

**Potatoes USA
Executive Committee Meeting Minutes
Monday, March 11th, 2024
The Four Seasons Hotel
Denver, CO**

Welcome, Roll Call, and Introductions

Chairperson Mike Carter called the meeting to order at 9:00 AM MT.

Committee members present included Mike Carter, Jason Davenport, Shelley Olsen, Dennis Wright, Jennifer Gogan, Jeff Jennings, Ed Staunton, Leah Halverson, Trever Belnap, Les Alderete, and Mike Larsen. Steve Elfering, a 2024 Potatoes USA Board Member nominee, was also present.

Staff members Blair Richardson, John Lundeen, Bonnie Johnson, Kim Breshears, RJ Harvey, Monica Heath, and Chelsea Gray were present. Deanna Bakken and Harrison Hodges from USDA were present.

Antitrust Statement

All attendees acknowledged and accepted the Antitrust Policy Statement. A copy of the Antitrust Policy Statement is also provided to attendees before meetings on BoardEffect.

Welcome

Chairman Mike Carter welcomed everyone to the meeting and thanked them for joining.

Minutes Approval

A **MOTION** was made and seconded to approve the minutes from the Executive Committee Meeting held on January 8, 2024.

Copies of the meeting minutes were made available for Executive Committee members to review on BoardEffect.

Regional Reports

Each member of the Executive Committee gave the group an update from their region.

CEO Report

Blair Richardson reviewed recent and upcoming potato industry events.

Recent Industry Events:

Jan 8	NFPT Variety Selection	Austin, TX
Jan 8-9	Potatoes USA Mtgs	Austin, TX
Jan 9	NCP Meeting	Austin, TX
Jan 9	PRAC Meeting	Austin, TX
Jan 10-11	POTATO EXPO	Austin, TX
Jan 16-18	Idaho Potato Conf	Pocatello, ID
Jan 23-25	WA/OR Potato Conf	Kennewick, WA
Jan 24-25	Eastern Shore Ag Conf	The Shore, VA
Jan 31-Feb 1	Mid-Atlantic F&V Conf	Hershey, PA
Jan 31-Feb 1	Michigan Potato Conf	East Lansing, MI
Feb 6-8	So. Rocky Mtn Conf	Monte Vista, CO
Feb 6-8	Wisconsin Potato Conf	Stevens Point, WI

Feb 13-14	New York Potato School	Waterloo, NY
Feb 13-15	Orientation/Pre-Caucus	Virtual
Feb 21-29	PILI	
Feb 21-22	Northland Potato Conf	Grand Forks, ND
Feb 26-Mar 1	NPC DC Summit	Washington, DC
Feb 26-28	Potatoes USA AMS/FAS Meetings	
Mar 5	H&M iLab Session	Denver/Virtual

Future Industry Events:

Apr 8-12	Int'l Reps Meetings	Washington, DC
May 15-16	CRCEO Mtg	Denver, CO
May 18-20	NC Grower Meeting	Elizabeth City, NC
May 22	Agristo Meeting	Wedeke, Belgium
May 21-24	Europatat Annual Mtg	Brussels, Belgium
May ____	All Agencies Meeting	Denver, CO
Jun 9	WA Potato Shippers	Leavenworth, WA
Jun 10-12	IFPA Conference	Washington, DC
Jun 23-26	World Potato Congress	Adelaide, Australia
Jun 26-27	NPC Summer Meeting	Fort Collins, CO
Jul 9-11	PSA Conference	Chicago, IL
Jul 21-25	PAA Conference	Portland, OR
Jul ____	NFPT Summer Mtg	_____
Jul 8-11	ExCom Meeting	ND/MN
Aug 5-7	Potatoes USA Summer	Vancouver, BC
Aug 9-15	China Market Visit	China
Aug ____	APRE Board Mtg	Virtual
Aug 28-30	IGSA Conference	Sun Valley, ID
Aug ____	PRAC Meeting	_____
Sep 23-25	State/Nat Workshop	TBD
Oct 22-24	SIAL	Paris
Oct 23-24	NFPT Field Day	Grand Forks, MN
Oct 17-19	IFPA Conference	Atlanta, GA
Oct ____	CRCEO Meeting	_____
Nov ____	APRE Board Meeting	_____
Nov 2-6	Japan Market Visit	Japan
Nov 8/9	PMANA Meeting	_____
Nov ____	IPC Harvest Meeting	_____
Nov 24-26	INTERPOM'24	Kortrijk, BE
Dec 3	ExCom/Fin/Comp Mtgs	Denver, CO
Dec 3-4	NCP Variety Selections	Chicago, IL
Dec 4/5/6	Pre-strategy committee virtual sessions	

A **MOTION** was made and seconded to approve Blair Richardson's travel to the above events as needed.

