



NEWS RELEASE

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Scholarship Applications Available for 2013 Potato Industry Leadership Institute

Application deadline is November 15, 2012

WASHINGTON, D.C. — The 2013 Potato Industry Leadership Institute (PILI) is now accepting applications for two scholarships available for next year's class. The Institute – to be held February 21-28, 2013, in Idaho Falls, Idaho, and Washington, D.C. – is an annual program designed to identify, develop and cultivate new leaders within the potato industry. The scholarships cover all registration, hotel and travel costs for two potato growers.

During the eight-day program, 20 potato growers and industry representatives from across the country focus on leadership development, public policy, marketing, team building, and public communication. The 2013 Institute will begin in Idaho Falls, Idaho, 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.

"I am very much looking forward to next year's PILI," said Derek Peterson, Category Manager Sales and Marketing of Wilcox Fresh in Rexburg, Idaho, and recent graduate of the Institute. The 2012 PILI class elected Peterson to serve as the grower-leader for the following year's Institute. "I feel like the program is broad enough to appeal to anyone in the industry, yet detailed enough everyone will walk away having learned something new. I know the Idaho industry is excited to serve as host this year, and I look forward to participating with another class," Peterson said.

Scholarship applications will be evaluated by a committee facilitated by the National Potato Council (NPC) and the United States Potato Board (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.

Scholarship applications are available online at <http://bit.ly/RyYoz> or by contacting Hollee Alexander at hollie@nationalpotatocouncil.org. The deadline for applications is November 15, 2012.

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 USB, please visit www.uspotatoes.com. The United States Potato Board—Maximizing Return on Grower Investment.

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