



# NEWS RELEASE

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## **Potato Industry Leadership Institute to be Held Feb. 20-27, 2014** *Application deadline is Oct. 15, 2013*

**WASHINGTON, D.C.** — The National Potato Council (NPC) and the United States Potato Board (USPB) today announced that the 2014 Potato Industry Leadership Institute (PILI) will be held Feb. 20-27, 2014. The Institute is an eight-day program designed to identify, develop, and cultivate new leaders within the U.S. potato industry.

During the program, 20 potato growers and industry representatives from across the country focus on leadership development, public policy, marketing, team building, and public communication. The 2014 Institute will begin in Wisconsin, where participants will receive an overview of the U.S. potato industry, including domestic and international marketing, and tour local production, processing, and retail facilities. The group will then travel to Washington, D.C., where the focus will move to national legislative and regulatory priorities for the U.S. potato industry.

Participants are selected through state organization nominations and a committee facilitated by NPC and the USPB, who jointly coordinate the program. The Institute is made possible each year through a major sponsorship from Syngenta, which has a long history of commitment to leadership development in agriculture.

The Institute is also accepting applications for two scholarships targeting growers who lack a state or local potato organization. The scholarships cover the \$2,000 PILI registration fee, air transportation, lodging, and meals. Scholarships will be given based upon an application form reviewed by the selection committee.

Registration forms and scholarship applications are available online at <http://www.nationalpotatocouncil.org/events-and-programs/potato-industry-leadership-institute/> or by contacting Hollee Alexander at [hollie@nationalpotatocouncil.org](mailto:hollie@nationalpotatocouncil.org). The deadline for both applications is October 15, 2013.

*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.*

*The mission of the United States Potato Board is to increase demand for potatoes and potato products through an integrated promotion program, thereby providing US producers with expanding markets for their production. For complete information about the programs, ROI results, resources and tools available to all members of the industry through the USPB, please visit [www.uspotatoes.com](http://www.uspotatoes.com). The United States Potato Board—Maximizing Return on Grower Investment.*

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