



PRESS RELEASE

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Left to right: Jared Smith and Mike Carter

Potatoes USA Appoints 2022-2023 International Marketing Committee Co-Chairs

DENVER (August 18, 2022) – Jared Smith of Alamosa, Colorado, and Mike Carter of Rosholt, Wisconsin, were elected to the Potatoes USA Executive Committee as International Marketing Committee Co-Chairs on March 9, 2022, at the organization's Annual Meeting. Smith is serving his fifth year on the board and his third year on the leadership team, previously Co-Chair of the Research Committee. Smith has also served two years as a member of the Domestic Marketing and Research Committees. This is Carter's third year back on the Board after previously serving a six-year term from 2009 – 2015. During that time, he was Co-Chair of the Domestic Marketing Committee for three years. The past two years he served as Co-Chair of the Industry Outreach Committee.

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Smith is a third-generation farmer and has worked in the industry for 17 years. He is part-owner of Three S Ranch, Inc., which produces russet, red, and yellow potatoes. As Co-Chair, Smith is excited to learn about and help expand international market opportunities, and help the industry keep fresh potato access open throughout Mexico. Smith is Blanca Potato LLC's Chairman of the Board, and he serves on the Colorado Potato Administrative Committee. He is a 2017 graduate of the Potato Industry Leadership Institute.

Carter has been in the potato industry for the past 24 years and is the CEO and Co-Owner of Bushmans' Inc., with a focus on the fresh potato market. Carter is looking



forward to further developing the excellent international marketing program and letting his fellow industry members know the impacts being made. In addition to the Potatoes USA Board, Carter is on the Board of directors for the Wisconsin Potato & Vegetable Growers Association (WPVGA) and is a very active member of his church. Carter's wife, Ali, writes the monthly recipe column for the Common 'Tater magazine and has previously been a member of the WPVGA Auxiliary.

The International Marketing Committee is focused on increasing U.S. potato exports across all product types, expanding access for U.S. potatoes across the globe, and for ensuring international consumers and trade members know U.S. potatoes for their quality and nutritional benefits. The committee oversees foodservice, retail, ingredient, consumer, market access, and seed potato export marketing programs in 25+ international markets.

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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.