

**ANNUAL
POTATO
YEARBOOK**



**OUR
MISSION**



STANDING UP FOR POTATOES ON CAPITOL HILL

NPC is the voice of U.S. potato growers and industry members in our nation's capital. NPC protects potato growers' interests in Washington, D.C. by addressing issues that affect the potato industry, from policy issues debated in Congress to regulatory issues proposed by federal agencies.



GRASSROOTS DRIVEN, MEMBER LED

- U.S. potato growers, representing diverse growing regions, develop national policies and speak with a unified voice
- NPC's President, Executive Committee and Board of Directors – made up of potato grower volunteers – oversee the implementation of NPC policy initiatives
- Potato D.C. Fly-In allows attendees the opportunity to provide real-world examples of how decisions made in Washington, D.C. impact their ability to farm



SECURING A HEALTHY FUTURE

- Educating U.S. legislators and regulators on industry issues
- Ensuring fair market access to foreign markets for potatoes and potato products
- Promoting science-based phyto sanitary policy
- Securing funding for potato breeding, pest management and disease research
- Maintaining access to pest management tools and advanced production technologies
- Fostering environmental stewardship
- Supporting strong and effective state potato organizations leaders



SUPPORTED BY GROWERS & INDUSTRY

- Donations from NPC Grower Supporter Ag-vocates
- Production-based contributions from state potato organizations
- Corporate memberships and sponsorships

MESSAGE FROM THE PRESIDENT



It is hard to believe that sitting here a year after the start of the COVID-19 pandemic, we can be thankful that the U.S. potato industry in general and the National Potato Council as an organization is in the process of emerging relatively healthy. When 2020 NPC President Britt Raybould passed the gavel to me in February, I reflected on how differently last year could have turned out and how grateful I was for her leadership and the work of the NPC staff in managing our way through this crisis.

In the spring and summer of 2020, the U.S. potato industry was reeling from a crash in demand like nothing we've ever seen. NPC and our state partners estimated that more than 70 percent of the potato industry was directly impacted by the government-mandated shutdowns and food service restrictions. The staggering oversupply of potatoes was estimated at 1.5 billion pounds, which could fill the U.S. Capitol Building 14 times over.

With anywhere between \$750 million and \$1.3 billion in potatoes and potato products clogged up in the pipeline, NPC and our state potato organization partners went to work, appealing to USDA and members of Congress for support and direct relief. And, they came through.

During the NPC Annual Meeting, we reported the total amount of federal relief delivered to the potato industry since the crisis began, and the overall numbers were impressive.

- In May, USDA announced \$50 million in surplus potato purchases, which was largest of all the COVID-related specialty crop purchases and the largest surplus potato purchase in history.
- Potato growers were delivered \$46.5 million in direct relief under the first Coronavirus Food Assistance Program (CFAP).
- The second CFAP delivered even more relief, at around 250 percent more than the initial program.
- Finally, there was substantial potato participation in USDA's Farmers to Families Food Box Program.

All told, and not counting PPP loans, NPC and our state partners worked tirelessly to deliver more than \$250 million in federal government support to the potato industry since the crisis began. Our efforts in Washington, D.C. - with the help of our supporters in Congress - delivered the single largest federal support for potato growers in our nation's history. These funds didn't just fall out of the sky. The industry's consistent, relentless focus and coordinated response that resulted in \$250 million in pandemic relief will serve as a model as we move forward as we take on the policy challenges facing NPC and the industry as a whole.

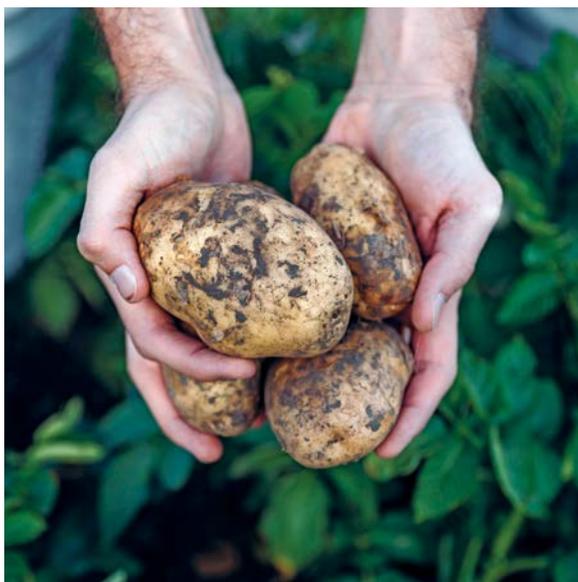
Whether its nutrition, trade, labor or transportation, we'll continue to fight to ensure that potatoes have a seat at the table whenever decisionmakers are considering rules that could impact our industry or our ability to farm. Through the efforts of NPC and our state potato organizations last year, we are on a better footing today than we could have imagined during the pandemic's darkest times. We'll use that same consistent teamwork and relentless focus in addressing tomorrow's policy challenges as the nation continues to open up and people get back to work.

A handwritten signature in black ink, appearing to read "Dominic LaJoie".

Dominic LaJoie

2021 NPC President, LaJoie Growers LLC, Van Buren, Maine

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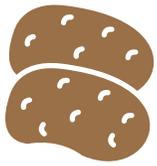
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POTATO



WHERE POTATOES ARE PRODUCED?

● Producers ● Non-Producers



TOP 10

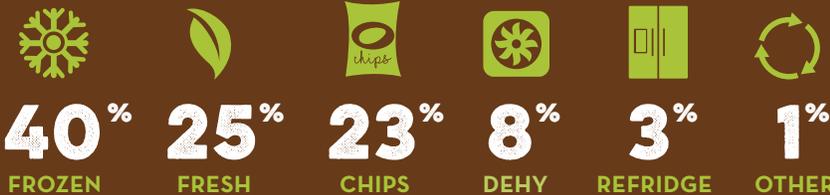
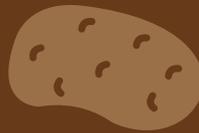
PRODUCING STATES

- 1 **IDAHO:** 15.1 BILLION LBS.
- 2 **WASHINGTON:** 11.04 BILLION LBS.
- 3 **WISCONSIN:** 3.11 BILLION LBS.
- 4 **OREGON:** 3.02 BILLION LBS.
- 5 **COLORADO:** 2.59 BILLION LBS.
- 6 **NORTH DAKOTA:** 2.57 BILLION LBS.
- 7 **MICHIGAN:** 2 BILLION LBS.
- 8 **MINNESOTA:** 1.98 BILLION LBS.
- 9 **MAINE:** 1.44 BILLION LBS.
- 10 **CALIFORNIA:** 1.41 BILLION LBS.

UTILIZATION

OF POTATOES IN THE U.S.

Millions of Pounds (Fresh Weight Equivalent)



Pulled from Potatoes USA, 2019/2020 U.S. Potato Sales & Utilization Report

Pulled from page 71 of Crop Productions 2020 Summary

PRODUCTION

2019

PLANTED: 963,300 acres
 HARVESTED: 937,300 acres
 PRODUCTION: 47.5 billion pounds
 VALUE OF PRODUCTION: \$4.2 billion
 YIELD: 50,736 pounds per acre

2020

PLANTED: 921,000 acres
 HARVESTED: 914,100 acres
 PRODUCTION: 46.4 billion pounds
 VALUE OF PRODUCTION: \$3.9 billion
 YIELD: 50,736 pounds per acre



Pulled from pages 70-71 of Crop Production 2020 Summary and page 40 of Crop Values 2020 Summary

FACTS



EXPORTS

TOP 10



- 1 JAPAN: **\$343** MILLION
- 2 CANADA: **\$287** MILLION
- 3 MEXICO: **\$271** MILLION
- 4 SOUTH KOREA: **\$126** MILLION
- 5 TAIWAN: **\$86** MILLION
- 6 PHILIPPINES: **\$73** MILLION
- 7 CHINA: **\$55** MILLION
- 8 MALAYSIA: **\$52** MILLION
- 9 SINGAPORE: **\$37** MILLION
- 10 SAUDI ARABIA: **\$37** MILLION

Pulled from United States Statistical Summary for Potato Commodities from Trade Stat Northwest

NUTRITIONAL VALUE

A nutritional powerhouse, potatoes are more energy packed than any other popular vegetable.

VITAMIN C

30%

of your daily value

CARBOHYDRATE

Potatoes are a nutrient-dense complex carbohydrate.



POTASSIUM

A skin-on potato has more potassium than a medium size banana.



PROTEIN

A medium-size (5.2oz) potato with skin has 3 grams of protein.

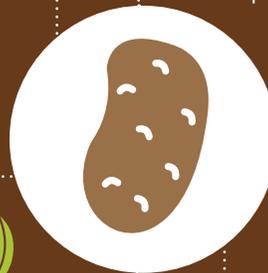
110 CALORIES



110 calories for a medium-sized (5.2oz) potato with skin.

FIBER

One medium potato with skin contributes 2 grams of fiber, or 7% of the daily value per serving.



EXPORTS BY PRODUCT

57%
French Fried Potatoes

31%
Fresh Potatoes

8%
Dehydrated Potatoes

3%
Potato Chips

1%
Seed Potatoes

Pulled from United States Statistical Summary for Potato Commodities from Trade Stat Northwest



AG LABOR

American agriculture depends on a stable workforce to plant, harvest, process, and ship its crops. However, domestic workers provide an insufficient source of labor for the potato industry and for other specialty crop producers. The National Potato Council supports a national immigration policy that establishes effective border security, a path to legal work status for undocumented agricultural workers, and a sustainable guest worker program to fulfill the ongoing needs in the potato industry.

**FARM WORKFORCE
MODERNIZATION ACT**

GUEST-WORKER PROGRAM

AG WORKFORCE COALITION

FARM WORKFORCE MODERNIZATION ACT

NPC, as a member of the Ag Workforce Coalition, is working to enact long-term solutions that establish effective border security, a path to legal work status for undocumented agricultural workers, and sustainable guest worker programs to fulfill the ongoing needs in the potato industry. The passage of the Farm Workforce Modernization Act in late 2019 was the first time the House of Representatives had successfully acted upon agricultural labor reform in more than 30 years.

NPC welcomed the reintroduction of the bipartisan Farm Workforce Modernization Act by Reps. Zoe Lofgren (D-CA) and Dan Newhouse (R-WA) and cheered its House passage on March 19, 2021. In the Senate, NPC is advocating for improvements to the bill, including addressing the unpredictable wage rate for employers taking part in the agricultural guest worker program (H-2A). NPC and its partners throughout the agricultural industry are focused on getting a comprehensive labor solution passed by both chambers and signed by the president to ensure both growers and workers alike are provided long-term certainty and security.

GUEST-WORKER PROGRAM

The sole agricultural guest worker program (H-2A) supplies only 10 percent of the necessary agricultural workforce, in part because it operates in a cumbersome and unresponsive manner. In particular, the Adverse Effect Wage Rate (AEWR) that is required for the H-2A program has skyrocketed recently by over 20 percent in certain states. This unworkable structure drives employers away from the program and harms investment in rural America that would otherwise occur.

AG WORKFORCE COALITION

NPC is a leader in the Ag Workforce Coalition (AWC). The coalition represents the combined interests of U.S. agriculture on legislation to address the ag labor crisis. The AWC was actively engaged in the negotiations on the Farm Workforce Modernization Act that passed the House of Representatives in 2021. NPC continues to advocate that the Senate take reciprocal action and send a workable solution to the president's desk before the end of this Congress.



OUR POLICY ON AG LABOR

American agriculture depends on a stable workforce to plant, harvest, process and ship its crops. Domestic workers provide an important but insufficient source of labor for the potato industry. The Council supports a national immigration policy that establishes effective border security, a path to legal work status for undocumented agricultural workers and a sustainable guest worker program(s) to fulfill the ongoing needs in the potato industry.

Immigration policy should reflect the realities of the marketplace and provide the access to agricultural workers potato producers require to grow high-quality crops for consumption in both the domestic and international markets. This includes avoiding arbitrary quotas and unnecessary regulatory requirements.

Labor disputes, strikes or work slowdowns can have devastating impacts on the production, transportation and distribution of perishable commodities including potatoes. The Council encourages the adoption of new policies or regulations to better manage labor disputes with the goal of avoiding preventable losses.

U.S. potato producers recognize their responsibility to maintain a safe work environment for workers, to provide appropriate worker safety training and to utilize farming practices that ensure worker safety. Farm worker safety regulations should protect workers, based on realistic assessments of risk, provide flexibility for the appropriate participation of family members and ensure that implementation costs are matched by health and safety benefits.





APPROPRIATIONS AND RESEARCH

Research is of critical importance to address the challenge of providing food and fiber to a growing population. The National Potato Council supports a coordinated public and private research effort to improve U.S. potato nutrition, quality and yield.

