

IDAHO POTATO PULSE



Brought to you by the Idaho Potato Commission
Website: www.idahopotato.com

Government Affairs Report By Pat Kole



Official USPTO photo by Paul Ehlke

Spuddy's a real Twister!

IPC recently was part of the U.S. Patent & Trademark Office's (USPTO) "Trademark Expo." Pat Kole and Ray Hepler attended on behalf of the Idaho Potato Industry. The Expo teaches school children the value of trademarks and gave IPC a chance to reinforce the "Idaho®" and "Grown in Idaho®" certification marks. The Expo was opened up by the iconic legend, Chubby Checker who at 70 years old can still sing and twist like a youngster.

Spuddy was in good company with many other famous brands.

Industry Relations Report By Todd Cornelison

Upcoming Events

Join us for the upcoming 2011 Idaho Potato Commission Whistlestop Tour:

Wednesday Nov 16th, United Potato Growers of Idaho all growers meeting

11:00 a.m., Hilton Garden Inn, Idaho Falls (lunch provided)

Wednesday Nov 16th, IGSA Fall meeting

6:00 p.m., Hilton Garden Inn, Idaho Falls (dinner provided)

Take advantage of this opportunity to hear the President of the Idaho Potato Commission, Frank Muir, give the details behind your 2012 marketing campaign. Frank will also discuss the much anticipated Idaho Potato Commission's 75th Anniversary celebration! He will also be reviewing the results of the studies to answer the questions raised in last year's Whistlestop: 1) should we increase the Grown in Idaho seal, and 2) should we change to a 5 oz. minimum.

Tuesday Nov 15th, IPC/IGSA New Office Open House

10:00 a.m. – 2:00 p.m., 3670 S. 25th E #3, Idaho Falls

Join us for a quick look at the new office located just South of Sunnyside on 25th E (the road that goes by the theaters.) We have joined offices with the IGSA and we now share a nice big conference room that is available for industry use. There will be food and drinks so plan on attending.

Excerpt from the NPC Insider Report

NPC Applauds Suspension of Retaliatory Tariffs by Mexico

In a major victory for U.S. potato growers, the government of Mexico completely suspended all of the remaining retaliatory tariffs on U.S. potato exports earlier today. The move was in response to the first Mexico-based carrier being approved by the U.S. Department of Transportation for cross-border trucking, as outlined by the proposal agreed to by both the U.S. and Mexico in January.

U.S. potato exports to Mexico had originally been subject to a 20 percent tariff in March 2009 when the tariffs were first implemented. In August 2010, those tariffs were reduced to five percent where they remained until the agreement was

signed and ultimately implemented. Since the tariffs were implemented, U.S. potato growers have seen exports to Mexico decline by more than \$70 million.

Through the collective efforts of the Alliance to Keep U.S. Jobs, NPC and industry allies aggressively pressed the U.S. government to live up to its trade obligations and find a solution to the dispute since the retaliatory tariffs were imposed. The National Potato Council was proud to serve as one of three co-chairs of the Alliance.

Calendar

October

26-27 USPB Dehy Industry Meeting, Boise

November

1-2 IPC Meeting, Moscow
1 United of Idaho Board Meeting, Idaho Falls
8-9 Idaho Association of Plant Protection Meeting, Jerome
9 NASS Report Fall Potato Acreage and Production
15 New IPC/IGSA Office Open house, 10:00am – 2:00pm, 3670 S 25th E, Idaho Falls
16 United Potato Growers of Idaho/IPC Whistlestop Tour, 11:00 a.m., Hilton Garden Inn, Idaho Falls
16 IGSA Fall Meeting/IPC Whistlestop Tour, 6:00 p.m., Hilton Garden Inn, Idaho Falls
17 IPC R&E Committee meeting, 8:30 a.m. – 12:00 p.m., IPC/IGSA Office, Idaho Falls
18 U of I Storage Advisory Committee Meeting, Kimberly
29 Produce Supply. Org Meeting (PSO) Las Vegas, NV
30 Introduction to Food Safety and HAACP Workshop for Spanish Speakers, Idaho Falls
 Registration: 208 364-6188, paulap@uidaho.edu, www.techhelp.org

December

3 IGSA Board Meeting, Salt Lake City, UT
6 United of Idaho Board Meeting, Idaho Falls
8 PRIMUS GFS Certification Workshops for Onion & Potato Packers/Growers, Idaho Falls
 Registration: 208 364-6188, paulap@uidaho.edu, www.techhelp.org
11 NASS Report Fall Potato Acreage and Production, Percent of Fall Acreage by Variety
15-16 IPC Meeting, Eagle
17 First Annual Famous Idaho Potato Bowl, Boise

January

4-6 POTATO EXPO 2012, Orlando, FL
6-7 NPC Annual Meeting, Orlando, FL
18-19 Idaho Potato Conference and Ag Expo, Idaho State University, Pocatello