

Potatoes USA
2025 Winter Meeting Minutes
January 8, 2025
Orlando World Center Marriott, Orlando, FL
Recorded by: Chelsea Gray

Welcome

Chairwoman Shelley Olsen called the meeting to order at 8:31 AM ET.

Antitrust Statement

Shelley acknowledged the antitrust policy statement, which Zoom attendees must accept when logging into the meeting platform. A copy of the Antitrust Policy Statement was also provided to attendees before meetings on BoardEffect.

Roll Call

Board Members present in person include Les Alderete, James Baker, Steven Barrett, Trever Belnap, Jess Blatchford, Gabriel Boldt, Norbert Bomm, Jennifer Bunger, Mike Carter, Daniel Corey, Sander Dagen, Danny Deprey, Aaron Derbidge, Kathy deVries-Ruehs, Wendy Dykstra, Steve Elfering, Hunter Gibbs, Jennifer Gogan (virtual), Taylor Grant, Jaclyn Green (virtual), Dan Gundersen, Leah Halverson, John Halverson, Charlie Husnick, Andrew Hyer, Jeff Irving, Eric Jensen, Jace Jensen, Ben Josephson, Sanjiv Kakkar, Martin Kimm, Rhonda Kleyn, Braden Lake, Bevan Lenz (virtual), Brian Mahany, Juan Martinez, David Masser, Tara May, Nathan McBride, Travis Meacham, Andrew Moquist (virtual), Ryan Moss, David Mundt, Shelley Olsen, Mike Pink, Andrew Porath (virtual) Jaren Raybould, Bradley Reed, Bruce Richardson, Kevin Schleicher, Trevor Searle, Cliff Shaw, Camburn Shephard, Alison Sklarczyk, Clifton Smith, Kathy Sponheim, Jonathon Springstead, Sam Stahl, Ed Staunton, Colin Szawlowski, Jordan Thomas, Jason Tillman, Marvin Wollman, Dennis Wright, and Ben Zechmann.

Guests in attendance included: Tara Artho and Jessica Bradshaw with CPAC, Chris Voigt, Brandy Tucker (virtual) and Matt Harris with WSPC, Kam Quarles with NPC, Chris Olsen a Washington potato grower, Tamas Houlihan, Dana Rady and Joe Kertzman with WPVGA, Kelly Turner with MPIC, Gary Shields with Northland Potatoes, Gary Roth with Oregon Potato Commission, Lane Lindstrom with Potato Grower Magazine, Shawn Boyle with Idaho Grower Shippers Association, photographer Bill Schafer and a Washington potato grower, Josh Bunger.

Potatoes USA staff present included: Blair Richardson, Chelsea Gray, Kim Breshears, Caitlin Roberts, Marisa Stein, Lucy Gabrielse, Kayla Vogel, Katarina Ivanovic, Monica Heath, John Lundeen, Madison Mayle (virtual), Bonnie Johnson, RJ Harvey, Aurora Hollenbeck, Nick Bartelme, Robert King (virtual), Pamela Lee (virtual), Dinah Tobey (virtual), Tiffany Kocir (virtual), and Nicole Field (virtual).

Deanna Bakken from USDA-AMS was also present.

Proxies were received from Charlie Husnick, Derek Peterson, Rick Miller, Levi Underwood, Blake Underwood. With over 50% of the board in attendance, a quorum was present.

Minutes Approval

Copies of the meeting minutes were emailed to attendees before the meeting and made available for everyone to view via BoardEffect.

A **MOTION** was made by Taylor Grant and seconded to approve the minutes from the Summer Board Meeting held **August 5th and 7th, 2024**. There was no discussion, and the motion passed.

Executive Committee Report

Shelley Olsen shared an overview of recent Executive Committee activities.