NIFA POTATO BREEDING RESEARCH
ARS POTATO COLLABORATIVE RESEARCH PROGRAM
SPECIALTY CROP RESEARCH INITIATIVE
POTATO SUSTAINABILITY INITIATIVE
ALLIANCE FOR POTATO RESEARCH AND EDUCATION

NIFA POTATO BREEDING RESEARCH

For more than 30 years, NPC has worked with the House and Senate Appropriations Committees to secure funding for the National Institute of Food and Agriculture's (NIFA) Potato Research Special Grants that support competitive potato breeding projects across the country. As advocated for by the potato industry, funding was maintained at \$2.75 million in FY21 for NIFA's potato research special grants.

For FY22, given the solid return on investment from NIFA's potato breeding research program and the demands placed upon it due to phytosanitary challenges facing the potato industry, NPC is requesting enhanced funding to \$3.25 million.



ARS POTATO COLLABORATIVE RESEARCH PROGRAM

In each of the last 20-plus years, Congress has appropriated funds to ARS to help solve specific production and disease problems of the U.S. potato industry. ARS allocates a portion of these funds via non-assistance cooperative agreements for cooperative research with extramural partners in state agricultural experiment stations and other institutions with active potato research programs. Proposals address potato diseases, insect pests, marketing issues, and post-harvest disorders of critical concern to potato producing states and the national potato industry. Proposals are normally funded for only one year, but once funded, proposals for second- or third-year funding may be submitted to the program.

In FY22 NPC is requesting members of Congress to ask the Appropriations Committees to maintain report language in their respective bills that recognizes the value of the ARS Potato Collaborative Research Program. ARS funding for the potato research projects under this program is typically around \$1.12 million.

SPECIALTY CROP RESEARCH INITIATIVE

The 2018 Farm Bill inadvertently left out the matching fund waiver authority for the Specialty Crop Research Initiative (SCRI). This could compromise otherwise valuable research. At the request of NPC and the U.S. potato industry, this waiver authority was restored in the FY21 Appropriations Bill and should be maintained in any successor.

POTATO SUSTAINABILITY ALLIANCE

Members of the Potato Sustainability Alliance, which include NPC and more than 550 U.S. and Canadian farmers, are committed to advancing a common vision of potato sustainability and delivering economic, environmental and social outcomes at scale.

ALLIANCE FOR POTATO RESEARCH AND EDUCATION

As a member of the Alliance for Potato Research and Education (APRE), NPC is supporting the advancement of scientific understanding of the role potatoes play in promoting the health of all people.

OUR POLICY ON RESEARCH

Research is of critical importance to address the challenge of providing food and fiber to a growing population. The Council supports a coordinated public and private research effort to improve U.S. potato nutrition, quality and yield. This includes support for federal and state-based research that relies on producer input to establish objectives and priorities.

The Council engages researchers to identify research needs and encourages collaborations to combine resources in a coordinated effort to advance the research objectives of the potato industry. The Council will work closely with all members of the potato industry and the research community to develop industry-wide research priorities and support funding those projects.

The application of emerging technologies can drive tremendous advances in productivity and support efforts to continue enhancing agriculture sustainability. Potato producers should have the opportunity to access technology proven to be safe for humans and the environment.





ENVIRONMENT

U.S. potato growers are largely family farmers with operations that span generations. They are stewards of the land and contribute to the protection and management of the nation's environment. The National Potato Council encourages public and private partnerships that support sound stewardship of public and private working lands and associated waters that will maintain the health and productivity of those resources.

WATERS OF THE UNITED STATES
WORKER PROTECTION STANDARDS
INDUSTRY REGISTRATION REVIEW INITIATIVE
ENDANGERED SPECIES ACT REFORM
NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM CLARIFICATION

WATERS OF THE UNITED STATES

In January 2020, NPC welcomed EPA's announcement that it finalized its proposed rule defining the Waters of the United States (WOTUS) rule with the Navigable Waters Protection Rule. The revised definition identifies four clear categories of waters that are federally regulated under the Clean Water Act: the territorial seas and traditional navigable waters; perennial and intermittent tributaries; certain lakes, ponds and impoundments; and wetlands that are adjacent to jurisdictional waters. Importantly, the final action also details what waters are not subject to federal control, including features that only contain water in direct response to rainfall; groundwater; many ditches, including most farm and roadside ditches; prior converted cropland; farm and stock watering ponds; and waste treatment systems.

WORKER PROTECTION STANDARDS

Regulations involving Worker Protection Standards (WPS) are currently in the process of implementation. NPC is strongly committed to the intent of ensuring that the potato industry's valued workers are able to work in as safe a manner as possible. This has become particularly important as the COVID-19 issue has taken hold of the global economy and agriculture. Several provisions of WPS appeared to depart from the overall goal of protecting farm workers and instead created opportunities for predatory litigation. NPC is working to ensure the final regulations meet their intended purpose.

INDUSTRY REGISTRATION REVIEW INITIATIVE

The Environmental Protection Agency (EPA) is responsible for both the initial registration of vital pesticides and the regular review of ongoing registrations. NPC is working to ensure that EPA has access to timely and relevant information related to the application, use and industry benefits of these tools. NPC conducts outreach on data and submits comments intended to inform EPA during their regulatory process.

ENDANGERED SPECIES ACT REFORM

NPC is actively involved in agriculture's efforts to reform the Endangered Species Act (ESA). The negative impact that environmental activist lawsuits and adverse regulatory decisions have generated under ESA are constraining reasonable activities by the agriculture industry in managing its natural resources. For this effort to be successful, a two-pronged effort is generally assumed to be necessary that will involve regulatory reform within EPA, the National Marine Fisheries Service and the U.S. Fish and Wildlife Service, along with legislative reforms undertaken by Congress.

NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM CLARIFICATION

NPC is working with a broad ag coalition to pass legislation to eliminate an unnecessary conflict between the Clean Water Act (CWA) and the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) that creates tremendous regulatory jeopardy for farmers. Though farmers may be following EPA's FIFRA pesticide requirements exactly, activist lawsuits have also required CWA National Pollutant Discharge Elimination System (NPDES) permits for each application. NPDES was created for major polluters such as chemical plants, but these lawsuits have exposed farmers to fines of over \$37,500 per day per application for permits that EPA acknowledges have no environmental benefit.

OUR POLICY ON ENVIRONMENT

U.S. potato producers respect the need to protect and manage the environment. Regulations to achieve species protection and preservation should balance biologic and economic risks and benefits. Potato producers rely on clean water and healthy soil to maintain sustainable, productive farms. The Council encourages public and private partnerships that support sound stewardship of public and private working lands and associated waters that will maintain the health and productivity of those resources. Environmental and conservation programs should be based on scientific assessments of the risks and benefits.

The Council encourages local and region-specific land and water conservation and water infrastructure initiatives.





FOOD SAFETY

Domestic and global markets require that U.S. potato producers deliver a safe and sustainable product. To achieve that goal, the National Potato Council supports risk-based, commodity-specific programs to ensure the safety of all U.S.-grown potatoes.

**PROTECTION OF THE FOOD
SUPPLY CHAIN - COVID-19**

WORKER SAFETY UNDER COVID-19

PROTECTION OF THE FOOD SUPPLY CHAIN - COVID-19

The coronavirus pandemic caused far-reaching impacts for the American economy and specifically the potato industry. Sixty percent of the potato industry serves the food service sector and much of those sales disappeared as the shutdown began. In one of several attempts to provide some relief, the U.S. Food and Drug Administration issued an emergency order to provide flexibility in food labeling. This order allowed packaging designed for food service to be amended to allow sales at retail establishments.

WORKER SAFETY UNDER COVID-19

NPC has been actively engaged with the federal government in ensuring that worker safety is implemented in a strong, effective and productive way. Federal regulations related to Worker Protection Standards have been in the process of updating for several years. NPC is committed to their goal while also ensuring they limit opportunities for activist litigation against well intended farmers.

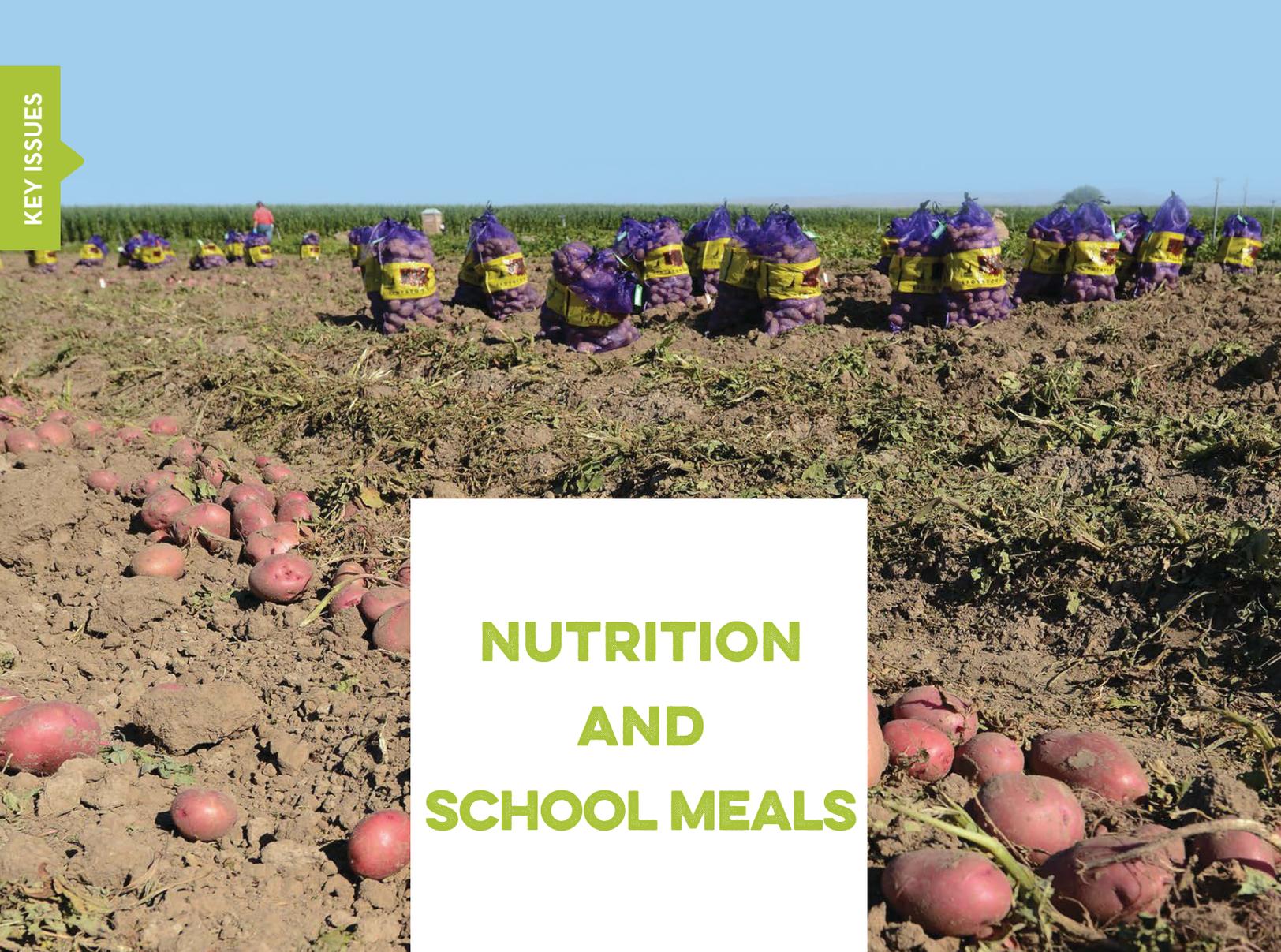
As the agriculture industry confronts the future challenges of physical distancing and personal protection in the wake of COVID-19, NPC continues to work with the federal government for resources to ensure our essential workers can do their jobs safely.



OUR POLICY ON FOOD SAFETY

Domestic and global markets require that U.S. potato producers deliver a safe and sustainable product. To achieve that goal, The Council supports risk-based, commodity-specific programs to ensure the safety of all U.S.-grown potatoes. The Council encourages all federal agencies to apply the same principals and standards to food imports, including any related grading and packaging requirements.





NUTRITION AND SCHOOL MEALS

Potatoes are nutrition powerhouses, offering both affordability and flexibility as America's favorite vegetable. The National Potato Council helps ensure that potatoes are recognized by policymakers for their health benefits to families and children. NPC works with government officials to ensure that federal dietary recommendations for feeding and nutrition programs and that the Dietary Guidelines acknowledge the unique contributions of potatoes.

GOVERNMENT PURCHASES FOR FEEDING PROGRAMS
SCHOOL BREAKFAST ACCESS FOR WHITE POTATOES
DIETARY GUIDELINES FOR AMERICANS
SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

GOVERNMENT PURCHASES FOR FEEDING PROGRAMS

In 2020, NPC and state organizations worked with Congress and the administration to move oversupplies of potatoes and potato products to food banks, charitable organizations and other needy recipients. In May 2020, USDA announced \$50 million in surplus potato purchases, which was largest of all the COVID-related specialty crop purchases and the largest surplus potato purchase in history. This action served two purposes in providing nutritious products to food insecure communities and allowing family farms to weather the global crisis with more confidence.

