



# News Release

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FOR IMMEDIATE RELEASE:  
January 11, 2017

## Potato Expo 2017 Sees Success as Growers Network, Learn

**Washington, D.C.** – Potato Expo 2017, held January 4-6 in the city of San Francisco, featured one of the highest number of attendees and exhibitors, the second annual Spud Nation Throwdown Chef Cook-Off, and optimism over the future of the potato industry. More than 1,700 growers and industry reps attended the trade show, where exhibitors showcased cutting-edge technology and innovative solutions tailored for the potato industry. Maintaining its reputation as the top potato event of the year, the Potato Expo addressed many pressing issues facing the industry. From new ag technology and the political climate to the weather outlook for 2017, attendees heard from leading experts. Forbes editor Rich Karlgaard shared his perspective on megatrends affecting business success. Adam Steltzner, an engineer at the NASA Jet Propulsion Laboratory, described the value of collaboration and teamwork based on his experience leading the group that landed Mars rover Curiosity. Finally, Smoke’s Poutinerie CEO Ryan Smolkin energetically described building and growing a successful brand of restaurants serving poutine and exciting toppings. See what took place and view [photos on Facebook](#), watch an attendee [video](#), and listen to radio stories on Karlgaard’s [megatrends](#) and [opportunities for agriculture](#).

The second Spud Nation Throwdown Chef Cook-Off, hosted by Phil Lempert, brought together an exciting fusion of tastes, cultures and flavors as a diverse group of international chefs incorporated potatoes into dishes inspired by their distinctive culinary experiences. The cook-off held January 4 between Tony de Graaf (Taiwan), Doris Goldgewicht (Costa Rica), Ian Kittichai (Thailand), and Wandy Robles (Dominican Republic) demonstrated the global passion for potatoes and showed each chef’s ability to blend traditional Asian or Latin foods with Western. The winner, Ian Kittichai, was honored for his recipe Massaman curry. Tony de Graaf received second prize for potato involtini.

Attendees and exhibitors exclaimed that the 2017 meeting had extraordinarily thought-provoking speakers. The influence of being in a tech-savvy city was noticeable, as attendees downloaded the mobile app and used Twitter polls. “Coming to Potato Expo allows me to expand my network and my skills and become a better overall potato leader and steward of my business,” said Britt Raybould, a grower from Idaho. “Everyone in the industry should take note of this exciting event, and do whatever it takes to attend.”

Potato Expo 2018 will be held January 10-12 at Rosen Shingle Creek Resort in Orlando, FL. Detailed information about the 2018 conference will be posted on the website [www.potato-expo.com](http://www.potato-expo.com) in the autumn.

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