

2026 Potato Business Summit

AMVAC
An American Vanguard Company

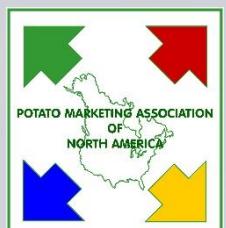
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Four
Group

JOHN DEERE

Volm
COMPANIES

Simplot

UNITED
POTATO GROWERS OF CANADA
LES PRODUCTEURS UNIS DE POMMES DE TERRE DU CANADA



UNITED
POTATO GROWERS OF AMERICA

Daniel Metheringham
Vice President of Agriculture, North America
McCain Foods

2026
Potato
Business
Summit

Challenges Remain...uncertainty is the new normal



Global Conflicts



Economic uncertainty



Tariffs & Consumer Confidence



Environmental impact and climate volatility



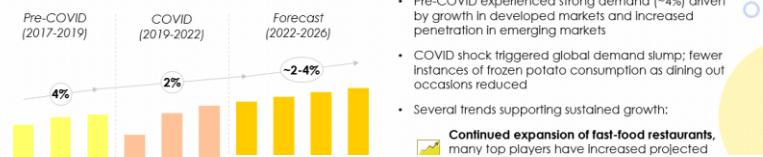
Industry capacity growth outlook

2024 outlook to 2026 reality

Industry demand growth outlook

Anticipate ~2-4% annual demand growth through 2026

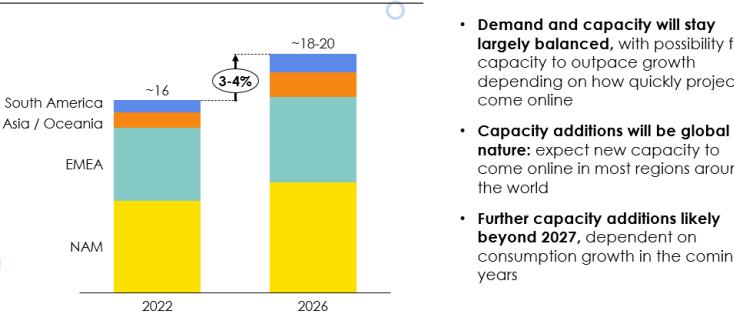
Global frozen potato consumption



Industry capacity growth outlook

Anticipate ~3-4% annual capacity growth through 2026

Regional evolution of global capacity (000's, kt)



- **Demand softness** is being seen within North American & Europe with growth still being achieved in emerging markets

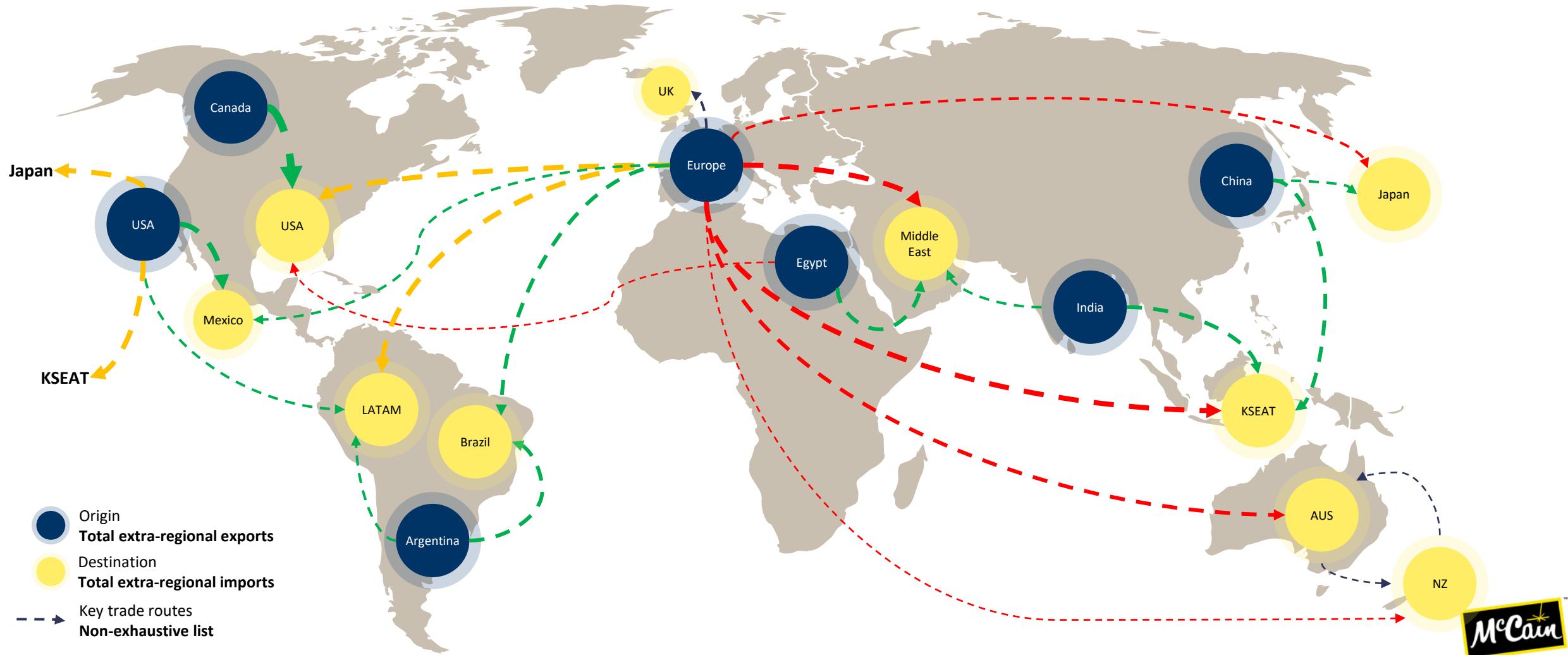
- **Faster Capacity additions globally**, India & China adding capacity to support domestic markets with Europe and NA also continuing to see capacity come online earlier than planned