Market Development Committee

Kim Breshears, CMO for Potatoes USA, shared results from the recent Global Potato Market Assessment and announced the new “Tranche 2” RAPP grant awarded in 2024. The Market Development Committee met and approved their section of the Strategic Plan on Tuesday, January 7th and recommended it for full board approval.

Dennis Wright, Chair of the Foodservice Subcommittee, and Marisa Stein, Marketing Director at Potatoes USA, shared FY24 completed and FY25 upcoming activities including a Foodservice Importer and Distributor reverse trade mission.

Les Alderete, Chair of the Consumer Subcommittee, and Kayla Vogel, Senior Global Marketing Manager, shared FY24 completed and FY25 upcoming activities including a social media and PR campaigns with over 94 activities promoting potatoes as a performance food.

Leah Halverson, Chair of the Retail Subcommittee, and Nick Bartelme, Global Marketing Manager, shared FY24 completed and FY25 upcoming activities including a basket study, IFPA sponsorship and ongoing partnership with the International Grocers Association.

Finance & Policy Committee

Wendy Dykstra, Finance & Policy Committee Chair, and Monica Heath, CFO for Potatoes USA, shared the results of the FY24 audit, noting an unmodified or clean opinion with no findings.

A **MOTION** was made by Wendy Dykstra and seconded to approve the FY2024 audit. There was no discussion, and the motion passed.

A **MOTION** was made by Wendy Dykstra and seconded to approve FY25 budget amendment #1 as outlined below. There was no discussion, and the motion passed.

FY25 Budget Amendment #1	
Revenue (Under) Expenses	\$ (869,000)
USDA Designated	(500,000)
Board Designated	(1,500,000)
NFPT/NCP Designated	(616,000)

A **MOTION** was made by Wendy Dykstra and seconded to approve the updated Board Policies. There was no discussion, and the motion passed.

A **MOTION** was made by Wendy Dykstra and seconded to approve the updated Employee Travel Policies which included a 6.0 Social Media policy, grammar edits and edits for clarification. There was no discussion, and the motion passed.

A **MOTION** was made by Wendy Dykstra and seconded to approve the updated Independent Contractor Travel Policies which included grammar edits and clarification. There was no discussion, and the motion passed.

A **MOTION** was made by Wendy Dykstra and seconded to approve the updated Independent Contractor Travel Policies which included grammar edits and clarifications. There was no discussion, and the motion passed.

A **MOTION** was made by Wendy Dykstra and seconded to approve the updated Record Retention and Destruction policies to remove “Marketing” and replace with “all departments”. There was no discussion, and the motion passed.

Production Research Committee

Trever Belnap and Dave Masser, Cochairs of the Production Research Committee, and John Lundeen, Research Director for Potatoes USA, gave an update on recent program activities including the NCP meeting in Chicago in December 2024 and the availability of new grants for seed trials in Africa and Southeast Asia

A **MOTION** was made by David Masser and seconded to approve waivers to allow the trialing of AO8433-STO in Cuba, Mauritania, Senegal, Honduras, and Nicaragua.

The Production Research Committee met and approved their section of the Strategic Plan on Tuesday, January 7th and recommended it for full board approval.

Culinary Committee

Ed Staunton, Chair of the Culinary Committee, and RJ Harvey, Culinary Director for Potatoes USA, shared the Culinary Committee’s recent completed and upcoming activities like innovation sessions with top foodservice operators, webinars and an upcoming Culinary Immersion.

The Culinary Committee met and approved their section of the Strategic Plan on Tuesday, January 7th and recommended it for full board approval.

Communications Committee

Steve Elfering, Chair of the Communications Committee, and Kim Breshears, CMO for Potatoes USA, shared recent industry events, results from the industry survey, and a refreshed Industry Newsletter.

The Communications Committee met and approved their section of the Strategic Plan on Tuesday, January 7th and recommended it for full board approval.

Nutrition and Health Committee

Hunter Gibbs, Chair of the Nutrition and Health Committee, and Bonnie Johnson Director of Nutrition at Potatoes USA, shared recent potato industry wins in the Nutrition and Health space, as well as challenges and the potato industry response. Bonnie also shared a few upcoming activities for FY25.

