ANNUAL POTATO YEARBOOK
OUR MISSION
NPC is the voice of U.S. potato growers and industry members in our nation’s capital. NPC protects potato growers’ interests in Washington, D.C. by addressing issues that affect the potato industry, from policy issues debated in Congress to regulatory issues proposed by federal agencies.

**Grassroots Driven, Member Led**
- U.S. potato growers, representing diverse growing regions, develop national policies and speak with a unified voice
- NPC’s President, Executive Committee and Board of Directors — made up of potato grower volunteers — oversee the implementation of NPC policy initiatives
- Potato D.C. Fly-In allows attendees the opportunity to provide real-world examples of how decisions made in Washington, D.C. impact their ability to farm

**Securing a Healthy Future**
- Educating U.S. legislators and regulators on industry issues
- Ensuring fair market access to foreign markets for potatoes and potato products
- Promoting science-based phyto sanitary policy
- Securing funding for potato breeding, pest management and disease research
- Maintaining access to pest management tools and advanced production technologies
- Fostering environmental stewardship
- Supporting strong and effective state potato organizations leaders

**Supported by Growers & Industry**
- Donations from NPC Grower Supporter Ag-vocates
- Production-based contributions from state potato organizations
- Corporate memberships and sponsorships
In January at the Potato Expo in Las Vegas, we were focused on victories in expanding trade with four of our largest trading partners and getting traction on farm labor reform. Today, we still care about trade and we still need labor reform. But we’re also facing economic challenges that will test us in the weeks and months to come.

A significant portion of our business took a hit when restaurants and schools closed. We don’t know when those channels will return to their prior levels. We don’t know how much of our crop will be absorbed by USDA programs. We don’t know how the overall shock to our economy will affect us long term. In short, there are a lot of things we don’t know.

Here’s what we do know.

We know that our industry has weathered difficult times. We know that the men and women who show up for work every day will figure out a way to move forward. We know that we’ll come out on the other side of this situation.

In the meantime, we can’t let up on our message of a strong and united effort dedicated to supporting our family farms and the U.S. potato industry. We must continue to push for programs that bridge the gap between where we’re at today with where we want to go tomorrow. We need to ensure that our voice is heard.

My confidence in our future success comes from the groundwork laid over generations by NPC’s leadership and staff. Whether it was saving money for a rainy day, reducing our risk because of a canceled event or having a team in place that has faced many disaster relief efforts before, the NPC comes into this situation prepared.

We’ll continue to press for investments in infrastructure. We’ll continue to make a case for supporting potato research. We’ll continue to demand science-based environmental policy. We will fight for a more competitive future in both tax and international trade policy. Other organizations may falter, but NPC will press forward, and we’ll continue to stand up for potato growers on Capitol Hill.

It’s an honor to lead this organization, and I appreciate your willingness to trust me with this responsibility. As I promised in January, I want to lay the groundwork for the next generation to join us and ensure you feel like your voice is heard. We are stronger together. Thank you for your support and willingness to step up and serve our industry.

Britt Raybould
2020 NPC President, Raybould Brothers Farms, St. Anthony, Idaho
WHERE POTATOES ARE PRODUCED?

TOP 10 PRODUCING STATES

1. IDAHO: 15.9 BILLION LBS.
2. WASHINGTON: 11.6 BILLION LBS.
3. WISCONSIN: 3.2 BILLION LBS.
4. OREGON: 2.8 BILLION LBS.
5. NORTH DAKOTA: 2.3 BILLION LBS.
6. MICHIGAN: 2.2 BILLION LBS.
7. COLORADO: 2.2 BILLION LBS.
8. CALIFORNIA: 2.1 BILLION LBS.
9. MINNESOTA: 2.0 BILLION LBS.
10. MAINE: 1.8 BILLION LBS.

UTILIZATION OF POTATOES IN THE U.S.