- **Imbalance creating pressure on historic trade routes**: switch of demand and capacity is resetting established markets



Export - Frozen Potato trade routes

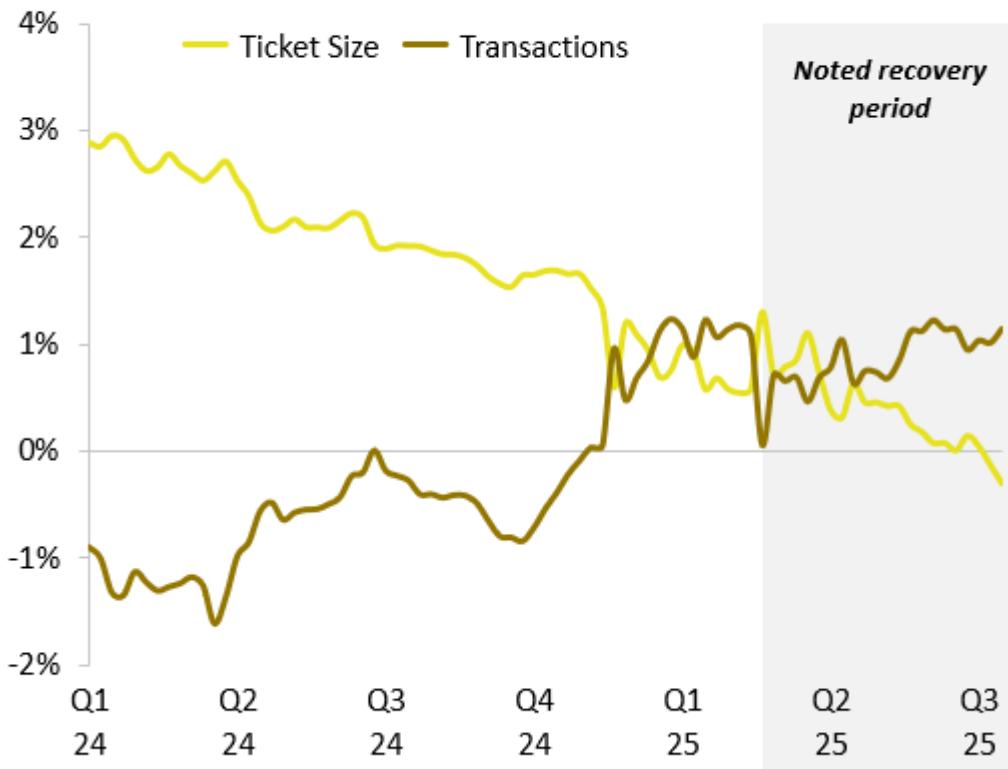
Emerging markets significantly impacting trade flows



Domestic market requiring balance for value and volume

Market begins to stabilize but no bounce back

YoY Change (%), transactions vs. ticket size, US Burger & Chicken chains, Q1 24 – Q3 25



- **Traffic Down, Checks Up:** Consumers are visiting less often but spending more per visit
- **Confidence Under Pressure:** U.S. consumer confidence dropped 22% YoY and 0.18% MoM. Canadian consumers mirror caution, households reporting heightened sensitivity to price pressure and labor market concerns
- **Heightened Value Focus:** Consumers are more selective, seeking out deals and perceived value. Operators must prioritize margin protection, operational execution, and sharp value messaging to remain competitive



The Final Word

One Potato industry



Protect
Domestic & Export



Promote
Quality & Food Safety



Partner
Continuous Improvement

