



# PRESS RELEASE

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## Consumer Packaged Goods Industry Professional Joins Potatoes USA



**DENVER (April 20, 2016)**—Potatoes USA is pleased to announce the hiring of Ross Johnson as its new Global Marketing Manager for Retail.

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Denver, Colorado 80237  
Phone (303) 369-7783

Johnson has spent several years working in the Consumer Packaged Goods industry for Kraft and ConAgra Foods. He graduated from Brigham Young University, in Provo, UT, with his Bachelor's in Business Management with an emphasis in Marketing. Johnson started his career with Kraft Foods, and later worked with ConAgra Foods Inc. while earning his MBA from Florida Southern College, in Lakeland, FL.

PotatoesUSA.com  
PotatoGoodness.com

During his time with Kraft Foods and ConAgra Foods, Johnson demonstrated a proven ability to develop and implement strategies producing favorable and profitable sales growth. His education, experience, and interpersonal skills underscore his commitment to consistently deliver results. He will bring this same drive and passion to the Potato Industry where he will focus on developing





Potatoes USA Retail marketing programs both for the U.S. and international markets.

Johnson has a wife and five children, and when he isn't working, he enjoys spending time with them. Ross grew up in Southern California, and has lived in Mexico, Utah, Oregon, and Florida. He is excited to now call Colorado his home.

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### **About Potatoes USA**

Potatoes USA is the marketing organization for the 2,500 commercial potato growers operating in the United States. We promote five main potato products: fresh table-stock potatoes, fresh chipping potatoes, seed potatoes, frozen potato products and dehydrated potato products. The National Potato Promotion Board, dba Potatoes USA, was established in 1971 by a group of potato growers to promote the benefits of eating potatoes. Today, as the largest vegetable commodity board, Potatoes USA is proud to be recognized as an innovator in the produce industry. For more information on Potatoes USA's mission to "Strengthen Demand for U.S. Potatoes" by creating positive change in the industry through innovative and inspiring approaches, please visit [PotatoesUSA.com](http://PotatoesUSA.com). In an effort to enhance diversity of the Board, USDA encourages women, younger growers, minorities, and people with disabilities to seek positions on the board.

