



The Idaho Potato Commission met at the Idaho Potato Commission Eagle office, located in Eagle, ID on Tuesday, January 25, 2021. This meeting was also held by video conference.

Brett Jensen, Chairman

MEMBERS PRESENT:

Todd Cornelison
Bryan Wada
Eric Jemmett
Paul Saito
Ron Ambrose
Mark Darrington
Mark Duncanson
Jamey Higham, President/CEO
Patrick Kole, VP Legal/Government Affairs
Seth Pemsler, VP Retail
Alan Kahn, VP Foodservice
Travis Blacker, Industry Relations Director
Joanna Hiller, Finance Director
Dusti Zimmerman, Legal/Finance Assistant
Ross Johnson, International Marketing Director
Jamie Bowen, Domestic Marketing Director
Jeweldean Hull, Administrative/Social Media Director

EXCUSED: Julie Van Orden

OTHERS PRESENT: Laura Martin, Doug Jones, Chris Likes, Kameron Kooppin, William Toevs

VIDEO CONFERENCE: Sue Kennedy, Candice Nyholt

CALL TO ORDER:

The meeting convened at 2:00 p.m., with Chairman Jensen presiding. He welcomed everyone. He briefly went over the Legislative Dinner, potato tie tradition and 2022



Legislative Directories. Chairman Jensen then turned time over to President/CEO Higham who also made a few comments about the Legislative Dinner. He then recapped the Potato Expo held in Anaheim, CA and Potato School in Pocatello, ID and discussion followed.

RETAIL: Commissioner Cornelison called upon Mr. Johnson in place of Mr. Pemsler who reported on the following: A) Current Retail Landscape; B) Campaign Sales Lift in Category; C) Marketing Order, one pager.

EXPORT: Commissioner Darrington called upon Mr. Johnson who reported the following: A) Taipei Food Show; B) Latin America Successes; C) Holiday Promotions, Chivas; D) Promoting IPC via social media, internationally; E) Mexico Strategy.

RESEARCH AND EDUCATION: Mr. Blacker reported on the following: A) Cost of Production; B) Consortium meeting, February 24th; C) PVMI.

Other Items: Chairman Jensen turned the time over to Doug Jones, representing the Idaho Potato Growers Association (IPGA).

IPGA: Mr. Jones introduced the following members for IPGA: Cameron Koomplin, Will Toevs, and Chris Likes. Mr. Koomplin gave a brief introduction about the goals for IPGA, such as advocating for IPC and assist with Legislative Dinner, quarterly Ag Affairs, Big Idaho Potato Harvest Meeting along with other areas of need. IPGA currently has an executive board of 5 members with total 25-members. Chairman Jensen recommended having Commissioner Jemmett as a liaison to IPGA to represent IPC projects/events where IPGA can assist. Commissioner Jemmett was happy to help, and no further discussion continued.

Meeting adjourned at 3:19 p.m.



The Idaho Potato Commission met at the Idaho Potato Commission Eagle office, located in Eagle, ID on Wednesday, January 26, 2022. This meeting was also held by video conference.

Brett Jensen, Chairman

MEMBERS PRESENT:

Todd Cornelison
Bryan Wada
Eric Jemmett
Paul Saito
Ron Ambrose
Mark Darrington
Mark Duncanson
Jamey Higham, President/CEO
Patrick Kole, VP Legal/Government Affairs
Seth Pemsler, VP Retail
Alan Kahn, VP Foodservice
Travis Blacker, Industry Relations Director
Joanna Hiller, Finance Director
Dusti Zimmerman, Legal/Finance Assistant
Ross Johnson, International Marketing Director
Jamie Bowen, Domestic Marketing Director
Jeweldean Hull, Administrative/Social Media Director

EXCUSED: Julie Van Orden

OTHERS PRESENT: Laura Martin, Jen Root, Michael Parella

VIDEO CONFERENCE: Sue Kennedy, Candice Nyholt, Rick Shawver, Mike Thornton, Mike Wenkel, Casey Attebery, Shawn Boyle, Cameron Hammon, Blair Richardson, John Eaton, Joe Guenther, Megan McNannay



CALL TO ORDER:

The meeting convened at 8:30 a.m., with Chairman Jensen presiding. He welcomed everyone and went over the anti-trust agreement in the folder. He also asked for any comments or questions about the Legislative Dinner. Discussion followed.

MINUTES

MOTION: Commissioner Jemmett made a motion to approve the December 20, 2021 minutes. Commissioner Darrington seconded the motion. The motion carried unanimously.