SCHOOL BREAKFAST ACCESS FOR WHITE POTATOES

In the FY19 Agriculture Appropriations Bill, a bipartisan amendment was included that prohibited USDA from placing limits on potatoes in the school breakfast program. Prior to this amendment's adoption, USDA required a substantial amount of "underserved" vegetables to be provided to schoolchildren before potatoes could be offered. These regulations were not in keeping with the Dietary Guidelines for Americans, broader nutrition science, or the wishes of school food service professionals across the country.

NPC requests that the House and Senate Appropriations Committees maintain this bipartisan provision in the FY22 Agriculture Appropriations Bill and/or any full or partial year spending bill that reaches the president's desk.

DIETARY GUIDELINES FOR AMERICANS

Every five years USDA and the Department of Health and Human Services jointly issue the Dietary Guidelines for Americans (DGA), updating the Federal Government's nutrition policy for healthy Americans. These guidelines set the foundation for nutrition policies for the federal government and inform numerous public statements.

In December 2020, the USDA and the Department of Health and Human Services released the 2020-2025 Dietary Guidelines for Americans, which recommends the increased consumption of vegetables for all age groups. NPC welcomed the recommendations, which supports the importance of including nutrient-rich vegetables, including potatoes, in all diets.

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

The Farm Bill, which deals with agriculture policy issues as well as the Supplemental Nutrition Assistance Program (SNAP), was renewed most recently in December 2018. NPC continues to participate in the SNAP coalition and promote to members of Congress and the administration the benefits of all potato products being a part of SNAP. At the same time, we are monitoring federal rulemaking that may seek to amend the definition of "healthy" and inform consumers about products meeting that definition.

OUR POLICY ON NUTRITION

Potatoes are a complex carbohydrate the is rich in key nutrients, proteins and amino acids. The Council will provide potato nutrition and dietary health information to food and nutrition policy experts and government officials to ensure that federal dietary recommendations for feeding and nutrition programs and for the Dietary Guidelines acknowledge the unique contributions of potatoes. The Council supports continued research on the relationship of potatoes to a healthy and active lifestyle.





TAXES AND REGULATIONS

U.S. potato producers support a tax structure that rewards entrepreneurship and business investment. The National Potato Council supports a government presence in those activities not efficiently performed by private industry including the infrastructure to market U.S. agricultural products both domestically and abroad.

PANDEMIC RESPONSE

**CORONAVIRUS FINANCIAL ASSISTANCE PROGRAM 2
STIMULUS RELIEF AND FEDERAL POTATO PURCHASES**

PANDEMIC RESPONSE

Since the start of the pandemic, nation-wide food service disruptions have caused tremendous financial pain to our nation's family farmers and the entire U.S. food supply chain. In response, NPC worked tirelessly to advocate for relief for the potato industry.

NPC and our state partners estimated that more than 70 percent of the potato industry was directly impacted by the government-mandated shutdowns and food service restrictions. With 60 percent of all potatoes grown in the United States destined for food service customers, the nationwide closures of and operating restrictions on restaurants, bars, schools, and entertainment venues dried up the potato supply chain. The resulting oversupply of 1.5 billion pounds of potatoes could have filled the U.S. Capitol Building 14 times over. The industry estimated that between \$750 million-\$1.3 billion in potatoes and potato products were clogged up in the pipeline.

Due to the U.S. potato industry's efforts, the federal government delivered around \$250 million in support, including:

- In May 2020, USDA announced \$50 million in surplus potato purchases, which was largest of all the COVID-related specialty crop purchases and the largest surplus potato purchase in history.
- Potato growers were delivered \$46.5 million in direct relief under the first Coronavirus Food Assistance Program (CFAP).
- The second CFAP delivered even more relief, at around 2.5-times more than the initial program.
- Finally, there was substantial potato participation in USDA's Farmers to Families Food Box Program.

CORONAVIRUS FINANCIAL ASSISTANCE PROGRAM 2

On Sept. 18, 2020 NPC welcomed an expansion of USDA's Coronavirus Food Assistance Program. The program, CFAP 2, provided an additional \$14 billion for agricultural producers who continued to face market disruptions and associated costs due to the government-imposed food service disruptions in response to the COVID-19 pandemic.

For specialty crop growers, including potato growers, CFAP 2's payment calculations were based on a sales-based approach, where producers were paid based on five payment gradations associated with their 2019 sales. The program ran in parallel to the previous CFAP, which was based upon nationwide commodity price declines from Jan. 1 through March 15, 2020. The potato industry estimated that more than 70 percent of the potato industry was directly impacted by the government-mandated shutdowns and food service restrictions, with much of the financial impact occurring well after CFAP's March 15 deadline.

Although potatoes are the most widely produced specialty crop in the country, many impacted potato growers could not participate in USDA's relief efforts due to challenges with the original CFAP's structure. These impediments included losses occurring beyond April 15 being ineligible for relief, inadequate payment rates for certain potatoes, many of which were vastly below those of comparable commodities, and ambiguous eligibility for contracted potato acres.



OUR POLICY ON TAXES AND REGULATIONS

U.S. potato producers support a tax structure that rewards entrepreneurship and business investment. The Council supports a government presence in those activities not efficiently performed by private industry including the infrastructure to market U.S. agricultural products both domestically and abroad.

The Council supports a science-based transparent regulatory structure that seeks meaningful input from all stakeholders.

STIMULUS RELIEF AND FEDERAL POTATO PURCHASES

In response to the COVID-19 pandemic, Congress passed the \$2 trillion Coronavirus Aid, Relief and Economic Security Act (CARES) stimulus package in late March 2020, which, among other things, provided loan and tax relief to small businesses. NPC continues to advocate for additional federal resources to assist growers and related facilities with implementing physical distancing and other virus prevention mandates. These include support for testing, personal protective equipment, housing enhancements, and other expensive yet vital investments.

NPC welcomed USDA's announcement of a \$50 million surplus potato purchase to support the industry. The potato purchase was the largest of all the specialty crop purchases announced by USDA and also the largest surplus potato purchase in history. This purchase, as well as the inclusion of potatoes in USDA's Farmers to Families Food Box Program, helped address the national oversupply of fresh potatoes.



TRADE

With 20 percent of the U.S. potato crop destined for foreign consumers, the National Potato Council supports multilateral, bilateral and regional trade agreements that promote fair access for fresh and processed potato exports. As a result of the pandemic and due to the transition to the Biden Administration, the federal government paused its efforts to expand trade access over the past year. Even so, USDA Secretary Vilsack and USTR Ambassador Tai have both signaled their commitment to enforcing existing trade pacts, most notably the U.S.-Mexico-Canada Agreement (USMCA).

FRESH POTATO ACCESS TO MEXICO
CHINA MARKET ACCESS
RESTORATION OF TARIFF BENEFITS LOST UNDER TPP WITHDRAWAL
EUROPEAN UNION FRY SURGES

FRESH POTATO ACCESS TO MEXICO

After the Mexican government finally agreed to allow U.S. potatoes full access to their market, Mexico's potato cartel sued their own government to maintain their domestic monopoly and prevent competition. Those legal cases prevented the Mexican federal government from implementing regulations to allow for the full importation of fresh U.S. potatoes throughout the country. For more than 20 years, Mexico has violated numerous trade pacts by preventing fresh U.S. potatoes from being shipped beyond a 26 kilometer-area along the U.S.-Mexico border. The trade dispute costs the U.S. potato industry upwards of \$200 million per year in unrealized revenue.

On April 28, 2021, the Mexican Supreme Court unanimously ruled against the Mexican potato industry's lawsuits that sought to maintain the barriers to U.S. potatoes. This action occurred due to the unwavering efforts of USDA, USTR and the officials at the U.S. Embassy in Mexico City.

Now that the legal objections have effectively been removed, the U.S. government, Congressional officials and the U.S. potato industry are urging the Mexican government to rapidly reinstate the access that was removed when the lawsuits were first filed. NPC is urging USDA to oppose granting any reciprocal concessions to Mexican agricultural producers (such as their avocado industry) until U.S. potato exports receive full competitive access.

CHINA MARKET ACCESS

For over a decade, the U.S. potato industry has requested access to China for fresh potatoes, in addition to reasonable access for processed products. In early February 2019, 14 Senators and 25 House members wrote to President Trump urging him to include potato market access to China in any resolution of the current trade war. In response, under the Phase 1 agreement China committed to opening their market to U.S. chipping potatoes. The United States must ensure that this commitment is implemented and is unencumbered by unreasonable provisions that could result in U.S. exports being slowed or stopped based on protectionist desires.

RESTORATION OF TARIFF BENEFITS LOST UNDER TPP WITHDRAWAL

In early 2020, the U.S. and Japan announced the completion of a new trade agreement. The U.S.- Japan FTA restored tariff benefits lost after the U.S. withdrawal from the Trans-Pacific Partnership Agreement. This action should also be pursued in other TPP signatory countries, by either rejoining the TPP or any other viable means.

EUROPEAN UNION FRY SURGES

The U.S. is aware of the explosive growth of European Union fries into the U.S. In April 2020, NPC alerted USDA and USTR that this action was likely to continue once shuttered potato processing facilities in the EU began shipping product again as the COVID recovery eventually began. These surges in processed product have the ability to substantially harm a weakened and recovering U.S. domestic market. USDA and USTR should consider the use of available countermeasures, including tariffs, to ensure that irrational volumes of EU fries do not prolong the recovery for U.S. growers.

OUR POLICY ON TRADE

The Council supports multilateral, bilateral and regional trade agreements. Such agreements should support fair access for fresh and processed potato exports. Fair access includes eliminating tariffs, non-tariff trade barriers, restrictive tariff-rate quotas, and trade-distorting subsidies that limit the competitiveness of U.S. fresh and processed potato exports. The Council will work directly with the appropriate branches and agencies of the U.S. government to gain their support and active engagement in achieving these trade objectives.

The Council supports the inclusion of risk-based phytosanitary standards and the elimination of barriers to the adoption of scientifically accepted technology in all trade agreements. Trade agreements should create a strong framework that encourages all countries to conduct science-based risk assessments and implement the least restrictive mitigation measures that are consistent with managing the identified risks. Phytosanitary regulations in all countries should adhere to the principle of "National Treatment."

Trade policies should encourage countries to set Maximum Residue Levels (MRLs) based on international Codex standards or to harmonize MRLs with U.S. MRLs. MRLs should be based on the scientific evaluation of the actual risk associated with any chemical residues. MRLs should reflect the best estimate of actual risk and should not be based on the identification of a hazard or a "precautionary policy." The U.S. potato industry is committed to working with registrants to establish MRLs in all key export markets for crop protection products used on potatoes.





TRANSPORTATION AND INFRASTRUCTURE

U.S. potato producers require a reliable and competitive transportation network of roads, bridges, port facilities, ocean shipping, and railroad capacity to move crops from field to market. The National Potato Council supports efforts to increase the efficiency, competition and rate transparency of ocean, rail and truck carriers, while maintaining safe highways and railroad beds.

TRUCK WEIGHT LIMITS

**HOURS-OF-SERVICE AND
ELECTRONIC LOGGING DEVICES**

TRUCK WEIGHT LIMITS

Multiple studies have shown that trucks operating with an additional (sixth) axle improve highway safety. These heavier trucks exhibit greater braking efficiency and better weight distribution, which reduces road wear. In terms of enhanced safety, the biggest single factor in the number of accidents involving trucks is vehicle miles traveled. Heavier loads would reduce the number of trucks in operation and miles traveled, thereby, concurrently reducing the number of accidents and reducing emissions. NPC strongly supports increasing federal truck weight limits from 80,000 lbs. to 110,000 lbs. for trucks utilizing a sixth axle, along with issues such as funding for road and bridge upgrades.

HOURS-OF-SERVICE AND ELECTRONIC LOGGING DEVICES

The shortage of trucks can impact the agriculture industry throughout the year and particularly during the planting and harvest seasons. These shortages can be increased, in part, due to issues surrounding the Electronic Logging Device (ELD) and Hours-of-Service (HOS) regulations. Throughout 2018, NPC worked successfully with Congress and the administration to improve those regulations. Since then, NPC has been advocating for additional enhancements to further reduce the regulatory burden on the agriculture industry.

NPC supports changes to HOS rules to acknowledge the unique challenges for transporting perishable commodities. Consideration should be given to expanding the current 150-mile loading exemption to cover both loading and unloading activities. Truck drivers should not be penalized for encountering delays at loading points or congestion at distribution warehouses or port facilities. Such operations are not over-the-road in nature and time spent idling in a marshalling yard should not be counted against HOS mandates.



OUR POLICY ON TRANSPORTATION AND INFRASTRUCTURE

U.S. potato producers require a reliable and competitive transportation network of roads, bridges, port facilities, ocean shipping and railroad capacity to move crops from field to market. The Council supports efforts to increase the efficiency, competition and rate transparency of ocean, rail and truck carriers, while maintaining safe highways and railroad beds. This includes increasing the size and/or weight of transportation options.

