

**Potatoes USA  
Executive Committee Meeting Minutes  
Monday, August 1<sup>st</sup> 2022  
Marriott Laguna Cliffs  
Dana Point, CA**

**Welcome, Roll Call and Introductions**

Chairperson Jason Davenport called the meeting to order at 8:30AM.

Committee members present included Jennifer Gogan, Travis Meacham, Jaren Raybould, Jason Davenport, Mike Carter, Mike Larsen, Jared Smith, Steve Elfering and Shelley Olsen.

Committee members Jeff Jennings and Leah Halverson were present via Zoom.

Staff members Blair Richardson, Chelsea Gray, John Lundeen, Kim Breshears and Monica Heath with Potatoes USA were also present in-person. Alex caryl was present from USDA.

**Antitrust Statement**

The Antitrust Policy Statement was acknowledged and accepted by all attendees. Zoom attendees are required to accept the Antitrust Policy Statement when logging into the meeting platform. A copy of the Antitrust Policy Statement is also provided to meeting attendees in advance of meetings.

**Welcome**

Chairman Jason Davenport welcomed everyone to California and Dana Point. He acknowledged all the sponsors who made the Summer Meeting possible in such a beautiful location.

**Minutes Approval**

A **MOTION** was made by Steve Elfering and seconded by Shelley Olsen to approve the minutes from the Executive Committee Meetings on Friday June 17, 2022.

Copies of the meeting minutes were provided to attendees via email in advance of the meeting.

**Regional Reports**

Each member of the Executive Committee gave an update on their region to the group. Discussion was related to supply issues, shipping issues, and weather issues.

**CEO Report**

Blair Richardson reviewed the schedule for the Potatoes USA 2022 Summer Meeting.

Mr. Richardson reviewed some of the recent and upcoming industry events.

**Recent Industry Events:**

Jun 18	PILI Alumni Event	Nashville
Jun 24	Potato LEAF Board Mtg	Virtual
Jul 11-14	PSA Meeting	Boise
Jul 17-21	PAA Meeting	Missoula
Jul 21	NFPT Board Meeting	North Dakota
Jul 25-29	Seed RTM	Denver

Jul 27	CPAC Meeting	Denver
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#### **Future Industry Events:**

Aug 1-3	Potatoes USA Board	California
Aug 17	APRE Board Meeting	Virtual
Aug 19-21	Polish Potato Fed	Poland
Aug 24-26	IGSA Conference	Sun Valley, ID
Sep 18-22	State/Nat'l Workshop	Charleston, SC
Oct 11-12	CRCEO Meeting	Washington, DC
Oct 15-19	SIAL/True Seed Meeting	Paris/Netherlands
Oct 20-25	ExCom Mtg/Outreach	Maine
Oct 24-25	NFPT Field Day	Grand Forks
Oct 27-29	IFPA Conference	Orlando
Nov 8-11	Wisconsin Marketing Team Deep Dive	
Nov 16	APRE Board Mtg	Denver
Nov 18	Potato LEAF Board	Virtual
Nov 27-29	Interpom	Belgium
Dec 5	Compensation Committee	Denver
Dec 5	Finance Committee	Denver
Dec 5	Executive Committee	Denver
Dec 6	Planning Meetings	Denver
Dec 6-7	NCP Variety Selection Mtg	Chicago

Mr. Richardson explained the goals of the proposed WI Marketing Team Deep Dive and asked for feedback from the Executive Committee. Members supported the idea and felt the trip would be a good opportunity to align Marketing efforts with what is going on in the industry.

#### **Potatoes USA Board Structure:**

Potatoes USA attorney has approved the proposed language changes. USDA may require formal rulemaking to change the structure of the board. Alex Caryl shared that if required, formal rulemaking would be a multi-year process before changes could be made.

#### **Board Policy Update:**

Monica Heath is working to review all policies and updates, additions, and deletions will be recommended.

