

Press Release: FOR IMMEDIATE RELEASE

Contact: David Fairbourn
Manager, Industry Communications & Policy
United States Potato Board
303-873-2331
david.fairbourn@uspotatoes.com

Travis Howard Joins USBP as Executive Chef



Experienced Culinary Professional Leads Spud Nation Food Truck Program

LAS VEGAS (January 13, 2016)—The United States Potato Board (USBP) announces the hiring of Travis Howard as the Executive Chef of the recently launched Spud Nation Food Truck program. Spud Nation is the first food truck owned by farmers to inspire consumers with a field-to-fork potato adventure. This innovative new approach to potato marketing was unveiled to an excited audience by USBP CEO Blair Richardson during POTATO EXPO 2016 in Las Vegas.

Howard has 18 years of experience in the culinary industry. He most recently served seven years as a Culinary Instructor for Keiser University, Tallahassee, FL. He has also fulfilled chef, and executive chef roles for four restaurants in Florida's capital city.

"I love potatoes!" Howard exclaims. "I am excited to cook, eat and teach people all about potatoes. I am thrilled to be a part of a project like Spud Nation because it's a message that I really believe in and can truly get behind. I look forward to bringing our brand to Denver and beyond. It's going to be a great adventure."

As a Culinary Instructor, Howard taught daily and nightly courses to classes ranging up to 25 students. He was responsible for curriculum planning, teaching and academic counseling. He partnered with the university's Dean of the Culinary Department to grow and develop courses and culinary instruction programs.

"My culinary experience and passion for creating new and exciting menus has prepared me for this new venture with the Spud Nation food truck," Howard said. "I led and executed all special occasions and catering events on Keiser's university campus and at offsite locations too. Some of these events were for the Florida Restaurant and Lodging Association and the Florida Chamber of Commerce. I've also conducted live demonstrations for television morning shows, and radio program interviews."

Howard also has strong experience as a purchasing agent, working closely with foodservice suppliers including Sysco, US Foods, Adams Produce, Chapman Produce, Royalty Foods and Community Coffee. He has established relationships with these organizations, and knows building and maintaining trust with these important foodservice partners is key.

Howard holds an associate's degree in culinary arts from Sullivan University, Louisville, KY. He is a ServeSafe certified food safety manager, and is a medal winner from the American Culinary Federation, Inc. for multiple years. He was recognized with an Evelyn C. Keiser "Instructor of Distinction" award through Keiser University.

For more information on Spud Nation and the USBP's mission to "Strengthen Demand for U.S. Potatoes" by creating positive change in the industry through innovative and inspiring approaches, please visit www.uspotatoes.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.

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David Fairbourn is Manager, Industry Communications & Policy, at the United States Potato Board in Denver. David can be contacted at 303-369-7783 or david.fairbourn@uspotatoes.com. For complete information about the programs, ROI results, resources and tools available to all members of the industry through the USBP, please visit www.uspotatoes.com.