

20
24

**ANNUAL
POTATO
YEARBOOK**



**OUR
MISSION**



STANDING UP FOR POTATOES ON CAPITOL HILL

NPC is the voice of U.S. potato growers and industry members in our nation's capital. NPC protects potato growers' interests in Washington, D.C. by addressing issues that affect the potato industry, from policy issues debated in Congress to regulatory issues proposed by federal agencies.



GRASSROOTS DRIVEN, MEMBER LED

- U.S. potato growers, representing diverse growing regions, develop national policies and speak with a unified voice
- NPC's President, Executive Committee and Board of Directors – made up of potato grower volunteers – oversee the implementation of NPC policy initiatives
- Washington Summit allows attendees the opportunity to provide real-world examples of how decisions made in Washington, D.C. impact their ability to farm



SECURING A HEALTHY FUTURE

- Educating U.S. legislators and regulators on industry issues
- Ensuring fair market access to foreign markets for potatoes and potato products
- Promoting science-based phyto sanitary policy
- Securing funding for potato breeding, pest management and disease research
- Maintaining access to pest management tools and advanced production technologies
- Fostering environmental stewardship
- Supporting strong and effective state potato organization leaders



SUPPORTED BY GROWERS & INDUSTRY

- Donations from NPC Grower Supporter Campaign
- Production-based contributions from state potato organizations
- Corporate memberships and sponsorships
- Potato Expo revenue

MESSAGE FROM THE PRESIDENT



It's a pleasure to serve this great industry as the current president of the National Potato Council.

Over the past few years, we've been busy defending the industry against those who want to diminish the importance of potatoes to our country and make it harder for all of us to do business.

For instance, with the Farm Bill, the pool of money for specialty crop enhancements is tied up in larger battles that threaten to delay this essential farm policy update potentially for years.

Back home, our operations are challenged as we work to find workers for both seasonal and full-time positions.

And on the environmental front we see rules coming down the pipeline that will make it harder for all of us to operate and be profitable. It's critical that we stay ahead of these rules.

If we aren't the ones standing up for potatoes, no one is. The good news is that we have a great story to tell, and the NPC staff is helping us tell it with the economic impact report as well as a new study of the importance of trade to our industry.

In February during the 2024 Washington Summit, we released a new report conducted by economics at Michigan State University demonstrating the current and potential impact of expanded U.S. potato exports. The results of the study are eye-opening and informative.

They show that, from July 2022 through June 2023, the U.S. exported \$2.2 billion in potatoes and potato products, generating around \$4.78 billion in economic activity and supporting approximately 34,000 U.S. jobs throughout the value chain.

That economic activity didn't just benefit potato growers. Farm laborers, processor workers, truck drivers, longshoremen, and the communities they live in all benefited from the trade of U.S. potatoes.

The study also looked at how the U.S. economy and its workers could benefit from even more market access in the future. Based upon a conservative and achievable expansion in foreign market access and maturity in places like Canada, Japan, Mexico, South Korea, and other East Asian and Middle Eastern markets, we found that the U.S. Gross Domestic Product would increase by another \$1 billion and more than 5,600 domestic jobs would be supported.

We all know that potatoes are America's favorite vegetable. And now we know that potatoes also hold the key to unlocking further job growth and economic development for our nation. This industry is full of job creators, environmental stewards, and people who care about their communities. The potatoes we grow don't just feed the world - they put people to work all over this country.

Robert T Mattive

Bob Mattive, President, National Potato Council

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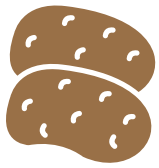
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POTATO

The 2021 total economic contribution of the potato sector is estimated to be

\$100,900,000,000+



The U.S. potato sector is responsible for generating an estimated

714,000+ DOMESTIC JOBS

Measuring the Economic Significance of the U.S. Potato Industry 2023 pg. 5

TOP 10

PRODUCING STATES

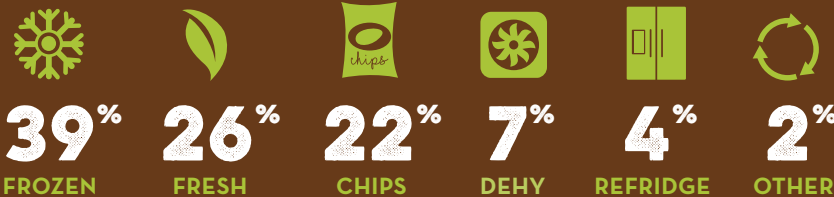
- 1 IDAHO: **14.49** BILLION LBS.
- 2 WASHINGTON: **9.97** BILLION LBS.
- 3 WISCONSIN: **2.94** BILLION LBS.
- 4 OREGON: **2.74** BILLION LBS.
- 5 NORTH DAKOTA: **2.62** BILLION LBS.
- 6 MICHIGAN: **2.15** BILLION LBS.
- 7 COLORADO: **2.11** BILLION LBS.
- 8 MINNESOTA: **1.81** BILLION LBS.
- 9 MAINE: **1.79** BILLION LBS.
- 10 NEBRASKA: **1.09** BILLION LBS.

Source: Crop Production 2023 Summary (January 2024) USDA, National Agricultural Statistics Service pg. 69

UTILIZATION

OF POTATOES IN THE U.S.

Millions of Pounds (Fresh Weight Equivalent)



Source: Potatoes USA 2022 U.S. Potato Sales and Utilization Report (presentation slide 12)

PRODUCTION

2022

PLANTED: 923,000 acres
 HARVESTED: 918,200 acres
 PRODUCTION: 40.2 billion pounds
 VALUE OF PRODUCTION: \$5.2 billion
 YIELD: 43,800 pounds per acre

2023

PLANTED: 965,000 acres
 HARVESTED: 930,200 acres
 PRODUCTION: 44.07 billion pounds
 VALUE OF PRODUCTION: \$5.6 billion
 YIELD: 45,900 pounds per acre



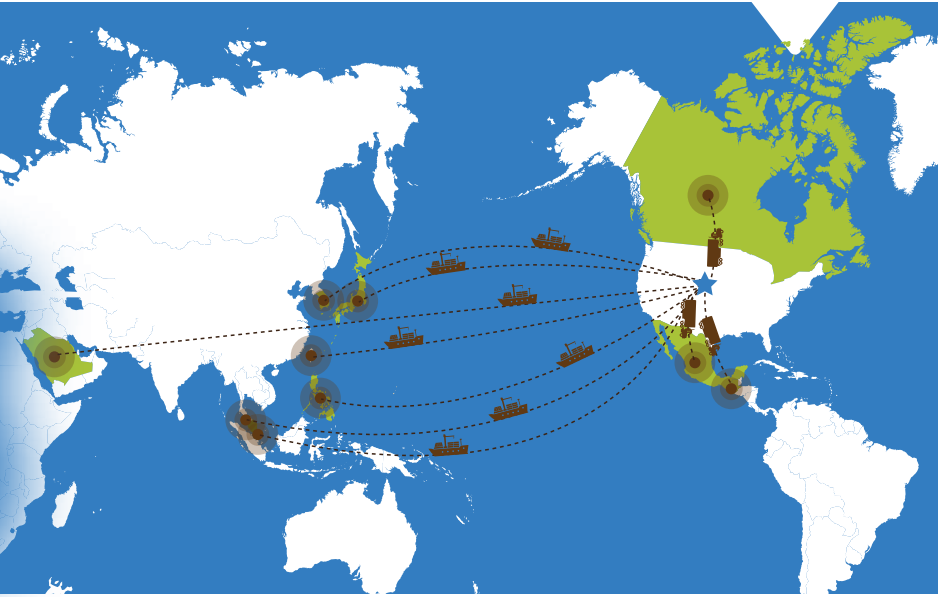
Source: Crop Production 2023 Summary (January 2024) USDA, National Agricultural Statistics Service pg. 68 and Crop Values 2023 Summary (February 2024) USDA, National Agricultural Statistics Service pg. 39

FACTS



EXPORTS

TOP 10



- 1 MEXICO: **\$468** MILLION
- 2 JAPAN: **\$450** MILLION
- 3 CANADA: **\$351** MILLION
- 4 SOUTH KOREA: **\$153** MILLION
- 5 PHILIPPINES: **\$120** MILLION
- 6 TAIWAN: **\$92** MILLION
- 7 MALAYSIA: **\$69** MILLION
- 8 GUATEMALA: **\$62** MILLION
- 9 SAUDI ARABIA: **\$50** MILLION
- 10 HONG KONG: **\$40** MILLION

Source: The United States Department of Commerce, Foreign Trade Division, using the Harmonised Coding System, Schedule B.

NUTRITIONAL VALUE

A nutritional powerhouse, potatoes are a nutrient-dense vegetable that provides the energy, potassium and vitamin C you need to fuel your day.

VITAMIN C

30% of your daily value.

Potatoes are considered to be an excellent source of this antioxidant.

VITAMIN B6

Potatoes have 0.2 mg of vitamin B6 per serving, which is 10% of the daily value and are considered to be a good source.

PROTEIN

Potatoes have 3 grams of protein per serving.

POTASSIUM

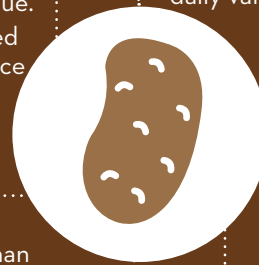
15% of your daily value and more than a medium-sized banana.

IRON

Potatoes have 1.1 mg of iron per serving, which is 6% of the daily value and more than half the amount in a 3-ounce beef patty.

FIBER

Potatoes have 2 grams of fiber per serving, which is 7% of the daily value.



EXPORTS BY PRODUCT

48%
Frozen Processed

15%
Fresh Potatoes

29%
Dehydrated Potatoes

6%
Potato Chips

1%
Seed Potatoes

Source: The United States Department of Commerce, Foreign Trade Division, using the Harmonised Coding System, Schedule B.



AG LABOR

American agriculture depends on a stable workforce to plant, harvest, process, and ship its crops. However, domestic workers provide an insufficient source of labor for the potato industry and for other specialty crop producers. The National Potato Council supports a national immigration policy that establishes effective border security, a path to legal work status for improperly documented agricultural workers, and a sustainable guest worker program to fulfill the ongoing needs in the potato industry.

FARM WORKFORCE MODERNIZATION ACT

NEW GUESTWORKER PROGRAM

INCENTIVIZE WORKERS TO REMAIN IN AMERICAN AGRICULTURE

FARM WORKFORCE MODERNIZATION ACT

NPC, as a member of the Ag Workforce Coalition, is working to enact long-term solutions that establish effective border security, a path to legal work status for undocumented agricultural workers, and sustainable guest worker programs to fulfill the ongoing needs in the potato industry.

The agriculture industry is experiencing a critical shortage of labor to plant and harvest crops. Estimates are that upwards of 70% of the overall agriculture labor in the U.S. is provided by an improperly documented immigrant workforce. This highly vulnerable workforce creates uncertainty for the workers and the farms and ranches that employ them.

The sole agricultural guest worker program (H-2A) supplies only 10% of the necessary agricultural workforce, in part because it operates in a cumbersome and unresponsive manner. In particular, the Adverse Effect Wage Rate (AEWR) that is required for the H-2A program has skyrocketed recently by over 20% annually in certain states. This unworkable structure drives employers away from the program and harms investment in rural America that would otherwise occur.

The passage of the bipartisan Farm Workforce Modernization Act in the 116th Congress was the first time the House of Representatives had successfully acted upon agricultural labor reform in over 20 years. In the 117th Congress, the House passed this bipartisan compromise for the second time. Unfortunately, the Senate failed both times to provide improvements and both efforts died. NPC is working to advance a bipartisan solution to our workforce crisis in the current 118th Congress.

Additionally, the Adverse Effect Wage Rate (AEWR) increases for 2024 are unreasonable and harm producers using the H-2A program. The unpredictability of a wage that can fluctuate by over 15% drives employers away from the program and harms investment in rural America that would otherwise occur. These drastic increases should be repealed for 2024 and a new market-based wage rate installed immediately.

NEW GUEST-WORKER PROGRAM

Congress must create a new guestworker program with the flexibility to meet the current and future demands of American agriculture that includes:

- Predictable market-based wage rate
- Administration by the Dept. of Agriculture instead of the Dept. of Labor
- Responsive visa terms and no “hard caps” on participation
- Preventing predatory lawsuits against employers
- Reducing costs of program participation
- Stabilize improperly documented workers

OUR POLICY ON AG LABOR

American agriculture depends on a stable workforce to plant, harvest, process and ship its crops. Domestic workers provide an important but insufficient source of labor for the potato industry. The Council supports a national immigration policy that establishes effective border security, a path to legal work status for undocumented agricultural workers and a sustainable guest worker program(s) to fulfill the ongoing needs in the potato industry. Immigration policy should reflect the realities of the marketplace and provide access to agricultural workers potato that producers require to grow high-quality crops for consumption in both the domestic and international markets. This includes avoiding arbitrary quotas and unnecessary regulatory requirements. Labor disputes, strikes or work slowdowns can have devastating impacts on the production, transportation and distribution of perishable commodities including potatoes. The Council encourages the adoption of new policies or regulations to better manage labor disputes with the goal of avoiding preventable losses. U.S. potato producers recognize their responsibility to maintain a safe work environment for workers, to provide appropriate worker safety training and to utilize farming practices that ensure worker safety. Farm worker safety regulations should protect workers, based on realistic assessments of risk, provide flexibility for the appropriate participation of family members and ensure that implementation costs are matched by health and safety benefits.

