



Maximizing Return on Grower Investment

FY17-FY21 Long Range Plan Idaho “Listening” Sessions

To gather as much grower input as possible, the United States Potato Board (USPB) is conducting it's first-ever series of “listening” sessions with growers across the country.

December 17th and 18th, USPB President/CEO, Blair Richardson, and Vice President Industry Communications & Policy, David Fraser, along with the help of Idaho Potato Commission Industry Relations Director, Travis Blacker, will be hosting listening sessions in Idaho Falls, Burley and Meridian.

Wednesday, December 17th – Idaho Falls

12:30 p.m. Lunch, 1:00-3:00 p.m. Listening Session

Hilton Garden Inn/Idaho Falls

700 Lindsay Blvd.

Idaho Falls, ID 83402

208-522-9500

Wednesday, December 17th – Burley

6:30 p.m. Dinner, 7:00-9:00 p.m. Listening Session

Best Western Plus Burley Inn & Convention Center

800 North Overland Ave.

Burley, ID 83318

208-678-3501

Thursday, December 18th – Meridian

7:30 a.m. Breakfast, 8:00-10:00 a.m. Listening Session

Hampton Inn & Suites/Boise-Meridian

875 South Allen Street

Meridian, ID 83642

208-887-3600

We encourage all growers to attend to make your voices and opinions heard so you can have direct input into the direction of the USPB for FY17-FY21. We look forward to a great turnout.

Please RSVP to David Fraser, david.fraser@uspotatoes.com or 303-873-2314.