To ensure reliable and safe production and transportation of all U.S. potato products, the Council encourages investment by both state and federal governments in transportation networks, communication infrastructure and power grids. Ongoing investments in maintaining existing and building new transportation and infrastructure systems will help U.S. potato producers remain competitive in the domestic and global markets and reduce some of the risk associated with growing perishable products.

The Council supports research to identify additional transportation and infrastructure resources that will move and power the U.S. into the future while also recognizing that existing transportation and power systems play a key role in growing the world's food. Any initiatives must also address practical and financial considerations of moving to or integrating the new systems.



2021 ANNUAL MEETING & POTATO D.C. FLY-IN

KEY ISSUES DELIVERED TO CAPITOL HILL:

Aggressively pursuing trade opportunities in Mexico, China, Japan, and other TPP countries;

Including a complete agricultural labor solution in any viable immigration bill that can be enacted during this Congress;

Strengthening investments in agricultural research and ensuring that healthy, affordable potatoes are treated equitably with other vegetables through the appropriations process; and,

Enhancing the industry's competitiveness through reforms of transportation regulations and making necessary investments in roads, commercial seaports and related intermodal facilities in support of our domestic and international shipments.

The NPC Executive Committee hosted the virtual 2021 Potato D.C. Fly-In, Feb. 24-27, which brought the industry together to fulfill NPC's mission to "Stand Up for Potatoes on Capitol Hill." The event included a record-breaking 161 growers and industry partners who joined their state potato organizations to visit with 46 members of Congress to communicate the industry's policy priorities.

In addition, Fly-in attendees thanked members of Congress for their role in supporting family potato growers by directing more than \$250 million in federal aid to the industry throughout the coronavirus pandemic.



U.S. Senator and long-time advocate for the potato industry Susan Collins (R-Maine) virtually addressed Fly-In attendees and congratulated Maine potato grower Dominic LaJoie on his new role as 2021 NPC President.



U.S. Senator Jim Risch (R-Idaho) met virtually with the Idaho Fly-In delegation to discuss the industry's priority issues and to thank him for his support during the pandemic.

EYE ON POTATOES PODCAST

Now with more than 5,500 downloads, NPC's Eye on Potatoes podcast has become the place to tune in to listen in on conversations with growers and thought leaders on advocacy, production and all things potatoes.



The podcast features stories about how federal policy impacts potato farming and the important role the NPC plays in standing up for potatoes on Capitol Hill.

FEATURED EPISODES INCLUDE:

Mexico Overturns Ban on Fresh Potatoes

Priorities of 2021 President Dominic LaJoie and Review of the Potato D.C. Fly-In

Reflections on an Unusual Year with Outgoing NPC President Britt Raybould

Ag Labor Solutions - Is 2021 the Year Congress Delivers?

Looking back on COVID relief efforts and waking up to a new Washington



NPC's Kam Quarles and Craig Regelbrugge, Senior Vice President at AmericanHort, record an Eye on Potatoes podcast episode during Potato Expo 2021 on the prospects for ag labor reform.



The Potato Political Action Committee (Potato PAC) is a grassroots, bipartisan, industry-specific PAC that works to support elected leaders and candidates who are friends of agriculture. NPC is the only organization in Washington, D.C. solely focused on the well-being and future of the potato industry and the Potato PAC is an essential tool which allows us to support candidates who seek to enhance the competitiveness of our industry. By

bringing the industry's resources together, Potato PAC helps continue NPC's mission to stand up for potatoes on Capitol Hill.



U.S. Rep. Jared Golden (D-Maine) joined guests at the Potato PAC reception during the 2021 Potato D.C. Fly-In.

POTATO POLITICAL ACTION COMMITTEE

POTATO EXPO 2021



From January 5-7, 2021, more than 1,000 U.S. and international potato industry members joined the first-ever virtual Potato Expo. The annual event that kicks off the year for the industry, was brought online for the first time in response to the travel challenges imposed by the ongoing coronavirus pandemic. Despite the challenges, growers and supply chain members tuned in to the educational programming and virtual trade show to do business and prepare their operations for the future.

With an eye on the future, Potato Expo 2021 addressed many pressing issues from evolving consumer trends as a response to the pandemic to an increased focus on sustainability efforts. The event featured sessions on how COVID-19 is impacting the industry's ability to get potatoes into the mouths of consumers, how changes in the political landscape is impacting the industry's policy and trade efforts, and how changes in farming technology is helping the industry innovate.

VIRTUAL AGENCY TOUR



Reid Mattive, Colorado, discusses with tour participants on the importance of controlling aphids to prevent PVY in seed potatoes.

More than 160 participants joined NPC's virtual Agency Tour on July 22, gaining a better understanding of the pest challenges faced by potato growers across the nation in growing and delivering potatoes to market.

Participants from EPA, USDA and throughout the potato industry were provided information on pest management related to growing seed and in the pre-plant, planting, in the field and post-harvest stages. Presenters included growers, extension educators and researchers from across the country on weeds, bacteria, nematodes, fungi, and insects.

The annual tour was scheduled for the San Luis Valley this year but due to the pandemic became a virtual event. While missing one-on-one interactions, the virtual nature of the event allowed NPC to expand the number of attendees from EPA's Office of Pesticide Programs (OPP) and broaden the offering to include staff from USDA APHIS Plant Protection and Quarantine (PPQ) program.

The annual event is hosted by NPC and sponsored by Potatoes USA.

POTATO LEADERSHIP, EDUCATION & ADVANCEMENT FOUNDATION

At the 2019 Summer Meeting of the National Potato Council, the Board of Directors moved to create a non-profit 501(c)3 organization would provide the industry with a vehicle to accept charitable donations from all sectors of the potato industry.

Later that year, The Potato Leadership, Education and Advancement Foundation (Potato LEAF), a 501(c)3 public charity, was created to become the long-term funding source to support leadership development, educational programs, and other efforts to advance the potato industry in the United States.

Potato LEAF also serves to encourage members to commit their time and energy to the betterment of the U.S. potato industry as a whole. Potato LEAF supports the cultivation of future leaders through three key programs:

- **Leadership development.** Growers and industry members will learn what it takes to become effective communicators, influencers and decision-makers for the industry.
- **Educational training.** Future leaders will be taught how to broaden their understanding of the key opportunities, practices and challenges affecting national potato production.
- **Advancement opportunities.** Participants will build their industry network through opportunities for collaboration with grower-leaders from around the country.

BOARD OF DIRECTORS

Chairman of the Board, Shelley Olsen, Othello, Washington

Vice Chairman, Dan Moss, Rupert, Idaho

RJ Andrus, Idaho Falls, Idaho

Gregg Halverson, Grand Forks, North Dakota

Keith McGovern, Fargo, North Dakota

Dick Pavelski, Hancock, Wisconsin

Ex-officio, Kam Quarles, National Potato Council,
Blair Richardson, Potatoes USA, Shawn Boyle,
Idaho Grower Shippers Association

STATEMENT OF FINANCIAL POSITION JUNE 30, 2020

Assets

Cash and cash equivalents	\$1,020,919
Grants and contributions receivable, net	615,891
Accounts receivable	1,700
Total Assets	\$1,638,510

Liabilities

Total liabilities	0
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Net Assets

Without donor restrictions	
Undesignated	143,114
Board-designated	995,396
Total without donor restrictions	1,138,510
With donor restrictions	500,000

Total net assets	1,638,510
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Total liabilities and net assets	\$1,638,510
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ANNUAL ACADEMIC SCHOLARSHIP

Each year, Potato LEAF awards one \$10,000 academic scholarship to a graduate student with strong interest in research that can directly benefit the potato industry.

Jeewan Pandey, a third-year graduate student Texas A&M University's Department of Horticultural Sciences, was the recipient of the 2020-21 Academic Scholarship. As a Ph.D. candidate and graduate research and teaching assistant, Jeewan's research involves the application of DNA-based markers in potato breeding to speed up the development of new varieties that would require fewer pesticide applications. He is also conducting genetic diversity studies and genome-wide association studies with the final goal of accelerating selection using genomics-enabled approaches.



Jeewan Pandey from Texas A&M University's Department of Horticultural Sciences was the recipient of the 2020-21 Academic Scholarship.

WAYS TO CONTRIBUTE TO POTATO LEAF

Founders Society Pledge

The Potato LEAF Founders Society was developed to recognize inaugural contributors (individuals and businesses) making pledges and contributions of \$10,000 or more to the Potato Leadership, Education, and Advancement Foundation. Pledges can be made through December 31, 2021 with fulfillment by December 31, 2023. Contact us at info@pleaf.org for more information on becoming a member of the Founders Society.

Annual Contribution

Tax-deductible donations to support the programs of the foundation can be made online at pleaf.org/contribute or mailed to Potato LEAF, 50 F St NW #900, Washington, DC 20001.

Designate Potato LEAF with Amazon Smile

Make Potato Leadership, Education, and Advancement Foundation your charity of choice with Amazon Smile, smile.amazon.com, and the Amazon Smile Foundation will make a donation to the foundation with each eligible purchase.

Support
Potato Leadership Education
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**LEADERSHIP INSTITUTE
ALUMNI SUMMIT**

For graduates of the Potato Industry Leadership Institute

July 13-15 • Virtual

Potato LEAF Leadership, Education & Advancement Foundation

LEADERSHIP INSTITUTE ALUMNI SUMMIT

The Leadership Institute Alumni Summit will bring together Leadership Institute graduates to network, refresh skills and learn new techniques to better position themselves for success in the potato industry. In July 2021, all past graduates of the Institute are invited to participate in the three 90-minute workshops that will be active, engaging, fast-paced, high energy, and packed with tips to put to use immediately.

POTATO INDUSTRY LEADERSHIP INSTITUTE

For more than 60 years the foundation and success of the potato industry has been built on the hard work and participation of its grower leaders. Now run by Potato LEAF, the Potato Industry Leadership Institute provides up-and-coming leaders with the tools they need to achieve success in the potato industry. The Potato LEAF Board of Directors elected to not conduct an Institute class for 2021, given the health and logistical challenges surrounding COVID.

In 2022, the Potato Industry Leadership Institute will be held February 23-March 3, with activities in both Bakersfield, California and Washington, D.C. Participants will receive an overview of the local and national potato industry, including some of the challenges and issues beyond the production sector along with tours of local agricultural businesses. Attendees will then fly to Washington, D.C, and hear from public policy and communication experts and practice how to effectively deliver key messages. Participants join other growers from their state to educate members of Congress on the U.S. potato industry and policies impacting it.



**POTATO INDUSTRY
LEADERSHIP
INSTITUTE**



2020 participant Guthry Laurie was selected by his peers to be the next Grower Leader, in that role he will serve as a mentor to the upcoming class.



2020 participants toured Techmark's facility as a part of the local ag business tours in Michigan.

FOUNDERS SOCIETY MEMBERS AS OF APRIL 1, 2021

Diamond Business Members

\$250,000+

- Idaho Potato Commission
- National Potato Council
- Potatoes USA
- Washington State Potato Commission

Platinum Business Members

\$100,000+

- RD Offutt Farms

Gold Business Member

\$50,000+

- Allied Potato
- Alsum Farm & Produce, Inc.
- Colorado Potato Administrative Committee
- Farm Credit
- Maine Potato Industry
- McCain Foods, USA
- Michigan Potato Industry Commission
- Northern Plains Potato Growers Association
- Oregon Potato Commission
- Sklarczyk Seed Farm
- Wisconsin Potato & Vegetable Growers Association

Individual Member

\$10,000+

- RJ & Nancy Andrus, Idaho Falls, ID
- Black Gold Farms, Grand Forks, ND
- Blatchford Farms, Haines, OR -
In memory of Dave Blatchford
- Countrywide Potato LLC, Alliance, NE
- Todd & Jill Michael, Urbana, OH
- Montana Potato Advisory Committee
- Dan & Jann Moss, Rupert, ID
- Marty & Ann Myers, West Linn, OR
- Lynn J. & Marthann Olsen, Othello, WA
- Richard Pavelski, Hancock, WI
- Blair & Marti Richardson, Denver, CO
- Kam & Karen Quarles, Washington, DC
- Mike Wenkel, Washington, DC



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We appreciate the contributions to Potato LEAF by the following individuals and businesses in 2020.

