

**Potatoes USA;
Executive Committee Meeting Minutes
Monday, March 7th 2022
The Brown Palace Hotel and Spa
Denver, CO**

Welcome, Roll Call and Introductions

Chairperson Jaren Raybould called the meeting to order at 9:58AM

Committee members present included Shelley Olsen, Jaren Raybould, Jason Davenport, Mike Carter, Jared Smith, Steve Elfering, Steve Streich, Mike Pink, Leah Halverson, and Jennifer Gogan.

Staff members Blair Richardson, John Lundeen, John Toasperm, Monica Heath, and Chelsea Gray with Potatoes USA and Alex Caryl from USDA/ AMS were present.

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.

Minutes Approval

A **MOTION** was made by Steve Elfering and seconded by Shelley Olsen to approve the minutes from the Executive Committee Meeting on January 3rd, 2022. A copy of the meeting minutes was 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 high input costs and shipping issues.

CEO Report

Blair Richardson reviewed the attendance and meeting schedule for the Potatoes USA Annual Meeting taking place March 7-9, 2022. He also recognized the sponsors who supported the meeting.

Mr. Richardson reviewed some of the recent industry events

Recent Industry Events:

| | | |
|--------------|-----------------------|--------------------|
| Jan 2-7 | POTATO EXPO | Anaheim, CA |
| Jan 18-20 | Idaho Potato School | Pocatello, ID |
| Jan 25-27 | WA/OR Annual Conf | Kennewick, WA |
| Feb 1-3 | So. Rocky Mtn Conf | Monte Vista, CO |
| Feb 1-3 | Mid-Atlantic F&V Conf | Hershey, PA |
| Feb 2-4 | Michigan Winter Conf | Grand Rapids, MI |
| Feb 8-10 | Wisconsin Grower Ed | Stephens Point, WI |
| Feb 15-17 | NPPGA Conf | Grand Forks, ND |
| Feb 28-Mar 3 | NPC Fly-In | Washington, DC |

Potatoes USA Board Structure – Blair Richardson provided a summary of the suggested board restructure plan to the Executive Committee. This included an overview of the history of the board

structure. A recommendation was made to reduce the board size by incremental board seat value from 5 million cwt to 10 million cwt. The Administrative Committee would be suspended and all board members would have a seat on an operating committee: Domestic Marketing, International Marketing, Industry Outreach, Research and Finance & Policy.

Mr. Richardson shared a summary of the impacts of the changes:

- Reduction in total number of board members
- Suspension of the Administrative Committee
- Increased number of members on operating committees
- No change to voting power
- No change to nomination process
- Three-year transition period
- Flexible regional allocation of seats
 - Adjusted to reflect changes in production

A **MOTION** was made by Jason Davenport and seconded by Steve Streich to make a recommendation to the Secretary of Agriculture that the following changes be made to the Plan unless there are unintended consequences that would require additional changes.

- a) Increase the incremental board seat value from 5 million cwt to 10 million cwt
- b) Suspend the Administrative Committee
- c) Reduce importer seats from 5 to 2 seats
- d) Include all board members on operating committees once the change is implemented

Reputation Management Mr. Richardson provided an update on the proactive, aggressive, and fact-based approach the reputation management team has taken to demand accurate, fair, and factual information about potato health and nutrition. He highlighted a few examples of how they are challenging misinformation through effective, proactive communication.

Department Updates

Domestic Marketing: John Toaspern shared the newest member of the Culinary Team, Vince Armada has started as Potatoes USA's Executive Sous Chef and will assist Chef RJ in running the Culinary Center and with recipe development, innovation and training sessions.

Mr. Toaspern reported the latest domestic retail numbers and reported the new Potato Goodness website <https://potatogoodness.com/> has launched and is being well received.

The new culinary center has been put to good use already as Chef RJ has filmed school foodservice cooking demos with Dale Hayes, a school foodservice icon and filmed demo videos for the Retail Dieticians Business Alliance. Chef RJ also recently hosted a top processor for an innovation session.

International Marketing: John Toaspern reported the latest export numbers and shared details of recent and upcoming program activities including Gulfoods and the upcoming virtual Chef reverse trade mission in April.

Industry Outreach: John Toaspern gave an update on Reputation Management and Hillenby's efforts to change articles related to potatoes. He stated the rebuttals to misinformation published about potato

nutrition have continued to go out with success. Most notably was a complete retraction of misinformation about potato nutrition by Runners World.

Research: John Lundeen provided program updates regarding the National Chip Program (NCP), National Fry Processor's Trials (NFPT) and Potato Research Advisory Committee (PRAC) programs.

Finance and Policy: Monica Heath shared the FY22 Budget Amendment and an update on the new Potatoes USA office building financials, which are still under budget.

USDA Update

Alex Caryl from USA/AMS shared suggested changes to the Potatoes USA plan; removing telegraph as a means of voting and replacing this with email. She also stressed the importance of diversity amongst board members.

Other Business

Blair Richardson presented a copy of a letter from Colorado Certified Potato Growers Association (CCPGA) to the Executive Committee members for review. The letter was related to an action committed by an independent, third-party contractor often used for support related to Potatoes USA seed programs. The actions noted in the letter were unrelated to activities of Potatoes USA. Regardless, Mr. Richardson reported his communications with CCPGA were positive and supportive of their concerns. No further action was recommended.

Executive Session

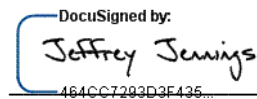
At 12:14PM a **MOTION** was made by Jaren Raybould and seconded by Jason Davenport to go into Executive Session.

At 1:23PM Chairman Raybould ended the closed session and returned the meeting to open session. No actions were taken during closed session.

Adjourn

Chairperson Jaren Raybould adjourned the meeting at 1:24PM.

Approved by:


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Secretary/Treasurer

5/23/2022

Date