

For Immediate Release



Potato Sustainability Alliance to Host 2026 Summer Symposium in Plover, Wisconsin

Industry leaders to convene July 15-16 at the Food + Farm Exploration Center

St. Croix Falls, Wisconsin (March 16, 2026) – The Potato Sustainability Alliance (PSA) will host its fifth annual Summer Symposium on July 15-16, 2026, at the Food + Farm Exploration Center in Plover, Wisconsin.



The annual event brings together potato growers, processors, allied industry partners, researchers, sustainability leaders, and students from across North America to explore the latest data, insights, and innovations that shape the future of potato sustainability.

The PSA Summer Symposium serves as the cornerstone sustainability event for the potato industry, offering attendees a dive into the results of the PSA On-Farm Assessment, third-party verification updates, emerging sustainability trends, and collaborative strategies that strengthen the potato value chain. Interactive sessions, panel discussions, and networking opportunities create space for practical conversations grounded in real-world experiences.

The 2026 Symposium will highlight insights from the 2025 assessment cycle and explore multiyear trends across soil health, water stewardship, biodiversity, greenhouse gas emissions, and community impact. Attendees will also hear updates on technology innovations, local grower learnings, and ongoing efforts to advance credible, data-driven sustainability reporting.

“We believe sustainability progress happens when the entire value chain is at the table,” said Tracy Shinnars-Carnelley, Board Chair of PSA and VP of Research, Quality and Sustainability, Peak of the Market. “The Summer Symposium creates a unique environment where growers, buyers, processors, and partners can share perspectives, learn from one another, and collectively define what meaningful potato sustainability looks like today and into the future.”

PSA CEO John Mesko emphasized the importance of transparency and collaboration. “The Symposium is where data meets dialogue,” Mesko said. “By sharing aggregated assessment results and verification insights, we help build trust across the supply chain while equipping growers and partners with practical tools to know more. Our goal is to ensure that potato sustainability is measurable, credible, and recognized across markets.”

Tracy Shinnery-Carnelley, PSA Board Chair
and Peak of the Market VP of Research,
Quality and Sustainability

Save the date for PSA's 2026 Summer
Symposium at The Food + Farm
Exploration Center

John Mesko, PSA CEO



The Food + Farm Exploration Center provides a dynamic backdrop for the event. Located in the heart of Wisconsin's potato country, the Center is an interactive, educational facility dedicated to connecting consumers and the agricultural community through hands-on exhibits, culinary experiences, and immersive learning about modern food and farming systems. Its mission aligns closely with PSA's commitment to transparency, education, and public engagement in sustainable agriculture.

Advanced Early Bird registration is now open. The pricing and cut-off dates for registration are as follows:

	PSA Member	Non-Member	Grower/Student
Advanced Early Bird (March 16 - April 3)	\$340	\$460	\$95
Early Bird (April 4 - May 18)	\$440	\$570	\$135
Registration (May 19 - July 3)	\$505	\$680	\$150

We are grateful to our current Symposium sponsors for their leadership and continued investment in collaborative sustainability efforts, which make the Symposium possible. Their support reflects a shared commitment to advancing responsible practices across the potato value chain and strengthening the industry through partnership and transparency. Organizations interested in supporting this year's event are encouraged to learn more about available opportunities by visiting the PSA website.

HOST



PLATINUM



HOSPITALITY



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Registration details, agenda updates, and sponsorship opportunities are available at: potatosustainability.org/symposium.

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About Potato Sustainability Alliance

The **Potato Sustainability Alliance** consists of growers, supply chain partners, non-profit organizations and advisors working together to improve the economic, environmental and social aspects of potato production in the United States and Canada. In conjunction with our partners, we support the identification and adoption of sustainable production practices and meet consumer and market expectations by benchmarking the farm level sustainability performance of potato production. For more information about the Potato Sustainability Alliance and its members, please visit potatosustainability.org.



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