

Potatoes USA
Executive Committee Meeting Minutes
Wednesday, April 29, 2026
Virtual Via Zoom
Recorded by: Chelsea Gray

Welcome

Chairman David Masser called the meeting to order at 8:01 AM MT and thanked everyone for joining.

Antitrust Statement

All attendees acknowledged and accepted the antitrust policy statement. A copy of the Antitrust Policy Statement was also provided to attendees on BoardEffect before the meeting.

Roll Call and Introductions

Executive Committee members present included David Masser, Kathy Sponheim, Cliff Shaw, Wendy Dykstra, Travis Meacham, Trever Belnap, Steve Elfering, and Hunter Gibbs. Shelley Olsen, ex officio, was also present.

David Masser acknowledged that a quorum was present.

Potatoes USA staff members Blair Richardson and Chelsea Gray were present. Katie Cook from USDA-AMS was also present.

Minutes Approval

A **MOTION** was made by Cliff Shaw and was seconded by Steve Elfering to approve the minutes from the Executive Committee Meeting held on March 9, 2026. There was no discussion, and the motion to approve the minutes passed.

Copies of the meeting minutes were emailed to attendees before the meeting and made available for Executive Committee members to view via BoardEffect.

Patent Discussion

The Executive Committee discussed Potatoes USA's recently received patent for Spuddy AI. The group reviewed potential paths forward, including selling or licensing rights to use the patent and requesting nuisance fees from companies seeking to use it.

The committee discussed the reputational risks associated with pursuing nuisance fees, noting that companies regularly receive such requests and that an initial response is often to generate negative public relations for the requesting party. The group agreed that pursuing this business model would likely not be a good fit for Potatoes USA.

A **MOTION** was made by Travis Meacham and was seconded to retain the Spuddy AI patent, send a press release to the industry announcing the patent, and take no further action at this time. There was no discussion, and the motion passed.

AI Staff Training

Blair Richardson shared an update on internal AI training efforts, including the development of training modules for Potatoes USA staff. Staff plan to share additional information on the training program with the Executive Committee at the Summer meeting.

2026 Summer Meeting Caucuses and Nominations

The Executive Committee, by consensus, approved the request for caucus sessions to be organized before the Summer Meeting. Staff explained that the same process that is normally followed at the Spring Meeting for assigning committee seats and presenting nominations for the Executive Committee will be followed at the Summer Meeting, which was presented to the Board in March, due to the delay in the appointments process.

Committee members expressed potential concerns about future engagement and disinterest from board members who are not appointed by the Secretary, with no reason given. Mr. Richardson agreed with the concerns, and explained this is being discussed throughout the agriculture industry.

Other Business

Blair Richardson and David Masser shared activities and meetings from their recent two-week visit to Kyoto and Tokyo, Japan. Mr. Richardson discussed ongoing trade negotiations with Japan and efforts related to fresh potato market access.

Adjourn

Chairman David Masser adjourned the meeting at 8:44 AM MT.

Approved by:

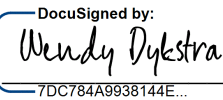
Signed by:

C74363C3F81340D...

Chairman

6/16/2026

Date

DocuSigned by:

7DC784A9938144E...

Secretary/Treasurer

6/19/2026

Date