

# IDAHO POTATO PULSE



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Website: [www.idahopotato.com](http://www.idahopotato.com)

## President's Report

By Frank Muir

Two of the IPC's critical missions are to promote and to protect its federal certification marks and trademarks. We focus our resources primarily on promoting our well-known marks. However, we are always vigilant in challenging potential improper uses of these marks. As you may be aware, last month a new restaurant opened in Boise calling itself the Idaho Fry Company. The IPC marks protect any usage of "Idaho" with any potato product. What had begun as a quiet process to resolve the situation, burst into a local media storm for nearly two weeks. However we were able to calmly address issues raised by the media and the public. An amicable agreement was reached and announced on June 15, 2009. The Idaho Fry Company is now the Boise Fry Company, and we have offered to continue to work with this new restaurant and wish them success. The IPC will continue to represent your interests in protecting your valuable marks.

An article on this topic appeared in the Capital Press on July 2, 2009 and industry leaders have suggested that this article be shared with all of you. It can be found by following this link:

<http://www.capitalpress.info/print.asp?articleID=52514&SectionID=75&subsectionID=767>

## Government Affairs Report

By Pat Kole

DC Report: In addition to the substantive policy issues moving forward, appropriations are also front and center now. Representative Simpson has done a masterful job of looking out for important Idaho programs and priorities. In the agricultural area, he and his excellent staff have worked closely with Idaho agricultural groups to track through thousands of pages of proposed legislation to protect our industries, including the Idaho potato industry.

Idaho Report: The aftermath of the legislative session is now upon us, and the impacts of the recession are becoming increasingly clear. While there are signs of some degree of stabilization in the state's economy, most observers see any upturn as not imminent. This means that the next legislative session will face similar challenges as the one just concluded. This is a good time to talk with your local legislators and have a discussion about agricultural priorities for the next year.

## Industry Relations Report

By Todd Cornelison

### Plan on attending the IGSA Sun Valley Convention

This year the IGSA Sun Valley Convention will be held September 2<sup>nd</sup> through the 4<sup>th</sup>. Like last year, IGSA has graciously allowed us to hold both a Marketing Committee meeting and an Ag Affairs Committee meeting during the Convention. These two meetings are open to all who want to attend; you do not need to be on the committees. Dan Vache, from United Fresh Produce Association, will be speaking at the Marketing meeting. He will present a slide show and lead a discussion about PTI (Produce Traceability Initiative). As you all know, this is a hot topic in the produce industry due to the fact that many key buyers are endorsing this initiative. If you have any questions about PTI, be sure to attend this meeting. The Ag Affairs Committee Meeting will include John Orr from AMVAC. He will be speaking on the new rules and regulations concerning fumigation. Attention! This is an accredited meeting; growers can receive 1 credit towards their pesticide applicator license by attending this meeting. Stickers will be handed out after the meeting. For more information on registration to the IGSA Convention, please follow this link:

[http://www.idahoshippers.org/index.php?option=com\\_content&view=article&id=47&Itemid=61](http://www.idahoshippers.org/index.php?option=com_content&view=article&id=47&Itemid=61)

### **USPB Delegates Nomination Meeting to Be Held:**

Just a quick reminder that there is a USPB Delegates nomination meeting to be held at the AmeriTel Inn in Pocatello on Thursday July 23<sup>rd</sup> from 1:00 to 3:00 p.m. All are welcome to attend, and if you have ever had a desire to join the USPB Idaho delegates - here is your chance.

### **Potato Night at the Ball Field**

We still have tickets for potato night tonight at Melaleuca Field. Please contact Todd Cornelison @ (208) 559-4792, if you are interested in these tickets.

### **Calendar**

#### **July**

- 20 Potato Night at the ball field, Melaleuca Field, Idaho Falls, ID
- 21-22 IPC Commission Meeting, Boise, ID
- 21 U of I Organic Cropping Systems Field day, Starts at 9:30 a.m., Kimberly, ID
- 23 USPB Delegates Nomination Meeting, 1:00 p.m. to 3:00 p.m., AmeriTel Inn, Pocatello, ID
- 24-26 PMA Foodservice Show, Monterey, CA
- 31 Registration opens for 2010 Potato Expo to be held in Orlando, FL. January 4 -6, 2010.

#### **August**

- 3-7 USPB Summer Meeting, Bangor, ME
- 4 United of Idaho Board Meeting, Idaho Falls, ID
- 13 U of I Organic Cropping Systems Field Day, Starts at 9:30am, Glens Ferry, ID
- 17-19 FMI Sustainability Summit, San Francisco, CA

#### **September**

- 1 United of Idaho Board Meeting, Idaho Falls, ID
- 2-4 IGSA Annual Convention, Sun Valley, ID
- 3 IPC Commission Meeting Breakfast, 7:30 a.m., Sun Valley, ID
- 14-17 USPB 2009 State/National Workshops, Phoenix, AZ

#### **October**

- 2-5 PMA, Anaheim, CA
- 20-21 IPC Commission Meeting, Boise, ID