



# Growing our Potato Business 1960-Today



**SOUTHERN  
POTATO CO.**

| *Growing partnerships.*



| *Growing partnerships.*



- 2000 acres of potatoes
  - 500 acres of seed
  - 500 acres of chips
  - 1000 acres of table potatoes
- 4500 acres of rotation crops



- 2300 acres tile drained (1/3 of potato land)
- Approximately 25% of potatoes irrigated
- Goal is to get to 50% irrigated
- 45 employees – 75 at harvest

# Key Markets

- Fresh Potatoes
- Chip Potatoes
- Seed Potatoes



# Our Mission

- Through innovation and continuous improvement, we will produce high quality, high value crops which exceed our customers expectations while improving the quality of our land, resources and environment.



| Growing partnerships.

## 1928-1960

- 1928 – John Kuhl is born and is raised on his families farm which was purchased in 1924
- 1930's Farming is tough because of drought
- 1946 John goes to university to be a doctor by the wishes of his dad.
- 1947 Returns to farm with his father and gets married in 1949
- 1951 purchases the farm from his father and struggles though the 1950s.



# 1960

- First crop is 80 acres and is planted with a two row planter and harvested with a two row harvester
- Company gets its start with \$8,000 in borrowed money to purchase a used underground potato storage
- After a successful crop, the partners discuss growth and decided to plant 160 acres the next year
- The second crop is successful and partners again discuss growth up to 300acres



# 1964

- Founded Winkler Potato Company and start production for Old Dutch
- Plant 500acres of potatoes





## 1966-1967

- Fresh potato storage is built
- Farming about 1000 acres of potatoes
- Three partners decide to amalgamate their entire farms into one operation and hire two of their sons to manage the operations



## 1967-1978

- Growth continues for the farm
- K and B seeds is started as a potato seed company
- Southern becomes one of the largest farms in Manitoba with close to 8000 acres of production.





# 1978

- Johns partners begin thinking about retiring and discussion starts on selling the farm
- John makes a loan for \$2,000,000 and buys his partners shares.
- John offers shares to each of his children
- Johns sons Doug and Keith take over management of the farm



# 1978-1999

- Keith and Doug focus together on continuing to build the company and creating efficiencies
- Interest rates soar, slowing growth
- Company starts its own seed farm
- In 1999 Doug passes away suddenly, leaving Keith with no partner in the business





# 2001-2016

- 2001 Keith takes on position of President and CEO
  - 2001 Marlon graduates university and joins the farm as production manager
  - 2004 Jeremy graduates university and joins the farm in management of grain farm
  - 2009 – Keith Marlon and Jeremy reach agreement with Keith's sisters to buy out all common shares.
  - 2013 – Southern Potato Co. Inc is formed as the operating company with Marlon and Jeremy as partners
- 



| Growing partnerships.

---





# Success

- Customers
  - Acknowledge our families success, but don't count on it
  - Diversification
  - Business is business
-