INDIVIDUAL DONORS

Visionary - \$5,000+

- David Warsh, Center, CO

Leader - \$2,500+

- Cully Easterday, Pasco, WA
- Randy Hardy, Oakley, ID
- Blair & Marti Richardson, Denver, CO
- Ted Tschirky, Pasco, WA

Changemaker - \$1,000+

- Cody Easterday, Pasco, WA
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Influencer - \$250+

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- Aqueus, Troy, MI

Influencer - \$2,500+

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- Idaho Potato Commission, Eagle, ID
- Brett Jensen Farms, Idaho Falls, ID
- Lindsay Corporation, Omaha, NE
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- Thompson Seed Potato Partnership, Alliance, NE

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- NuFarm, Morrisville, NC
- Pennsylvania Co-operative Potato Growers, Harrisburg, PA
- Southwind Farms, Heyburn, ID
- Stoddard Farms, Grace, ID



2021 SUSTAINING MEMBERS

To achieve our goals in Washington, NPC works hand in hand with companies and organizations throughout the supply chain. Our Sustaining Members helps us to amplify our voice and efforts on the most pressing policy issues.



2021 EXECUTIVE COMMITTEE

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Jared Balcom

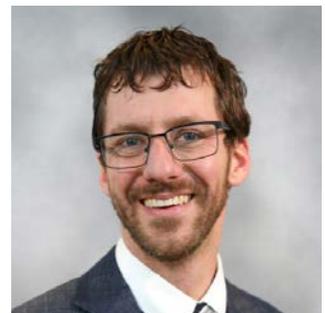
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The business affairs of the National Potato Council are managed by a Board of Directors. Board members are appointed by the Executive Committee from recommendations submitted by state potato grower organizations and hold office for one calendar year.

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p: (541) 798-5353

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Mark Ward

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PENNSYLVANIA

David Masser

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e: dmasser@masserspuds.com
p: (570) 682-3709

SOUTH DAKOTA

Milt Carter

CSS Farms, LLC
Watertown, SD
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VIRGINIA

Matthew Hickman

Dublin Farms
Horntown, VA
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WASHINGTON

Josh Bunger

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Pasco, WA
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Heath Gimmedad

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Chris Olsen

Two O's
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Albert Stahl

Stahl Hutterians
Ritzville, WA
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Adam Weber

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Marvin Wollman

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WISCONSIN

Mark Finnessy

Okray Family Farms
Plover, WI
e: mark@okray.com
p: (715) 344-2526

Jeremie Pavelski

Heartland Farms, Inc.
Hancock, WI
e: jpavelski@heartland.farm
p: (715) 249-5555

Eric Schroeder

Schroeder Brothers Farms, Inc.
Antigo, WI
e: eric@sbfi.biz
p: (715) 623-2689

2021 COMMITTEES

GROWER OUTREACH AND INDUSTRY RESEARCH COMMITTEE

The Grower Outreach & Industry Research Committee is primarily responsible for potato research, communications and industry outreach.

Ted Tschirky (WA) - Chair

Les Alderete (CO)
Nick Blanksma (ID)
Ellie Charvet (WA)
Todd Cornelison (ID)
TJ Hall (ND)
Greg Harris (OR)
Matthew Hickman (VA)
Chris Hopkins (NC)
Peter Imle (MN)
Robbie Irving (ME)
Eric Jemmett (ID)
Danny Johns (FL)
Rebecca Johnson (MI)

Kraig Knutzen (WA)
Mike Madsen (WA)
David Masser (PA)
Darrell McCrum (ME)
Tyler Mitchell (CO)
Derek Robinson (NE)
Eric Schroeder (WI)
Craig Searle (ID)
Sid Staunton (CA)
Harry Strothauer (CO)
Ritchey Toevs (ID)
Dillon VanOrden (ID)
Lynn Wilcox (ID)
Marvin Wollman (WA)
Jim Wysocki (WI)

LEGISLATIVE AFFAIRS COMMITTEE

The Legislative Affairs Committee addresses regulatory and legislative issues as they relate to the potato industry.

RJ Andrus (ID) - Chair

Nick Blanksma (ID)
Josh Bunger (WA)
Milt Carter (SD)
Ralph Child (NY)
Daniel Chin (OR)
Todd Cornelison (ID)
Mark Finnessy (WI)
Dean Gibson (ID)
Lance Hapka (MN)

Randy Hardy (ID)
Greg Harris (OR)
Matthew Hickman (VA)
Peter Imle (MN)
Robbie Irving (ME)
Eric Jemmett (ID)
Brett Jensen (ID)
Danny Johns (FL)
Klaren Koopin (ID)
Dan Lake (MT)

ENVIRONMENTAL AFFAIRS COMMITTEE

The Environmental Affairs Committee addresses all environmental issues affecting the United States potato industry including, but not limited to, pesticides, EPA regulations, water quality, and endangered species; and serves as the liaison with chemical manufacturers.

Bob Mattive (CO) - Chair

Larry Alsum (WI)
Nick Blanksma (ID)
Daniel Chin (OR)
Mark Darrington (ID)
Miguel Diaz (CO)
Mark Finnessy (WI)
Heath Gimmestad (WA)
Greg Harris (OR)
Matthew Hickman (VA)
Chris Hopkins (NC)
Peter Imle (MN)
Robbie Irving (ME)
Danny Johns (FL)
Klaren Koopin (ID)
Dan Lake (MT)

Darrell McCrum (ME)
Keith McGovern (ND)
Roger Mix (CO)
Grant Morris (WA)
Allen Olberding (WA)
Lynn Olsen (WA)
Jeremie Pavelski (WI)
Derek Robinson (NE)
Nick Somers (WI)
Jason Stoddard (ID)
Kevin Storm (MI)
Harry Strothauer (CO)
Alex Tiede (ID)
Brian Vculek (ND)
Mark Ward (OR)
Adam Weber (WA)
Marvin Wollman (WA)

TRADE AFFAIRS COMMITTEE

The Trade Affairs Committee is primarily responsible for addressing trade negotiations and other opportunities to expand potato export markets and protect domestic potato markets from unfair trade practices.

Jared Balcom (WA) - Chair

Larry Alsum (WI)
Wendy Alsum-Dykstra (WI)
Ellie Charvet (WA)
Ralph Child (NY)
Daniel Chin (OR)
Todd Cornelison (ID)
Mark Darrington (ID)
Cully Easterday (WA)
Mark Hammer (WA)
Roger Hawley (WA)
Robbie Irving (ME)

Danny Johns (FL)
Klaren Koopin (ID)
Tyler Mitchell (CO)
Randy Mullen (WA)
Kent Palmgren (CO)
Jordan Reed (WA)
Eric Schroeder (WI)
Alex Tiede (ID)
Dillon VanOrden (ID)
Tim Venhuizen (MT)
Mark Ward (OR)
Lynn Wilcox (ID)

David Masser (PA)
Darrell McCrum (ME)
Keith McGovern (ND)
Todd Michael (OH)
Roger Mix (CO)
Grant Morris (WA)
Chris Olsen (WA)
Kent Palmgren (CO)
Jeremie Pavelski (WI)
Mark Peterson (CO)

Jeff Raybould (ID)
Ed Schneider (WA)
Craig Searle (ID)
Jason Stoddard (ID)
Kevin Storm (MI)
Ritchey Toevs (ID)
Brian Vculek (ND)
Tim Venhuizen (MT)
Adam Weber (WA)
Jim Wysocki (WI)

2021 COMMITTEES CONT.

FINANCE COMMITTEE

The Finance Committee addresses all matters relating to, but not limited to, NPC financial records, budgeting, state quota investment formulas, personnel policies, insurance, bylaws, and expense reporting.

Ben Sklarczyk (MI) - Chair

Larry Alsum (WI)
Wendy Alsum-Dykstra (WI)
Josh Bunger (WA)
Ellie Charvet (WA)
Miguel Diaz (CO)
Dean Gibson (ID)
Brett Jensen (ID)
Danny Johns (FL)

Chris Olsen (WA)
Jeremie Pavelski (WI)
Craig Searle (ID)
Albert Stahl (WA)
Dillon VanOrden (ID)
Mark Ward (OR)
Dave Warsh (CO)
Jim Wysocki (WI)

LONG RANGE PLANNING COMMITTEE

The Long-Range Planning Committee develops a strategic vision for the future of the potato industry.

Britt Raybould (ID) - Chair

Daniel Chin (OR)

Danny Johns (FL)

Darrell McCrum (ME)

Jason Stoddard (ID)

Mark Ward (OR)

Dave Warsh (CO)

Lynn Wilcox (ID)

NPC PAST PRESIDENTS

1948-1950	S.A. Wathen	1975	David Clark, Jr.	1995	Lynn Olsen
1951-1953	E.J. Peters	1976	Ed Stastny	1996	Wayne Maggio
1954	Sol Lavit	1977	Obed Tweten	1997	Jeff Raybould
1955-1956	W.B. Whiteley	1978	Dell Raybould	1998	Nick Somers
1957-1959	E. Perrin Edmunds	1979	Louis Wysocki	1999	Gary Ball
1960	John Bushee	1980-1981	Bernard Shaw	2000	Chuck Gunnerson
1961-1962	John Broome	1982	Herschel Heilig	2001	Allen Olberding
1963	W.B. Camp, Jr.	1983	Gene Shaver	2002	Todd Michael
1964-1965	Claude Aunger	1984	Jerry Larson	2003	Dave Warsh
1966	Vernon James	1985	Doug Michael	2004	Keith Masser
1967	Roy Hirai	1986	Thomas Ford	2005	Dan Moss
1968	Allan Larsen	1987	Robert Sanders	2006	Jim Wysocki
1969	Headlee Wright	1988	Larry Young	2007	Don Sklarczyk
1970	Basil Fox	1989	Michael Cranney	2008	Richard Polatis
1971	Don Johnston	1990	David Long	2009	Ed Schneider
1972	Norman Falconer	1991	Douglas Monter	2010	Roger Mix
1973	Merle Anderson	1992-1993	Richard Watt	2011	Justin Dagen
1974	Clarence Parr	1994	Ron Mack	2012	Steve Crane
				2013	Randy Mullen
				2014	Randy Hardy
				2015	Dan Lake
				2016	Jim Tiede
				2017	Dwayne Weyers
				2018	Cully Easterday
				2019	Larry Alsum
				2020	Britt Raybould

2021 STATE ORGANIZATIONS

COLORADO

Colorado Potato Administrative Committee Area II

P.O. Box 348
1305 Park Avenue
Monte Vista, CO 81144
p: (719) 852-3322
contact: Jim Ehrlich
e: jehrlich@coloradopotato.org
w: coloradopotato.org

Colorado Potato Administrative Committee Area III

P.O. Box 1774
528 7th Street
Greeley, CO 80632
p: (970) 352-5231
contact: Brenda Breikler
e: brenda.cpaciii@yahoo.com

IDAHO

Idaho Grower Shippers Association

P.O. Box 51100
3670 S. 25th East, Suite 3
Idaho Falls, ID 83404
p: (208) 529-4400
contact: Shawn Boyle
e: sboyle@idahoshippers.org
w: idahoshippers.org

Idaho Potato Commission

661 S. Rivershore Lane,
Suite 230
Eagle, ID 83616
p: (208) 334-2350
contact: Pat Kole
e: patrick.kole@potato.idaho.gov
w: idahopotato.com

MAINE

Maine Potato Board

744 Main Street, Room 1
Presque Isle, ME 04769
p: (207) 769-5061
contact: Don Flannery
e: flannery@mainepotatoes.com
w: mainepotatoes.com

MICHIGAN

Michigan Potato Industry Commission

3515 West Road, Suite A
East Lansing, MI 48823
p: (517) 253-7370
contact: Kelly Turner
e: kelly@mipotato.com
w: mipotato.com

MINNESOTA/ NORTH DAKOTA

Minnesota Area II Potato Growers Research & Promotion Council

9029 80th Avenue
Clear Lake, MN 55319
p: (320) 743-2837
contact: Paul Gray
e: pnggray@frontiernet.net
w: minnesotapotato.org

Northern Plains Potato Growers Association

420 Business Hwy 2
East Grand Forks, MN 56721
p: (218) 773-3633
contact: Donovan Johnson
e: djohnson@nppga.org
w: nppga.org

MONTANA

Montana Potato Advisory Committee

Rural Development Bureau
Montana Department of Agriculture
P.O. Box 200201
Helena, MT 59620-0201
p: (406) 444-3571
contact: Dani Jones
e: Danielle.jones@mt.gov

NEBRASKA

Nebraska Potato Council

6541 Jefferson Road
Alliance, NE 69301
p: (208) 221-9475
contact: Adam Winchester
e: info@nebraskapotatoes.com

NEW YORK

Empire State Potato Growers, Inc.

P.O. Box 5
Malone, NY 12953
p: (518) 569-8448
contact: Ralph Child
e: rchild@childfarm.net
w: empirepotatogrowers.com

NORTH CAROLINA

North Carolina Potato Association

P.O. Box 2066
Elizabeth City, NC 27909
p: (252) 331-4773
contact: Tommy Fleetwood
e: tommy.fleetwood@ncagr.gov
w: ncpotatoes.org

OREGON

Oregon Potato Commission

9320 SW Barbor Blvd.
Suite 130
Portland, OR 97219
p: (503) 239-4763
contact: Gary Roth
e: gary@oregonspuds.com
w: oregonspuds.com

PENNSYLVANIA

Pennsylvania Cooperative Potato Growers, Inc.