2019 Millions of Pounds (Fresh Weight Equivalent)

- FROZEN: 41%
- FRESH: 25%
- CHIPS: 21%
- DEHY: 8%
- REFRI E: 4%
- OTHER: 1%

PRODUCTION 2018

PLANTED: 1,026,500 acres
HARVESTED: 1,014,800 acres
PRODUCTION: 45 billion pounds
VALUE OF PRODUCTION: $4.4 billion
YIELD: 44,300 pounds per acre

PRODUCTION 2019

PLANTED: 968,300 acres
HARVESTED: 942,200 acres
PRODUCTION: 42.3 billion pounds
VALUE OF PRODUCTION: $4.1 billion
YIELD: 44,900 pounds per acre
**FACTS**

**TOP 10 EXPORTS**

1. **Japan**: $365 million
2. **Canada**: $335 million
3. **Mexico**: $254 million
4. **Philippines**: $123 million
5. **South Korea**: $120 million
6. **China**: $85 million
7. **Taiwan**: $83 million
8. **Malaysia**: $67 million
9. **Saudi Arabia**: $56 million
10. **Singapore**: $45 million

**NUTRITIONAL VALUE**

A nutritional powerhouse, potatoes are more energy packed than any other popular vegetable.

- **VITAMIN C**: 30% of your daily value
- **POTASSIUM**: A skin-on potato has more potassium than a medium-size banana.
- **CARBOHYDRATE**: Potatoes are a nutrient-dense complex carbohydrate.
- **PROTEIN**: A medium-size (5.2oz) potato with skin has 3 grams of protein.
- **FIBER**: One medium potato with skin contributes 2 grams of fiber, or 7% of the daily value per serving.

**110 CALORIES**: 110 calories for a medium-sized (5.2oz) potato with skin.

**EXPORTS BY PRODUCT**

- **65%**: French Fried Potatoes
- **13%**: Fresh Potatoes
- **12%**: Dehydrated Potatoes
- **10%**: Potato Chips
- **1%**: Seed Potatoes
American agriculture depends on a stable workforce to plant, harvest, process, and ship its crops. However, domestic workers provide an insufficient source of labor for the potato industry and for other specialty crop producers.
FARM WORKFORCE MODERNIZATION ACT

NPC, as a member of the Ag Workforce Coalition, is working to enact long-term solutions that establish effective border security, a path to legal work status for undocumented agricultural workers, and sustainable guest worker programs to fulfill the ongoing needs in the potato industry. The passage of the Farm Workforce Modernization Act in late 2019 was the first time the House of Representatives had successfully acted upon agricultural labor reform in over 20 years. NPC remains focused on improving on the bill in the Senate and getting an agriculture-supported solution to the president’s desk before the end of 2020.

GUEST-WORKER PROGRAM

The sole agricultural guest worker program (H-2A) supplies only 10% of the necessary agricultural workforce, in part because it operates in a cumbersome and unresponsive manner. In particular, the Adverse Effect Wage Rate (AEWR) that is required for the H-2A program has skyrocketed recently by over 20% in certain states. This unworkable structure drives employers away from the program and harms investment in rural America that would otherwise occur.

AG WORKFORCE COALITION

The National Potato Council is a leader in the Ag Workforce Coalition (AWC). This organization represents the combined interests of U.S. agriculture on legislation to address the ag labor crisis. The AWC was actively engaged in the negotiations on the Farm Workforce Modernization Act that passed the House of Representatives in 2019. NPC continues to advocate that the Senate take reciprocal action and send a workable solution to the president’s desk before the end of this Congress.

OUR POLICY ON AG LABOR

American agriculture depends on a stable workforce to plant, harvest, process and ship its crops. Domestic workers provide an important but insufficient source of labor for the potato industry. The Council supports a national immigration policy that establishes effective border security, a path to legal work status for undocumented agricultural workers and a sustainable guest worker program(s) to fulfill the ongoing needs in the potato industry. Immigration policy should reflect the realities of the marketplace and provide the access to agricultural workers potato producers require to grow high-quality crops for consumption in both the domestic and international markets. This includes avoiding arbitrary quotas and unnecessary regulatory requirements.

Labor disputes, strikes or work slowdowns can have devastating impacts on the production, transportation and distribution of perishable commodities including potatoes. The Council encourages the adoption of new policies or regulations to better manage labor disputes with the goal of avoiding preventable losses.

U.S. potato producers recognize their responsibility to maintain a safe work environment for workers, to provide appropriate worker safety training and to utilize farming practices that ensure worker safety. Farm worker safety regulations should protect workers, based on realistic assessments of risk, provide flexibility for the appropriate participation of family members and ensure that implementation costs are matched by health and safety benefits.
Research is of critical importance to address the challenge of providing food and fiber to a growing population. The Council supports a coordinated public and private research effort to improve U.S. potato nutrition, quality, and yield.