FINANCIAL REPORT:

Ms. Hiller discussed receipts and expenditures for December. For the month, revenue is at \$332k for fresh potatoes, which is down \$11k compared to last year. Processed is at \$669k, which is up \$66k. Total for the month of December, is \$1mil., up \$116k compared to last year. YTD for Fresh is down \$102k and Processed is down \$91k, total YTD down \$193k compared to last year. Expenditures for the month of December are \$1.1 mil., verses a budget of \$1.4 mil. We are underspent \$300k due to the timing of checks received and invoices going out. Expenditures YTD are \$4.8 mil, versus a \$5.1 mil. budget, underspent by \$777k. Currently the reserve is at \$5.9 mil. Chairman Jensen asked for a motion to approve the month of December, if there were no further questions.

MOTION: Commissioner Van Orden made a motion to accept the December financials. Commissioner Wada seconded the motion. The motion carried unanimously.

OFFICE PROCEDURES:

Chairman Jensen called upon Mr. Kole, who presented the following: A) Administrative Rules presentation with Senate & House Ag Committees; B) Meetings with Ag office, Governor & ISDA; C) Trademark w/ Singapore, Brazil, & Malaysia; D) PVMI discussion,



two board members needing replaced; E) NPC letter; F) VP Legal/Government Affairs job description.

PRESIDENT'S REPORT: Mr. Higham reported on the following: A) Legislative Dinner; B) Potato School/Expo; C) March 29 IPC meeting, Moscow, ID; D) April Meeting TBD; E) Advertising/PR by Sue Kennedy and Seth Pemsler; F) Website update by Jamie Bowen; G) Misc.

RETAIL: Presented at Agenda Session.

EXPORT: Presented at Agenda Session.

FOODSERVICE: Commissioner Wada called upon Mr. Kahn who reported on the following: A) Supply delays, shortages, delays, food costs and profit margins for Restaurants in the US; B) FS Operators; C) FS Press Releases; E) Boise Bills; F) FS Education; G) Idahoan at Lee's Famous Recipe.

RESEARCH AND EDUCATION: Mr. Blacker reported on the renomination for PVMI board member & CRADA update. He then turned the time over to Dr. Joe Guenther who presented an update on costs to build and maintain a processing plant in the U.S and Canada. Dr. Guenther concluded, Idaho continues to produce and deliver a lower cost for a processing plant.

MOTION: Commissioner Darrington made a motion to renominate Randy Bauscher, Ritchey Toevs and Randy Hardy to the PVMI board. Commissioner Saito seconded the motion. The motion carried unanimously.

INDUSTRY RELATIONS: Mr. Blacker reported on the following: A) Potato Delivery at the Idaho State Capital; B) IPC Commissioner nomination meetings: Bryan, Paul and Julie up for re-nomination.

LIASON REPORTS:

NPC: Commissioner Cornelison turned time over to Mike Winkel who reported on the following: A) Seed Potato; B) Spud-apocalypse; C) Canadian ban; D) NPC Fly-in



meeting/annual meeting; E) Leadership meeting at annual meeting; F) Farm Bill discussion; G) Labor issue by Crapo.

POTUS: Commissioner Jensen turned the time over to Blair Richardson who reported on the following: A) Merchandising study to be published including info on pricing and retailers; B) International demand is good but the shipping and supply providing frustration; UAE has tremendous interest but not enough shippers; C) Mexico update; D) Annual POTUS meeting; E) New member training; F) Propose board member change, 128 members.

IGSA: Commissioner Wada turned time over to Shawn Boyle who reported on the following: A) Meeting with Governor; B) Spring Swing will be held March 30-31st in Las Vegas, NV; C) Health Care Plan update; D) Scholarships; E) Wage and Consultant Fee with packaging.

SIPCO: Commissioner Darrington reported that SIPCO met with Lamb Weston and accepted Lamb Weston's offer.

IACI: Commissioner Saito turned time over to John Eaton who reported on the following: A) Legislative Session off to a slow start; B) 6.5% - 6% tax, 12% tax rebate or \$75 at minimum; C) Property tax ideas will dominate the new legislative session; D) Possible 50% turnover and re-organization for the state; D) Redistricting continues as a main topic of discussion for the Legislative session.

United: Chairman Jensen turned time over to Rick Shawver who reported on the following: A) Cost comparison and cost of production for 2022 crop; B) Supply on the tight side but freight getting better; C) Risk assessment of 2022 crop.

USDA: Randy Welk to retire at the end of January, no report provided.

ISDA: No report.

LONG RANGE PLANNING: Mark Darrington discussed possibility of having growers meet with Mr. Higham at the Big Idaho Potato Harvest Meeting.



Other Items: Chairman Jensen turned time over to Michael Parella Dean, of Agricultural and Sciences Department at University of Idaho who reported on the new UI Seed Facility Germplasm BLDG. and an update on attendance and introduced Jen Root.

Meeting adjourned at 12:13 p.m.