

# IDAHO POTATO PULSE



Brought to you by the Idaho Potato Commission  
Website: [www.idahopotato.com](http://www.idahopotato.com)

## President's Report By Frank Muir

### Upcoming Event

The poster features a red semi-truck pulling a trailer with a large potato. The trailer has a yellow banner that says "The Famous Idaho Potato Tour". The background is a blue sky with clouds.

**IDAHO POTATO COMMISSION PRESENTS**  
**WHISTLE STOP TOUR**  
**NOVEMBER 20, 2013**  
**IDAHO FALLS, IDAHO**

**Your ticket to our latest marketing news.**

The Idaho Potato Commission has big marketing news to share with you. From our highly successful Big Idaho® Potato Truck Tour and Famous Idaho® Potato Bowl to a new national TV commercial, it's about to become one of our most exciting years ever. Come hear all about our plans, and get a preview of the second installment of our popular "Missing Truck" TV campaign, plus retail and foodservice print campaigns too. It's all happening during our annual "Whistle Stop Tour" in Idaho Falls.

All growers, processors and shippers are invited to attend either of the meetings below at the Hilton Garden Inn on November 20. We look forward to seeing you there!

November 20 • United Meeting	November 20 • IGSA Meeting
Hilton Garden Inn, Idaho Falls	Hilton Garden Inn, Idaho Falls
12:00pm Lunch	6:00pm Dinner
12:30pm Presentation	6:30pm Presentation

**Make It Work**  
It's your job. It's our passion.  
[www.idahopotato.com](http://www.idahopotato.com)

*The Famous Idaho Potato Tour*

The logo is circular with "Certified" at the top, "IDAHO POTATO COMMISSION" around the perimeter, and "IDAHO POTATOES" at the bottom.

[IdahoPotato.com](http://IdahoPotato.com)