



News Release

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Colorado's Dwayne Weyers to Serve on NPC's 2012 Executive Committee *Colo. potato growers Diaz, Holland, Peterson and Strohauer elected to Board of Directors*



Washington, D.C. – At the National Potato Council's (NPC) 2012 Annual Meeting, held January 6-7, 2012, in Orlando, Fla., Dwayne Weyers of Monte Vista, Colo., was elected to serve as NPC's vice president of the Finance and Office Procedures Committee. Colorado's Miguel Diaz (Martinez Farms, Alamosa), Keith Holland (Holland Farms, Monte Vista), Mark Peterson (Peterson Farms LLC, Monte Vista), and Harry Strohauer (Strohauer Farms, Inc., La Salle) were also elected to serve on NPC's Board of Directors. NPC's leadership is comprised of U.S. potato growers, nominated by their state organizations, and elected by their peers.

Weyers is the co-owner of Aspen Produce, LLC., in Center, Colo., an operation that packs and ships fresh potatoes and other produce. In 1979, he joined Ellithorpe & Son Potatoes in Center, Colo., working on the farm and in the warehouse. In 1995, Weyers partnered with Rick Ellithorpe to form Aspen Produce. With the addition of Rick's sons, Aspen Produce is now a third generation operation.

Weyers is currently serving as an alternate board member on the Colorado Potato Committee, co-chairing the marketing sub-committee during the years 2000-2004. His service with NPC began in 2010 when he volunteered to fulfill a state Board Member's term.

"Everyone should serve on some type of industry committee, not only because the industry needs the input from growers and shippers, but also for the knowledge you gain about the industry from serving. You can never know too much," Weyers said.

Weyers and his wife, Linda, have been married for 36 years, and have two children and four grandsons. He is a 32nd Degree Freemason, and has served as a district lecturer and was a Grand Orator for the Grand Lodge of Colorado in 2007. He belongs to the Shriners and the Order of the Eastern Star, and sits on the board of the local chapter of Rainbow for Girls, a nonprofit that provides leadership training and encouragement for young women. He has sat on the board of the Monte Vista Methodist Church in a number of capacities, and is a certified lay speaker.

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The National Potato Council is the advocate for the economic well-being of U.S. potato growers on federal legislative, regulatory, environmental, and trade issues. Potato growers, along with the U.S. potato industry as a whole, directly benefit from involvement in the National Potato Council. NPC supports the U.S. potato industry by monitoring issues affecting the strength and viability of the potato industry, influencing regulators and legislators on issues crucial to the industry's long term success, ensuring fair market access for potatoes and potato products, and bringing the unique issues and interests of diverse growing regions in the U.S. together on a national level. The National Potato Council is a voluntary organization supported by quota assessments from state organizations, allied industry memberships and sponsorships, and directly by potato growers through membership dues.