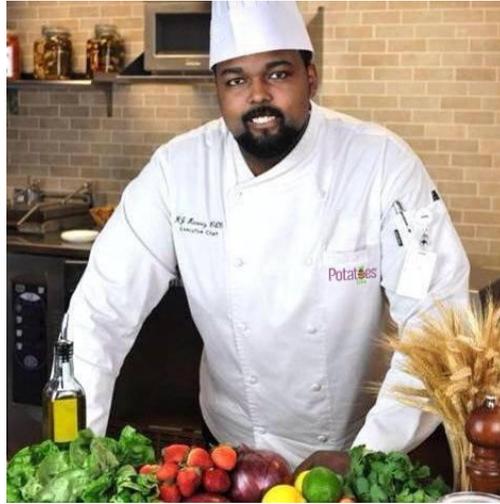


Chef RJ Harvey Joins Potatoes USA as Global Foodservice Marketing Manager



DENVER (July 10, 2017)— Chef RJ Harvey has joined Potatoes USA as the Global Foodservice Marketing Manager where he will develop and manage the domestic and international marketing programs to increase the demand for U.S. potatoes and potato products with in the fast-growing \$845 billion foodservice sector.

Chef Harvey is a Certified Executive Chef (CEC) as well as a registered dietitian/nutritionist (RDN) who loves to integrate delicious, beautifully presented food that is healthful for the mind, body and soul. Most recently he focused on revitalizing hospital cuisine at Morrison Healthcare and inspiring school foodservice at Chartwell's K-12 School Dining Services (both divisions of Compass Group). He developed award winning recipes/menus, nutrition education programs and a dynamic teaching kitchen concept aimed at teaching students varying levels of culinary skills as well a food culture.

Chef Harvey honed his craft in some of the best kitchens in the country including the French Laundry and Alinea, as well as numerous years in resorts, hotels, family homes and privately-owned motor yachts. His primary expertise is in Culinary Nutrition, where he utilizes his firm grasp of global flavors and modern technique to transform the ordinary into the extraordinary.

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A proud graduate with honors from Johnson & Wales University, he believes in menus that are heavily influenced by an abundance of fresh produce and believes food should be alive with flavor and nutrition. Taking a "food is the best medicine" approach to cooking, every ingredient is looked upon not only for flavor, texture and aroma but also for nutritional function.

Chef Harvey is a member of the Academy of Nutrition and Dietetics, American Culinary Federation as well as the Research Chefs Association. He has a passion for impacting healthful changes across the culinary industry, because of this he is honored to be a member of the Healthy Menus R&D Collaborative at the Culinary Institute of America, a collection of chefs, dietitians, marketers, nutrition experts and food manufacturers focused on making the global food system healthier and more sustainable.

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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. 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.

