



# News Release

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## FOR IMMEDIATE RELEASE:

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## National Potato Council Launches Newly Redesigned Website

**Washington, D.C.** – The National Potato Council has launched a redesigned website ([www.nationalpotatocouncil.org](http://www.nationalpotatocouncil.org)) that provides current information on issues and news for the U.S. potato industry while improving the overall user experience. Since 1948, NPC has been the national advocate for U.S. potato growers on federal legislative, regulatory, environmental, and trade issues.



The bright, modern look of the redesigned website complements the new NPC logo that was unveiled in January 2012. It engages visitors with fresh, dynamic content including a rotating slideshow of events and issues, a Twitter feed, and highlighted news and events such as grassroots calls-to-action.

James Tiede, NPC Vice President of Grower and Public Relations and owner of James Tiede Farms, said: “The new NPC website will serve as a valuable resource for growers, government officials, members of the press, and the general public seeking to learn more about the U.S. potato industry and NPC’s public policy efforts on behalf of U.S. potato growers.”

Issues pages spotlight current policy priorities of NPC and the entire U.S. potato industry. Events and Programs pages offer details about upcoming NPC conferences as well as NPC’s environmental stewardship efforts, annual scholarship program, and support of the industry’s future through the Potato Industry Leadership Institute.

Additional website features include:

- Quick access to potato facts, statistics, nutritional information and consumer information;
- Enhanced recognition of NPC leadership, Grower Supporters and Sustaining Members;
- Easily accessible links to NPC social networking sites: Facebook, Twitter, and YouTube; and
- News articles and NPC press releases.

*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.*

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