



# PRESS RELEASE

## Rachael Lynch Joins Potatoes USA as a Global Marketing Manager



DENVER (July 19, 2016)—Potatoes USA is pleased to announce Rachael Lynch has joined its staff as a Global Marketing Manager for institutional foodservice markets.

Lynch has spent the last 5 years revitalizing hospital cafeterias across the country, transforming them to meet national health guidelines with innovating concepts focused on wellness and standardization. Lynch is a Registered Dietitian with the Academy of Nutrition and Dietetics with an emphasis in foodservice. In 2014, she earned the “Be Well” Honor Award for Excellence in wellness. Lynch spent a semester at Eastern Illinois University as an adjunct professor sharing her expertise in foodservice and nutrition. Lynch is also a ServeSafe certified food and safety manager.

Lynch will focus on managing Potatoes USA’s school foodservice and salad bar programs, as well as developing a global marketing strategy for institutional foodservice.

Lynch received a Master’s Degree of Science in Dietetics from Eastern Illinois University in Charleston, Illinois and a Bachelor’s Degree of Science in Dietetics from Bradley University in Peoria, Illinois.

Lynch is passionate about driving wellness, creating modern marketing concepts to reach a global market, and stimulating new ways to think of fit foods. She is a native of the Chicagoland area and is excited about the transition to Denver with a new mountain view and a plethora of outdoor activities.

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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](http://PotatoesUSA.com).

