

**Potatoes USA
Executive Committee Meeting Minutes
Monday, May 16th
Fairfield Inn Elizabeth City
Elizabeth City, NC**

Welcome, Roll Call and Introductions

Chairperson Jason Davenport called the meeting to order at 9:02AM

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

Committee members present via zoom were Mike Carter and Leah Halverson. John Lundeen, Monica Heath and Kim Breshears from Potatoes USA were also present via Zoom.

Staff members Blair Richardson and Chelsea Gray with Potatoes USA as well as Alex Caryl and Susan Purcell from USDA/ AMS were present.

Chris Olsen, a previous Potatoes USA board member was also in attendance.

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 Shelly Olsen to approve the minutes from the Executive Committee Meetings on Monday March 7th and Wednesday March 9th.

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 high input costs and shipping issues.

CEO Report

Shelley Olsen, Steve Elfering and Leah Halverson spoke about how beneficial the recent All-Agency meetings at the Potatoes USA office were, and encouraged more Executive Committee members to attend the meeting in the future.

Blair Richardson shared an overview of schedule the North Carolina and VA grower outreach trip taking place this week.

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

Recent Industry Events:

Mar 9	PRAC Meeting	Denver
April	Planting Season	DNC

May 11-12	All Agency Meetings	Denver
May 15-18	ExCom Meetings	NC/VA

Future Industry Events:

May 18	APRE Board Meeting	Chicago
May 30-Jun 2	World Potato Congress	Dublin, Ireland
Jun 12-14	WA Potato Shippers	Bellingham, WA
Jun 13-15	Int'l Rep Meetings	Denver
Jun 15-17	NPC Meetings	Nashville
Jun 17	ExCom Meeting	Nashville
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	TBD
Jul 25-29	Seed RTM	Denver
Aug 1-3	Potatoes USA Board	California
Aug 3	Potato LEAF Board	California
Aug 17	APRE Board Meeting	Virtual
Aug 24-26	IGSA Conference	Sun Valley, ID
Oct 11-12	CRCEO Meeting	Washington, DC
Oct 15-19	SIAL	Paris
Oct 20-25	ExCom Mtg/Outreach	Maine
Oct 24-25	NFPT Field Day	Grand Forks
Oct 27-29	IFPA Conference	Orlando
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

Potatoes USA Board Structure:

The Justification form for the proposed board structure change has been submitted to Alex Caryl. Alex Caryl has been working with Blair on this.

Department Updates

International Marketing: Kim Breshears announced the plan for the International Marketing program upon John Toasperm's retirement. Bryant Christie International (BCI) will work with Kim Breshears, Blair Richardson, Tiffany Thompson, and Kam Quarles at National Potato Council on any market access issues. BCI is also partnering with Potatoes USA on all things related to Foreign Agriculture Service (FAS).

Kim Breshears reported the latest export numbers and shared details of recent and upcoming program activities including Gulfoods and the virtual Chef reverse trade mission in April.

Mexico fresh market access is open but not without its challenges. Interpretations of the regulations in place are varied.

The Chef reverse trade mission in April was a success and Mrs. Breshears thanked Executive Committee members who were involved for their assistance.

Domestic Marketing: Kim Breshears announced there are two positions posted to fill on the Marketing team: Director of Marketing Programs and a Nutrition and Industry Relations Director. These positions have been created to account for John Toaspern's retirement in June 2022.

Potatoes USA's recruiting agency, Integrated People Solutions is actively searching for candidates for these two positions. Kim is hopeful to have these positions filled as soon as possible.

Mrs. Breshears shared the latest domestic retail sales numbers.

The Spud lab test kitchen at Potatoes USA has been increasingly busy filming for webinars and filming.

The new PotatoesUSA.com website just won a Communicator Award of Excellence which honors websites "exhibiting mastery of craft and delivering lasting impact". Traffic to the website has increased since it has rolled out.

Industry Outreach: Kim Breshears gave an update on Reputation Management and Hillenby's efforts to challenge inaccurate press related to potatoes.

Kim shared an update on Blair Richardson's latest communications with the Culinary Institute of America (CIA) challenging their negative claims about potatoes and heavy use of the glycemic index.

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 an update on assessments noting some Colorado growers were out of compliance due to billing issues with CPAC. Potatoes USA is working with CPAC to resolve the issues so handlers do not have to be reported to USDA.

USDA Update

Alex Caryl from USA/AMS shared Potatoes USA board member nominations are open for the 2023-2026 term.

Other Business

Chris Olsen provided an update on Potato Sustainability Alliance and the initiative to push the Cool Farm Tool and encouraged growers to speak with their neighbors and regarding their feelings

Executive Session

At 11:36AM a **MOTION** was made by Jared Smith and seconded by Shelley Olsen to go into Executive Session.

At 12:04PM 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 12:05PM.

Approved by:

DocuSigned by:

Jeffrey Jennings

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Secretary/Treasurer

6/21/2022

Date