The Idaho Potato Commission met at the Eagle, ID office, on October 25, 2023. This meeting was also held by video conference.

Paul Saito, Chairman

# MEMBERS PRESENT:

Bryan Wada

Eric Jemmett

Brett Jensen

Daren Bitter

Ron Ambrose

Mark Darrington

Brian Jones

Jamey Higham, President/CEO

Sam Eaton, VP Legal/Government Affairs

Ross Johnson, VP Retail/International

Travis Blacker, VP Industry Relations

Alan Kahn, VP Foodservice

Grayson Waldie, Accounting/Finance Manager

Dusti Zimmerman, Legal/Finance Assistant

Jamie Bowen, Domestic Marketing Director

Jeweldean Hull, Managing Director

**EXCUSED MEMBERS:** Mark Duncanson

**VISITORS:** Laura Martin, Shawn Boyle, Mike Thornton, Jenny Gentry, Laura Johnson, Ben Johnson, Mat Weaver

**VIDEO CONFERENCE:** Kim Breshears, Dennis Hardy, Brad Carlson, Brody Miller, Raina Spense, Patxi Larrocea-Phillips, Jared Eprem

# CALL TO ORDER:

The meeting convened at 8:33 a.m., with Chairman Saito presiding. He welcomed everyone and went over the anti-trust agreement. The first line of business was the swearing in new commissioner Mike Telford and Mark Darrington and Eric Jemmett for their second term.

# MINUTES

**MOTION:** Commissioner Wada made a motion to approve the July 26, 2023, minutes. Commissioner Bitter seconded the motion. The motion carried unanimously.

# FINANCIAL REPORT: Mr. Waldie discussed receipts and expenditures for the 2023 year-end and September financials. For the year-end Fresh finished at $3.9 mil down $280k. Processed finished at $8.9 mil down $352k. Total year-end is $12.9 mil, down $632k compared to FY22. Expenditures year-to-date is $14 mil, down $741k. The reserve finished at $3.2 mil for FY23. For the month of September, Fresh revenue is at $362k, up $108k compared to last year. Processed is at $617k, up $186k. Total for the month is $979k, up $293k compared to last year. Expenditures for September are $880k versus a budget of $934k. Currently the reserve is $2.9 mil. Chairman Saito then asked for a motion to approve the year-end and September financials as presented if there were no further questions.

**MOTION:** Commissioner Jensen made a motion to approve the 2023 year-end financials. Commissioner Jemmett seconded the motion. The motion carried unanimously.

**MOTION:** Commissioner Darrington made a motion to approve the September financials. Commissioner Jensen seconded the motion. The motion carried unanimously.

# CHAIRMANS COMMITTEE: Chairman Saito called upon Mr. Eaton, who presented the following: A) Intro and presentation by Mat Weaver from Idaho Water Resources (IDWR) on ESPA, water rights in Idaho and Surface and Ground Water, as well the History of SWC; B) Water Symposium, Dec 11th, ISU Alumni Center, Pocatello, ID; C) Rulemaking, see motion; D) UI proposed funding for Nematologist at Parma Facility and asking IPC for funding that will be discussed at the December IPC meeting.

**MOTION:** Commissioner Wada made a motion to adopt IPC’s Zero-Based Regulation Chapter Rewrite, Docket Number 29-0101-2301 as a pending rule for consideration by the 2024 Idaho Legislature. Commissioner Bitter seconded the motion. The motion carried unanimously.

**PRESIDENT’S REPORT:** Mr. Higham reported the following: A) Big Idaho Potato Harvest Meeting Update; B) Potato Expo Registrations and E. ID AG Expo/Potato School; C) Website Update, Jamie Bowen; D) Calendar Updates, FIPB, Holiday Dinner and IPD.

**FOODSERVICE:** Commissioner Bitter turned time over to Alan Kahn who reported on the following: A) Restaurant Performance Trends and updates; B) Chef Training and Culinary Program; C) Branding on menus; D) Conferences; E) Markon and Harvest Tour.

**Research & Education:** Commissioner Jones turned time over to Mr. Blacker who reported: A) Introduction of Jenny Durrin-Gentry from Potato Variety Management (PVMI) that presented on the history and an overview of PVMI for commissioners; B) Introduction to Raina Spense who is replacing Andy Jensen at PNW Consortium and provided an update on upcoming meetings, proposals, and events.

# LIASON REPORTS:

**IACI:** no report

**SIPCO:** Commissioner Darrington turned time over to Patxi Larrocea-Phillips who reported on the following: A) Contract negotiations for growers; B) Returning to trendline yields and quality; C) Represent the growers to make sure inspections are timely and a 3rd party inspection provided; D) November will be working with processors and provided details on Lamb Weston expansion.

**Potatoes USA:** Commissioner Bitter turned time over to Kim Breshears who reported on the following: A) Recap of summer meeting; B) Marketing leadership team meeting November 2 to host 4-hour session at MAC; C) Working to correct the inaccurate information on the web about potatoes; D) Looking at AI to help build a system that scours internet for misinformation on potatoes or provide a flag on negative comments; E) USDA Specialty Grant of $1.3 billion to expand export programs, available in 2024; F) November 7th 8-3pm Potato Working Day on variety of topics at Potatoes USA Denver office.

**ISDA:** Laura Johnson reported on the following: A) Governor’s Trade Mission; B) Filled Idaho Farm and Ranch Center position, Kaylee Woods as new Program Manager will be hosting the Idaho Farm and Ranch Show January 4-5, registration is open and available online; C) 2024 Specialty Crop Block Grant application will be open in 2024.

**Other Items:** Ben Johnson, NASS provided a document to commissioners.

**Meeting adjourned at 11:47 a.m.**