



PRESS RELEASE

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'Potatoes USA' Champions U.S. Potatoes

National Potato Promotion Board Updates its Name, Mission, Strategic Plan

Colorado Springs, CO (March 17, 2016)—Board Members of the National Potato Promotion Board approved a new name for its agricultural promotion group. During the Board's 44th Annual Meeting at the Broadmoor Hotel, they voted to change its dba (*doing business as—business name*) from the United States Potato Board, U.S. Potato Board, or USPB, to Potatoes USA. This far-reaching update comes on the heels of the organization's newly created mission and strategic plan which were also approved.

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PotatoesUSA.com

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Potatoes USA exists to "strengthen demand for U.S. potatoes." We are the global champion for U.S. potatoes, representing 2,500 family farms growing more than 600 varieties of potatoes. We promote U.S. potatoes in all forms including seed, fresh, frozen, chipping and dehydrated products. We make potatoes exciting! We create positive change in the industry through innovative, collaborative and inspiring approaches in marketing, education and research.

The new strategic plan for Potatoes USA includes the collective input of over 450 members of the United States potato industry, Potatoes USA staff and the Board's agency representatives from around the world. Thoughts, ideas, wants, needs and desires were presented and documented over an 18-month period beginning the summer of 2014.



With access and utilization of over \$6 million in USDA funding annually, Potatoes USA works in more than 20 countries around the world. Exports of U.S. potatoes have experienced unprecedented growth over the past 30 years and now account for 18 percent of production.

"In the United States, Potatoes USA is the leading organizer of potato nutrition, research, education and varietal development," said Potatoes USA President and CEO Blair Richardson. "We will have a positive impact on long-term demand, consumer awareness, research efforts and utilization of our potatoes by foodservice and retail operators, consumers and other entities."

"Potatoes USA is ready to fight for the future of this industry and will take an aggressive approach in doing so," added Potatoes USA Chairman Mike Pink. He is one of the 2,500 farmers and grows potatoes in Pasco, WA. "The potato is an essential part of the American diet and should be something people can enjoy with pride. With its new strategic plan, mission and business name, Potatoes USA is prepared to lead the way."

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About Potatoes USA

Potatoes USA is the nation's potato marketing and research organization. Based in Denver, Colorado, Potatoes USA represents more than 2,500 potato growers and handlers across the country. 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. 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.