NIFA POTATO BREEDING RESEARCH
ARS POTATO COLLABORATIVE RESEARCH PROGRAM
SPECIALTY CROP RESEARCH INITIATIVE
POTATO SUSTAINABILITY INITIATIVE
ALLIANCE FOR POTATO RESEARCH AND EDUCATION
NIFA POTATO BREEDING RESEARCH
For more than 30 years, NPC has worked with the House and Senate Appropriations Committees to secure funding for the National Institute of Food and Agriculture’s (NIFA) Potato Research Special Grants that support competitive potato breeding projects across the country. For FY20, the Omnibus Appropriations Bill provided $2.75 million for NIFA’s potato research special grants. For FY21, the industry requested enhanced funding to $3.25 million.

ARS POTATO COLLABORATIVE RESEARCH PROGRAM
Additionally, in FY21 NPC requested members of Congress to ask the Appropriations Committees to maintain report language in their respective bills that recognizes the value of the Agricultural Research Service (ARS) Potato Collaborative Research Program. ARS funding for the potato research projects under this program is typically around $1.12 million.

SPECIALTY CROP RESEARCH INITIATIVE
The 2018 Farm Bill inadvertently left out the matching fund waiver authority for the Specialty Crop Research Initiative (SCRI). This could compromise otherwise valuable research. This waiver authority was restored in the current FY20 Appropriations Bill and should be maintained in any successor.

POTATO SUSTAINABILITY ALLIANCE
Members of the Alliance, which include NPC and more than 550 U.S. and Canadian farmers, are committed to advancing a common vision of potato sustainability and delivering economic, environmental, and social outcomes at scale.

ALLIANCE FOR POTATO RESEARCH AND EDUCATION
As a member of APRE, NPC is supporting the advancement of scientific understanding of the role potatoes play in promoting the health of all people.

OUR POLICY ON RESEARCH
Research is of critical importance to address the challenge of providing food and fiber to a growing population. The Council supports a coordinated public and private research effort to improve U.S. potato nutrition, quality and yield. This includes support for federal and state-based research that relies on producer input to establish objectives and priorities.

The Council engages researchers to identify research needs and encourages collaborations to combine resources in a coordinated effort to advance the research objectives of the potato industry. The Council will work closely with all members of the potato industry and the research community to develop industry-wide research priorities and support funding those projects.

The application of emerging technologies can drive tremendous advances in productivity and support efforts to continue enhancing agriculture sustainability. Potato producers should have the opportunity to access technology proven to be safe for humans and the environment.
U.S. potato growers are largely family farmers with operations that span generations. They are stewards of the land and contribute to the protection and management of the nation’s environment. NPC encourages public and private partnerships that support sound stewardship of public and private working lands and associated waters that will maintain the health and productivity of those resources.

KEY ISSUES

- Worker Protection Standards
- Industry Registration Review Initiative
- Endangered Species Act Reform
- Waters of the United States
- National Pollutant Discharge Elimination System Clarification
WORKER PROTECTION STANDARDS
Regulations involving Worker Protection Standards (WPS) are currently in the process of implementation. NPC is strongly committed to the intent of ensuring that the potato industry’s valued workers are able to work in as safe a manner as possible. This has become particularly important as the COVID-19 issue has taken hold of the global economy and agriculture. Several provisions of WPS appeared to depart from the overall goal of protecting farm workers and instead created opportunities for predatory litigation. NPC is working to ensure the final regulations meet their intended purpose.

INDUSTRY REGISTRATION REVIEW INITIATIVE
The Environmental Protection Agency (EPA) is responsible for both the initial registration of vital pesticides and the regular review of ongoing registrations. NPC is working to ensure that EPA has access to timely and relevant information related to the application, use and industry benefits of these tools. NPC conducts outreach on data and submits comments intended to inform EPA during their regulatory process.

ENDANGERED SPECIES ACT REFORM
NPC is actively involved in agriculture’s efforts to reform the Endangered Species Act (ESA). The negative impact that environmental activist lawsuits and adverse regulatory decisions have generated under ESA are constraining reasonable activities by the agriculture industry in managing its natural resources. For this effort to be successful, a two-pronged effort is generally assumed to be necessary that will involve regulatory reform within EPA, the National Marine Fisheries Service and the U.S. Fish and Wildlife Service, along with legislative reforms undertaken by Congress.

