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Left to right: Ed Staunton of Tulelake, California, and Dennis Wright of Kennewick, Washington

Potatoes USA Appoints 2023 - 2024 Industry Outreach Committee Co-Chairs

DENVER (May 25, 2023) – Ed Staunton of Tulelake, California, and Dennis Wright of Kennewick, Washington, were elected to the Potatoes USA Executive Committee on March 15, 2023, at the organization’s Annual Meeting. Staunton is serving his first year as an Industry Outreach Committee Co-Chair after being a Co-Chair for the International Marketing Committee in 2020. He previously served a full six-year term from 2001-2007, co-chairing the former Policy and Grower Relations Committee. Wright is in his fourth year as a Board Member and first year on the Executive Committee.

Staunton is the Co-Manager and Partner of Staunton Farms LP and is involved in all aspects of the organization alongside his two sons, Kyle and Nathan, and nephews, Marc and Curtis. Staunton Farms produces a variety of fresh potatoes, both conventional and organic, including red, yellow, and russet, as well as chipping potatoes for a large processor and export markets. As a third-generation potato farmer, Staunton boasts 39 years of experience in the field and remains deeply engaged with the industry. Staunton is on the California Potato Research Advisory Board. From 2007 to 2019, he served on the National Potato Council’s Board and was on the United Potato Growers of America Board of Directors when it was first formed. Staunton says he “looks forward to being back on Potatoes USA’s leadership team and is ready to push through the current challenges and foster increased industry participation.”

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Wright is a General Manager at AgriNorthwest, a large farm operating in the Columbia Basin of Washington and Oregon that sustainably produces potatoes, onions, corn, wheat, sweet corn, carrots, and peas. Before working in the potato industry, Wright managed an almond farm in California's Central Valley and organic corn, wheat, and alfalfa crops for a large organic dairy in the Texas Panhandle. He also managed a NASA-funded research program to use satellite imagery in agriculture and was a financial analyst for a large regional bank. Wright's expertise lies in using data to improve crop production, developing people, and devising successful strategies. As a newly appointed Co-Chair, Wright is enthusiastic about bringing his "unique perspective to the table and actively contributing to the committee's success." In addition to his professional accomplishments, Wright has enjoyed being a part of many volunteer organizations, including leading church groups, working with people with disabilities and at-risk children, and serving on a school board.

The Industry Outreach Committee oversees industry communications. The committee is focused on expanding the awareness of Potatoes USA's marketing and research programs and increasing engagement and involvement by industry members in Potatoes USA promotional programs and activities.

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About Potatoes USA

Potatoes USA is the national marketing and promotion board representing U.S. growers and importers. 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.