

**Potatoes USA
Executive Committee Meeting Minutes
Friday, June 17th 2022
Renaissance Nashville Hotel
Nashville, Tennessee**

Welcome, Roll Call and Introductions

Chairperson Jason Davenport called the meeting to order at 9:06AM

Committee members present included Jaren Raybould, Shelley Olsen, Leah Halverson, Jason Davenport, Jeff Jennings, Steve Elfering, Travis Meacham, and Mike Carter.

Committee member Jared Smith was present via Zoom. John Lundeen, Monica Heath and Kim Breshears from Potatoes USA, Kelly Robertson from USDA, and Dr. Timonhy Richards from ASU were also present via Zoom.

Staff members Blair Richardson, John Toaspern and Caitlin Roberts with Potatoes USA were also 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 Mike Carter to approve the minutes from the Executive Committee Meetings on Monday May 16th, 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 NPC Summer Meeting.

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

Recent Industry Events:

May 11-12	All Agencies Meeting	Denver
May 18	APRE Board Meeting	Chicago
May 30-Jun 2	World Potato Congress	Dublin, Ireland
Jun 3-4	West Coast Produce	Palm Desert, CA
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

Future Industry Events:

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/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 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 and Mr. Davenport shared their experience at World Potato Congress in Dublin, Ireland. They discussed the potential advantages of working with European countries on Potatoes Fuel Performance research and marketing.

Mr. Richardson shared the tentative schedule of events for the Grower Outreach Meeting in Maine from October 24th- October 29th.

Potatoes USA Board Structure:

Formal language is being developed, Potatoes USA's attorney is working on this with Alex Caryl and Blair Richardson. Once complete it will then be submitted to the USDA.

Board Policy Update:

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

Potatoes USA Econometric Study: Dr. Timothy Richards from Arizona State University gave a report on his Returns to Potatoes USA Marketing Programs study. This is a requirement for the USDA to be done every five years. Kim will follow up with Dr. Richards to create a letter to send this information out to growers and discuss options to gather better data for Foodservice information.

Department Updates**International Marketing:**

The transition is going well with Bryant Christie assisting with MAP activities since John Toaspen's retirement. Kim attended the International Rep Meeting and APTA and monthly calls to talk about

market trade activities. Tiffany Thompson, Matt Lantz, Adam Hollowell, and Kim Breshears will meet with International attaches in target markets to discuss current trade issues.

John Toaspern reported the latest export numbers and gave an update on the status of fresh potato exports in Mexico. Fresh US potatoes are in every state in Mexico and in all major chains except HEB, which will be coming soon.

Domestic Marketing:

Mr. Toaspern shared the latest domestic retail sales numbers.

Mr. Toaspern acknowledged the opportunity to work with Europe and Australia on positive potato marketing, especially our Performance Program.

There are many APRE studies coming out with great information, including a study on protein and the benefits of potato protein and muscle growth.

Kim Breshears shared potatoes USA is closing out the fiscal year by creating new videos to appeal to a younger audience. These should be completed by the end of July.

Kayla Dome presented at the West Coast Produce Expo and gave an update on Merchandising Best Practices study, as well as a promotion for retailers to encourage retailers to implement best practices. The Executive Committee decided to host an additional meeting with the Domestic Marketing Committee members at Summer Meeting in August 2022 to discuss ongoing supply issues and potential impacts.

The Foodservice Marketing managers, RJ and Jane recently travelled to two different conferences.

At the National Restaurant Association Show (NRA), Jane and RJ scheduled several innovation sessions with top names in the industry in the Potatoes USA SpudLab.

At the UMASS Chef Culinary Conference college and university food service operators met to innovate, celebrate and collaborate on food matters. This was the first time Potatoes USA has attended this conference. Dr. Willet presented about keeping potatoes low in the diet, however the majority of attendees disagreed. Also during the conference, Chef Martin Yen heavily featured potatoes in his presentation while discussing the nutritional benefits of potatoes.

Industry Outreach:

John Toaspern gave an update on Reputation Management and Hillenby's efforts to challenge inaccurate press related to potatoes. The number of negative articles has been lower than in the past.

John 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 shared that he is waiting to hear about SCRI funding for the fiscal year. He and Alyssa Green are actively working on updating contracts with universities for the upcoming fiscal year. The Research team will be travelling a lot in the coming weeks including to PAA in Missoula, and Idaho Falls and Presque Isle for the Seed RTM.

Finance and Policy:

Monica reported assessments are coming in. CPAC sent reminder mailers to Colorado handlers. Ms. Heath sent assessment records from Michigan and Ohio to the USDA per the deputy administrator's request.

KC&E Audit began on Monday for Potatoes USA and APRE. Auditors will be at the Potatoes USA office on 6/21/2022. No issues are expected.

USDA Update

Kelly Robertson from USA/AMS shared they will work with marketing on promotion about protein. She is working with Potatoes USA on updating formal writing of Board Policies and Potatoes USA board structure changes.

Ms. Robertson noted the assessment requests mentioned by Monica Heath are just to get an update on the area before a meet and greet.

Blair Richardson thanked everyone at USDA for help with the updates Potatoes USA is implementing.

Other Business

No other business was discussed.

Executive Session

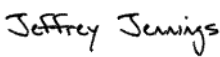
At 11:38AM a **MOTION** was made by Travis Meacham and seconded by Jaren Raybould to go into Executive Session.

At 11:55AM 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 11:56AM.

Approved by:

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Secretary/Treasurer

8/16/2022

Date