INCENTIVIZE WORKERS TO REMAIN IN AMERICAN AGRICULTURE

Congress must also stabilize the current improperly-documented workforce by taking into consideration the following goals:

- Respect that some of these workers may have lost their ties to their home countries and may be unable to self deport or “touchback”
- Consider that workers may have family members (either American or foreign) that will factor into their decision to participate in the program

These pieces must be in place before any additional enforcement measures can be implemented. Mandatory E-Verify (alone or with an “agriculture exemption”) would be extremely destructive to our industry and cannot move forward before an ag labor solution has been fully implemented.



APPROPRIATIONS AND RESEARCH

Research is of critical importance to address the future challenges of providing food and fiber to a growing population. The National Potato Council supports a coordinated public and private research effort to improve U.S. potato nutrition, quality, and yield.

NIFA POTATO BREEDING RESEARCH

ARS POTATO COLLABORATIVE RESEARCH PROGRAM

SPECIALTY CROP RESEARCH INITIATIVE

POTATO SUSTAINABILITY ALLIANCE

ALLIANCE FOR POTATO RESEARCH AND EDUCATION

NIFA POTATO BREEDING RESEARCH

For more than 30 years, NPC has worked with the House and Senate Appropriations Committees to secure funding for NIFA's Potato Research Special Grants, which supports the future of the U.S. potato industry through the funding of competitive potato breeding projects across the country.

Each of these peer-reviewed research projects addresses actual challenges impacting potato production, utilizes the expertise of USDA scientists and independent plant breeders, and delivers measurable improvements in the efficiency and quality of potato production. The “non-federal” contributions to these vital projects (provided by growers, state grower organizations and land grant universities) provide more than a two-to-one match to funding provided by NIFA.

For FY24, the Omnibus Appropriations Bill provided \$4 million for NIFA's potato research special grants. NPC thanks both the House and Senate Appropriations Committees for continuing to support this vital program.

For FY25, given the solid return on investment from NIFA's potato breeding research program and the demands placed upon it due to phytosanitary challenges facing the potato industry, NPC requests enhanced funding to \$4.5 million. Examples of successful new potato varieties developed in recent years as a result of these funding dollars include Clearwater (Idaho, Oregon and Washington), Caribou (Maine), Manistee (Michigan), and Lamoka (New York), providing the industry with various levels of disease resistance and other traits that have reduced grower losses.

ARS POTATO COLLABORATIVE RESEARCH PROGRAM

For FY25 NPC is requesting members of Congress to ask the Appropriations Committees to maintain report language in their respective bills that recognizes the value of the ARS Potato Collaborative Research Program. ARS funding for the potato research projects under this program is typically around \$1.12 million.

We request the following language regarding NIFA Integrated Activities on Pest Management Programs be included in the FY25 Agriculture Appropriations Bill:

Potato Research - To minimize the application of pesticides and to maximize the yield and quality of harvested potatoes, the Committee directs the Secretary to support pest management programs in potato growing states. Such programs help scientists track potential pest outbreaks and provide growers and industry professionals with current information on specific and timely treatments. Additionally, the programs help identify serious diseases, such as late blight, in their early stages, allowing for preventive measures to be put into place quickly to avoid crop losses.

SPECIALTY CROP RESEARCH INITIATIVE

The 2018 Farm Bill inadvertently left out the matching fund waiver authority for the Specialty Crop Research Initiative (SCRI). This could compromise otherwise valuable research. At the request of NPC and the U.S. potato industry, this waiver authority was restored in the FY24 Appropriations Bill and should be maintained in any successor.

POTATO SUSTAINABILITY ALLIANCE

Members of PSA, which include NPC and more than 550 U.S. and Canadian farmers, are committed to advancing a common vision of potato sustainability and delivering economic, environmental and social outcomes at scale.

ALLIANCE FOR POTATO RESEARCH AND EDUCATION

As a member of APRE, NPC is supporting the advancement of scientific understanding of the role potatoes play in promoting the health of all people.

OUR POLICY ON RESEARCH

Research is of critical importance to address the challenge of providing food and fiber to a growing population. The Council supports a coordinated public and private research effort to improve U.S. potato nutrition, quality and yield. This includes support for federal and state-based research that relies on producer input to establish objectives and priorities. The Council engages researchers to identify research needs and encourages collaborations to combine resources in a coordinated effort to advance the research objectives of the potato industry. The Council will work closely with all members of the potato industry and the research community to develop industrywide research priorities and support funding those projects. The application of emerging technologies can drive tremendous advances in productivity and support efforts to continue enhancing agriculture sustainability. Potato producers should have the opportunity to access technology proven to be safe for humans and the environment.



ENVIRONMENT

U.S. potato growers are largely family farmers with operations that span generations. They are stewards of the land and contribute to the protection and management of the nation's environment. The National Potato Council encourages public and private partnerships that support sound stewardship of public and private working lands and associated waters that will maintain the health and productivity of those resources.

**WATERS OF THE UNITED STATES
ENDANGERED SPECIES ACT REFORM
SEC CLIMATE DISCLOSURE RULE
SCIENCE-BASED DECISION MAKING IN THE REGULATION OF PESTICIDES**

WATERS OF THE UNITED STATES

In May 2023, the U.S. Supreme Court issued a unanimous ruling, stating *“The court holds that the Clean Water Act applies only to wetlands that are “as a practical matter indistinguishable from waters of the United States.” Therefore, the party that wants the CWA to apply to adjacent wetlands must show that the adjacent body of water is a “water of the United States” -- that is, “a relatively permeable body of water connected to traditional interstate navigable waters” -- and that the wetland “has a continuous surface connection with that water, making it difficult to determine where the ‘water’ ends and the ‘wetland’ begins.” Based on that definition, the court reverses the lower court ruling in the EPA’s favor.*

In August 2023 the Biden Administration issued a new rule that scrapped the “significant nexus” test and in its place adopted a standard requiring that waters be “relatively permanent” to fall under federal authority.

NPC continues to advocate for the Biden Administration to reconsider this tremendously broad overreach of the federal government’s authority over every farm ditch in America.

ENDANGERED SPECIES ACT REFORM

The negative impact that environmental activist lawsuits and adverse regulatory decisions have generated under ESA are substantial and constraining reasonable activities by the agriculture industry in managing its natural resources. Productive agricultural land is being taken out of production and access to essential water resources is being reduced or eliminated. The results are generational competitive losses and negative economic impacts.

To correct this broken system, a multi-pronged effort is necessary that will involve:

- Regulatory reform primarily within “the Services” (National Marine Fisheries Service and the U.S. Fish and Wildlife Service);
- Legislative reforms undertaken by Congress to restore reasonable economic considerations in the regulatory process.
- Congress should enact necessary reforms and press the Services to reform processes to minimize these unnecessary economic impacts.

SEC CLIMATE DISCLOSURE RULE

In 2021, the Securities and Exchange Commission (SEC) proposed a rule that would require publicly traded companies to disclose their climate impacts and, also, those of their entire supply chain. Due to the expansive way in which the proposed rule is written, it would mandate that nearly all U.S. farms, regardless of size, to report greenhouse gas emissions at great cost and potential liability.

In 2022, the NPC Board of Directors adopted policy stating *“The National Potato Council believes the proposed Securities and Exchange Commission’s Climate Rule is a significant government regulatory overreach. NPC should take all necessary actions to exclude agriculture from any final rule and thereby minimize the impact on family farms and related activities.”*

Following that, NPC along with nine other organizations filed comments in 2022 opposing the proposed rule indicating that Scope 3 disclosure requirement would be “wildly burdensome and expensive” for farmers and potentially put small and mid-size farmers out of business and supported the Protect the Farmers from the SEC Act, introduced by Rep. Lucas (R-Okla.) and Sen. Boozman (R-Ark.).

OUR POLICY ON ENVIRONMENT

U.S. potato producers respect the need to protect and manage the environment. Regulations to achieve species protection and preservation should balance biologic and economic risks and benefits. Potato producers rely on clean water and healthy soil to maintain sustainable, productive farms. The Council encourages public and private partnerships that support sound stewardship of public and private working lands and associated waters that will maintain the health and productivity of those resources. Environmental and conservation programs should be based on scientific assessments of the risks and benefits. The Council encourages local and region-specific land and water conservation and water infrastructure initiatives.

In March 2024 NPC celebrated the SEC final rule that scrapped a plan to mandate tracking of the greenhouse gas emissions in company supply chains all the way down to family farms. This action occurred as the SEC finalized a rule for large corporations to disclose their carbon footprint.

SCIENCE-BASED DECISION MAKING IN THE REGULATION OF PESTICIDES

Thoroughly reviewed and well-regulated pesticides are essential to maintaining a competitive agriculture industry and keeping pace with pests and diseases that are constantly evolving and causing damage to valuable crops.

Unfortunately, activists have pressured House and Senate members to reject science-based decisions on pesticide registration. Most recently in the 118th Congress, Sen. Booker (D-N.J.) introduced the SB269, the Protect America’s Children from Toxic Pesticides Act of 2023 (PACTPA), which would revoke registrations of EPA-approved pesticides and herbicides, including organophosphate insecticides, neonicotinoid insecticides, and paraquat herbicide. This effort follows legislation in the previous Congress by Rep. Joe Neguse (D-Colo.) that sought to avoid the science-based EPA regulatory process mandated by Congress under the Pesticide Registration Improvement Act and simply revoke pesticide registrations based upon public pressure. NPC is calling for Congress to reject these unwise departures from a transparent science-based process.



NUTRITION AND SCHOOL MEALS

Potatoes are nutrition powerhouses, offering both affordability and flexibility as America's favorite vegetable. The National Potato Council helps ensure that potatoes are recognized by policymakers for their health benefits to families and children. NPC works with government officials to ensure that federal dietary recommendations for feeding and nutrition programs and that the Dietary Guidelines acknowledge the unique contributions of potatoes.

DIETARY GUIDELINES FOR AMERICANS
SCHOOL BREAKFAST ACCESS FOR WHITE POTATOES
SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

DIETARY GUIDELINES FOR AMERICANS

The 2025 Dietary Guidelines for Americans must recognize what we all know: potatoes are a vegetable.

As the 2025 Dietary Guidelines for Americans (DGAs) process has begun, the Administration posed a question to the Advisory Committee whether potatoes should be categorized as a vegetable or a grain or made interchangeable with grains. The Committee must reflect the overwhelming science-based determination that potatoes are a vegetable and consumption should be encouraged as they are nutritionally valuable, flexible and low-cost.

NPC recognizes that certain activist voices will be extremely loud during this process and intend to place burdens on potatoes and/or attempt to reclassify America's favorite vegetable into the grains category. Such efforts have no basis in science, raise costs for consumers, and further burden already-expensive federal nutrition programs with substantial new costs. Those costly, misleading and unscientific efforts should be rejected by the DGAs and all federal policymakers outright.

SCHOOL BREAKFAST ACCESS FOR WHITE POTATOES

In April 2024, USDA released its final rule overhauling its school breakfast and lunch programs, limiting sugar and further reducing sodium levels in meals. Notably for the potato industry, the department struck its current policy that permits schools to substitute vegetables for fruits at breakfast but requires that they serve the first two cups of vegetables from subgroups other than starchy before potatoes can be offered. The updated rule removes that limitation but still requires schools that choose to substitute vegetables for fruits at breakfast on two or more days per school week to offer vegetables from at least two different subgroups.

In May 2023, the National Potato Council issued public comment stating that while USDA is taking steps to address regulatory limitations by continuing to allow vegetables to be substituted for fruit, the rules do not, in fact, eliminate potato restrictions. "USDA provides an example of if a school offers a starchy vegetable on a Monday, they will then need to offer a different vegetable subgroup on a different day before offering a starchy vegetable again," NPC wrote at the time.

Additionally, NPC remains concerned that USDA allows certain vegetables - including starchy vegetables - to be considered "interchangeable" for grains in the new rules - a concept the Council currently opposes in the 2025 Dietary Guidelines for Americans writing process.

Over the past several years, NPC has worked with Congress to ensure that schools have the flexibility to serve any vegetable as a substitute for fruit at breakfast, with no limitation. The Council is currently reviewing the final rule to determine its response to the new guidelines.

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

The Farm Bill, which deals with agriculture policy issues as well as the Supplemental Nutrition Assistance Program (SNAP), was renewed most recently in December 2018. NPC continues to participate in the SNAP coalition and promote to members of Congress and the Administration the benefits of all potato products being a part of SNAP. At the same time, we are monitoring federal rulemaking that may seek to amend the definition of "healthy" and inform consumers about products meeting that definition.





