

IDAHO POTATO PULSE



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

President's Report By Frank Muir

As many of you know by now, Dr. Walter Millet of Harvard has released a new study supposedly pointing at the potato (in all forms) as the leading cause of America's obesity. We have been fighting back aggressively. Below are two examples.

We worked with Governor C. L. "Butch" Otter to send a press release – a copy is attached.

I have also been interviewed multiple times in an effort to set the record straight. Below is link to an article that appeared in today's USA Today.

http://www.usatoday.com/money/industries/food/2011-06-28-harvard-weight-loss-study-potato_n.htm

We will continue the fight!

Government Affairs Report By Pat Kole

Yesterday the Obama administration announced that an agreement had been reached to submit three Free Trade Agreements (FTA): Korea, Columbia and Panama to Congress for approval. This is very good news for the potato industry. Why? The US potato industry supplies 80% of the frozen potato products imported by Korea. Korea has negotiated a FTA not only with the US, but also with the EU. Under both agreements, the duties on frozen potato products are reduced to zero. The EU agreement has been ratified and goes into effect July 1. If the US agreement is not ratified, it is likely that more EU product and less US product would move into the Korean market. It's important that you let our elected officials know that there will be a negative impact on potatoes if this agreement is not ratified.

Industry Relations Report By Todd Cornelison

United States Potato Board Idaho Delegates Election Meeting.

Each year the USPB oversees a budget of twelve million dollars for potato promotion activities worldwide. Of that \$12 million, approximately a third of it is provided by Idaho growers through their 3.5 cent USPB assessment. Idaho has 25 USPB delegates and it is their job to determine how the money is used.

This year we have multiple open positions across all the state districts. This is a very good opportunity to get involved. Being an Idaho USPB delegate offers you the opportunity to determine how Idaho's money gets used, the ability to develop leadership skills, and also the opportunity to network with the who's who in the potato industry across the U.S.

The delegate election meeting is being held: **July 6th in Idaho Falls at the Hilton Garden Inn from 1:00-3:00 p.m.**

For a comprehensive list of delegates and districts needing delegates, please contact Todd Cornelison at (208) 559-4792 or e-mail todd.cornelison@potato.idaho.gov

Potato Night at the Ball field:

Come and join us for a night of baseball with the Idaho Falls Chukars on Tuesday July 5th. They will be facing the Casper Ghosts. What could make a summer night of potato-themed baseball better? It's free!!! We have a limited amount of tickets, so contact Todd Cornelison for your tickets today!

IPC Committee Meetings:

If you haven't had the opportunity to attend a committee meeting yet, Why not attend one of the meetings coming up?

Marketing Committee Meeting being held at the Hilton Garden Inn on June 29th in Idaho Falls from 1:00-3:00 p.m.. This meeting will be held in conjunction with the Retail Field staff Whistlestop tour. If you have never met the IPC's retail field staff, this is an excellent opportunity to come and ask questions about how they help move our Idaho® potatoes.

Ag Affairs Committee Meeting on July 5th at the Hilton Garden Inn in Idaho Falls from 12:00-3:00 p.m.. This meeting is held just prior to Potato night at the ball field, so you can come and discuss important issues that are currently impacting our industry and then relax at the ball game later that night. We will have free tickets for those at the meeting.

Calendar

June

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| 27-July 1 | IPC Retail Whistlestop Tour |
| 29 | IPC Marketing Committee Meeting, 1:00-3:00 PM, Idaho Falls, ID |
| 30 | United of Idaho Board Meeting, United of Idaho Office, 9:00 a.m. – 12:00 noon |
| 30 | United of Idaho All Grower Meeting, Hilton Garden Inn, 12:00 noon |

July

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| 5 | IPC Ag Affairs Meeting, 12:00-3:00 p.m., Idaho Falls, ID |
| 5 | Potato Night at the Ball Field, Melaleuca Field, Idaho Falls, Contact Todd Cornelison for tickets. |
| 6 | USPB Idaho delegate Election Meeting, 1:00-3:00 p.m. Hilton Garden Inn, Idaho Falls, ID |
| 11-14 | USPB Summer Meeting, Columbus, OH |
| 19 | IGSA Board Meeting, Idaho Falls, ID |
| 26-27 | IPC Meeting, Eagle, ID |
| 29-31 | PMA Foodservice Convention, Monterey, CA |

August

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| 8-12 | IPC Foodservice Whistlestop Tour |
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