

POTATOES AND PRINCE EDWARD ISLAND

ECONOMIC IMPACT TO PEI

\$1.35B

CONTRIBUTION TO GDP

\$527M

25% OF TOTAL CANADIAN ACREAGE

EMPLOYMENT

12%
OF PEI WORKFORCE

5,016
FULL-TIME
EQUIVALENT JOBS

\$240M
IN WAGES

PRODUCTION BY VOLUME



60%
PROCESSING
MANUFACTURED

fries, chips, etc.



25%
FRESH OR
TABLE

sold to retail,
food service
sectors



15%
SEED
POTATOES

grown with high
quality & health
standards to yield
future crops



Yesterday

1790

First potatoes were
grown on the Island

- PEI's red, iron-rich soil, along with warm summers, cold winters, and adequate rainfall results in high potato quality.



Today

- The potato sector in PEI includes a mix of large-scale farms and small family-owned businesses, contributing to a diverse and resilient industry.

180

Growers in PEI

- Island farmers grow **around 100 different** varieties of potatoes.



Tomorrow

The PEI potato industry continues to innovate and develop projects such as:

- integrated sensors that provide real-time tractor and **cloud-based data for remote monitoring**
- a process to create planters that offer **higher speed and accuracy**
- technology to **minimize bruising** from the equipment that fills potato storage tanks prior to packing.



Atlantic Canada
Opportunities
Agency

Agence de
promotion économique
du Canada atlantique

Canada