TRADE

With 20 percent of the U.S. potato crop destined for foreign consumers, the National Potato Council supports multilateral, bilateral and regional trade agreements that promote fair access for fresh and processed potato exports. As a result of the pandemic and due to the transition to the Biden Administration, the federal government paused its efforts to expand trade access over the past year. Even so, USDA Secretary Vilsack and USTR Ambassador Tai have both signaled their commitment to enforcing existing trade pacts, most notably the U.S.-Mexico-Canada Agreement (USMCA)

JAPAN FRESH MARKET ACCESS
FRESH POTATO ACCESS TO MEXICO
PRINCE EDWARD ISLAND POTATO WART
RESTORATION OF TARIFF BENEFITS LOST UNDER TPP WITHDRAWAL

JAPAN FRESH MARKET ACCESS

Although the U.S. has had market access to Japan for chipping potatoes since 2006 (and that market has grown considerably) the U.S. is seeking market access for all fresh potatoes, including table stock potatoes. Once opened, Japan will become a massive market for U.S. fresh potato exports estimated at \$100 million to \$150 million annually (a 10-15 percent increase in global U.S. fresh potato exports).

Due to the political sensitivity of this issue, Japan has delayed negotiations with USDA-APHIS for over three years. Japan claims to be “working on the issue” then shows no progress year after year. This situation will continue indefinitely unless Japan is forced to engage. USDA and USTR must press Japan to move forward with these negotiations. Without political pressure, the Japanese will delay the market access process for years to come.

FRESH POTATO ACCESS TO MEXICO

NPC welcomed the news that the first shipments of U.S. fresh potatoes crossed into Mexico on May 11, 2022, signaling the start of Mexico’s process to restore full market access for U.S. fresh potatoes after more than 25 years of disputes and legal obstructions by Mexico. The shipments occurred one year after the Mexican Supreme Court ruled unanimously that U.S. fresh potatoes were legally authorized to be imported.

Since that time, U.S. fresh potato shipments have been steadily flowing and without significant obstruction. To ensure that the Mexican authorities adhere to their international commitments, the U.S. government must remain vigilant and continue to utilize all necessary political and diplomatic pressure to ensure Mexico upholds its promise to open its market.

Should Mexico return to past practices of limiting or outright closing their market to U.S. fresh potatoes, the U.S. government should immediately suspend reciprocal fruit and vegetable access requests, including the recently agreed to enhanced Mexican avocado access.

PRINCE EDWARD ISLAND POTATO WART

The province of Prince Edward Island (PEI) in Canada has been dealing with a virulent disease called potato wart for over 20 years. This disease is not present in the U.S., but if it were allowed to become established in production areas, it would cause immediate impact to U.S. growers of over \$300 million in damages and billions of dollars more in indirect harm to the communities the U.S. potato industry supports.

Following an Oval Office meeting between Prime Minister Trudeau and President Biden, a USDA embargo on PEI potatoes was largely lifted in Spring of 2022. Trade resumed before CFIA had completed disease testing.

In October 2022, APHIS released an analysis of the risks associated with potato wart entering the U.S. from PEI. This report indicated that the overall infestation is likely “larger than previously reported” and there is a significant risk of the disease being transmitted by seed potatoes among other pathways. In late November 2023, CFIA provided a timeline for potato wart mitigation actions that indicated it would be until January of 2025 before any changes to their plan are implemented. This is over three years since the most recent detections that resulted in the border closure and the resulting impacts. In the absence of a reasonable timeline for enhancements to protect the U.S. from the spread of potato wart, NPC has urged USDA to take unilateral steps under its authority to reduce the risk of potato wart being shipped to the U.S. from PEI.

OUR POLICY ON TRADE

The Council supports multilateral, bilateral and regional trade agreements. Such agreements should support fair access for fresh and processed potato exports. Fair access includes eliminating tariffs, non-tariff trade barriers, restrictive tariff-rate quotas, and trade-distorting subsidies that limit the competitiveness of U.S. fresh and processed potato exports. The Council will work directly with the appropriate branches and agencies of the U.S. government to gain their support and active engagement in achieving these trade objectives. The Council supports the inclusion of risk based phytosanitary standards and the elimination of barriers to the adoption of scientifically accepted technology in all trade agreements. Trade agreements should create a strong framework that encourages all countries to conduct science-based risk assessments and implement the least restrictive mitigation measures that are consistent with managing the identified risks. Phytosanitary regulations in all countries should adhere to the principle of “National Treatment.” Trade policies should encourage countries to set Maximum Residue Levels (MRLs) based on international Codex standards or to harmonize MRLs with U.S. MRLs. MRLs should be based on the scientific evaluation of the actual risk associated with any chemical residues. MRLs should reflect the best estimate of actual risk and should not be based on the identification of a hazard or a “precautionary policy.” The U.S. potato industry is committed to working with registrants to establish MRLs in all key export markets for crop protection products used on potatoes.

RESTORATION OF TARIFF BENEFITS LOST UNDER TPP WITHDRAWAL

In early 2020, the U.S. and Japan announced the completion of a new trade agreement. The U.S.-Japan FTA restored tariff benefits lost after the U.S. withdrawal from the Trans-Pacific Partnership Agreement. While this news was welcomed in the most important TPP market, the U.S. is losing market share in Vietnam to its competitors due to higher tariffs. Interest in additional markets joining TPP, such as Taiwan, Thailand, the Philippines, and even the UK, demonstrate the importance of rejoining the group.



TRANSPORTATION AND INFRASTRUCTURE

U.S. potato producers require a reliable and competitive transportation network of roads, bridges, port facilities, ocean shipping, and railroad capacity to move crops from field to market. The National Potato Council supports efforts to increase the efficiency, competition and rate transparency of ocean, rail and truck carriers, while maintaining safe highways and railroad beds.

TRUCK WEIGHT LIMITS
HOURS-OF-SERVICE AND
ELECTRONIC LOGGING DEVICES

TRUCK WEIGHT LIMITS

Multiple studies have shown that trucks operating with an additional (sixth) axle improve highway safety. These heavier trucks exhibit greater braking efficiency and better weight distribution, which reduces road wear. In terms of enhanced safety, the biggest single factor in the number of accidents involving trucks is vehicle miles traveled. Heavier loads would reduce the number of trucks in operation and miles traveled, thereby, concurrently reducing the number of accidents and reducing emissions. NPC strongly supports increasing federal truck weight limits from 80,000 lbs. to 110,000 lbs. for trucks utilizing a sixth axle, along with issues such as funding for road and bridge upgrades.

HOURS-OF-SERVICE AND ELECTRONIC LOGGING DEVICES

A shortage of trucks can impact the agriculture industry throughout the year and particularly during the planting and harvest seasons. The negative impact of ongoing shortages can be made worse, in part, due to issues surrounding the Electronic Logging Device (ELD) and Hours-of-Service (HOS) regulations. Throughout 2018, NPC worked successfully with Congress and the Administration to improve those regulations. Since then, NPC has been advocating for additional enhancements to further reduce the regulatory burden on the agriculture industry. NPC supports changes to HOS rules to acknowledge the unique challenges for transporting perishable commodities. Consideration should be given to expanding the current 150-mile loading exemption to cover both loading and unloading activities. Truck drivers should not be penalized for encountering delays at loading points or congestion at distribution warehouses or port facilities. Such operations are not over-the-road in nature and time spent idling in a marshalling yard should not be counted against HOS mandates.

OUR POLICY ON TRANSPORTATION AND INFRASTRUCTURE

U.S. potato producers require a reliable and competitive transportation network of roads, bridges, port facilities, ocean shipping and railroad capacity to move crops from field to market. The Council supports efforts to increase the efficiency, competition and rate transparency of ocean, rail and truck carriers, while maintaining safe highways and railroad beds. This includes increasing the size and/ or weight of transportation options. To ensure reliable and safe production and transportation of all U.S. potato products, the Council encourages investment by both state and federal governments in transportation networks, communication infrastructure and power grids. Ongoing investments in maintaining existing and building new transportation and infrastructure systems will help U.S. potato producers remain competitive in the domestic and global markets and reduce some of the risk associated with growing perishable products. The Council supports research to identify additional transportation and infrastructure resources that will move and power the U.S. into the future while also recognizing that existing transportation and power systems play a key role in growing the world's food. Any initiatives must also address practical and financial considerations of moving to or integrating the new systems.



2024 NPC WASHINGTON SUMMIT

U.S. potato growers and allied partners from across the country united as an industry to fulfill NPC's mission of "Standing Up for Potatoes on Capitol Hill" during the 2024 Washington Summit, Feb. 26-March 1.

The first day kicked off with a virtual media roundtable during which NPC President Bob Mattive, Immediate Past President RJ Andrus, Vice President of Trade Affairs Ted Tschirky, and CEO Kam Quarles shared the news of the Council's new economic report, "The Current and Potential Impact of Expanded Potato Exports."

That evening at the meeting of Voting Delegates, 2023 President RJ Andrus passed the gavel to incoming President Bob Mattive.

Throughout the next day, committee members met to report on and discuss the status of issues facing the industry. During lunch, attendees were briefed by Dr. Bill Knudson, Product Marketing Economist at Michigan State University Product Center, who presented the report his team conducted on behalf of NPC to measure the current and potential economic benefits of U.S. potato exports.

On Wednesday morning, business began with a fireside chat between NPC's Kam Quarles and Alexis Taylor, USDA's Under Secretary for Trade and Foreign Agricultural Affairs, on how the administration is working to promote U.S. agricultural exports and increase market access.

Mike Goodis, Deputy Director for Programs in EPA Office of Pesticide Programs, then briefed the group on the implementation of the agency's Endangered Species Act Workplan. A discussion between Beth Johnson, CEO and Founder of Food Directions, and Jennifer Tiller, staff member of the House Agriculture Committee focused on nutrition policy, including the currently ongoing efforts to craft the 2025 Dietary Guidelines for Americans.

KEY ISSUES DELIVERED TO CAPITOL HILL:

Agriculture Immigration Reform Must Address Both the Current Workforce and Future Guest Workers

Farm Bill U.S. Potato Industry Priorities

Pushing Back Against Government Over-Regulation

Reinforcing the Nutritional Value of Potatoes in Federal Policies

Investing in U.S. Potato Industry Research Via the Appropriations Process

Enhancing the U.S. Potato Industry Through Proactive Trade Policies

On Wednesday afternoon at the Hart Senate Office Building, Members of Congress joined the group to address their priorities and hear from attendees on their policy concerns. The group finished the day with the annual Standing Up for Potatoes on Capitol Hill Reception, sponsored by McCain, which attracted record attendance.

During the briefing and reception, attendees were addressed by U.S. Senator Susan Collins (R-Maine), House Agriculture Committee Chairman G.T. Thompson (R-Penn.), and U.S. Representative Dan Newhouse (R-Wash.). Additionally, the group heard from Parish Braden, Staff Director for House Agriculture Committee Chairman G.T. Thompson, Ricki Schroeder, Coalitions Coordinator for Director for House Agriculture Committee Chairman Thompson, and Jessica Schulken and Tyson Redpath of The Russell Group.

Following remarks by Senate Agriculture Committee Chair Debbie Stabenow (D-Mich.), Ben Sklarczyk, NPC Vice President of Environmental Affairs and Michigan potato grower, and NPC CEO Kam Quarles presented her with the Golden Potato Award, recognizing her "tireless and successful efforts in support of the U.S. potato industry."

On Thursday and Friday, attendees took to Capitol Hill to meet with dozens of Members and staff to advocate for the industry's policy priorities.



Senator Stabenow joins Michigan's delegation after being presented with NPC's Golden Potato Award.

EYE ON POTATOES PODCAST



Launched in January 2020, NPC's Eye on Potatoes podcast is the place to tune in to listen in on conversations with growers and thought leaders on advocacy, production and all things potatoes. In just over three years, the podcast has published over 85 episodes and generated more than 17,000 downloads. In January, Presenting Sponsor, Syngenta, renewed its support for the podcast for 2024.

FEATURED EPISODES INCLUDE:

Defending Potatoes in the 2025 Dietary Guidelines for Americans Process

Satisfying the Global Potato Demand

Culinary Medicine for Healthy Lifestyles

2024 Weather Signals with Meteorologist Andrew Pritchard

Farm Policy and a Dysfunctional Washington, D.C.

Mexico - Two Years After Access

Spudding Innovation: The State of AI for the Potato Industry



Matt Lantz (right) from Bryant Christie Inc. joins podcast host Lane Nordlund for a discussion on trade opportunities.



The Potato Political Action Committee (Potato PAC) is a grassroots, bipartisan, industry-specific PAC that works to support elected leaders and candidates who are friends of the potato industry. NPC is the only organization in Washington, D.C. solely focused on the well-being and future of the potato

industry and the Potato PAC is an essential tool which allows us to support candidates who prioritize our issues and advance our agenda. By bringing the industry's resources together, Potato PAC helps continue NPC's mission to stand up for potatoes on Capitol Hill. Please note that participation with the Potato PAC is by invitation-only and solicitations from it are limited to NPC members meeting specific criteria established by the Federal Election Commission.

