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*Left to right: Steve Elfering and Travis Meacham*

**Potatoes USA Appoints 2022 - 2023 Domestic Marketing Committee Co-Chairs**

**DENVER (August 18, 2022)** – Steve Elfering of Boise, Idaho, and Travis Meacham of Moses Lake, Washington, were elected to the Potatoes USA Executive Committee on March 9, 2022, at the organization’s Annual Meeting. This is Elfering’s eleventh year on the board and fourth year as a Domestic Marketing Committee Co-Chair. Meacham is serving his sixth year on the board and his first year on the Executive Committee. Previously, he has served as an administrative member of the Domestic Marketing, International Marketing, Finance and Policy, and Industry Outreach Committees.

Steve Elfering is the CEO of the 1,4GROUP in Meridian, ID. His role with 1,4GROUP is to lead the company in its’ strategy, vision, and execution of the day-to-day business. 1,4GROUP grows Burbank potatoes for research and the fresh potato market. As Co-Chair, Elfering is looking forward to continuing the health and nutrition messaging around potatoes. He strongly feels that as the Potatoes Fuel Performance campaign continues to gain momentum, driving the messaging down to the everyday consumer is key to increasing potato consumption. Elfering is a member of the National Potato Council, Idaho Grower Shipper Association, PAA, Potato Sustainability Alliance, and the Washington Potato and Onion Association. Before 1,4GROUP, Elfering worked in the fresh potato sector for 28 years as a grower and marketer.

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Travis Meacham has been in the potato and agriculture industry for 25 years. As the Operational Manager at Friehe Farms, Meacham wears many hats. He ensures everyone he manages has what they need to successfully complete each day and ultimately harvest delicious potatoes for the processing and export markets. Meacham is looking forward to helping the administrative committee and the industry implement the excellent marketing materials and tools that will help increase the demand for potatoes. In addition to his commitment to the Potatoes USA Board, Meacham is the Chairman of the Washington Turfgrass Seed Commission, has a seat on the advisory board for the Washington Asparagus Commission, and is a 2016 alum of PILL, which he then returned to in 2017 as the grower leader.

The Domestic Marketing Committee oversees the Potatoes USA consumer, nutrition, retail, ingredient, and foodservice marketing programs. The committee is focused on encouraging more people to eat more potatoes in more ways and positioning potatoes as a performance food. The marketing programs are designed to inspire potato innovation across all channels, cultivate strategic partnerships, and advocate for scientific research to demonstrate potatoes' role in enhancing overall physical and mental performance.

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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](https://PotatoesUSA.com).