**Culinary Institute of America:** Potatoes USA received a formal response from Walt Willett at Harvard again defending the use of the Glycemic Index. Plans are being made to counter the arguments made in the latest letter. Potatoes USA staff are pushing for an in-person meeting.

#### **Employee Handbook:**

Mr. Richardson shared the employee handbook has been updated and reviewed by Potatoes USA's Human Resources agency. USDA is currently reviewing.

#### **Potatoes USA Office Procedure:**

Chelsea Gray shared a recommendation to make the Potatoes USA office available to host meetings and events to groups within the potato industry for a \$25 per person per day cost to cover overhead of space including utilities, cleaning, drinks and snacks. There will be a designated general ledger code to track expenditures. Potatoes USA will not make a profit off the funds. A **MOTION** was made by Mike

Carter and seconded by Travis Meacham to present the concept to the Administrative Committee for formal voting.

### **Department Updates**

#### **Domestic Marketing:**

Kim Breshears expanded on the discussion regarding the statements made by Walt Willett regarding Eat Lancet's recommendation to limit intake of Potatoes. Potatoes USA plans to emphasize the potatoes' value as a vegetable in our response.

For the new marketing year, Potatoes USA efforts will target the younger generation with the goal to get them to think favorably about potatoes.

Kim shared the Potatoes USA Marketing team has 2 new employees: Bonnie Johnson, Director of Nutrition and Industry Relations and Marisa Stein, Director of Marketing.

#### **International Marketing:**

Kim Breshears reported the July 2021-May 2022 export numbers.

Mrs. Breshears shared the upcoming international travel calendar and board participation procedural guidance for these events. Currently staff will first request support from committee co-chairs. If neither co-chair is available, the opportunity shall be presented to the other members of the committee. Not all international trips will include members of the board and conflicts of interest shall be avoided.

A **MOTION** was made by Steve Elfering and seconded by Jared Smith to accept the procedural guidance related to board participation at international events.

#### **Industry Outreach:**

Kim Breshears shared Potatoes USA will shift from a weekly newsletter to a monthly newsletter beginning in September 2022. She also announced the grower survey will be sent out in October 2022.

During the World Potato Congress in May 2022 John Toasperm, Kathie Beals and Jason Davenport presented content related to Potatoes USA's performance messaging. As a result of these presentations, the Polish Potato Federation has asked if they can adopt Potatoes USA marketing materials and use them in their markets. Blair Richardson and Kathie Beals will speak at the Polish Potato Congress in August 2022.

Mr. Richardson is also working to meet with marketing organizations in other countries to encourage them to take a more aggressive approach related to potatoes.

#### **Research:**

John Lundeen shared details regarding two SCRI projects that might get funded (concerning nematodes and neonic alternatives). John is highly optimistic that at least 1 will get funded.

#### **Finance and Policy:**

Monica Heath reported FY22 assessments are \$13.5M as of July 28<sup>th</sup>. Potatoes USA's budget is \$14.8M and she estimates coming in at budget.

Monica believes the accounting team has sorted out the issues with CPAC's administrative error. Potatoes USA will send out reminder letters to the Colorado growers owing funds. There are currently 57 Colorado handlers who are delinquent for \$109,000.

Overall, there are a total of 77 delinquent handlers that owe approximately \$147,000.

**USDA Update**

Alex Caryl had no updates beyond what was discussed regarding the board structure changes.

**Other Business**

No other business was discussed.

**Executive Session**

At 11:46AM a **MOTION** was made by Steve Elfering and seconded by Mike Larsen to go into Executive Session.

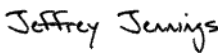
At 12:05PM Chairperson Jason Davenport ended the closed session and returned the meeting to open session. No actions were taken during closed session.

**Adjourn**

Chairperson Jason Davenport adjourned the meeting at 12:06PM.

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Approved by:

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Secretary/Treasurer

11/7/2022

Date