POTATO POLITICAL ACTION COMMITTEE

POTATO EXPO 2024



On Jan. 10-11, 2,320 U.S. potato growers and industry members from 18 countries turned out for Potato Expo 2024 at the Austin Convention Center in Austin, Texas, to do business and prepare their operations for the future. Celebrating its 16th year, Potato Expo 2024 broke all previous attendance records previously set at its Las Vegas show held in 2020.

Highlights of the two-day Potato Expo included a conversation with Doug McKalip, U.S. Chief Agricultural Negotiator for the Office of the United States Trade Representative, who joined Kam Quarles, CEO of the National Potato Council on the Expo Stage to discuss ongoing efforts to open and grow markets for the U.S. potato industry. McKalip's message to markets still resisting its export, including Japan, which has delayed negotiations to open its market to U.S. fresh potatoes: "Trust the science."

Kicking off the first day's stage presentations was Street & Potatoes: A Battle of the Best Tacos, a competition that saw three teams vying for the annual title of "Top Spud." Showcasing their winning recipe was the team of Mike Carter from Bushman's Inc. in Rosholt, Wisc., and Steve Streich of Streich and Associates in Kalispell, Mont.

Local news media added to the excitement, with two live news segments airing on FOX 7 Austin, including an interview with NPC's Kam Quarles and a cooking demonstration by Potatoes USA representatives Chef RJ Harvey and Executive Sous Chef Aurora Hollenbeck.

Potato Expo serves as a forum to foster collaboration between national and state potato associations, as well as the rest of the industry. Maintaining its reputation as a place to help better position the industry for the future, Potato Expo 2024 addressed many current topics from disruptive weather patterns and the growing use of artificial intelligence (AI) in the potato industry to public policies affecting the growers.



**POTATO
LEADERSHIP,
EDUCATION &
ADVANCEMENT
FOUNDATION**

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Kam Quarles, National Potato Council

Blair Richardson, Potatoes USA

Kelly Turner, Michigan Potato Industry Commission

Created by the National Potato Council Board of Directors in 2019 the Potato Industry Leadership, Education, and Advancement Foundation (Potato LEAF) is a nonprofit 501(c)3 organization to provide the industry with a long-term funding source to support leadership development, educational programs, and other efforts to advance the potato industry in the United States.

The foundation currently offers three key programs to strengthen the leadership skills of U.S. potato industry.

**LEADERSHIP
INSTITUTE** 
BROUGHT TO YOU BY POTATO LEAF


**LEADERSHIP
IN THE FIELD**


 Leadership,
Education &
Advancement
Foundation
SCHOLARSHIP

STATEMENT OF FINANCIAL POSITION JUNE 30, 2023

Assets

Cash and cash equivalents	\$228,003
Investments	\$1,783,823
Accounts and contributions, net	\$180,388
Total Assets	\$2,192,214

Liabilities and net assets

Total Liabilities, net	\$19,122
------------------------	----------

Net Assets

Without donor restrictions	
Undesignated	\$208,125
Board-designated	\$1,701,951
Total without donor restrictions	\$1,910,076
With donor restrictions	\$263,016

Total net assets	\$2,192,214
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Total liabilities and net assets	\$2,192,214
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STATEMENT OF ACTIVITIES FOR YEAR ENDING JUNE 30, 2023

Revenue and Support

Meetings	\$60,450
Contributions	\$131,987
Investment return, net	\$48,848
Total revenue and support	\$241,283

Expenses

Education programs	\$125,505
General and administrative	\$68,008
Total Expenses	\$193,513

Change in net assets	\$47,770
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Net assets, beginning of year	\$2,125,322
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Net assets, end of year	\$2,173,092
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2023-24 academic scholarship recipient, Jacob Meeuwsen from Washington State University. (Image: Jacob Meeuwsen in Field)

ANNUAL ACADEMIC SCHOLARSHIP

Annually, Potato LEAF awards one \$10,000 academic scholarship to a graduate student with a strong interest in research that can directly benefit the potato industry.

Jacob Meeuwsen, a Ph.D. student at Washington State University, focused on intelligent potato water-use efficiency, land-use management practices, and reducing water loss via evaporation and runoff. He is currently working to optimize predictive evapotranspiration (ET) and suggested irrigation amounts as they relate to changes in plant spatial arrangement and population and to utilize both to mitigate heat and water stress. He is also testing a novel irrigation method to maximize water use efficiency in potatoes, along with other aspects of irrigation.

“Receiving the Potato Leaf Scholarship is a great honor for me. It shows that the research I do means something to the potato industry. Receiving this scholarship will help me achieve my goals by inspiring me to think of new and innovative ways to help the potato industry become more sustainable and efficient. Thank you again for the recognition and awarding me this scholarship” said Meeuwsen after receiving the award.

“If successful, my research will aid potato growers on a daily basis and during extreme heat and water stress events by optimizing the plant water use efficiency, maximizing production and economic return,” said Meeuwsen in his application. *“By improving irrigation and water-use efficiency, benefits will expand beyond the field and into American homes, preserving our water and livelihood.”*

Applications are accepted annually from April through June.



2024 Leadership Institute class learning about the leadership of George Washington at Mt. Vernon. (Image: 24 LI at Mt Veron)

LEADERSHIP INSTITUTE

BROUGHT TO YOU BY POTATO LEAF

“The Leadership Institute is a great aid in helping all generations in the potato industry, young and old, to obtain some of the tools needed to become strong advocates for the industry. Everyone within our industry would benefit from the program no matter their status within the industry.”

- Tyler Maughan, Hardy Farms, Idaho

POTATO INDUSTRY LEADERSHIP INSTITUTE

In 2024, Potato LEAF hosted the 22st class of the Leadership Institute which toured agriculture operations from Boise to Idaho Falls, Idaho before before making their way to Washington, D.C. The Leadership Institute provides up-and-coming leaders with the tools they need to achieve success in the potato industry.

In 2025, the Leadership Institute will be held February 19-28 and is scheduled to begin in the state of Wisconsin and travel to Washington, D.C. Participants will receive an overview of the local and national potato industry, including some of the challenges and issues beyond the production sector, tours local agricultural businesses, and then travel to Washington, D.C, and hear from public policy and communication experts and practice how to effectively deliver key messages. Participants will join other growers from their state to educate members of Congress on the U.S. potato industry and policies impacting it.



LEADERSHIP IN THE FIELD NEW

Continuing to find new opportunities for leadership development, Potato LEAF is excited to offer the Leadership in the Field program in 2024 in partnership with the Gettysburg Foundation from July 15-18. This two-day experience on the Gettysburg Battlefield offers unique opportunities that utilize the resources of America’s most revered battlefield to teach effective leadership.

WAYS TO CONTRIBUTE TO POTATO LEAF

ANNUAL CONTRIBUTION

1

Tax-deductible Donations

Support the programs of the foundation

- Online at pleaf.org/contribute
- Mail to Potato LEAF, 50 F St NW #900, Washington, DC 20001



Randy Mullen, a potato grower from Washington serves as auctioneer during the live auction at Potato Expo 2024. (Image: Randy Mullen Photo)

2

Live and Silent Auction at Potato Expo 2024

The auction at Potato Expo 2024 raised over \$108,000 to benefit the programs of the foundation. You can support the foundation by donating or bidding on items during Potato Expo 2025.

Visit pleaf.org/expo-events or email info@pleaf.org for more information.

FOUNDERS SOCIETY MEMBERS

The Potato LEAF Founders Society was developed to recognize inaugural contributors making pledges and contributions of \$10,000 or more to the Potato Leadership, Education, and Advancement Foundation. These 29 individuals and businesses have pledged \$2,153,000 to establish the foundation.

Diamond Business Members \$250,000+

- Idaho Potato Commission
- National Potato Council
- Potatoes USA
- Washington State Potato Commission

Platinum Business Members \$100,000+

- RD Offutt Farms

Gold Business Member \$50,000+

- Allied Potato
- Alsum Farm & Produce, Inc.
- Colorado Potato Administrative Committee
- Farm Credit
- J.R. Simplot Company
- Maine Potato Industry
- McCain Foods, USA
- Michigan Potato Industry Commission
- Northern Plains Potato Growers Association
- Oregon Potato Commission
- Sklarczyk Seed Farm
- Wisconsin Potato & Vegetable Growers Association

Individual Member \$10,000+

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- Blatchford Farms, Haines, OR
In memory of Dave Blatchford
- Todd & Jill Michael, Urbana, OH
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- Lynn J. & Marthann Olsen, Othello, WA
- Richard Pavelski, Hancock, WI
- Blair & Marti Richardson, Denver, CO
- Kam & Karen Quarles, Washington, DC
- Mike Wenkel, Washington, DC

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We appreciate the contributions to Potato LEAF by the following individuals and businesses in 2023.

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Visionary - \$5,000+

- Jared Balcom, Pasco, WA
- Jason Davenport, Bakersfield, CA
- Brett Jensen, Idaho Falls, ID
- Chris Olsen, Othello, WA

Changemaker - \$1,000+

- Todd Cornelison, Idaho Falls, ID
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Influencer - \$250+

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- Potatoes USA
- Washington State Potato Commission
- Wisconsin Potato & Vegetable Growers Association



2024 SUSTAINING MEMBERS

To achieve our goals in Washington, NPC works hand in hand with companies and organizations throughout the supply chain. Our Sustaining Members help us to define, amplify our voice and ultimately resolve the most pressing policy issues.



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PRESIDENT

Bob Mattive
Worley Family Farms
Monte Vista, CO
e: bgmattive@gmail.com
p: (719) 852-4659



FIRST VICE PRESIDENT & VICE PRESIDENT, TRADE AFFAIRS

Ted Tschirky
Pasco, WA
e: ted.tschirky@gmail.com
p: (509) 539-9461



VICE PRESIDENT, LEGISLATIVE AFFAIRS

Dean Gibson
Magic Valley Produce, Inc.
Paul, ID
e: dean@magicvalleyproduce.com
p: (208) 438-2995



VICE PRESIDENT, FINANCE

TJ Hall
Hall's G4
Edinburg, ND
e: tjhall@polarcomm.com
p: (701) 331-0812



VICE PRESIDENT, GROWER OUTREACH & INDUSTRY RESEARCH

Chris Olsen
Two O's
Othello, WA
e: twoos@cbnn.net
p: (509) 989-0203



VICE PRESIDENT, ENVIRONMENTAL AFFAIRS

Ben Sklarczyk
Sklarczyk Seed Farm LLC
Johannesburg, MI
e: ben@ssfseedpotatoes.com
p: (989) 731-5452



IMMEDIATE PAST PRESIDENT

RJ Andrus
TBR Farms
Idaho Falls, ID
e: rj.tetonwest@gmail.com
p: (208) 542-3700

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The business affairs of the National Potato Council are managed by a Board of Directors. Board members are appointed by the Executive Committee from recommendations submitted by state potato grower organizations and hold office for one calendar year.

