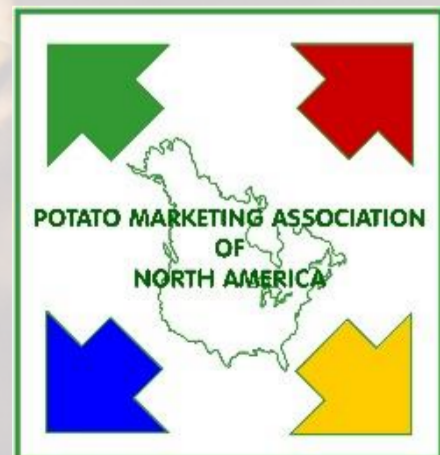


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