WATERS OF THE UNITED STATES
In January 2020, NPC welcomed EPA’s announcement that it finalized its proposed rule defining the Waters of the United States (WOTUS) rule with the Navigable Waters Protection Rule. The revised definition identifies four clear categories of waters that are federally regulated under the Clean Water Act: the territorial seas and traditional navigable waters; perennial and intermittent tributaries; certain lakes, ponds, and impoundments; and wetlands that are adjacent to jurisdictional waters. Importantly, the final action also details what waters are not subject to federal control, including features that only contain water in direct response to rainfall; groundwater; many ditches, including most farm and roadside ditches; prior converted cropland; farm and stock watering ponds; and waste treatment systems.

NATIONAL POLLUTANT DISCHARGE ELIMINATION SYSTEM CLARIFICATION
NPC is working with a broad ag coalition to pass legislation to eliminate an unnecessary conflict between the Clean Water Act (CWA) and the Federal Insecticide, Fungicide, and Rodenticide Act (FIFRA) that creates tremendous regulatory jeopardy for farmers. Though farmers may be following EPA’s FIFRA pesticide requirements exactly, activist lawsuits have also required CWA National Pollutant Discharge Elimination System (NPDES) permits for each application. NPDES was created for major polluters such as chemical plants, but these lawsuits have exposed farmers to fines of over $37,500 per day per application for permits that EPA acknowledges have no environmental benefit.

OUR POLICY ON ENVIRONMENT
U.S. potato producers respect the need to protect and manage the environment. Regulations to achieve species protection and preservation should balance biologic and economic risks and benefits. Potato producers rely on clean water and healthy soil to maintain sustainable, productive farms. The Council encourages public and private partnerships that support sound stewardship of public and private working lands and associated waters that will maintain the health and productivity of those resources. Environmental and conservation programs should be based on scientific assessments of the risks and benefits.

The Council encourages local and region-specific land and water conservation and water infrastructure initiatives.
Domestic and global markets require that U.S. potato producers deliver a safe and sustainable product. To achieve that goal, NPC supports risk-based, commodity-specific programs to ensure the safety of all U.S.-grown potatoes.

PROTECTION OF THE FOOD SUPPLY CHAIN - COVID-19
WORKER SAFETY UNDER COVID-19
PROTECTION OF THE FOOD SUPPLY CHAIN – COVID-19

The coronavirus pandemic caused far-reaching impacts for the American economy and specifically the potato industry. Sixty percent of the potato industry serves the food service sector and much of those sales disappeared as the shutdown began. In one of several attempts to provide some relief, the U.S. Food and Drug Administration issued an emergency order to provide flexibility in food labeling. This order allowed packaging designed for food service to be amended to allow sales at retail establishments.

WORKER SAFETY UNDER COVID-19

NPC has been actively engaged with the federal government in ensuring that worker safety is implemented in a strong, effective, and productive way. Federal regulations related to Worker Protection Standards have been in the process of updating for several years. NPC is committed to their goal while also ensuring they limit opportunities for activist litigation against well-intended farmers.

As the agriculture industry confronts the future challenges of physical distancing and personal protection in the wake of COVID-19, we continue to work with the federal government for clear guidance and resources to ensure our essential workers can do their jobs safely.

OUR POLICY ON FOOD SAFETY

Domestic and global markets require that U.S. potato producers deliver a safe and sustainable product. To achieve that goal, The Council supports risk-based, commodity-specific programs to ensure the safety of all U.S.-grown potatoes. The Council encourages all federal agencies to apply the same principals and standards to food imports, including any related grading and packaging requirements.
Potatoes are nutrition powerhouses, offering both affordability and flexibility as America’s favorite vegetable. NPC helps ensure that potatoes are recognized by policymakers for their health benefits to families and children. NPC works with government officials to ensure that federal dietary recommendations for feeding and nutrition programs and that the Dietary Guidelines acknowledge the unique contributions of potatoes.