CALIFORNIA

Sid Staunton

Cal Ore Produce
Tulelake, CA
e: sidwstaunton@gmail.com
p: (541) 892-5262

COLORADO

Miguel Diaz

Martinez Farms/Eagle Produce
Alamosa, CO
e: miguel@martinezfarms-
eagleproduce.com
p: (719) 849-3612

Tyler Mitchell

Mike Mitchell Farms, LLC
Monte Vista, CO
e: tylermitchell84@hotmail.com
p: (719) 849-8156

Mark Peterson

Peterson Farms
Monte Vista, CO
e: mpeterson5401@gmail.com
p: (719) 850-5401

Harry Strohauser

Strohauser Farms
LaSalle, CO
e: harry@strohauserfarms.com
p: (970) 284-6526

FLORIDA

Danny Johns

Blue Sky Farms
Hastings, FL
e: danny@bsffl.com
p: (904) 823-6442

IDAHO

Nick Blanksma

Legacy Farms
Hammett, ID
e: nickblanksma@yahoo.com
p: (208) 590-1303

Mark Darrington

Mark Darrington Farms
Declo, ID
e: markdfarms@gmail.com
p: (208) 431-5975

Randy Hardy

Hardy Farms, Inc.
Oakley, ID
e: hardy1@pmt.org
p: (208) 300-3680

Eric Jemmett

J&S Farms Inc.
Parma, ID
e: ericjemmett@yahoo.com
p: (208) 863-0269

Brett Jensen

Brett Jensen Farms
Idaho Falls, ID
e: brettjensenfarms@gmail.com
p: (208) 313-4308

Klaren Kooppin

Kooppin Farms
American Falls, ID
e: idahofry59@yahoo.com
p: (208) 226-2080

Dan Moss

Moss Farms
Declo, ID
e: dan@mossfarms.com
p: (208) 300-0009

Jaren Raybould

Raybould Brothers Farm
Saint Anthony, ID
e: jraybould88@gmail.com
p: (208) 313-5242

Craig Searle

MooView Palace
Burley, ID
e: csearle@pmt.org
p: (208) 312-1595

Jason Stoddard

Stoddard Farms, Inc.
Grace, ID
e: jason@stoddardfarms.com
p: (208) 221-8695

Alex Tiede

Alex Tiede Farms
American Falls, ID
e: alextd9@hotmail.com
p: (208) 221-3412

Ritchey Toevs

Toevs Farm LLC
Aberdeen, ID
e: wrtoevs@gmail.com
p: (208) 604-2599

Dillon VanOrden

Garth VanOrden Farms
Pingree, ID
e: vospudman@gmail.com
p: (208) 604-0172

Lynn Wilcox

Wilcox Fresh
Rexburg, ID
e: lynn@wilcoxfresh.com
p: (208) 351-8032

MAINE

Robbie Irving

Irving Farms, Inc.
Caribou, ME
e: robbie@irvingspuds.com
p: (207) 227-9665

Darrell McCrum

County Super Spuds
Mars Hill, ME
e: darrell@countysuperspuds.com
p: (207) 768-1609

MICHIGAN

Luke Parr

Sackett Ranch, Inc.
Stanton, MI
e: sackettranchinc@frontier.com
p: (989) 289-0915

Kevin Storm

Walther Farms
Three Rivers, MI
e: kevin.storm@waltherfarms.com
p: (269) 501-7880

MINNESOTA

Peter Imle

Pine Lake Wild Rice
Gonvick, MN
e: pinelakewildrice@yahoo.com
p: (218) 487-5759

MONTANA

Dan Lake

Lake Seed, Inc.
Ronan, MT
e: spudman@ronan.net
p: (406) 253-3638

NORTH CAROLINA

Chris Hopkins

Black Gold Farms
Columbia, NC
e: chris.hopkins@blackgoldfarms.com
p: (252) 796-4271

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NORTH DAKOTA

Tom Campbell

Campbell Farms
Grafton, ND
e: tom@campbellfarms.net
p: (701) 520-2727

Jackson Hall

Halls G4
Edinburg, ND
e: jackson@hallsnd.com
p: (701) 331-3834

Brian Vculek

B Vculek Farms
Crete, ND
e: brian@cretfarm.com
p: (701) 753-7401

NEW YORK

Ralph Child

Childstock Farms
Malone, NY
e: rchild@childfarm.net
p: (518) 569-8448

OHIO

Kathy Michael Sponheim

Michael Family Farms
Urbana, OH
e: kathy@michaelfamilyfarms.com
p: (937) 869-5220

OREGON

Daniel Chin

Wong Potatoes, Inc.
Klamath Falls, OR
e: chinfarms@gmail.com
p: (541) 281-7570

Greg Harris

Castle Rock Farming, LLC
Boardman, OR
e: gharris@rdoffutt.com
p: (541) 314-8651

Mark Ward

Ward Ranches
Baker City, OR
e: mark.wardranches@gmail.com
p: (541) 519-4644

PENNSYLVANIA

David Masser

Sterman Masser, Inc.
Sacramento, PA
e: dmasser@masserspuds.com
p: (717) 649-4199

TEXAS

Tyler Backemeyer

CSS Farms, LLC
Dalhart, TX
e: tyler.backemeyer@cssfarms.com
p: (402) 599-0676

WASHINGTON

Jared Balcom

Balcom & Moe
Pasco, WA
e: jwbalcom@balcomandmoe.com
p: (509) 547-3383

Josh Bunger

Bunger Farms
Pasco, WA
e: joshbunger@yahoo.com
p: (509) 727-3848

Ellie Charvet

Pasco, WA
e: echarvet1946@gmail.com
p: (509) 331-8810

Heath Gimmetad

Odessa Farming
Odessa, WA
e: heath@friehefarms.com
p: (509) 750-2655

Mark Hammer

Mullen Farms, Inc.
Pasco, WA
e: markhammer73@gmail.com
p: (509) 845-2232

Roger Hawley

Hawley Farms
Bellingham, WA
e: hawleyfarms@frontier.com
p: (360) 739-5590

Grant Morris

Schneider Farms Pasco
Pasco, WA
e: grantmorris@live.com
p: (509) 539-5071

Jordan Reed

JM Farms
Pasco, WA
e: reedvineyards.jordan@gmail.com
p: (509) 727-7446

Adam Weber

Weber Farms
Moses Lake, WA
e: adamweber3@me.com
p: (509) 989-0944

Marvin Wollman

Warden Hutterians
Warden, WA
e: potatoemaker@gmail.com
p: (509) 760-1809

WISCONSIN

Mark Finnessy

Okray Family Farms
Plover, WI
e: mark@okray.com
p: (920) 450-3466

Eric Schroeder

Schroeder Bros. Farms, Inc.
Antigo, WI
e: eric@sbf.biz
p: (715) 216-0186

Keith Wolter

Hyland Lakes Spuds
Antigo, WI
e: keith.hylandlakes@gmail.com
p: (715) 623-6293

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The Grower Outreach & Industry Research Committee is primarily responsible for potato research, communications and industry outreach.

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Lynn Wilcox (ID)
Nick Blanksma (ID)
Craig Searle (ID)
Eric Jemmett (ID)
Ritchey Toevs (ID)
Dillon Van Orden (ID)
Robbie Irving (ME)
Tim Venhuizen (MT)

Jason Kimm (MT)
Chris Hopkins (NC)
Ralph Child (NY)
Kathy Sponheim (OH)
Greg Harris (OR)
David Masser (PA)
Ellie Charvet (WA)
Kraig Knutzen (WA)
Marvin Wollman (WA)
Jordan Reed (WA)
Eric Schroeder (WI)
Jim Wysocki (WI)

ENVIRONMENTAL AFFAIRS COMMITTEE

The Environmental Affairs Committee addresses all environmental issues affecting the United States potato industry including, but not limited to, pesticides, EPA regulations, water quality, and endangered species; and serves as the liaison with chemical manufacturers.

Ben Sklarczyk (MI) - Chair

Sid Staunton (CA)
Miguel Diaz (CO)
Harry Strohauser (CO)
Danny Johns (FL)
Nick Blanksma (ID)
Klaren Koopin (ID)
Jason Stoddard (ID)
Jaren Raybould (ID)
Mark Darrington (ID)
Alex Tiede (ID)
Darrell McCrum (ME)
Robbie Irving (ME)
Luke Parr (MI)
Kevin Storm (MI)
Dan Lake (MT)

Jason Kimm (MT)
Chris Hopkins (NC)
Mark Ward (OR)
Greg Harris (OR)
Dan Chin (OR)
Tyler Backemeyer (TX)
Adam Weber (WA)
Allen Olberding (WA)
Grant Morris (WA)
Heath Gimmetstad (WA)
Lynn Olsen (WA)
Marvin Wollman (WA)
Larry Alsum (WI)
Mark Finnessy (WI)
Nick Somers (WI)
Keith Wolter (WI)

TRADE AFFAIRS COMMITTEE

The Trade Affairs Committee is primarily responsible for addressing trade negotiations and other opportunities to expand potato export markets and protect domestic potato markets from unfair trade practices.

Ted Tschirky (WA) - Chair

Mark Peterson (CO)
David Warsh (CO)
Tyler Mitchell (CO)
Danny Johns (FL)
Lynn Wilcox (ID)
Klaren Koopin (ID)
Dan Moss (ID)
Brett Jensen (ID)
Jaren Raybould (ID)
Mark Darrington (ID)
Dillon Van Orden (ID)
Alex Tiede (ID)
Darrell McCrum (ME)
Dominic LaJoie (ME)

Tim Venhuizen (MT)
Ben De Jonge (MT)
Mark Ward (OR)
Dan Chin (OR)
Tyler Backemeyer (TX)
Cully Easterday (WA)
Ellie Charvet (WA)
Jordan Reed (WA)
Mark Hammer (WA)
Randy Mullen (WA)
Roger Hawley (WA)
Eric Schroeder (WI)
Larry Alsum (WI)
Wendy Alsum-Dykstra (WI)
Keith Wolter (WI)

LEGISLATIVE AFFAIRS COMMITTEE

The Legislative Affairs Committee addresses regulatory and legislative issues as they relate to the potato industry.

Dean Gibson (ID) - Chair

Mark Peterson (CO)
Roger Mix (CO)
Danny Johns (FL)
Nick Blanksma (ID)
Klaren Koopin (ID)
Brett Jensen (ID)
Craig Searle (ID)
Eric Jemmett (ID)

Ritchey Toevs (ID)
Jason Stoddard (ID)
Randy Hardy (ID)
Jaren Raybould (ID)
Darrell McCrum (ME)
Robbie Irving (ME)
Dominic LaJoie (ME)
Luke Parr (MI)
Kevin Storm (MI)

Lance Hapka (MN)
Peter Imle (MN)
Dan Lake (MT)
Tim Venhuizen (MT)
Tom Campbell (ND)
Brain Vculek (ND)
Kathy Sponheim (OH)
Greg Harris (OR)
Dan Chin (OR)

Adam Weber (WA)
Ed Schneider (WA)
Grant Morris (WA)
Josh Bunger (WA)
Jared Balcom (WA)
Mark Finnessy (WI)
Keith Wolter (WI)
Jim Wysocki (WI)

2024 COMMITTEES CONT.

FINANCE COMMITTEE

The Finance Committee addresses all matters relating to, but not limited to, NPC financial records, budgeting, state quota investment formulas, personnel policies, insurance, bylaws, and expense reporting.

TJ Hall (ND) - Chair

Miguel Diaz (CO)
Danny Johns (FL)
Craig Searle (ID)
Jaren Raybould (ID)
Dillon Van Orden (ID)
Ben De Jonge (MT)

Mark Ward (OR)
Ellie Charvet (WA)
Josh Bungler (WA)
Larry Alsum (WI)
Jim Wysocki (WI)
Wendy Alsum-Dykstra (WI)

LONG RANGE PLANNING COMMITTEE

The Long-Range Planning Committee develops a strategic vision for the future of the potato industry.

RJ Andrus (ID) - Chair

Danny Johns (FL)
Lynn Wilcox (ID)
Dan Moss (ID)

Jason Stoddard (ID)
Mark Ward (OR)
Dan Chin (OR)

NPC PAST PRESIDENTS

1948-1950	S.A. Wathen	1976	Ed Stastny	1997	Jeff Raybould
1951-1953	E.J. Peters	1977	Obed Tweten	1998	Nick Somers
1954	Sol Lavit	1978	Dell Raybould	1999	Gary Ball
1955-1956	W.B. Whiteley	1979	Louis Wysocki	2000	Chuck Gunnerson
1957-1959	E. Perrin Edmunds	1980-1981	Bernard Shaw	2001	Allen Olberding
1960	John Bushee	1982	Herschel Heilig	2002	Todd Michael
1961-1962	John Broome	1983	Gene Shaver	2003	Dave Warsh
1963	W.B. Camp, Jr.	1984	Jerry Larson	2004	Keith Masser
1964-1965	Claude Auger	1985	Doug Michael	2005	Dan Moss
1966	Vernon James	1986	Thomas Ford	2006	Jim Wysocki
1967	Roy Hirai	1987	Robert Sanders	2007	Don Sklarczyk
1968	Allan Larsen	1988	Larry Young	2008	Richard Polatis
1969	Headlee Wright	1989	Michael Cranney	2009	Ed Schneider
1970	Basil Fox	1990	David Long	2010	Roger Mix
1971	Don Johnston	1991	Douglas Monter	2011	Justin Dagen
1972	Norman Falconer	1992-1993	Richard Watt	2012	Steve Crane
1973	Merle Anderson	1994	Ron Mack	2013	Randy Mullen
1974	Clarence Parr	1995	Lynn Olsen	2014	Randy Hardy
1975	David Clark, Jr.	1996	Wayne Maggio	2015	Dan Lake
				2016	Jim Tiede
				2017	Dwayne Weyers
				2018	Cully Easterday
				2019	Larry Alsum
				2020	Britt Raybould
				2021	Dominic LaJoie
				2022	Jared Balcom
				2023	RJ Andrus

2024 STATE ORGANIZATIONS

COLORADO

Colorado Potato Administrative Committee Area II

P.O. Box 348
1305 Park Avenue
Monte Vista, CO 81144
p: (719) 852-3322
contact: Jim Ehrlich
e: jehrich@coloradopotato.org
w: coloradopotato.org

Colorado Potato Administrative Committee Area III

P.O. Box 1774
19009 Highway 392
Greeley, CO 80632
p: (970) 652-5231
e: northercoloradopotato@gmail.com

IDAHO

Idaho Grower Shippers Association

P.O. Box 51100
3670 S. 25th East, Suite 3
Idaho Falls, ID 83404
p: (208) 529-4400
contact: Shawn Boyle
e: sboyle@idahoshippers.org
w: idahoshippers.org

Idaho Potato Commission

661 S. Rivershore Lane,
Suite 230
Eagle, ID 83616
p: (208) 334-2350
contact: Jamey Higham
e: jamey.higham@potato.idaho.gov
w: idahopotato.com

MAINE

Maine Potato Board

744 Main Street, Room 1
Presque Isle, ME 04769
p: (207) 769-5061
contact: Don Flannery
e: flannery@mainepotatoes.com
w: mainepotatoes.com

MICHIGAN

Michigan Potato Industry Commission

3515 West Road, Suite A
East Lansing, MI 48823
p: (517) 253-7370
contact: Kelly Turner
e: kelly@mipotato.com
w: mipotato.com

MINNESOTA/ NORTH DAKOTA

Minnesota Area II Potato Growers Research & Promotion Council

9029 80th Avenue
Clear Lake, MN 55319
p: (320) 333-4291
contact: Jocelyn Schlichting
e: jocelyn@schlichtingfarms.com
w: minnesotapotato.org

Northern Plains Potato Growers Association

420 Business Hwy 2
East Grand Forks, MN 56721
p: (218) 773-3633
w: nppga.org

MONTANA

Montana Potato Advisory Committee

Rural Development Bureau
Montana Department of Agriculture
P.O. Box 200201
Helena, MT 59620-0201
p: (406) 444-3571
contact: Dani Jones
e: danielle.jones@mt.gov

NEBRASKA

Nebraska Potato Council

6541 Jefferson Road
Alliance, NE 69301
p: (208) 221-9475
contact: Jennifer Dillinger
e: jdillinger@nebraskapotatoes.com

NEW YORK

Empire State Potato Growers, Inc.

