



The Idaho Potato Commission met at Seed Potato Germplasm Laboratory, located in Moscow, ID on Tuesday, March 22, 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
Julie Van Orden
Jamey Higham, President/CEO
Patrick Kole, VP Legal/Government Affairs
Seth Pemsler, VP Retail
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

OTHERS PRESENT: Shawn Boyle, Mike Thornton, Doug Gross, Mary Hasenoehrl, Jeff Harper, Nick Blanksma, Andy Jensen

VIDEO CONFERENCE: Sue Kennedy, Candice Nyholt, Rick Shawver, Mike Wenkel, John Eaton, Katy Murphy, Danielle Brazille, Kevin McDonald, Laura Martin, John Toaspern, Kam Quarles, Casey Attebury

CALL TO ORDER:

The meeting convened at 9:30 a.m. (MST), with Chairman Jensen presiding. He welcomed everyone and went over the anti-trust agreement in the folder. He turned



time over to Jen Root who gave a short introduction about the new Seed Potato Laboratory at University of Idaho, thanked IPC commissioners and guests for attending the ceremony.

MINUTES

MOTION: Commissioner Jemmett made a motion to approve the February minutes. Commissioner Cornelison seconded the motion. The motion carried unanimously.

FINANCIAL REPORT:

Ms. Hiller discussed receipts and expenditures for February. For the month, revenue is at \$291k for fresh potatoes, which is down \$132k compared to last year. Processed is at \$705k, which is down \$62k. Total for the month of February is \$1.2 mil, which is down \$194k compared to last year. YTD for fresh is down \$272k and processed is down \$73k, total YTD down \$346k compared to last year. Expenditures for the month of February are \$914k., verses a budget of \$1.4 mil. We are underspent \$473k due to the timing of checks received and invoices going out. Expenditures YTD are \$8.2 mil, underspent by \$79k. Currently the reserve is at \$4.5 mil. Discussion followed about the assessments and Chairman Jensen asked for a motion to approve the month of February, if there were no further questions.

MOTION: Commissioner Cornelison made a motion to accept the February financials. Commissioner Saito seconded the motion. The motion carried unanimously.

OFFICE PROCEDURES:

Chairman Jensen called upon Mr. Kole, who presented there would be discussion with OP over trademark matters following the commission meeting.

PRESIDENT'S REPORT: Mr. Higham reported on the following: A) FIPB (see Other Items); B) April Commission meeting Cancelled; C) FIPM reminder to register for May 14th; D) Old business/new business; E) Misc.

RETAIL: No report.



EXPORT: No report.

FOODSERVICE: No report.

RESEARCH AND EDUCATION: Mr. Blacker reported on the following: A) COP Analysis; B) R&E budget discussion.

MOTION: Commissioner Ambrose made a motion to fund R&E projects at \$880, 841, Commissioner Jemmett seconded the motion. The motion carried unanimously.

INDUSTRY RELATIONS: Mr. Blacker reported on the nomination meetings for Bryan Wada, Paul Saito and Julie Van Orden.

LIASON REPORTS:

NPC: Commissioner Cornelison turned time over to Kam Quarles who reported on the following: A) USDA decided to resume trade with PEI and Table Stock; NPC will continue to push on this issue with USDA; B) Mexico continuing to backslide on fresh and processed with agreement over accessing the Mexican market and registration process; C) Full-year Spending Bill of number of potato priorities, appreciation to Fulcher, Risch, Crapo for making this happen, credit to Idaho delegation on opening markets and funding; D) NPC summer meeting second week in June held in Tennessee.

POTUS: Commissioner Jensen turned the time over to John Toaspern but first thanked him for everything he has done for IPC over the years. Mr. Toaspern reported on the following: A) International supply/shipping issues; B) Virtual Chef RTM, hands on training and video instruction; C) Potato Goodness campaign via social media advertising and consumer recipes; C) John last day June 30th; D) Domestic planning.

IGSA: Commissioner Wada turned time over to Shawn Boyle who reported on the following: A) Scholarship program; B) Ship packaging costs have increased; C) Health Care Plan update; D) Scholarships; E) Wage and Consultant Fee with packaging.



SIPCO: Commissioner Darrington reported on the negotiations of Simplot, McCain and Lamb Weston and the Potato Association looking into contracts across the country.

IACI: Commissioner Saito turned time over to John Eaton who reported on the following: A) Carona Pause Act, no one can mandate the vaccine for 1 year in Idaho; B) Legislative Session, reduce income tax rebate for tax payers; C) No emissions testing in Treasure Valley; D) Workforce Development project passed, \$15 million to help with childcare; D) Administrative rules somewhat back on track, each committee passed some rules but Ag Committee have not passed any with Potato Commission; E) 40% turnover with Senate and 30% with House, close to 50% in Legislation Leadership positions to be filled.

United: Chairman Jensen turned time over to Rick Shawver who reported that Idaho is 28.3 mil hwt. The lowest shipment since 2008 and mentioned details of the Water Agreement from 2015.

USDA: No report.

ISDA: No report.

LONG RANGE PLANNING: Mark Darrington discussed the following: A) IPC needs to be involved with more sustainability; B) UI grant applying for Climate Smart initiatives and IPC wrote a letter to support UI.

Other Items: A) FIPB report by Kevin McDonald explained the total 2021 exposure value of the bowl game was \$4.5 mil and the six-year average was 1.3 mil total audience. Mr. McDonald announced this was his last meeting as Executive Director with retiring and introduced Danielle Brazille who will be the new Executive Director for FIPB. B) Ceremony to follow at Seed Facility for grand opening.

Meeting adjourned at 12:13 p.m.