

Contact:
Potatoes USA
303-369-7783
media@potatoesusa.com



Back row (left to right) Blair Richardson, Potatoes USA's CEO; Steve Elfering of Idaho Falls, Idaho; Mike Carter of Rosholt, Wisconsin; Travis Meacham of Moses Lake, Washington; and Jaren Raybould of Saint Anthony, Idaho. Front row (left to right) Jared Smith of Alamosa, Colorado; Leah Halverson of Grand Forks, North Dakota; Jason Davenport of Bakersfield, California; Shelley Olsen of Othello, Washington; Mike Larsen of Declo, Idaho; and Jennifer Gogan of Houlton, Maine. Not pictured: Jeff Jennings of Camden, North Carolina.

Potatoes USA Elects 2022 - 2023 Leadership

DENVER (April 12, 2022) – Potatoes USA, the marketing and promotion board for the potato industry, elected new leadership during its Annual Meeting on March 9, 2022. The newly elected Chairman and Executive Committee will lead the Board through 2022-2023.

Jason Davenport of Bakersfield, California was elected as Chairman of the Board. This marks Davenport's sixth year on the Board and as a member of the Executive Committee. He has served as the Co-Chair of the International Marketing, the Industry Outreach, and the Domestic Marketing Committees, as well as the Chair of the Finance and Policy Committee for two consecutive years.

Davenport, a fifth-generation farmer, started Allied Potato, Inc. 15 years ago in California, and has since expanded his farming operations to Washington, Oregon, Colorado and internationally. Allied Potatoes' major potato products are grown for the chip-stock, organic, seed, frozen, and fresh-cut fry markets. In addition to leading the Potatoes USA Board, Davenport is involved in the California Research-Advisory Board, the Northwest

3675 Wynkoop Street
Denver, Colorado 80216
Phone (303) 369-7783

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Seaport Alliance Port Taskforce, the Farm Bureau, Western Growers, and Life Pioneer's CEO group.

Davenport thoroughly enjoys and appreciates the many different aspects of working in the potato industry and has loved the opportunity to grow his involvement and witness the impact he makes, particularly with international endeavors. He brings his own distinctive knowledge and perspective to the table to help develop new markets, overcome challenges with trade, and build the necessary relationships alongside other prominent organizations such as the National Potato Council, state potato organizations, and USDA FAS and APHIS.

"I am committed to driving forward the common goal and interest we all have for this industry - to grow the best potato for the world to enjoy and make sure people know potatoes are one of the most important staple foods," Davenport said when asked what he wants for the industry.

Chairman Davenport is a firm believer in strategy and vision and is ready to lead the Potatoes USA Board by looking at both the short-term and long-term goals to continue defending the potato.

In addition to Davenport, Potatoes USA's 2022-2023 Executive Committee members include:

- Jeff Jennings of Camden, North Carolina, Chair of the Finance & Policy Committee
- Leah Halverson of Grand Forks, North Dakota, Co-Chair of the Industry Outreach Committee
- Shelley Olsen of Othello, Washington, Co-Chair of the Industry Outreach Committee
- Jared Smith of Alamosa, Colorado, Co-Chair of the International Marketing Committee
- Mike Carter of Rosholt, Wisconsin, Co-Chair of the International Marketing Committee
- Steve Elfering of Idaho Falls, Idaho Co-Chair of the Domestic Marketing Committee
- Travis Meacham of Moses Lake, Washington, Co-Chair of the Domestic Marketing Committee
- Mike Larsen of Declo, Idaho, Co-Chair of the Research Committee
- Jennifer Gogan of Houlton, Maine, Co-Chair of the Research Committee
- Jaren Raybould of Saint Anthony, Idaho, Past Chair

As Davenport assumes responsibilities, he would like to share his gratitude for the industry. He says, "Everyone has always backed me and supported me and my ideas, which has helped us grow as a community of industry leaders. We all learn from each other as shifts are made to our growing practices, consumer trends evolve, and new technology is implemented." Davenport feels that the level of care the farmers in the industry take to keep surviving these moments in time creates the strong bond we have.





"I am looking forward to the next 10 to 20 years and seeing where we go as an industry, from on-farm and shed automation to greener practices, it will be incredible to see what we adopt in the near and long term and I'm sure it will be an interesting decade ahead of us," Davenport shared as he discusses his thoughts on the future.

Outside of his profession, Davenport is enthusiastic about mountain adventures and family excursions. He enjoys any chance he gets to hit the slopes and has made a family tradition out of going to the lake in Idaho and taking part in water-sport activities.

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About Potatoes USA

Potatoes USA is the national marketing and promotion Board for the 2,000 potato farming families operating in the United States. Potatoes USA, the largest vegetable commodity board, was established in 1971 by potato farmers to promote the benefits of eating potatoes. For more information on Potatoes USA's mission to "Strengthen Demand for Potatoes," visit PotatoesUSA.com.