P.O. Box 5
Malone, NY 12953
p: (518) 569-8448
contact: Mike Murphy
e: mjm679@cornell.edu
w: empirepotatogrowers.com

NORTH CAROLINA

North Carolina Potato Association

P.O. Box 2066
Elizabeth City, NC 27909
p: (252) 331-4773
contact: Tommy Fleetwood
e: twfleet@gmail.com
w: ncpotatoes.org

OREGON

Oregon Potato Commission

1207 NW Naito Pkwy
Suite 154
Portland, OR 97209
p: (503) 239-4763
contact: Gary Roth
e: gary@oregonspuds.com
w: oregonspuds.com

PENNSYLVANIA

Pennsylvania Cooperative Potato Growers, Inc.

3107 N. Front Street
Suite 100
Harrisburg, PA 17110-1328
p: (717) 232-5300
contact: Nathan Tallman
e: ntallman@pacooppotatoes.com
w: pacooppotatoes.com

VIRGINIA

Association of Virginia Potato and Vegetable Growers, Inc.

P.O. Box 26
Onley, VA 23418
p: (757) 787-5867
contact: Heather Wheeler
e: heather.wheeler@vdacs.virginia.gov
w: vdacs.virginia.gov

WASHINGTON

Washington State Potato Commission

108 Interlake Road
Moses Lake, WA 98837
p: (509) 765-8845
contact: Chris Voigt
e: wspc@potatoes.com
w: potatoes.com

WISCONSIN

Wisconsin Potato & Vegetable Growers Association

P.O. Box 327
Antigo, WI 54409
p: (715) 623-7683
contact: Tamas Houlihan
e: thoulihan@wisconsinpotatoes.com
w: wisconsinpotatoes.com

2024 GROWER SUPPORTERS

DIAMOND - \$1,000

Basin Gold Cooperative

Benjamin Sklarczyk, Sklarczyk Seed Farm LLC

David Warsh, Warsh Farms

Ed Schneider, Schneider Farms Pasco LLC

Edward Schneider, Schneider Farms Pasco LLC

Jared Balcom, Balcom & Moe Inc.

Jeremie Pavelski, Heartland Farms, Inc.

Jess Clarke, Western Potatoes, Inc.

Jim Tiede, James Tiede Farms

John Halverson, Black Gold Farms

Larry Alsum, Heidi Alsum-Randall, and Wendy

Alsum-Dykstra, Alsum Farms, Inc.

Lucas Wysocki, Paragon Potato Farms

Lynn J. Olsen, L.J. Olsen, Inc.

Lynn Olsen II, Olsen Ag Inc.

Okray Family Farms, Inc.

Randy Hardy, Hardy Farms, Inc.

Richard Pavelski, Heartland Farms, Inc.

Sid Schutter, Schutter Seed Farm, Inc.

Sklarczyk Seed Farm LLC

Tim Venhuizen, Spring Creek Farms

Tony Wisdom, Skagit Valley Farm LLC

Wysocki Produce Farm, G.P.

PLATINUM - \$500

AgriNorthwest

AJ Ochoa, Terra Gold Farms, Inc.

Bill Kimm, Kimm Seed Potatoes

Bittersweet Farms

Blanca Potato LLC.

Brian Jones, Sun Valley Potatoes, Inc.

Bryan Mickelsen, Rigby Produce, Inc.

Coy Crapo, Nor Vue Farms

Dave Moquist, O.C. Schulz & Sons

Dean Gibson, Magic Valley Produce, Inc.

Dennis Bula

Ed Staunton, Staunton Farms

Eric Halverson, Black Gold Farms, Inc.

Fred & Blake Olberding, Cloud 9 Farms

G-2 Farming, LLC

Garth Van Orden, Garth Van Orden Farms

Grant Morris, Schneider Farms-Pasco, LLC

Greg Juul, G-2 Farming, LLC

Hall's G4, LLP

Jake Wardenaar, Sunray Farms, LLC

Jason Tillman, Monte Vista Potato Growers

Joseph Thompson, Thompson Seed Potatoes

Keith Holland, Holland Farms

LaJoie Growers, LLC

Lisa Hickman, Countrywide Potato

Lynn Wilcox, Floyd Wilcox & Sons, Inc.

Masser Family of Companies

Mel Davenport, Potandon Produce

Michael Cohen and Jeff DeWald, Agribusiness Succession Advisors

Nick Somers, Plover River Farms Alliance, Inc.

Peter Ewing, Ewing Farms Inc.

Peter Imle, Pine Lake Wild Rice Farm, Inc.

Randall Palmgren, Palmgren Farms, Inc.

Raybould Brothers Farms

Ryan Cranney, Cranney Farms

Scott James, Triple J Inc.

Steve Diercks, Coloma Farms, Inc.

Tim Eames, Eames Acres

GOLD - \$200

ABC Ag

Alvin K. Kunugi, Kunugi Farms, Inc.

Andy McGlenn, Crown Farms

Behrend Behrend and Knittel Farms

Bernard Smiarowski, Teddy C. Smiarowski Farm

Bill Buyan, Buyan Ranch Inc.

Blake Bennett, Tri-Cities Produce, Inc.

Bradley Nilson, Nilson Farms, Inc.

Brent Heisler, Johnson Foundation Seed

Brett Jensen, Brett Jensen Farms

Brian Neufeld, Neufeld Farms

Bryan Alford, Alford Farms, Inc.

Craig Searle, Sage View Ag, LLC

Dan Lake, Lake Seed, Inc.

Daniel Chin, Chin Family Farms Organic

Daniel Dyk & Bill Lee, Dyk Seed Potato LLC

Daniel Sifer, Her Foods, Inc.

David Bartlett, Bartlett Farms

David Lake, Lake Seed, Inc.

Dean Bair, Thompson Seed Potatoes

Dennis Iott, Iott Seed Farms

Dominic LaJoie, LaJoie Growers, LLC

Doug Gross, Doug Gross Farms, Inc.

Doug Hanks, Hanks Farms, Inc.

Doug Ruff, Ruff Times Farms

E.J. Dorsey, United Insurance

Ed Stastny, Stastny Farms

Ellie Charvet

Eric Blaser, Blaser's Sandy Sage Farms

Evan, Tom, & Andrew Torkelson, Torkelson Bros. Inc.
Gerald Miller, Aroostook Produce Dist Inc.
Glen Goodman, Jones Produce, Inc.
Greg Harris
Harry Strohauser, Strohauser Farms, Inc.
J.W. Mattek & Sons, Inc.
Jared Gehring, Gehring Agri-Business
Jason Selvidge, Buttonwillow Land & Cattle Company
Jeannie Tapley, Maine Potato Board
Jeff Edling, Edling Farms, Inc.
Jeff Jennings, John E. Ferebee Farming, Inc.
Jeff VanOrden, VanOrden Enterprises
JMR Farms, Inc.
Joe Seis, Sterling Farms, LLC
John Crooks, Crooks Farms, Inc.
John Miller, John Miller Farms, Inc.
John R Wallace Farms
Johnny Thiele, Gilleshammer-Thiele Farms Inc.
Justin Dagen, Dagen Heritage Farms
Kathy Michael Sponheim, Michael Family Farms
Katie Neumiller-Floming, Neumiller Farms
Keith Doyen, Willard C. Doyen & Sons
Ken Wiles, Mack Farms, Inc.
Kent Palmgren, Kent Palgren Farms
Kevin Troyer, Troyer Land Resources
Klaren Kooppin, Kooppin Farms
Kramer Bell, Bell Bros.
Lloyd Kuster, Bremer Insurance Agencies, Inc.
Margaret Goehl Trujillo, Goehl Ranches, Inc.,
Threemile Canyon Farms
Mark Trotman, Baley-Trotman Farms, LLC
Marvin Wollman, Warden Hutterian Brethren
Miguel Diaz, Martinez Farms
Mike & James Macy, Macy Farms
Pat Lake, Lake Seed, Inc.
Piper Farms
Preston Thiele, Gilleshammer-Thiele Farms Inc.
Ragen Horst, E.K. Bare & Sons, Inc.
Ralph Child, Childstock Farms
Richard and Carol Okray, Okray Family Farms, Inc.
Richard Polatis, Polatis Farms
Riley Jungquist, Maple Wood Farm, Inc.
Ritchey Toevs, Toevs Farm
RJ Andrus
Rob Lane, Lane Farms Inc.
Robert (Robbie) Irving, Irving Farms, Inc.
Roger Mix, Mix Farms
Scott Fenters, Easy Growing, LLC
Scott Searle, Pine View Farms, LLC
Segundo Diaz, Martinez Farms
Sid Staunton, Cal Ore Produce
Steve Striech, Steich & Associates
Tim Lake, Lake Seed, Inc.
Tim May
Todd Michael
Todd Young, Sandyland Farms
Tony & Dee Ann Amstad, Amstad Farms
Troy Betz, Bud-Rich Potato
Tyler Mitchell, Mike Mitchell Farms, LLC
Weston Walker, Gold Dust Potato Processors, Inc.
Worley Family Farms, LLC

SILVER - \$100

Ball Brothers Produce
Barry Kingsbury, Kingsbury Co
Beutler Farms
Brant Darrington, Marsh Creek Farms
Brent Flewelling, Flewelling Family Farms
Brian Baglien, Tobiason Potato Co., Inc.
Bryan Bell, Bell Bros.
Carl Smith, Carl Smith Potatoes
Chris and Valery, Barnett Farms
Crown Farms
Cynthia Collette, Alan Collette Farming Association
Danny Johns, Blue Sky Farms
David Pickett, Pickett Ranch & Sheep Co.
David Yorgesen, Yorgesen Farms Inc.
Dennis Zeloski
Donald Wirz, WIRZ INC
Doug Michael, Michael Farms, Inc. OH
Ed Barnhill
Ernie Myers, Mountain Valley Produce, LLC
Fitzpatrick & Peabody Farms
Frank Nightingale, Nightingale Farms, LLC
Golden Sun Farms
Goose Island Farm
Greg Ebe, Ebe Farms LLC
Harry McCall, Tri Winner Irving
Jay Savage, Savage Farms, Inc.
John Evans, Evans Farms
Jonathan Blass, Coolridge Farms
Karl Hofmann, Hofmann Potatoes
Keith Labrie, Labrie Farms, LLC
Ken Gray, Bushwick Commission Co.
Kevin Datthyn, Abe Datthyn Farms
Kevin Yorgesen, Yorgesen Farms Inc.
Kirk Jacobs, Silver K Farms
Laura Pickett, Flying A Ranch
Lawrence Good, Crestone View Farms
Mark Thompson, Thompson Brothers
Martin Kimm, Kimm Brothers Farming LLC
Mathew Skogman, S&L Seed Potato Farm
Michael Murphy, Mountain Vista Farms, LLC
Mountain View Seed Farms LLC
Nick Desautel
Nick Phelps, M K Phelps Farm, Inc.
Paris Penfold, Penfold Farms
Patricia Kaiser, Kaiser Farms, Inc.
Pickett Ranch & Sheep Co.
Robert Jackson
Rodney And Dale Johnson, Johnson Brothers
Roger Starkel, Starkel Farms, Inc.
Russ Kehl, Kehl Farms, LLC
Ryan Bybee, GPOD of Idaho
Ryan Tucker, 4-L Family Farms, LLC
Salazar Farms
Sheldon Rockey
Tamas Houlihan, WPVGA
Trever Belnap, Ball Brothers Produce
Vernon Frederickson, Frederickson Farming, LLC
W.S. Floyd Farms
Walter Parkins, Royal Farms, Inc.