3107 N. Front Street
Suite 100
Harrisburg, PA 17110-1328
p: (717) 232-5300
contact: Nathan Tallman
e: ntallman@pacooppotatoes.com
w: pacooppotatoes.com

VIRGINIA

Association of Virginia Potato and Vegetable Growers, Inc.

P.O. Box 26
Onley, VA 23418
p: (757) 787-5867
contact: Butch Nottingham
e: butch.nottingham@vdacs.virginia.gov
w: vdacs.virginia.gov

WASHINGTON

Washington State Potato Commission

108 Interlake Road
Moses Lake, WA 98837
p: (509) 765-8845
contact: Chris Voigt
e: wspc@potatoes.com
w: potatoes.com

WISCONSIN

Wisconsin Potato & Vegetable Growers Association

P.O. Box 327
Antigo, WI 54409
p: (715) 623-7683
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e: thoulihan@wisconsinpotatoes.com
w: wisconsinpotatoes.com

2021 GROWER SUPPORTER CAMPAIGN

DIAMOND - \$500

Larry Alsum, Wendy Alsum-Dykstra, Heidi Alsum-Randall, Alsum Farms, Inc., Wisconsin
Jared Balcom, Balcom & Moe, Inc., Washington
 AgriNorthwest, Washington
Dale Collette, MV Collette Farms, North Dakota
Todd Cornelison, High Country Potato, Idaho
Segundo Diaz, Martinez Farms, Colorado
Steve Diercks, Coloma Farms Inc., Wisconsin
Todd Gerratt, Ida Gold Farms, Idaho
Eric Halverson, Black Gold Farms, Inc., North Dakota
Randy Hardy, Hardy Farms, Idaho
Greg Juul, G-2 Farming, LLC, Oregon
Bill Kimm, Kimm Seed Potatoes, Montana
Kyle Lennard, Lennard Ag Company, Indiana
Roger Mix, Mix Farms, Colorado
Dave Moquist, O.C. Schulz & Sons, North Dakota
Grant Morris, Schneider Farms-Pasco LLC, Washington
Ryan Moss, Moss Farms, Idaho
Lynn Olsen, L.J. Olsen Inc., Washington
Steve Ottum, Potandon Produce, Idaho
Jeremie Pavelski, Heartland Farms, Inc., Wisconsin
Richard Pavelski, Heartland Farms, Inc., Wisconsin
Britt Raybould, Raybould Brothers Farms, Idaho
Brian Sackett, Sackett Potatoes, Michigan
Ed Schnieder, Schneider Farms - Pasco LLC, Washington
Cliff Schutt, Schutter Seed Farm, Inc., Montana
John Schutter, Schutter Seed Farm, Inc., Montana
Nick Schutter, Schutter Seed Farm, Inc., Montana
Sid Schutter, Schutter Seed Farm, Inc., Montana
Ben Sklarczyk, Sklarczyk Seed Farm LLC, Michigan
Sklarczyk Seed Farm LLC, Michigan
Sterman Masser, Inc., Pennsylvania
James Tiede, Tiede Farms, Idaho
Jason Tillman, Monte Vista Potato Growers, Colorado
Nick Venhuizen, Spring Creek Farms, Inc., Montana
Tim Venhuizen, Spring Creek Farms, Inc., Montana
Kim Wahlen, Kim Wahlen Farms, Idaho
David Warsh, Warsh Farms, Colorado
James Wysocki, Wysocki Family of Companies, Wisconsin

PLATINUM - \$200

Advanced Farm Equipment LLC, Michigan
Tony Amstad, Oregon
David Bartlett, Bartlett Farms, Maine
Randy Bauscher, B&H Farms, Idaho
Nic Behrend, Behrend & Knittel Farms, Idaho
Robert Bender, Tasteful Selections, LLC, California
Berce Potato Company, Maine
John Bobek, Trembling Prairie Farms, Inc., Wisconsin
Dave Budd, Metzler Systems, Inc., New Jersey
Steven Caron, G&S Farms, Inc., Maine
Ralph Child, Childstock Farms, New York
Steve Crane, Crane Bros. Farms, Maine
Justin Dagen, Dagen Heritage Farms, Minnesota
Mark Darrington, Big D Farms LLC, Idaho
Jeffrey DeWald, Lincoln Agribusiness Services, Massachusetts
Keith Doyen, Willard C. Doyen & Sons, Maine
Mark Finnessy, Okray Family Farms, Inc., Wisconsin
Jared Gehring, Gehring Agri-Business, Idaho
Dean Gibson, Magic Valley Produce, Idaho
John Halverson, Black Gold Farms, Missouri
Mark Hammer, Mullen Farms, Washington
Doug Hanks, Hanks Farms, Inc., Idaho
Greg Harris, Castle Rock Farming, Oregon
Brent Heisler, Johnson Foundation Seed Farm, LLC, North Dakota
Gene Herr, Herr Foods, Inc., Pennsylvania
Dennis Iott, Iott Seed Farm Inc., Michigan
Jeff Jennings, John E. Ferebee Farming, Inc., North Carolina
Brett Jensen, Brett Jensen Farms, Idaho
J.W. Mattek & Sons, Inc., Wisconsin
Lloyd Kuster, Bremer Insurance Agencies, Inc., North Dakota
Dominic & Rachel LaJoie, LaJoie Growers LLC, Maine
Dan Lake, Lake Seed, Inc., Montana
David Lake, Lake Seed, Inc., Montana
Pat Lake, Lake Seed, Inc., Montana
Tim Lake, Lake Seed, Inc., Montana
Macy Farms LLC, Oregon
Gary Mahany, Mahany Farms, New York
Andy McGlenn, Crown Farms, Maine
Todd Michael, Michael Family Farms, Wisconsin
Kathy Michael-Sponheim, Michael Family Farms, Ohio
Gerald Miller, Aroostook Produce Dist. Inc., Maine
Randy Mullen, Mullen Farms, Washington
Bret Nedrow, J.R. Simplot Company, Idaho
Dick Okray, Okray Family Farms, Inc., Wisconsin
James Okray, Okray Family Farms, Inc., Wisconsin
Sheldon Rockey, Rockey Farms LLC, Colorado
Eric Schroeder, Schroeder Brothers Farms Inc., Wisconsin
Nick Somers, Plover River Farm Alliance, Wisconsin
Ed Staunton, Staunton Farms, California
Steve Streich, Streich & Associates, Inc., Montana
Johnny Thiele, Gilleshammer-Thiele Farms Inc., North Dakota
Preston Thiele, Gilleshammer-Thiele Farms Inc., North Dakota
Ted Tschirky, Tschirky Farms, Washington
Tri-Cities Produce, Inc., Washington
Weston Walker, Gold Dust Potato Processors, Inc., Oregon
Lynn Wilcox, Floyd Wilcox & Sons, Inc., Idaho

GOLD - \$100

Ronald Abrams, Abrams Homestead Farms, LLC, New Jersey
Les Alderete, Skyline Potato, Colorado
Brian Baglien, Tobiason Potato Co., Inc., North Dakota
Kramer Bell, Bell Bros., Maine
Eric Blaser, Blaser Sandy Sage Farms, Idaho
Jonathan Blass, Coolridge Farms, Pennsylvania
Michael Brooks, Dusty Lane Farms LLC, New Jersey
Dennis Bula, Bula Potato Farms, Wisconsin
Bill Buyan, Buyan Ranch Inc., Montana
Robert Campbell, Cal-Ore Seed, California
Milt Carter, CSS Farms, LLC, South Dakota
Ellie Charvet, Washington
Alan Collette Farming Association, North Dakota
John Coombs, Coombs Sod Farms, LLC, New Jersey
Duane Cruzan, Cruzandale Farms, New Jersey
Dan Dyk, Dyk Seed Potatoes LLC, Montana
Jeff Edling, Edling Farms, Inc., Minnesota
Scott Fenters, Easy Growing LLC, Oregon
W.S. Floyd, W.S. Floyd Farms, Virginia
Todd Forbush, Techmark, Inc.
GPOD of Idaho, Idaho
Hafner Seed Farms Inc., Wisconsin
Blake Haney, Reddi Cut Potatoes LLC, Texas
Bryan Henninger, Ag World Support Systems, Washington
Robert Jackson, North Dakota
Danny Johns, Blue Sky Farms, Florida
Dale & Rodney Johnson, Johnson Brothers, Inc., Michigan
Gerald King, **King's Potatoes**, Pennsylvania
Michael Kirsch, Madras Farms, Oregon
Kenneth Koopin, Koopin Farms, Idaho
Klaren Koopin, Koopin Farms, Idaho
Bryon A. Kunugi, Kunugi Farms, Inc., Colorado
Keith Labrie, Labrie Farms, LLC, Maine
Rodney Lake, Southwind Farms, Idaho
Clay & Christy Largacci, 4C Farms of Florida LLC, Florida
Thomas Luedtke, Nutrien Ag Solutions, Nebraska
Doug Michael, Michael Farms, Inc., Florida
Tyler Mitchell, Mike Mitchell Farms, LLC, Colorado
Frank Muir, Idaho Potato Commission, Idaho
Michael Murphy & Peter Wallace, M&W Seed Company, New York
Ernie Myers, Mountain Valley Produce, LLC, Colorado
Erica Peabody, Fitzpatrick & Peabody Farms LLC, Maine
Nick Phelps, M.K. Phelps Farm Inc., New York
Laura Pickard, Flying A Ranch Inc., Idaho
Bruce Richardson, Mill Creek Farms, Virginia
Jay Savage, Savage Farms, Inc., Massachusetts
Teddy Smiarowski, Teddy C. Smiarowski Farm, Massachusetts
Jeffrey Smith, Jeffrey & Owen Smith, Inc., Maine
Bill Stahl, Oregon
Roger Starkel, Starkel Farms, Inc., Montana
Ed Stastny, Stastny Farms, Oregon

Harry Strohauser, Strohauser Farms, Inc., Colorado
Joseph Thompson, Thompson Seed Potatoes, Nebraska
Tom Torkelson, Torkelson Brothers, Inc., North Dakota
Kevin Troyer, Troyer Land Resources, Inc., Pennsylvania
Margaret Trujillo, Goehl Ranches, Colorado
Jeff VanOrden, V.O. Enterprises, Idaho
Brian Vculek, Brian Vculek Farms, North Dakota
John Wallace, John R. Wallace Farms, New York
Mark Ward, Ward Ranches, Oregon
Keith Wolter, Hyland Lakes Spuds, Inc., Wisconsin

SILVER - \$50

Bryan Alford, Alford Farms, Washington
James Alford, Alford Farms, Washington
Clay Allen, Allied Potato NW, Washington
Derek Allred, Mt. View Acres, Washington
Jerry Allred, Mt. View Acres, Washington
Wiley Allred, Sand Slopes Acres, Washington
Clen & Emma Atchley, Flying A Ranch, Idaho
Terry Bailie, T&M Farms, Washington
James Baker, James L Baker Farms LLC, Washington
Reid Baker, Baker Farms, Washington
Jared Balcom, B&B Potato LLC, Washington
Maury Balcom, B&B Potato LLC, Washington
Kyle Barclay, AgriNorthwest, Washington
Rex Baum, Rex Baum Farms, Idaho
Diana Bedlington, Diamond Seed Co., Washington
Dick Bedlington, Dick Bedlington Farms LLC, Washington
Jeff Bedlington, Cascade Farms Inc., Washington
Samantha Bedlington, Pure Potato LLC, Washington
Scott Bedlington, Dick Bedlington Farms LLC, Washington
Melissa Bedlington-Kleindel, Dick Bedlington Farms LLC, Washington
Trever Belnap, Ball Brothers, Idaho
Blake Bennett, Tri Cities Produce, Washington
Brett Bergeson, Bergeson Farms LLC, Washington
Randee Bergeson, RW Bergeson Farms, Washington
Kathy Blasdel, Kiska Farms, Washington
Lonnie Blasdel, Kiska Farms, Washington
Pascal Bolduc, Friehe Farms, Washington
Brandon Boorman, Boorman Farms LLC, Washington
Nic Boorman, Boorman Farms LLC, Washington
Wes Boorman, Boorman Farms LLC, Washington
Mike Breum, Skagit Valley Best, Washington
Tyler Breum, Skagit Valley Best, Washington
Brent Buck, Buck Land Company, LLC, Maine
Josh Bunger, Bunger Farms, Washington
Max Burns, Virgil Max Burns Farms, Washington
Kris Butcher, Providence Farms, Washington
Stacey Calvert, Calvert Farms, Washington
Charlie Cedergreen, Van Dyke & Cedergreen Farms, Washington
Ellie Charvet, Washington
Daniel Chin, Chin Farms, Oregon