GOVERNMENT PURCHASES FOR FEEDING PROGRAMS
SCHOOL BREAKFAST ACCESS FOR WHITE POTATOES
DIETARY GUIDELINES FOR AMERICANS
SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM
GOVERNMENT PURCHASES FOR FEEDING PROGRAMS

Due to the COVID-19 pandemic, NPC and state organizations have been working with Congress and the administration to move oversupplies of potatoes and potato products to food banks, charitable organizations and other needy recipients. If properly executed, this action will serve two purposes in providing nutritious products to food insecure communities and allowing family farms to weather the global crisis with more confidence. This government mandated shutdown places a responsibility on USDA and the administration overall to create demand for the potato industry by purchasing these oversupplied products, thereby creating options for the current crop.

SCHOOL BREAKFAST ACCESS FOR WHITE POTATOES

In January 2020, USDA’s Food and Nutrition Service (FNS) released a proposed rule that would eliminate the current restrictions against potatoes in the school breakfast program. By taking this action, FNS would codify current practice resulting from the appropriations language that was successfully included in the last two Agriculture Appropriations Bills. NPC strongly encourages USDA to finalize this common sense rule and allow local food service professionals to serve potatoes that meet the overall meal standards established in the program.

DIETARY GUIDELINES FOR AMERICANS

Every five years USDA and the Department of Health and Human Services jointly issue the Dietary Guidelines for Americans (DGA), updating the Federal Government’s nutrition policy for healthy Americans. These guidelines set the foundation for nutrition policies for the federal government and inform numerous public statements. Currently, the 2020 process is underway. Over the past year, the Dietary Guidelines Advisory Committee (DGAC), the panel of experts tasked to review the most recent research, has held three public meetings, one of which included an opportunity for oral comments from the public. NPC has provided testimony to the DGAC at every opportunity that highlights the importance of potatoes in a healthy diet.

SUPPLEMENTAL NUTRITION ASSISTANCE PROGRAM

The Farm Bill, which deals with agriculture policy issues as well as the Supplemental Nutrition Assistance Program (SNAP), was renewed most recently in December 2018. NPC continues to participate in the SNAP coalition and promote to members of Congress and the administration the benefits of all potato products being a part of SNAP. At the same time, we are monitoring federal rulemaking that may seek to amend the definition of “healthy” and inform consumers about products meeting that definition.

OUR POLICY ON NUTRITION

Potatoes are a complex carbohydrate that is rich in key nutrients, proteins and amino acids. The Council will provide potato nutrition and dietary health information to food and nutrition policy experts and government officials to ensure that federal dietary recommendations for feeding and nutrition programs and for the Dietary Guidelines acknowledge the unique contributions of potatoes. The Council supports continued research on the relationship of potatoes to a healthy and active lifestyle.
U.S. potato producers support a tax structure that rewards entrepreneurship and business investment. NPC supports a government presence in those activities not efficiently performed by private industry including the infrastructure to market U.S. agricultural products both domestically and abroad.

CORONAVIRUS AID, RELIEF AND ECONOMIC SECURITY ACT
POTATO INDUSTRY PANDEMIC RELIEF
CORONAVIRUS AID, RELIEF AND ECONOMIC SECURITY ACT

In response to the COVID-19 pandemic, Congress passed the $2 trillion Coronavirus Aid, Relief and Economic Security Act (CARES) stimulus package in late March 2020. Agriculture groups are seeking further measures by the USDA, however, primarily because of decreased foodservice need due to coronavirus-related shutdowns.

In early May, NPC welcomed USDA’s announcement of a $50 million surplus potato purchase to support the industry. The potato purchase was the largest of all the specialty crop purchases announced by USDA and also the largest surplus potato purchase in history.

POTATO INDUSTRY PANDEMIC RELIEF

Throughout the crisis, NPC has worked together with state organizations to develop relief plans for the industry. In addition to the $50 million potato purchase, these include meaningful direct payments to compensate growers for the government-mandated lockdown.

They also include streamlining the Paycheck Protection Program, USDA Business & Industry Loan Program and other initiatives to ensure that credit flows to rural America in this time of need.
With 20 percent of the U.S. potato crop destined for foreign consumers, NPC supports multilateral, bilateral, and regional trade agreements that promote fair access for fresh and processed potato exports. Trade policies should encourage countries to set Maximum Residue Levels (MRLs) based on international Codex standards or to harmonize MRLs with U.S. MRLs. The U.S. potato industry is committed to working with registrants to establish MRLs in all key export markets for crop protection products used on potatoes.
U.S.-MEXICO-CANADA AGREEMENT
NPC cheered the ratification of the U.S.-Mexico-Canada Agreement (USMCA) trade pact by all three nations in early 2020. The agreement is expected to stabilize two of the three largest U.S. potato export markets of Canada and Mexico by both eliminating the threat of retaliatory tariffs and precluding the loss of tariff benefits previously provided by NAFTA.