The Nutrition and Health Committee met and approved their section of the Strategic Plan on Tuesday, January 7th and recommended it for full board approval.

APRE Update

On behalf of the Alliance for Potato Research and Education, Bonnie Johnson shared the research priorities and a handful of published research papers as well as some which are currently under review.

Global Market Review

Cedric Porter from World Potato Markets shared a report on the global processed potato market.

USDA Update

Deanna Bakken shared that the (11) 2025 Potatoes USA nominees were approved on December 23, 2024.

CEO Report

Blair Richardson shared the final draft of the 2025-2026 Strategic Plan Mission, Vision, and Values as follows:

MISSION: Strengthen demand for potatoes

VISION: We envision a world where potatoes are recognized for their health benefits, celebrated in diverse culinary traditions, and integrated into daily meals to promote well-being and sustainable living.

VALUES:

- ***Foresight:*** We embrace innovative and forward- thinking in all that we do to grow long-term demand vs. short-term sales.
- ***Transparency:*** We prioritize transparency and integrity in all interactions to foster trust with our stakeholders and the public.
- ***Respect:*** We are committed to diversity, treating others with dignity, and appreciating the contributions made by everyone involved in the potato industry.
- ***Collaboration:*** We emphasize the importance of partnership and cooperation among stakeholders to achieve the vision of the organization.
- ***Stewardship:*** We commit to responsibly and sustainably managing our human, natural, material, and financial resources.
- ***Accountability:*** We take responsibility for our actions, decisions, and results, consistently aiming for excellence in everything we do.

COMMITTEE OBJECTIVES:

- ***Market Development:***
 - Encourage more people to eat more potatoes in more ways.
 - Maintain strong demand for potato sales.
 - Advance the positive perception of potatoes.
 - Motivate half of domestic potato-buying households to purchase fresh potatoes at least one additional time per year.
 - Create diversified selling opportunities for all potato products.
 - Expand international market access for U.S. potatoes.
- ***Nutrition & Health:***
 - More people, eating more potatoes in more ways.
 - Protect and enhance the potatoes' reputation as a nutrient-dense vegetable.
 - Engage in conversations about nutrient density and the potatoes' contribution to a variety of eating patterns.

- Educate credentialed healthcare professionals about the potatoes’ impact on glycemic control.
- Promote new nutrition research that enhances the understanding of the potatoes’ role in human health and dietary patterns.
- **Culinary:**
 - More people, eating more potatoes in more ways.
 - Maintain strong demand for potato sales.
 - Advance the positive perception of potatoes.
 - Educate healthcare professionals about nutritious potato preparations.
- **Production Research:**
 - Provide leadership to the U.S. potato industry’s research efforts.
 - Increase focus on varietal strength within all sectors of the potato business.
 - Enhance the availability of research data to U.S. potato growers.
 - Where possible, obtain outside resources to increase the overall research budget.
 - Support international seed sale opportunities.
- **Communications:**
 - Protect and enhance the good reputation of potatoes and the U.S. potato industry.
 - Distribute timely and relevant market insights that impact the potato industry.
 - Communicate how Potatoes USA is strengthening demand for potatoes.
 - Nurture industry engagement and Board member participation.

A **MOTION** was made by Bruce Richardson and seconded to approve the final Strategic Plan draft. There was no discussion, and the motion passed.

Closed Session

At 12:21 PM, a **MOTION** was made by Steve Elfering and seconded to go into a closed session. The motion passed, and the board went into closed session.

The committee returned to open session. No action was taken during the closed session.

Adjourn

Chairperson Shelley Olsen adjourned the meeting at 12:43 PM.

Approved by:

Signed by:

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Chairperson

3/17/2025

Date

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Secretary/Treasurer

3/18/2025

Date