BRONZE - \$50

Adam Jensen, Jensen Farms, Inc. / AJ Farms, Inc.
Adam Weber, Weber Farms
Al Lopez, Jones Produce, Inc
Albert Stahl, Stahl Hutterian
Allen Horning, Horning Brothers LLC
Allen Olberding, Olberding Seed
Andrew Hyer, Desert Ridge Produce
Ann Van Dyke, Blakal Packing, Inc.
Austin Ochoa, Terra Gold Farms, Inc.
Barry Hill, Hill Family Farms
Bart Connors, Skone & Connors Produce Inc.
Benny Johnson
Berend Friehe, Friehe Farms
Bill Weber, Weber Farms
Blaine Meek, AgriNorthwest
Blake Bennett, Tri-Cities Produce
Blake Higley, Sun Valley Ranch Inc.
Blake Van Dyke, Van Dyke and Cedergreen Farms
Bob Diefenbach, Better Tater Farms
Bob Dodge, Dodge & Dodge Farms
Bob Hughes, Hughes Farms
Boe Stallings
Brad Smith, S & B Farms, Inc.
Brandon Boorman, Boorman Farms LLC
Brandon Schaapman, Integrity AG Inc.
Brett Bergeson, Bergeson Farms, LLC
Brett Reynolds, Reynolds Agribusiness, LLC
Brian Drouhard, Bluewater Farms
Brian Waltner, Treehouse Produce, Inc.
Brock Ingman, Maple Wood Farms, Inc.
Chad Egbert, Bradlea Farms Inc.
Charlie Cedergreen, Van Dyke and Cedergreen Farms
Chris Hyer, Genesis Organic Farms
Chris Olsen, Two O's
Chris Piper, Piper Farms
Chuck Stadick, Spud Viking Potato Consulting
Clay Allen, Allied Potato NW
Clay Easterday, Triple E Farms
Cody Dean, CSS Farms, LLC
Cole Easterday, Triple E Farms
Connor Olsen, OSR Ag
Conrad King, Deep Roots Farms
Cully Easterday
Cutter Easterday, Triple E Farms
Dallon Christensen, Del Christensen and Sons
Damon Christensen, Del Christensen and Sons
Dan Freeman, Airway Farms
Dan Gundersen, Knutzen Farms LP
Danny Egbert, Bradlea Farms Inc.
Darrin Morrison, Skagit Valley Best
Dave Hughes, Hughes Farms
Dave Wyckoff, Wyckoff Farms
David Alexander, Potato Country Magazine
Davina Ward Pink, Ramkissoon Ag
Del Christensen, Del Christensen and Sons
Dennis Wright, AgriNorthwest
Derek Allred, Mt. View Acres

Derek Davenport, Allied Potato NW
Derek Friehe, Friehe Farms
Derek Olsen, Olsen Ag., Inc.
Eric James, James Bros., Inc.
Eric Piper, Piper Farms
Eric Walker, Walker Brothers
Erik Rogers, Island Potatoes
Frank Gross, Marlin Hutterian Brethren
Frank Martinez, Saddle View Farms
Fred Gross, Spokane Hutterian Brethren
Fred Olberding, Cloud 9 Farms
Gary Diefenbach, Better Tater Farms
Gavin Johnson, Johnson Agriprises, Inc.
Gerald Weyns, Weyns Farms
Gilbert Hintz, Bench Mark Farms
Glen Roundy Jr., Roundy Farms/Columbia Waters Farms
Greg Horning, Horning Brothers LLC
Greg Thaemert, Thaemert Farms LLC
Havila Roberts, American Lady Growers
Heath Gimmestad, Friehe Farms
Henry Reiner
Jack Holzer, Holzer Farms
Jack Wallace, Wallace Farms/G&D Wallace Inc.
Jake Gross, Marlin Hutterian Brethren
Jake Wollman Jr., Warden Hutterian Brethren
James Alford, Alford Farms
James Baker, James L Baker Farms, LLC
James Gross, Spokane Hutterian Brethren
Jared Fielding, Hillside Farms, LLC
Jeff Hughes, Hughes Farms
Jeff Jones, Jones Produce, Inc
Jenn Smith, S & B Farms, Inc.
Jerry Allred, Mt. View Acres
Jerry Nelson, Double N Potatoes
Jody Easterday, Easterday Farms Produce Company
Joe Sobolik, Clemenson Sobolik Farm
John Stahl, Stahl Hutterian
John Thulen, Pioneer Potatoes
John Weber, Weber's Farms
Jonty Hofer, Schoonover Farms
Jordan Reed, JM Farms
Josh Bunger, Bunger Farms
Josh Roberts, American Lady Growers
Juan Martinez, Saddle View Farms
Justin Halverson, Halverson Farms
Kathy Blasdel, Kiska Farms
Kees Weyns, Weyns Farms
Keith Morrison, Skagit Valley Best
Keith Teigs, KT Farms, LLC
Kelly McKnight, Pioneer Potatoes
Ken Jones, Jones Produce, Inc
Ken Schutte, Schutte Farms Inc.
Kenneth Kooppin, Kooppin Farms
Kerry Heilig, Heilig Farms
Kevin Thaemert, Thaemert Farms LLC
Kevin Weber, Weber Farms
Kraig Knutzen, Knutzen Farms LP
Kris Butcher, Providence Farms

Kristi Gundersen, Knutzen Farms LP
Larry Schaapman, Integrity AG Inc.
Lonnie Blasdel, Kiska Farms
Mark Hammer, Mullen Farms
Matt Funk, AgriNorthwest
Matt Taylor, AgriNorthwest
Maury Balcom, B & B Potato LLC
Max Burns, Virgil Max Burns Farms
Mehlenbacher Farms, Inc.
Melissa Bedlington-Kleindel, Dick Bedlington Farms, LLC
Michael Connors, Basin Gold
Michael Hughes, Hughes Farms
Mike Jones, Jones Farms
Mike Pink, Pink Farms
Mike Wollman, Warden Hutterian Brethren
Molly Connors, Basin Gold
Nic Boorman, Boorman Farms LLC
Nick Johnson, Johnson Agriprises, Inc.
Owen Olsen, OSR Ag
Pascal Bolduc, Friehe Farms
Pat C. Connors, Skone &, Inc.
Paul Wollman, Warden Hutterian Brethren
Philip Gross, Spokane Hutterian Brethren
Randee Bergeson, RW Bergeson Farms
Randi Hammer, Mullen Farms
Randy Mullen, Mullen Farms
Ray Wardenaar, Sunray Farms, LLC
Regan Grabner, CSS Farms, LLC
Reid Baker, Baker Farms
Reuben James, James Bros., Inc.
Richard Underwood, Underwood Farms
Rob Davis, RHD, Inc.
Robert Hayton, Hayton Farms
Robert Schutte, Airway Farms
Robert Woyak, Woyak Farms, Inc.
Rod Schutte, Airway Farms
Roger Hawley, Hawley Farms, LLC
Roger Jungquist, Maple Wood Farms, Inc.
Roger Knutzen, Knutzen Farms LP
Ron Walker, Walker Brothers
Ronald Abrams, Abrams Homestead Farms, LLC
Roy Morrow, CSS Farms, LLC
Samantha Bedlington, Pure Potato LLC
Sammy Stahl, Stahl Hutterian
Scott Bedlington, Dick Bedlington Farms, LLC
Scott Galbreath, Columbia Bank
Shelley Olsen, Two O's
Signature Farms LLC
Stacey Calvert, Calvert Farms
Steve Connors, Skone & Connors Produce Inc.
Steve Jorgensen, Steve Jorgensen Farms
Steven Parkinson, Industrial Ventilation, Inc.
Story Farms LLC
Ted Tschirky, Tschirky Farms
Tim Wallace, Wallace Farms/G&D Wallace, Inc.
TJ Dykema, Trb Dykema LLC
Todd Thaemert, Thaemert Farms LLC
Tom Dodge, Dodge & Dodge Farms

Tom Kummer, Tom Kummer Farms Inc
Tom Shane, Treehouse Produce, Inc.
Travis Meacham, Friehe Farms
Travis Stuber, Gallatin Grown LLC
Traye Radach, Radach Farms
Triple S Farms
Troy Fletcher, Fletcher Farms
Tyler Knutzen, Knutzen Farms LP
Tyler Tschirky, Sand Ridge Farms
Ubaldo Martinez, Saddle View Farms
Val Schwendiman Farms, LLC
Wade Stults, Cornerstone Production Company
Warren Horning, Horning Brothers LLC
Wes Boorman, Boorman Farms LLC
Wiley Allred, Sand Slopes Acres
Willy Walter, Schoonover Farms

SAVE THE DATE

2025 NPC WASHINGTON SUMMIT

FEBRUARY 24-28, 2025

HILTON WASHINGTON, D.C. AT NATIONAL MALL AND
THE WHARF, WASHINGTON, D.C.

STANDING UP FOR POTATOES ON CAPITOL HILL

NPC's annual Washington Summit provides a forum for potato industry members to discuss, define, and advocate for the policy priorities impacting their businesses and protecting their ability to farm.

- Hear from the nation's top political and policy experts
- Welcome NPC's 2025 officers and grower leaders
- Meet with members of Congress representing potato-growing states and districts
- *...and unite as an industry in Standing Up for Potatoes on Capitol Hill!*



NATIONALPOTATOCOUNCIL.ORG

2024

POTATOES USA

MARKETING PROGRAMS



Potatoes[®]
USA

2024 Consumer ATTITUDES & USAGE OF FOOD IN GENERAL

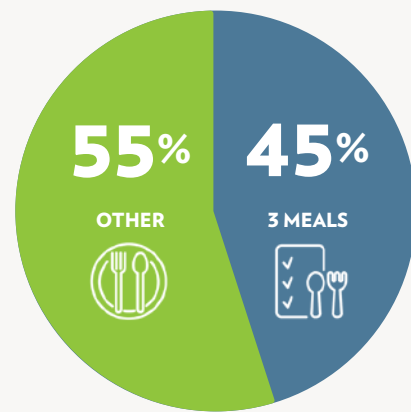
CONSUMER INSIGHTS

CONSUMERS CHOOSE FOOD FOR A VARIETY OF REASONS



When choosing food, consumers ranked **FLAVOR AND FRESHNESS** as the most important elements.

EATING THREE MEALS A DAY IS OLD NEWS



LESS THAN HALF of consumers eat three meals a day (may include snacking).

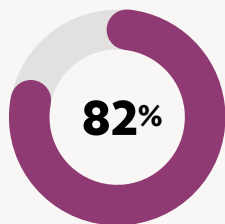
NEARLY HALF OF HOUSEHOLDS ADHERE TO SOME DIETARY GUIDELINE

- 18% Low Sugar
- 15% Carb Restrictive (Down 3%)
- 11% Clean Eating
- 10% Organic



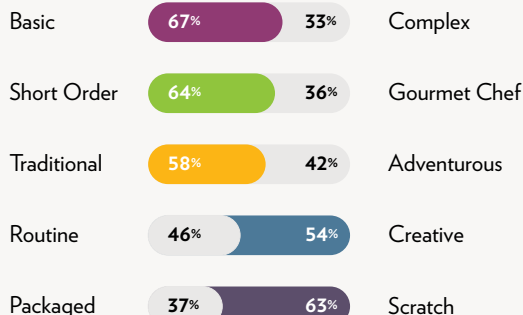


CONSUMER INSIGHTS

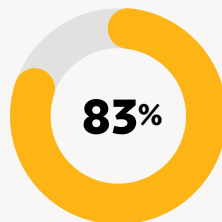


82% LIKE OR LOVE COOKING. Only 19% of consumers feel like they “have to.”

BASIC, SCRATCH, AND SHORT ORDER is how most consumers view their cooking style.

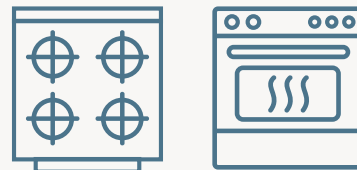
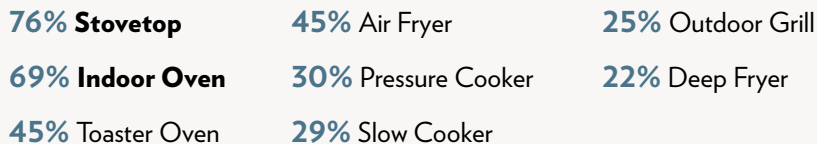


SEARCH ENGINES are the most popular method to find recipes online.



THE VAST MAJORITY of consumers use recipes when they cook.

STOVETOPS AND OVENS ARE THE MOST USED COOKING APPLIANCES



METHODOLOGY

The Consumer Attitudes and Usage online study is conducted annually to gather insights on U.S. consumers, evaluating their attitudes towards foods, cooking, and their dietary choices. This year’s study was fielded in January 2024 and included results from 2,000 respondents that were balanced to current census data on gender, income, and age.