Executive Committee meetings for the 2024-2025 year are scheduled for:

Mar 13	ExCom Meeting	Denver, CO
Jul 8-11	ND/MN Outreach Events	ND/MN
Aug 5-8	Summer Meetings	Vancouver, BC
Dec 3	ExCom Meeting	Denver, CO
Jan 6-10	Winter Meetings/EXPO	Orlando, FL
Mar 10-13	Spring Meetings	Denver, CO

Blair provided an update on the board restructuring and appointments for the 2024-2027 term. Board appointments are stalled and are awaiting approval by the Secretary. During the Spring Meeting, the full Board will be in session, and all members will vote. Off-going board members are still members of the board until the Secretary makes the new appointments final. Nominees for the 2024 year are guests and cannot vote until the appointments are final. Blair suggested that these nominees be placed in a temporary advisory role until nominations are finalized.

Department Updates

Industry Outreach:

Kim Breshears reported that the iLab session with Heart and Mind Strategies was very efficient and gave a lot of useful insights very quickly. The results shed light on the need to define what Potatoes USA does on behalf of the industry compared to other industry organizations. Potatoes USA staff will develop materials and tactics to communicate what Potatoes USA does and will build this messaging into the State Winter meetings this year.

Domestic Marketing:

Kim Breshears shared the Dirty Dozen list is typically published around this time of year. Potatoes USA is prepared to respond if potatoes are on the list.

International Marketing:

In Mexico, the team is cautious about lawsuits that may lead to market closures. As of today, no new cases are pending.

Regional Agricultural Promotion Program Grant (RAPP) grant applications were submitted. There were 53 individual applications totaling \$12.5 Million over five years. The announcement of which applications were approved will be made in May, and the Market Development Committee will meet to review the approvals.

Research:

John Lundeen reported that all three projects PRAC supported are moving forward to full proposals: Soil Health 2, Diploids 2, and Polyploids 2.

The Research team has also been busy responding to grower requests and helping make connections between growers experiencing issues and researchers with potential solutions.

Finance and Policy:

Monica Heath reported that there was \$47,000 missed in FAS reimbursement due to an error in reporting. Safeguards have been put in place to ensure this doesn't happen again.

A **MOTION** was made and seconded to move the FY23 Audit, FY25 Assessment rate of \$0.03 per cwt, and FY25 Budget to the full board for approval on Tuesday, March 12th.

As a best practice, the Finance team has been gathering proposals and interviewing Audit companies. The Finance team recommended staying with the current Audit firm; Kunding, Corder, & Montoya, PC. The team has conducted audits for Potatoes USA and APRE since 2017. There have been no issues or concerns since then. Kunding, Corder, & Montoya, PC is the largest not-for-profit audit firm in the Rocky Mountain Region.

Administrative Update:

Chelsea Gray shared a tentative schedule for the 2024 Summer Meeting in Vancouver, BC. The Executive Committee decided that caucus meetings would not be necessary at the meeting.

USDA Update

Deanna Bakken shared the approval process that the 2024 board member nomination package must go through. Because the final rulemaking was published in January 2024, and the rule went into effect immediately, Potatoes USA is out of compliance with the 2024 nominations. Ahead of the 2025 nominations, Deanna suggested interested growers fill out the forms in their entirety to help move the process along faster.

Caucus Topics and Instructions

Blair Richardson reviewed the suggested Caucus topics and instructions for the caucus meetings that week.

Other Business

There was no other business to discuss.

Executive Session

At 11:10 AM, a **MOTION** was made and was seconded to go into Executive Session.


At 11:58 AM, Chairman Mike Carter ended the closed session and returned the meeting to an open session.

No action was taken during the closed session.

Adjourn

Chairman Mike Carter adjourned the meeting at 11:59 AM.

Approved by:

DocuSigned by:

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Secretary/Treasurer

7/17/2024

Date