

IDAHO POTATO PULSE



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Website: www.idahopotato.com

Government Affairs Report By Pat Kole

Commissioners R.J. Andrus and Dan Moss, IGSA's Travis Blacker and I attended the United Fresh Policy Conference last week. This annual conference provides high level briefings on topics such as Food Safety, Traceability, GAP Harmonization, Child Nutritional School Lunch Program reauthorization, etc. During the meetings, IPC participated in the "Festival on Capitol Hill" by serving dehy potatoes to many U.S. Representatives, House and Senate staffers, Agency staffers, and invited guests. Without question the IPC booth was the center of attention at the event and provided an excellent opportunity to showcase Idaho® potatoes.

Industry Relations Report By Todd Cornelison

Industry Leadership programs looking for Applicants

We are now accepting applications for the 2011 Class of the NPC Leadership Institute. Idaho normally has four spots per class, so the positions fill quickly. For more information, visit the following link: http://www.nationalpotatocouncil.org/NPC/programs_leadershipinstitute.cfm. This year the class will go to Bakersfield, CA and Washington D.C.

Also, Leadership Idaho Ag still has openings for their leadership program. The deadline to apply was Aug 1; however, they will still accept individuals for a short time. For more information on LIA, please visit the following link: <http://www.leadershipidahomag.org/home.htm>. LIA is a comprehensive ag leadership program that visits all Idaho ag areas over a four month period. They are very interested in having producers attend the program.

Registration is now open for the 2011 Potato Expo

The 2011 Potato Expo is being held in Las Vegas, Nevada at the Rio All Suite Hotel on January 5th-7th. Don't miss this once a year event, with Hall of Fame Quarterback Terry Bradshaw as the keynote speaker. For registration information, visit the following link: <http://www.potato-expo.com/>.

Calendar

September

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| 14-16 | United Fresh Public Policy Conference, Washington DC |
| 23 | NASS Report: Potato County Estimates Idaho Field Office Release |
| 23 | NASS Report: Disposition and Annual Potato Summary |
| 23-24 | AG Attaché tour of South Eastern Idaho |
| 28-30 | USPB State and National Assoc. Workshop, San Diego, CA |

October

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| 5 | United of Idaho Board Meeting, Idaho Falls, ID |
| 8 | NASS Report: Winter Potato Acreage and Production |
| 15-18 | PMA Fresh Summit, Orlando, FL |
| 21 | IGSA Board Meeting, Idaho Falls, ID |
| 26-27 | IPC Meeting, Eagle, ID |

November

9-11 IPC Annual Whistlestop Tour, TBA
9 NASS Report: Fall Potato Acreage and Production, Percent of Fall Acreage by Variety

December

4 IGSA Board Meeting, Salt Lake City, UT
14-15 IPC Meeting, Eagle, ID

January

5-7 Potato Expo 2011, Las Vegas, NV
7-9 NPC 2011 Annual Meeting, Las Vegas, NV
7-9 USPB Winter Meeting, Las Vegas, NV
25-26 IPC Meeting, Eagle, ID