



News Release

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FOR IMMEDIATE RELEASE

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POTATO EXPO 2015 Wrap Up

POTATO EXPO 2015, held January 7-9, in Orlando, Florida, turned out to be the greatest event yet for exhibitors and attendees. During the trade show attended by more than 1800 people, over 150 exhibitors showcased cutting-edge technology and innovative solutions that cater to the potato industry. POTATO EXPO 2015 had a stellar lineup of speakers that presented unique viewpoints to audiences on the top issues facing the potato industry including new consumer and transportation trends. Veteran Fox News Journalist, Chris Wallace, Multicultural Marketing and Business Trends expert, Kelly McDonald, and Author and Advisor on Climate Change, Biotechnology, and Nuclear Power, Mark Lynas, were only a few of the expert speakers who came to this year's event to share their knowledge and intellect on topics that matter most to the potato industry.

Potato growers and industry partners traveled from across the continent and around the globe to become a part of the largest potato industry event in North America. One such attendee noted that participating in this one event cuts his yearly travel time in half due to the high-level exposure of contacts and information that are present under one roof. This is a great testimonial on why the POTATO EXPO has become the perfect way to kick-off the New Year. Next year, POTATO EXPO 2016 will be held at The Mirage in Las Vegas on January 12-14, so be sure to attend this must-attend event for potato industry professionals!



Attendees chowing down and benefiting from one of several POTATO EXPO 2015 Receptions.



Over 150 exhibitors were in place on the Trade Show floor to their share expert knowledge on the potato industry.

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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. 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.