

**Potatoes USA
Executive Committee Meeting Minutes
Monday January 2nd, 2023
The Gaylord Rockies
Aurora, Colorado**

Welcome, Roll Call and Introductions

Chairperson Jason Davenport called the meeting to order at 11:17 AM MT.

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

Staff members Chelsea Gray, Blair Richardson, Kim Breshears, and Monica Heath from Potatoes USA were present in person. Alex Caryl, Samantha Mareno, and Deanna Bakken from USDA were also present.

Antitrust Statement

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

Welcome

Chairman Jason Davenport welcomed everyone to the meeting and thanked them for joining in person and online.

Minutes Approval

A **MOTION** was made by Travis Meacham and seconded by Mike Larsen to approve the minutes from the Executive Committee Meeting on December 5, 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 the group an update on their region. There were no major updates since the last meeting. Seed supply continues to be tight and expensive. Water continues to be an issue in Colorado. Equipment is hard to get due to both supply and demand issues. Russia's Fertilizer exports are down by 1/3 and are likely to worsen.

CEO Report

Blair Richardson reviewed the Winter Meeting and Potato Expo schedule this week.

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

Recent Industry Events:

Oct 27-29	IFPA Conference	Orlando
Nov 2-3	Montana Seed Seminar	Missoula, MT
Nov 8-12	WI Mktg Outreach	Wisconsin
Nov 15-16	Big Idaho Fall Harvest	Ft. Hall, ID

Nov 16	APRE Board Meeting	Denver
Nov 25-30	Interpom	Belgium
Dec 5-7	Planning Meetings	Denver
Dec 5-7	Chip Meetings	Chicago, IL

Future Industry Events:

Jan 2-5	POTATO EXPO	Denver, CO
Jan 6	WPC Board Meeting	Denver, CO
Jan 9-12	Maine Potato Conf.	Presque Isle
Jan 16-19	Idaho Potato Conf.	Pocatello, ID
Jan 23-26	WA/OR Potato Conf.	Tri-Cities, WA
Jan 30-Feb 1	Mid-Atlantic F&V Conf.	Hershey, PA
Feb 6-9	WI Grower Ed. Mtg.	Stephens Point, WI
Feb 6-9	So. Rocky Mtn. Mtg.	Center, CO
Feb 21-24	NPPGA ICE	Grand Forks, ND
Feb 27-Mar 3	NPC Fly-In	Washington, DC
Mar 6-7	Minnesota Area 2 Mtg	TBD
Mar 12-15	Annual Meeting	Denver, CO
Jun 27-29	NPC Summer Meeting	Lake Tahoe, CA
Jun 26-27	Potatoes USA ExCom	Lake Tahoe, CA
Aug 7-9	Potatoes USA Sum Mtg	Milwaukee, WI

Potato LEAF:

Concerns about Potato LEAF fund usage and oversight have been addressed, and a meeting was scheduled to discuss budgets and transparency. The Potato LEAF board requested additional detail within the budget documents to avoid potential misunderstandings in the future.

Department Updates

Domestic Marketing:

Kim Breshears shared that the marketing team is preparing an RFP for a path-to-purchase study. The goal is to learn how consumers decide which types of potatoes they buy at retail.

The team is excited to hear Dr. Brown's study results at both the lunch on Tuesday and during the APRE meeting on Wednesday.

Trick or Tater was Potatoes USA's most successful PR consumer effort. It encouraged people to hand out potato chips at Halloween and received 170 media placements.

In January, the team is working with Kara Harbstreet, a registered dietician, on a satellite media tour with a 'New Year, New You' theme.

Potato Glory is joining Chef RJ and Chef Vince in the Spud Lab with several of their chefs for education and demonstrations.

In February, Potatoes USA is hosting a culinary innovation session with chefs and dietitians from various colleges and universities. They are expecting 10-12 people to join for a day-long training.