U.S.-JAPAN AGREEMENT ON AGRICULTURAL TRADE
Japan is the U.S. potato industry’s largest export market. In December 2019, Japan ratified a new bilateral trade agreement with the U.S. that will eventually remove tariffs on U.S. frozen and flaked potatoes. This new Japan Trade Agreement returns the U.S. potato industry to a level playing field with global competitors.

CHIPPING POTATO ACCESS TO JAPAN
In February 2020, Japan’s agriculture ministry announced that U.S. chipping potatoes are allowed to enter year-round. Previously, the import protocol for U.S. chipping potatoes states was from Feb. 1 to July 30 each year. In 2019, the U.S. exported 32,240 metric tons of fresh chipping potatoes, valued at more than $15 million, to Japan.

U.S.-CHINA PHASE ONE AGREEMENT
In January 2020, NPC welcomed the signing of the Phase One Agreement reached between the United States and China. China is currently a top 10 export market for potatoes, primarily in processed products. With a combination of competitive tariffs and enhanced market access, China could become a top five market in the near future.

FRESH POTATO ACCESS TO MEXICO
After the Mexican government finally agreed to allow U.S. potatoes full access to their market, Mexico’s potato cartel sued their own government to maintain their domestic monopoly and prevent competition. Those legal cases are now being considered by the Mexican Supreme Court. NPC is actively working to encourage the Mexican government to defend against those cases and open their market, consistent with their global trade responsibilities. NPC is also urging USDA to oppose granting any reciprocal concessions to Mexican agricultural producers (such as their avocado industry) seeking more access to the U.S., until this protectionist situation is finally resolved and U.S. potato exports receive full access.

OUR POLICY ON TRADE
The Council supports multilateral, bilateral and regional trade agreements. Such agreements should support fair access for fresh and processed potato exports. Fair access includes eliminating tariffs, non-tariff trade barriers, restrictive tariff-rate quotas, and trade-distorting subsidies that limit the competitiveness of U.S. fresh and processed potato exports. The Council will work directly with the appropriate branches and agencies of the U.S. government to gain their support and active engagement in achieving these trade objectives.

The Council supports the inclusion of risk-based phytosanitary standards and the elimination of barriers to the adoption of scientifically accepted technology in all trade agreements. Trade agreements should create a strong framework that encourages all countries to conduct science-based risk assessments and implement the least restrictive mitigation measures that are consistent with managing the identified risks. Phytosanitary regulations in all countries should adhere to the principle of “National Treatment.”

Trade policies should encourage countries to set Maximum Residue Levels (MRLs) based on international Codex standards or to harmonize MRLs with U.S. MRLs. MRLs should be based on the scientific evaluation of the actual risk associated with any chemical residues. MRLs should reflect the best estimate of actual risk and should not be based on the identification of a hazard or a “precautionary policy.” The U.S. potato industry is committed to working with registrants to establish MRLs in all key export markets for crop protection products used on potatoes.
U.S. potato producers require a reliable and competitive transportation network of roads, bridges, port facilities, ocean shipping and railroad capacity to move crops from field to market. NPC supports efforts to increase the efficiency, competition and rate transparency of ocean, rail and truck carriers, while maintaining safe highways and railroad beds.
TRUCK WEIGHT LIMITS

Multiple studies have shown that trucks operating with an additional (sixth) axle improve highway safety. These heavier trucks exhibit greater braking efficiency and better weight distribution, which reduces road wear. In terms of enhanced safety, the biggest single factor in the number of accidents involving trucks is vehicle miles traveled. Heavier loads would reduce the number of trucks in operation and miles traveled, thereby concurrently reducing the number of accidents and reducing emissions. NPC strongly supports increasing federal truck weight limits from 80,000 lbs. to 110,000 lbs. for trucks utilizing a sixth axle, along with issues such as funding for road and bridge upgrades.

