

**POTATOES USA
ADMINISTRATIVE COMMITTEE MEETING MINUTES
Wednesday August 4, 2021
The Galt House Hotel
Louisville, KY**

Welcome

Chairperson Jaren Raybould officially called the meeting to order at 9:15 am.

Antitrust Statement

The Antitrust Statement was displayed for all attendees. A copy of this was also provided for attendees in their meeting binders.

Industry Updates

Kam Quarles from the National Potato Council and Mark Klompfen from the United Potato Growers Association provided industry updates.

Roll Call and Introductions

Roll was called and Board members present included Jaren Raybould, Jeff Jennings, Jason Davenport, Steve Streich, Mike Carter, Leah Halverson, Steve Elfering, Shelley Olsen, Jennifer Gogan, Jared Smith, Mike Pink, Wendy Dykstra, Travis Meacham, Taylor Grant, Kevin Hachey, Kyle Michael, Ed Staunton, Adam Weber, Marvin Wollman, Tom Enander, Dan Gundersen, Chad Sullivan, Jennifer Borowicz, Kevin Schleicher, Ryan Christensen, Mike Larsen, Brian Mahany and Ben Zechmann.

Guests present included Stacy Jones King with USDA/AMS, Katherine Lilley with Hillenby, Donavon Johnson with the Northern Plains Potato Growers Association, Howard Goldstein with Foodminds, and Lorri Greenhoe with the Michigan Potato Industry Commission.

Also present were Potatoes USA staff members Blair Richardson, Carrie Brown, Kim Breshears, Natalia Cervantes, Erena Connon, Kayla Dome, Alyssa Green, RJ Harvey, Monica Heath, John Lundeen, Jill Rittenberg, John Toaspen, Tiffany Thompson, and Dinah Tobey.

Board members present via Zoom included Kevin Searle, Les Alderete, Trever Belnap, and Tyler Backemeyer.

Kelly Turner with the Michigan Potato Industry Commission, Tamas Houlihan with the Wisconsin Potato and Vegetable Growers Association were present via Zoom.

Staff members present via Zoom included Chelsea Gray, Pamela Lee, Robert King, Renee O'Brien, and R. Alexandria Oman.

Call for Proxies

Chairman Jaren Raybould called for any proxies. There were none.

Approval of Minutes

Chairperson Jaren Raybould requested the approval of the minutes from the March 10, 2021 Administrative Committee Meeting. A set of the minutes were emailed to the Administrative Committee before this meeting and were included in the binder materials.

A **MOTION** was made by Taylor Grant and passed by Leah Halverson to approve those meeting minutes.

Working Committee Reports

Domestic Marketing Committee Report

Domestic Marketing program updates were provided by John Toaspern and Kim Breshears with category-specific reports from the marketing team members. Mr. Toaspern reported that some program activities had been delayed or cancelled in response to continuing challenges related to COVID restrictions. Overall, the Potatoes USA staff and supporting agencies overcame the frustrating situation and continued to perform well.

A **MOTION** was made by Steve Elfering and passed by Jared Smith to approve the utilization of \$100,000 in special project funding to implement a marketing program targeted at foodservices distributors.

A **MOTION** was made by Steve Elfering and passed by Ed Staunton to approve the utilization of \$300,000 in special project funding to accelerate the impact of the Carbohydrate Quality work.

The attendees broke into groups to discuss various foodservice, retail, and consumer discussion topics. The results of the discussions were shared.

Research Committee Report

John Lundeen shared a brief update on the NCP, NFPT, PRAV, APRE and Seed Task Force programs.

A **MOTION** was made by Jared Smith and seconded by Ben Zechmann for the NCP program to no longer sell seed from unsuccessful candidates. Remaining seed will be offered to the breeder that developed the candidate for research purposes or given to a food bank. If neither option is viable, seed will be disposed of.

A **MOTION** was made by Jared Smith and seconded by Adam Weber to approve \$100,000 in special project funding for the High Protein Potato for Chip proposal. The goal of the proposal is to increase potato tuber content so potato chips can have a higher protein content and create opportunities for more efficient extraction of protein for the plant-based food market.

Industry Outreach Committee Report

John Toaspern and Kim Breshears presented updates related to the Industry Outreach programs and reputation management strategies. The trip planned for Washington, DC was cancelled for 2021.

A **MOTION** was made by Leah Halverson and seconded by Tom Enander to approve Special Project Funding in the amount of \$50,000 to help create an international potato response to issues that could reduce demand for potatoes.

The attendees broke into groups to discuss various nutrition discussion topics. The results of the discussions were shared.

International Marketing Committee Report

John Toaspern and Kim Breshears provided program updates related to ongoing international activities. Similar restrictions in many markets have made it impossible to fully implement all planned program activities, which will likely continue in the future. It is unlikely all budgeted funds will be expended during the coming fiscal year. Program activities in almost all markets have been continually adjusted and monitored carefully because of the changing situations.

A **MOTION** was made by Steve Streich and seconded by Ed Staunton to utilize \$100,000 in special project funding to educate the U.S. industry about the requirements for shipping fresh potatoes to Mexico.

A **MOTION** was made by Steve Streich and seconded by Marvin Wollman to utilize \$50,000 in special project funding to develop a new business-to-business website to replace the current USApotatoes.com site which is outdated and difficult to update and maintain.

The attendees broke into groups to discuss various international marketing topics. The results of the discussions were shared.

Finance and Policy Committee Report

Monica Heath shared FY22 Budget Amendment #1.

A **MOTION** was made by Jeff Jennings and seconded by Travis Meacham to approve the FY22 Budget Amendment #1. The motion included approval to use unrestricted funds to cover the \$3,808,500 of revenue under expenses.

A **MOTION** was made by Jeff Jennings and seconded by Travis Meacham to approve the updated employee travel policies.

A **MOTION** was made by Jeff Jennings and seconded by Travis Meacham to approve the opening of a bank account with Industrial and Commercial Bank of China (ICBC).

Reputation Management Update

Howard Goldstein with FoodMinds provided an update the current potato nutrition landscape issues and solutions.

CEO Report

Mr. Blair Richardson presented a report to the board related to administrative activities, board member outreach, and other topics. Mr. Richardson confirmed his assessment that the board is in a strong financial position and has sufficient funds to address new and evolving challenges and opportunities. He further reported his respect and admiration for the Potatoes USA staff members who continually adjusted and adapted during the COVID pandemic.

Mr. Richardson commented on the challenges faced in many markets related to the pandemic restrictions and advised the board members of the likelihood of ongoing adjustments as the team reacts to different situations across the marketplace. He also raised a concern about the continued tight supply

situation in the United States and frustrations many of our customers feel when trying to source potato products.

Mr. Richardson continued his report with an update on nutrition research success and the progress of the Quality Carbohydrate Coalition. He emphasized the need to take the collective body of evidence from the past decade of potato research and use it in a more aggressive approach in defense of the potato. Mr. Richardson concluded his remarks by introducing Katie Lilley, representative of Hillenby, the new PR agency.

USDA Update

Stacey Jones King notified the board that there were no new updates from USDA.

Closed Session

Chairperson Jaren Raybould asked the committee if there was a need for a closed session. It was determined there was not a need for a closed session.

Other Business

Dates and locations for the upcoming 2022 Winter Meeting and 2022 Annual Meeting were announced.

Chairperson Jaren Raybould thanked everyone for attending the meeting.

Adjourn

Chairperson Jaren Raybould adjourned the meeting at 11:17am.

Approved by:

Secretary/Treasurer

Date