- Del Christensen**, Del Christensen & Sons, Washington
Bart Connors, Skone & Connors Produce Inc., Washington
Michael Connors, Basin Gold, Washington
Molly Connors, Basin Gold, Washington
Pat Connors, Skone & Connors Produce Inc., Washington
Steve Connors, Skone & Connors Produce Inc., Washington
David Crapo, Crapo Brothers, Idaho
David Crapo, NorVue Farms, Idaho
Derek Davenport, Allied Potato NW, Washington
Rob Davis, RHD Inc., Washington
Jeffrey DeWald, Lincoln Agribusiness Services, Massachusetts
Bob Diefenbach, Better Tater Farms, Washington
Gary Diefenbach, Better Tater Farms, Washington
Bob Dodge, Dodge & Dodge Farms, Washington
Tom Dodge, Dodge & Dodge Farms, Washington
Brian Drouhard, Bluewater Farms, Washington
Cully Easterday, Easterday Farms, Washington
Jody Easterday, Easterday Farms Produce Company, Washington
Greg Ebe, Ebe Farms LLC, Washington
Chad Egbert, Bradlea Farms Inc., Washington
Danny Egbert, Bradlea Farms Inc., Washington
Mike Elde, Skagit Valley Farm LLC, Washington
Tom Elliot, Grandview Farms, Washington
Patrick Fleming, Fleming Farms Inc., Montana
Troy Fletcher, Fletcher Farms, Washington
Haz-Wald Farms LLC, Pennsylvania
Berend Friehe, Friehe Farms, Washington
Derek Friehe, Friehe Farms, Washington
Scott Galbreath, Columbia Bank, Washington
Heath Gimmestad, Friehe Farms, Washington
Jennifer Gogan, Miller Farms LLC, Maine
Glen Goodman, Jones Produce Inc., Washington
Regan Grabner, CSS Farms LLC, Washington
Gerald Greenwalt, Washington
Troy Grimes, Watts Brothers Farming/Lamb Weston, Washington
Frank Gross, Marlin Hutterian Brethren, Washington
Fred Gross, Spokane Hutterian Brethren, Washington
Jake Gross, Marlin Hutterian Brethren, Washington
James Gross, Spokane Hutterian Brethren, Washington
Philip Gross, Spokane Hutterian Brethren, Washington
Dan Gundersen, Knutzen Farms LP, Washington
Kristi Gundersen, Knutzen Farms LP, Washington
Peter Haines, Haines Equipment Inc., New York
Mark Hammer, Mullen Farms, Washington
Randi Hammer, Mullen Farms, Washington
Greg Harris, Castle Rock Farming, Oregon
Mike Hartman & Sons, Hartman Farms, Inc., Wisconsin
Roger Hawley, Hawley Farms LLC, Washington
Robert Hayton, Hayton Farms, Washington
Jerry Heilig, Heilig Farms, Washington
Kerry Heilig, Heilig Farms, Washington
Blake Higley, Sun Valley Ranch Inc., Washington
Gilbert Hintz, Bench Mark Farms, Washington
Jonty Hofer, Schoonover Farms, Washington
Dan Holt, DH Farming, Washington
Jack Holzer, Holzer Farms, Washington
Allen Horning, Horning Brothers LLC, Washington
Greg Horning, Horning Brothers LLC, Washington
Warren Horning, Horning Brothers LLC, Washington
Chuck Howey, Colorado
Bob Hughes, Hughes Farms, Washington
Dave Hughes, Hughes Farms, Washington
Jeff Hughes, Hughes Farms, Washington
Michael Hughes, Hughes Farms, Washington
Ed Hummel, Hummel Farms, Washington
Andrew Hyer, Desert Ridge Produce, Washington
Chris Hyer, Genesis Organic Farms, Washington
Brock Ingman, Maple Wood Farms Inc., Washington
Eric James, James Bros., Inc., North Carolina
Reuben James, James Bros., Inc., North Carolina
Adam Jensen, Jensen Farms Inc./AJ Farms Inc., Washington
Benny Johnson, Washington
Gavin Johnson, Johnson Agriprises Inc., Washington
Nick Johnson, Johnson Agriprises Inc., Washington
Orman Johnson, Johnson Agriprises Inc., Washington
Rebecca Johnson, Central Michigan Potato Co-Op Association, Michigan
Jeff Jones, Jones Produce Inc., Washington
Ken Jones, Jones Produce Inc., Washington
Mike Jones, Jones Farms, Washington
Steve Jorgensen, Steve Jorgensen Farms, Washington
Riley Jungquist, Maple Wood Farms Inc., Washington
Roger Jungquist, Maple Wood Farms Inc., Washington
Russ Kehl, Kehl Farms, Washington
Conrad King, Deep Roots Farms LLC, Pennsylvania
Kraig Knutzen, Knutzen Farms LP, Washington
Roger Knutzen, Knutzen Farms LP, Washington
Tyler Knutzen, Knutzen Farms LP, Washington
Tom Kummer, Tom Kummer Farms Inc., Washington
Nate Lancaster, RHD Inc., Washington
Robert Leiby, PA Co-op Potato Growers, Inc., Pennsylvania
Al Lopez, Jones Produce Inc., Washington
Mike Madsen, AgriNorthwest, Washington
Frank Martinez, Saddle View Farms, Washington
Juan Martinez, Saddle View Farms, Washington
Ubaldo Martinez, Saddle View Farms, Washington
Kelly McKnight, Pioneer Potatoes, Washington
Ward McLaughlin, West Ridge Farms, Inc., Maine
John McLeod, Glen Lewis Farms, Washington
Travis Meacham, Friehe Farms, Washington
Blaine Meek, AgriNorthwest Eureka, Washington
Phillip Mehlenbacher, Mehlenbacher Farms Inc., Washington

David Mills, AgriNorthwest McNary, Washington
Alan Moir, Moir Farms LLC, Maine
Grant Morris, Schneider Farms-Pasco LLC, Washington
Darrin Morrison, Skagit Valley Best, Washington
John Morrison, Skagit Valley Best, Washington
Keith Morrison, Skagit Valley Best, Washington
Randy Mullen, Mullen Farms, Washington
Jerry Nelson, Double N Potatoes, Washington
Scott Nesbit, Del Christensen and Sons, Washington
AJ Ochoa, Terra Gold Farms Inc., Washington
Austin Ochoa, Terra Gold Farms Inc., Washington
Allen Olberding, Olberding Seed, Washington
Fred Olberding, Cloud Farms, Washington
Chris Olsen, Two O's, Washington
Connor Olsen, OSR Ag, Washington
Derek Olsen, Olsen Ag Inc., Washington
Lynn J. Olsen, L.J. Olsen Inc., Washington
Owen Olsen, OSR Ag, Washington
Shelley Olsen, Two O's, Washington
Lynn Olsen II, Olsen Ag Inc., Washington
Mike Pink, Pink Farms, Washington
Chris Piper, Piper Farms, Washington
Eric Piper, Piper Farms, Washington
Stephen Piper, Piper Farms, Washington
Doug Poe, RHD Inc., Washington
Brandon Price, AgriNorthwest Prior West, Washington
Traye Radach, Radach Farms, Washington
Jordan Reed, JM Farms, Washington
Henry Reiner, Pennsylvania
Brett Reynolds, Reynolds Agribusiness LLC, Washington
Havila Roberts, American Lady Growers, Washington
Josh Roberts, American Lady Growers, Washington
Erik Rogers, Island Potatoes, Washington
Glen Roundy Jr., Roundy Farms Columbia Waters Farms, Washington
Joe Salazar, AgriNorthwest, Washington
Brandon Schaapman, Integrity Ag Inc., Washington
Larry Schaapman, Integrity Ag Inc., Washington
David Schacht, Schacht Farm, Ohio
Ed Schneider, Schneider Farms-Pasco LLC, Washington
Ken Schutte, Schutte Farms Inc., Washington
Robert Schutte, Airway Farms, Washington
Rod Schutte, Airway Farms, Washington
Val Schwendiman Farms, Idaho
Tom Shane, Treehouse Produce Inc., Washington
Mathew Skogman, Skogman Seed Farm, Michigan
Brad Smith, Skagit Valley Best, Washington
Joe Sobolik, Clemnson-Sobolik Farm, North Dakota
Tom Solbrack, Canyon Crest Farms, Washington
Tyler Sorenson, AgriNorthwest Prior East, Washington
Albert Stahl, Stahl Hutterian, Washington

John Stahl, Stahl Hutterian, Washington
Sammy Stahl, Stahl Hutterian, Washington
Boe Stallings, Washington
Paul Stangeland, Rivers Potato Service Inc., Washington
Kevin Stanger, Wada Farms Marketing Group, LLC, Idaho
Jim Story, Storm Farms LLC, New York
Travis Stuber, Cole Ag LLC, Montana
Keith Teigs, KT Farms LLC, Washington
Greg Thaemert, Thaemert Farms LLC, Washington
Kevin Thaemert, Thaemert Farms LLC, Washington
Todd Thaemert, Thaemert Farms LLC, Washington
John Thulen, Pioneer Potatoes, Washington
Frank Tiegs, Greenridge Farms, Washington
Ted Tschirky, Tschirky Farms, Washington
Tyler Tschirky, Tschirky Farms, Washington
Richard Underwood, Underwood Farms, Washington
Ann Van Dyke, Blakal Packing Inc., Washington
Blake Van Dyke, Van Dyke and Cedergreen Farms, Washington
Matt Vanray, Vanray Farms, North Dakota
Eric Walker, Walker Brothers, Washington
Ron Walker, Walker Brothers, Washington
Jack Wallace, Wallace Farms G&D Wallace Inc., Washington
Tim Wallace, Wallace Farms G&D Wallace Inc., Washington
Willy Walter, Schoonover Farms, Washington
Brian Waltner, Treehouse Produce Inc., Washington
Davina Ward Pink, Ramkissoon Ag, Washington
Ray Wardenaar, Sunray Farms LLC, Washington
Adam Weber, Weber Farms, Washington
Bill Weber, Weber Farms, Washington
Kevin Weber, Weber Farms, Washington
Gerald Weyns, Weyns Farms, Washington
Kees Weyns, Weyns Farms, Washington
Tom Wild, Wild Seed Farms, Wisconsin
Tony Wisdom, Skagit Valley Farm LLC, Washington
Eli Wollman, Warden Hutterian Brethren, Washington
Marvin Wollman, Warden Hutterian Brethren, Washington
Mike Wollman, Warden Hutterian Brethren, Washington
Paul Wollman, Warden Hutterian Brethren, Washington
Jake Wollman Jr., Warden Hutterian Brethren, Washington
Dave Wyckoff, Wyckoff Farms, Washington
David Yorgesen, Yorgesen Farms Inc., Washington
Kevin Yorgesen, Yorgesen Farms Inc., Washington
Allan Zecchino, Zecchino Farms, Washington

2020-2021

POTATOES USA

M A R K E T I N G P R O G R A M S



2019/2020* U.S. SALES & UTILIZATION REPORT



HIGHLIGHTS

TOTAL U.S. POTATO UTILIZATION

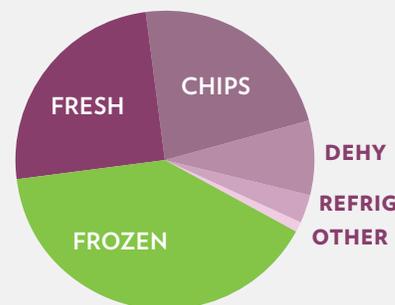
(Fresh Weight Equivalent in Millions of Pounds)

15,958	+	17,873	+	7,082	-	6,351	=	34,562
Retail		Foodservice		Exports		Imports		Total Utilization
+8.7% YOY		-12.6% YOY		-2.4% YOY		+ 6.7% YOY		-5.2% YOY

SHARE OF TOTAL UTILIZATION BY PRODUCT

MILLIONS OF POUNDS (Fresh Weight Equivalent)

40%	25%	23%	8%	3%	1%
Frozen	Fresh	Chips	Dehy	Refrig	Other



RETAIL VS. FOODSERVICE CHANNEL SALES

Millions of Pounds



SALES BY PRODUCT AND CHANNEL

(Fresh Weight Equivalent)

Product	Retail	YOY	Foodservice	YOY
Fresh	5,035	+9.5%	3,497	-19.3%
Chips	6,278	+5.5%	1,310	-12.7%
Dehydrated	1,017	+15.2%	1,103	-14.5%
Frozen	2,479	+15.3%	11,311	-10.1%
Refrigerated	551	+9.4%	652	-13.9%
Ready to Eat	231	-8.6%	n/a	n/a
Canned	101	+13.0%	n/a	n/a
Focus Category	266	+7.0%	n/a	n/a
Total	15,958	+8.7%	17,873	-12.6%