2024 Consumer

ATTITUDES & USAGE OF POTATOES

THE POTATO LOVE IS REAL

POTATOES ARE AMERICA'S FAVORITE VEGETABLE



**FOR 8
STRAIGHT
YEARS** potatoes
take the top spot.

AMERICANS ARE EATING MORE POTATOES

82% EAT THEM EVERY WEEK



1/3

eat potatoes
at least 3 times
per week.

FRIES & BAKED POTATOES TAKE THE TOP SPOT



At home,
consumers are
more likely to eat
their potatoes
baked or mashed.



**When dining
out,** they're more
likely to eat fries,
mashed potatoes,
or potato chips.

CONSUMERS MOST RECENTLY ATE POTATOES FOR:

- Breakfast - 15%
- Lunch - 26%
- Dinner - 51%
- Snack - 7%





TOP 5 REASONS CONSUMERS LOVE POTATOES



- #1 A Real, Natural Food
- #2 Eaten a Number of Ways
- #3 Fill You Up
- #4 Satisfying
- #5 Versatile

BELIEF IN THE HEALTH BENEFITS OF POTATOES IS STRONG*

- “They’re a vegetable and offer important nutrients to perform.”
- “They provide nutrients, vitamins, and minerals, and are healthy for you.”
- “They’re low in calories and good for weight management.”
- “They’re an excellent source of vitamin C and contain fiber.”



CONFIDENCE IN USING POTATOES AS A FUEL FOR ATHLETIC PERFORMANCE IS HIGH

- 68%** Helps fuel everyday activities and provides sustained energy.
- 66%** Fuel for the body and the brain.
- 58%** Nutrient-dense, energy-packed vegetable.
- 51%** Good for athletic performance and recovery with high-quality protein.



KEY TAKEAWAYS

1. Potatoes continue to be America’s Favorite Vegetable, and they’re eating more of them than ever.
2. Consumers love potatoes because they’re real, natural, and can be eaten a number of ways.
3. Confidence in the health and performance benefits of potatoes continues to grow, year after year.

METHODOLOGY

The Consumer Attitudes and Usage online study is conducted annually to gather insights on U.S. consumers, evaluating their attitudes towards foods—potatoes in particular—and their dietary choices. This year’s study was fielded in January 2024 and included results from 2,000 respondents that were balanced to current census data on gender, income, and age.

* Based on this survey, consumers believe potatoes are low in calories, however, they do not meet the definition of “low in calories,” as they have 110 in a 5.3 oz potato. Consumer also believe potatoes contain fiber. “Contain” is defined as 10% DV, and potatoes have 2 grams for 7% DV.

THE POWER OF POTATOES IN SHOPPING CARTS

With numbers like these, potatoes are a retailer's dream.



Potatoes Deliver Dollars and Volume

Potatoes are one of the few produce items outpacing the 2019 pre-pandemic baseline in pounds sold. In the last year, fresh potatoes:

GENERATED
5.3%
of all fresh produce sales
(4th highest selling produce item)

EARNED
10.8%
of all vegetable sales

REPRESENTED
21%
of all fresh vegetable pounds sold

85% of households buy potatoes

Potatoes have the highest household penetration of all vegetables. Households of all incomes, sizes and backgrounds **buy potatoes on an average of 10x per year.**

Potatoes Deliver Growth

Fresh potatoes have the highest year-over-year growth rate of all produce items.

As budgets tighten, people remain loyal to potatoes. That means opportunities exist to significantly move the needle through improved visibility, merchandising and cross-merchandising.

16.4%
INCREASE
fresh potato dollar sales year-on-year

23.3%
INCREASE
in dollar sales over two years

ADDITIONAL \$572 million
in new dollar sales to the produce departments across the U.S. in the past year.

POTATO POTENTIAL

Fresh potatoes are the #1 produce item delivering new dollars to the produce section, adding more new dollars over the past year than all fruits combined. At \$4.04 per trip, one additional potato purchase with just half of current potato buyers would generate an **additional \$220 million in sales industry wide**, with a significant chunk of additional business for every store.



READY TO HARNESS THE POWER OF POTATOES AT YOUR STORE?

Scan the QR code to get our Merchandising Best Practices Guide.



128 million households * (0.5 * 85%) * \$4.04 = additional \$220 million in sales.
Source: Circana, Integrated Fresh, Total US, 52 w.e. 7/30/2023
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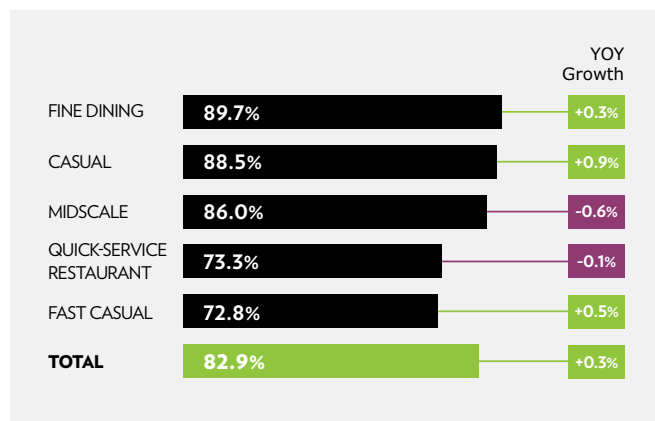
POTATO MENU TRENDS AT FOODSERVICE

Datassential



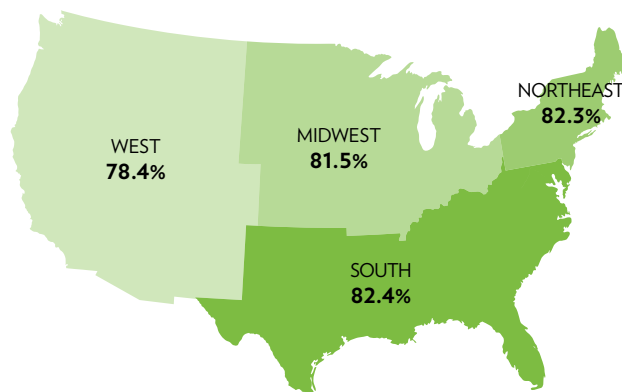
A TOP MENU PERFORMER

Year after year, potatoes are one of the most consistently menued items in America—and 2023 is no exception, with potatoes appearing on nearly 83% of all U.S. restaurant menus. Menu inclusion continues to increase in fine dining, casual, and fast casual. The chart below shows potato menu penetration by operator segment.



ORDERED NATIONWIDE

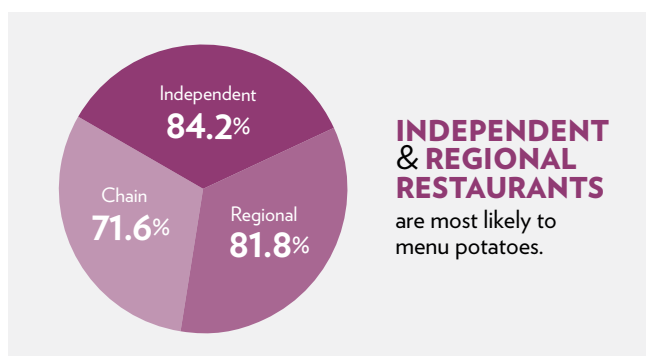
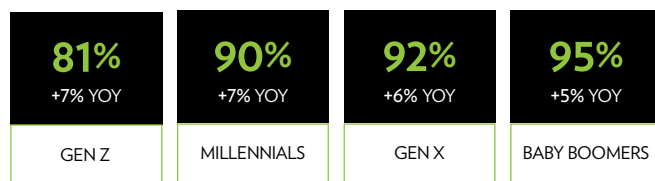
From coast to coast, you can find potatoes on menus, regardless of restaurant type. And while the South and Northeast tend to menu more potato dishes, the Midwest and West are gaining fast. The charts below show the percentage of operators that menu potatoes by region and by restaurant type.



BELOVED ACROSS GENERATIONS

Potatoes are America's favorite vegetable¹, plain and simple. But, over the last year, the younger generations have become increasingly infatuated—the love Gen Zers and Millennials have for potatoes has grown by 7% each!

Affinity by demographics; % who "like" or "love" potatoes.



¹ <https://bestlifeonline.com/news-most-popular-food/>
² Restaurant Business, Consumer Trends, Dec. 12, 2023

POTATO DISH TRENDS



TOP POTATO DISHES

By penetration

- Fries **(72.2%)**
- Mashed **(28%)**
- Potato Salad **(16.4%)**
- Hash Brown **(15.6%)**
- Baked Potato **(12.9%)**

TRENDING DISHES

By 4-year growth

- Loaded Tots **(+71%)**
- Breakfast Bowl **(+68%)**
- Loaded Fries **(+61%)**
- Breakfast Burrito **(+33%)**
- Cajun Fries **(+26%)**

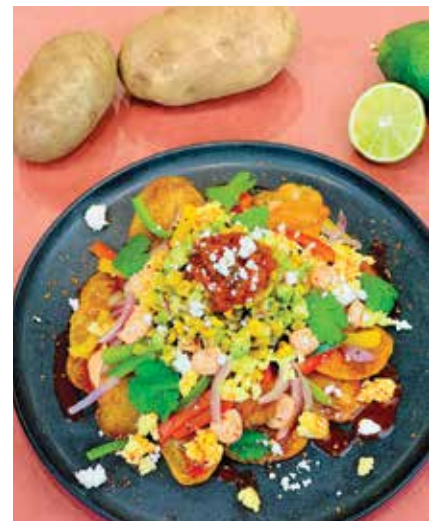
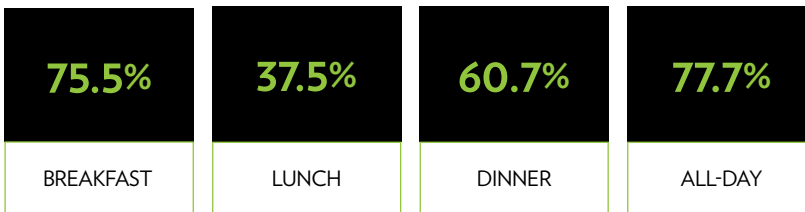
TRENDING FLAVORS

By 4-year growth

- Nashville Hot **(233%)**
- Truffle Aioli **(56%)**
- Chipotle Aioli **(52%)**
- Special Sauce **(34%)**
- Garlic Parmesan **(24%)**

NOW OPEN FOR LUNCH

It's no surprise that potatoes tend to skew higher on breakfast and all-day menus. This creates an exciting opportunity for operators specializing in lunch and dinner to start menuing potatoes in more novel ways—especially considering that potatoes are the #1 side dish and #1 takeout dish in America.¹² Below are the potato menu inclusion percentages by daypart.



KEY TAKEAWAYS

The foodservice industry continues to grow and evolve, yet patrons' love of potatoes remains the same. Potatoes in the AM are as popular as ever, which presents an exciting opportunity for operators specializing in the brunch, lunch, and dinner dayparts. Loaded tots, fries, and bowls are all on the rise, especially versions that add a little Nashville heat or the richness of an aioli. And while potatoes hold a special place in the hearts (and stomachs) of every age group, they've been hot with the youth. Gen Z in particular is craving loaded fries with flavorful and creamy sauces like Garlic Parmesan, Spicy Ranch, Nacho Cheese, and more.

METHODOLOGY

MenuTrends by Datassential is the foodservice industry's most accurate system for tracking trends at commercial and non-commercial restaurants. The primary U.S. Chains & Independents database is comprised of 4,800 restaurants which are balanced to the U.S. restaurant landscape. Data is reported using two key metrics, penetration and incidence, across millions of menu items to identify patterns and forecast future trends.

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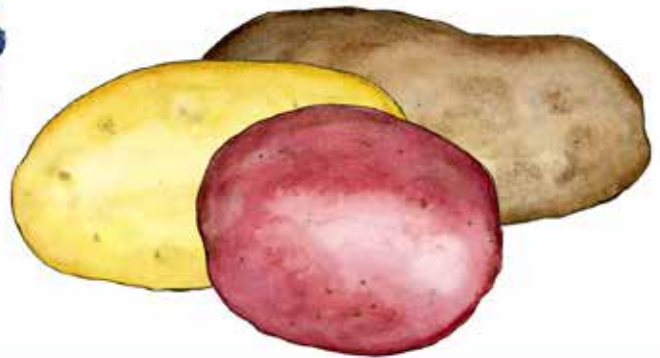
www.ncpotatoes.org



Imagine going into the grocery store and not being able to find the foods that your family needs. Most countries around the world can't grow enough vegetables and fruits to supply their society's demand, so they rely on exports from growers in the United States to help to feed their people.



Washington produces the most potatoes per acre in the world, and **70% of Washington-grown potatoes feed people in other countries.**



This season, our **Emmy Award-winning television show Washington Grown** traveled the world telling the story of how those foods get from Washington fields to grocery stores and dinner tables around the world.



Watch the show for free at **wagrown.com!**





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