



PRESS RELEASE

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Potatoes USA Elects New Leadership During 2017 Annual Meeting



The Potatoes USA Executive Committee: (back row from left to right) Mike Pink, Jay LaJoie, Jason Davenport, Blair Richardson, John Halverson, Doug Poe, Marty Meyers, David Tonso. (front row from left to right) Steve Gangwish, Phil Hickman, Jerry Tominaga, Dan Moss

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DENVER (March 24, 2017)—The Potatoes USA grower membership elected new leadership during its Annual Meeting held in Denver, CO, March 13-16. The Potatoes USA Executive Committee is comprised by the Chair, Immediate Past Chair, and the Co-Chairs of each committee. They will serve a one year term through Potatoes USA Annual Meeting to be held in March 2018.

The following section lists the new Executive Committee members and their positions:



CHAIR

John Halverson (Arbyrd, MO)

DOMESTIC MARKETING

Co-Chairs

Jerry Tominaga (Rupert, ID)

David Tonso (Center, CO)

RESEARCH

Co-Chairs

Steve Gangwish (Kearney, NE)

Dan Moss (Declo, ID)

IMMEDIATE PAST CHAIR

Mike Pink (Mesa, WA)

INTERNATIONAL MARKETING

Co-Chairs

Marty Myers (Boardman, OR)

Doug Poe (Connell, WA)

INDUSTRY OUTREACH

Co-Chairs

Jason Davenport (Arvin, CA)

Jay LaJoie (Van Buren, ME)

FINANCE

Chair

Phil Hickman (Horntown, VA)

The marketing committees will work over the next twelve months to guide how the Potatoes USA staff will implement the Board's marketing and promotion programs. These programs run on a July through June fiscal year. They are targeted at consumers, food manufacturers, chefs and nutritionists in the domestic market. In the targeted international markets these programs engage importers and distributors, foodservice operators, food manufacturers, consumers, and retailers.

About Potatoes USA

Potatoes USA is the federally mandated marketing and promotion Board of the 2,500 commercial potato growers operating in the United States. For more information on Potatoes USA's mission to "Strengthen Demand for U.S. Potatoes" and the programs in place to do so, please visit PotatoesUSA.com/grower.

In an effort to enhance diversity on Marketing and Promotion Boards, USDA encourages women, younger growers, minorities, and people with disabilities to seek positions on the Boards.