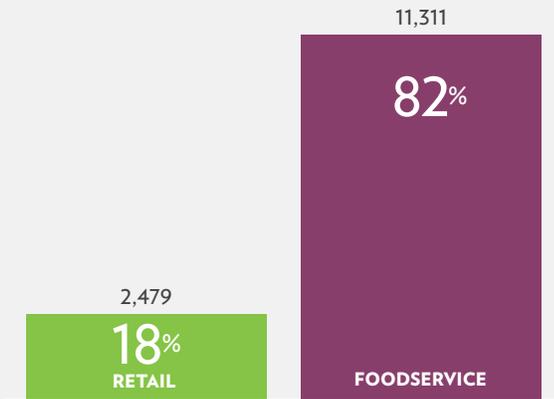
KEY FINDINGS



FROZEN SALES

BY CHANNEL AND FOODSERVICE SEGMENT

Millions of Pounds



Total Frozen: 13,790



FRESH SALES

BY CHANNEL AND FOODSERVICE SEGMENT

Millions of Pounds



Total Fresh: 8,532



RETAIL SALES TRENDS BY PRODUCT

PRODUCT	YOY Chg 1yr	CAGR 3yr
Frozen	15.3%	7.4%
Fresh	9.5%	1.2%
Chips	5.5%	2.3%
Dehy	15.2%	6.1%
Refrigerated	9.4%	6.4%
Ready To Eat	-8.6%	-6.0%
Canned	13.0%	3.0%
Focus Categories	7.0%	2.2%
Totals	8.7%	2.9%



FOODSERVICE SALES TRENDS BY PRODUCT

PRODUCT	YOY Chg 1yr	CAGR 3yr
Frozen	-10.1%	-3.2%
Fresh	-19.3%	-7.4%
Chips	-12.7%	-5.4%
Dehy	-14.5%	-5.6%
Refrigerated	-13.9%	-2.9%
Totals	-12.6%	-4.4%

1. 2019/2020 U.S. Potato Sales & Utilization Report (July 2019-June 2020)

ATTITUDES & USAGE

2021 Consumer

POTATOES ON THE RISE

FAVORITES

AMERICA'S
FAVORITE
VEGETABLE



5 STRAIGHT
YEARS

AMERICA
♥
FRIES



74%

REPORT EATING
POTATOES
AT LEAST
ONCE PER WEEK



ATTRIBUTES

↑ OPINIONS OF
POTATOES IMPROVED
SINCE LAST YEAR

+7% • Feel good about what is on the plate

+6% • Fresh
• Convenient and easy to use
• An energy-packed vegetable
• Good for athletic performance

+5% • Helps fuel everyday activities
• Provides sustained energy

+4% • Something to have on hand
• A good source of potassium
• Healthy
• Gluten Free
• Contains protein
• Used and approved by athletes

+3% • Filling
• Satisfying
• Good value
• Good for recovery

Figures indicate percentage change over last year.

POTATO USAGE

THE TOP 5 REASONS

WHY CONSUMERS DON'T EAT POTATOES MORE FREQUENTLY

- 40%** ↑ I already eat enough potatoes
- 25%** ↓ High in carbs
- 22%** Prefer other vegetables
- 19%** Fattening
- 16%** High in calories

WHY CONSUMERS WOULD LIKELY BUY MORE POTATOES

- 27%** Lower prices
- 21%** Smaller bags for less waste
- 19%** Recipe and meal ideas before shopping
- 17%** Nutritional information
- 16%** Greater variety of potato types



AMERICAN COOKING STYLES EVOLVED

As Consumers Got More Creative, Complex, and Adventurous With Their Cooking



44%



Claim they follow a specific dietary plan

THE TOP 5 DIETARY PLANS FOLLOWED

-4% ↓ Carb Restrictive

Low Sugar

Low Sodium

Organic

Gluten-Free

METHODOLOGY

- The Consumer Attitudes and Usage study is conducted annually to gather insights on American consumers, evaluating their attitudes towards foods and their dietary choices. The study also measures attitudes towards potatoes.
- Study fielded January, 2021
- Online with 2,000 respondents

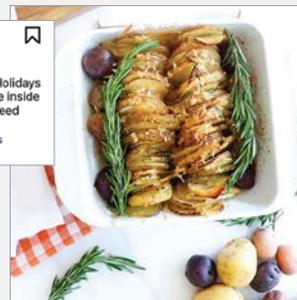
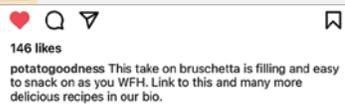


CONSUMER MARKETING

Harnessing consumers' love of America's favorite vegetable with a fully integrated advertising campaign promoting recipes, preparation tips, performance, nutrition education, and inspiration.

POTATO INSPIRATION & EDUCATION

New videos are sure to capture attention and deliver a powerful combination of inspiration and smiles.



SOCIAL MEDIA

Reaching millions of home cooks and athletes year-round with recipes, nutritional facts, and performance-fueling tips.



TEAM POTATO

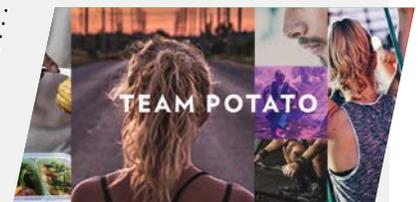
Nurturing a thriving, engaged community of potato-loving athletes to reach their full potential through fueling with potatoes.

TEAM POTATO

The official group of potato-fueled athletes.



Live events connect Team Potato members around exercising, cooking, and spending time together.



Hundreds of team members are part of this active community on Facebook. Search for "Team Potato."



RETAIL MARKETING

Showcasing the opportunity that exists with potatoes for retailers as the number one volume-driving commodity, from produce through the entire store.



Reaching retailers through media to deliver all the latest in potato research, trends, and merchandising tips.



New research explains how consumers are shopping for potatoes across the store and how their shopping patterns are changing.

FRESH POTATOES CAN BE FOUND IN 88% OF HOUSEHOLDS, MAKING THEM A STAPLE ITEM AT RETAIL.



POTATO NUTRITION



Ensuring potato nutrition is well understood and valued by everyone, from nutrition influencers to consumers.



Constance Brown-Riggs, MSEd, RDN, CDCES, CDN, and award-winning dietitian.

Working with influential nutrition professionals to advocate for potatoes as a nutrient-dense vegetable.



Nutrition Facts	
1 serving per potato	
Serving size 1 potato (148g/5.3oz)	
Amount per serving	Calories 110
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 26g	9%
Dietary Fiber 2g	7%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 3g	
Vitamin D 0mcg	0%
Calcium 20mg	2%
Iron 1.1mg	6%
Potassium 620mg	15%
Vitamin C 27mg	30%
Vitamin E 0.2mg	10%

*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

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FOODSERVICE MARKETING

Educating and inspiring foodservice operators to incorporate potatoes on the menu.



Introducing Potato University, a complimentary, virtual curriculum designed for busy foodservice professionals to expand their knowledge of all things potatoes.



From potato pizza to loaded fries with global inspiration, foodservice operators have been learning and drooling over culinary innovation on how to bring America's Favorite Vegetable further onto their menus.

SOCIAL MEDIA





SCHOOL FOODSERVICE MARKETING

Reaching school foodservice professionals with key nutritional, recipe, and preparation education about feeding potatoes to students.

School foodservice operators all over the country are learning how potatoes can be a main component in nutritious, versatile, and delicious school meals, whether in the cafeteria or grab-and-go.

SOCIAL MEDIA

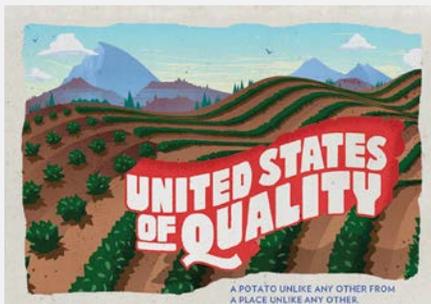


INTERNATIONAL MARKETING



Strengthening demand for U.S. potatoes in international markets through customized programs designed to bring forward the benefits of U.S. potatoes.

A new international marketing campaign focused on encouraging decision makers from around the world to buy more U.S. potatoes and U.S. potato products.



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POTATO MARKETING

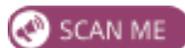


SOCIAL MEDIA

A variety of social media accounts that promote potatoes to important audiences including consumers, chefs, and foodservice operators.



Please scan a QR code with your phone camera to easily follow each of these accounts.



POTATO GOODNESS

Follow this account for potato inspiration, consumer recipes, helpful tips and tricks, and potato nutrition information.



SPUDS 4 CHEFS

Follow this account and celebrate the many uses of potatoes by foodservice professionals.



POTATOES FUEL PERFORMANCE

Follow this account to learn about the performance benefits of fueling with potatoes and get nutritious recipe ideas.



POTATOES RAISE THE BAR

Follow this account to learn why potatoes are a delicious, cost-effective, and nutritious addition to school menus and how operators can make meals that students love.



TATER TEST KITCHEN

Follow this account for live cooking sessions with Culinary Chef RJ Harvey.

INDUSTRY OUTREACH



INDUSTRY SOCIAL MEDIA

Hello! Let's get social! Connect with the U.S. potato industry through NEW Potatoes USA social media accounts that provide the latest U.S. potato industry news.



FACEBOOK



LINKEDIN



TWITTER



Also, please join these > private groups that do not have public access. These groups are a place for U.S. potato industry members to have open discussions while maintaining privacy.

FACEBOOK PRIVATE GROUP



LINKEDIN PRIVATE GROUP



WELCOME TO POTATO UNIVERSITY



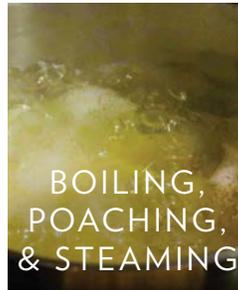
THE DEFINITIVE PROGRAM FOR PERFECTING YOUR KNOWLEDGE OF ALL THINGS POTATO

Embark on a complimentary, online curriculum designed for busy foodservice professionals interested in exploring new and creative ways to incorporate all types of potatoes—from fresh to frozen to dehydrated—into the menu. Earn ACF and RCA continuing education hours with course completion.

Your essential guide to preparing potatoes like an expert.



BAKING & ROASTING



BOILING, POACHING, & STEAMING



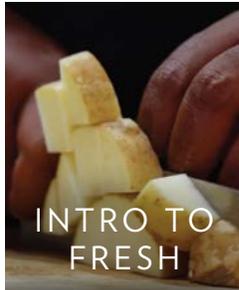
FRYING



SAUTÉ & PAN FRY



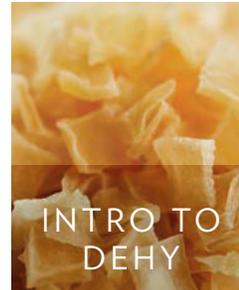
TYPES



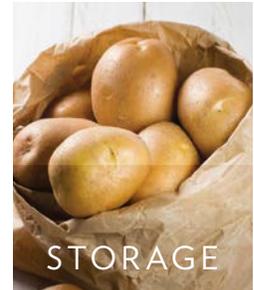
INTRO TO FRESH



INTRO TO FROZEN



INTRO TO DEHY



STORAGE

Bite-sized classes are packed with valuable potato insights. Take them any time and at your own pace. The more you engage, the more points you earn towards potato gear!

Whether frying, baking, roasting, or sautéing, **Potato University** chefs will guide you along the way to help you discover new techniques and master the basics.



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WASHINGTON POTATOES

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The Maine Potato Industry
 would like to congratulate
Dominic LaJoie
 on being selected as the
2021 National Potato Council President!

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*your winters in Hawaii.***



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- While all state seed potato associations winter test their foundation lots, some do not winter test 100% of their certified seed lots.
- Wisconsin does, and this assures you get only the top-quality seed.
- With the Wisconsin Badger State Brand Tag, you get one grade, one standard—certification that counts.



**Don't bet your farm on untested seed potatoes.
Check the winter test results and Begin with the Best — Wisconsin!**

Wisconsin Seed Potato Improvement Association, Inc.
P.O. Box 173 • Antigo, WI 54409 • 715-623-4039 • www.potatoseed.org



For a directory of Wisconsin Certified Seed Potato Growers, scan this code with your smartphone.



Summer's Best Potato

www.ncpotatoes.org



Simply Delicious & Nutritious

Farmers are an integral part of our McCain business and we value your partnership in together building a strong and sustainable future.

We Thank You.



Learn more at www.mccain.com

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We make Oregon Potatoes vital.



Representing and promoting the Oregon Potato Industry
in research, legislative affairs, trade and consumer education.
www.oregonspuds.com

Oregon Potato Commission
Portland, OR

COLLABORATING FOR POTATO SUSTAINABILITY

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Transparency

Excellence

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Integrity

The Potato Sustainability Alliance (PSA) is made up of farmers, supply chain partners, non-profit organizations and advisors working together to improve the environmental, social and economic aspects of potato production in the United States and Canada. In conjunction with our partners, we support the identification and adoption of sustainable production practices and meet consumer and market expectations by benchmarking and communicating the sustainability performance of potato production.



**POTATO
SUSTAINABILITY
ALLIANCE**

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FROZEN PROCESSING



FRESH MARKET



CHIP STOCK



CERTIFIED SEED

Northern Plains Potato Growers Association

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2021



**ANNUAL
POTATO
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