



## PRESS RELEASE

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### **John Halverson Elected to Lead Potatoes USA 2017-2018**

**DENVER (April 4, 2017)**—John Halverson of Arbyrd, MO, was appointed Chair of Potatoes USA on March 16, 2017, at the organization's 45th Annual Meeting in Denver, CO. He will be serving his fifth year on the Board and his third year on its Executive Committee. In 2015, he served as Co-Chair of the Domestic Marketing committee, and in 2016 he served as Co-Chair of the International Marketing Committee.

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Halverson has been involved with potato production his entire life, and works out of Black Gold Farms business unit in Arbyrd, MO. Black Gold Farms is a global production, sales and service operation, specializing in potatoes for the chip, fresh and seed markets. John is primarily involved in the chip-stock and fresh sectors of the industry. Sweet potatoes, wheat, corn and soybeans are also grown on their farms.

PotatoesUSA.com

PotatoGoodness.com

"I have a passion for potatoes," Halverson said. "It is what my family has done for generations, and we all love it with a passion. My brother, Eric and sister, Leah and I are fourth generation farmers in our business, which dates back to 1928 in the Red River Valley of North Dakota."





Halverson attended North Dakota State University, Fargo, ND, and studied Agricultural Economics. He is married to Angie, and they have three daughters: Hannah (age 14), Ava (age 11) and Lilly (age 5). He enjoys golfing in the summer months and college football during the fall/winter

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### **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](http://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.