The website has been a good indicator of how people engage with Potatoes USA advertisements. Total traffic and recipe visits are down, but visits to the performance, nutrition, nutrition professionals, food service, and retail sections are up from 1 year ago. The week of Thanksgiving, there were 5,000 new unique visits to the PotatoGoodness.com website.

Kayla Dome is attending the FMI conference to meet with other retail decision-makers. She also serves on the committee for FMI.

International Marketing:

Kim Breshears shared that there are 2 new border entries into Mexico; these were approved in November. There are now a total of 6. The fresh volume into Mexico is up 5% through October, steadily increasing since the market opening.

The Marketing team is meeting the next two months via zoom calls with each international marketing rep office for a mid-year touch base.

RJ travels to UAE later this month for a series of events with different foodservice operators, culinary events, and associations. He has 6 events over 5 days. The Rep in UAE is very creative and excited, and there is a lot of energy and enthusiasm around these meetings.

Industry Outreach:

There is a lot of staff travel planned to the various state/regional Winter Meetings. Blair, Kim, and Bonnie are doing most of the travel. Kim is giving a potato marketing update at the Potato Business Summit later this week. Blair, Kim, Shelley Olsen, Mike Carter, and Jason Davenport will meet with AMS and FAS reps in late February in D.C.

Potatoes USA has reached out to 28 news outlets and received 11 corrections leading to a 39% correction rate. The team is pleased with this progress.

Research:

John Lundeen was in a separate meeting and could not attend the Executive Committee Meeting. Blair shared some of the concerns voiced regarding the shortage of seed supply in the U.S. and the investment into exporting seed.

35 organizations were represented at the NCP variety selection meeting in Chicago in December 2022. PRAC is approaching 100 letters of support for the 2 suggested project proposals. NFPT has a meeting coming up on January 23rd.

Finance and Policy:

Monica Heath shared that assessments are at \$6.2 million, as of December 29, 2022, which is about the same as last year. There are 18 delinquent handlers that owe \$60,000, which is less than 1% of overall assessments.

During the Administrative Committee meeting tomorrow, Monica will present the draft FY22 Audit and will need a motion to approve the audit, Cell Phone Stipend Policy, and Employee Handbook.

In the Finance and Policy Committee Meeting, Ms. Heath will review the FY23 financial statements and draft FY24 budget. The Finance and Policy Committee will also move to approve the proposed employee cell phone stipend policy and new employee handbook.

USDA Update

Alex Caryl introduced two new faces to her team at AMS: Samantha Mareno, and Deanna Bakken. Both are located in Colorado.

Alex shared that new board member nominations are still being reviewed and moving slowly. Potatoes USA suggested structure changes are going through initial clearance.

Potatoes USA has a tentative green light from USDA lawyers to move forward with informal rulemaking for the proposed board membership structure.

Other Business

Jason Davenport brought up discussions that have occurred between Executive Committee members regarding the Summer Meeting and an unofficial rule that the chairperson needs to fundraise the cost difference of hosting the meeting at a new location versus at the Potatoes USA office in Denver. It was expressed that this may not be fair for chairpersons from smaller growing areas. Executive Committee members have heard from board members that they enjoy attending the Summer meeting in other locations other than Denver and want to make this possible moving forward without extensive fundraising efforts by the chairperson. It was suggested to increase the Summer Meeting Budget to \$135,000 for FY24. Costs above this amount should be covered through sponsorships. The chairperson shall lead this effort.

Executive Session

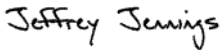
At 1:07 PM, Jaren Raybould made a **MOTION** and was seconded by Shelley Olsen to go into Executive Session.

At 1:11 PM, Chairperson Jason Davenport ended the closed session and returned the meeting to an open session. No actions were taken during the closed session.

Adjourn

Chairperson Jason Davenport adjourned the meeting at 1:12 PM.

Approved by:

DocuSigned by:

464CC7293D3E435

Secretary/Treasurer

4/28/2023

Date