HOURS-OF-SERVICE AND ELECTRONIC LOGGING DEVICES

The shortage of trucks can impact the agriculture industry throughout the year and particularly during the planting and harvest seasons. These shortages can be increased, in part, due to issues surrounding the Electronic Logging Device (ELD) and Hours-of-Service (HOS) regulations. Throughout 2018, NPC worked successfully with Congress and the administration to improve those regulations. Those improvements should be enhanced to further reduce the regulatory burden on the agriculture industry. The HOS rules should acknowledge the unique challenges for transporting perishable commodities. Consideration should be given to expanding the current 150-mile loading exemption to cover both loading and unloading activities. Truck drivers should not be penalized for encountering delays at loading points or congestion at distribution warehouses or port facilities. Such operations are not over-the-road in nature and time spent idling in a marshalling yard should not be counted against HOS mandates.

OUR POLICY ON TRANSPORTATION AND INFRASTRUCTURE

U.S. potato producers require a reliable and competitive transportation network of roads, bridges, port facilities, ocean shipping and railroad capacity to move crops from field to market. The Council supports efforts to increase the efficiency, competition and rate transparency of ocean, rail and truck carriers, while maintaining safe highways and railroad beds. This includes increasing the size and/or weight of transportation options.

To ensure reliable and safe production and transportation of all U.S. potato products, the Council encourages investment by both state and federal governments in transportation networks, communication infrastructure and power grids. Ongoing investments in maintaining existing and building new transportation and infrastructure systems will help U.S. potato producers remain competitive in the domestic and global markets and reduce some of the risk associated with growing perishable products.

The Council supports research to identify additional transportation and infrastructure resources that will move and power the U.S. into the future while also recognizing that existing transportation and power systems play a key role in growing the world’s food. Any initiatives must also address practical and financial considerations of moving to or integrating the new systems.
For two days in January potatoes were the main attraction in Las Vegas. The Potato Expo 2020, the leading conference and trade show for the potato industry, offered non-stop opportunities to make connections and gain insight into trends and research on potatoes. This year’s Potato Expo drew record-breaking attendance and exhibitors. Once again, it proved it was the place for the potato industry to be to kick-off the New Year.

- Connecting with potato peers
- Talking potatoes
- Hearing about trends and research
- Finding solutions
- Meeting new suppliers

“Though it started as a relatively small gathering of folks 12 years ago, this year’s record breaking event is evidence that Potato Expo has evolved to become the place for North American potato growers and value chain members to come together, share ideas, and do business. However, the Potato Expo isn’t about numbers – it’s about experiences. And this year we were pleased to offer the industry some new, unique opportunities to learn and grow their businesses.”

- Cully Easterday from Pasco, Wash. & Dan Moss from Declo, Idaho

Potato Expo 2020 broke previous records with 2,019 attendees and 189 exhibitors covering more than 90,000 square feet in the Expo Hall.

Chef Rock Harper, also the winner of Season 3 of “Hell’s Kitchen” on FOX, won the Spud Nation Throwdown with his dish featuring Patatas Bravas.
Launched in January, NPC’s Eye on Potatoes podcast is the place to tune in to listen in on conversations with growers and thought leaders on advocacy, production and all things potatoes. It’s about talking with folks across the United States and hearing stories about how federal policy impacts potato farming and the important role the NPC plays in standing up for potatoes on Capitol Hill.

**FEATURED EPISODES INCLUDE:**
- COVID-19 and its Impact on the Potato Industry
- Telling the Potato Sustainability Success Story
  - The International Trade Environment
  - Immigration and Ag Guest Worker Reforms
  - Ag Transportation in the 21st Century
  - Registrations and Their Impact on U.S. Potato Exports
- Potato Nutrition Research: The Recipe for Good Food Policy
- Growers Invade D.C. to Stand Up for Potatoes
- U.S. Rep Newhouse on Ag Workforce Reform
- The Role of Potatoes in Dietary Guidelines and School Meal Programs

The Eye on Potatoes host Lane Nordlund talks with NPC CEO Kam Quarles and Tyson Redpath with The Russell Group about guest worker reforms.

The Potato Political Action Committee (Potato PAC) is a grassroots, bipartisan, industry-specific PAC that works to support elected leaders and candidates who are friends of agriculture. NPC is the only organization in Washington, D.C. solely focused on the well-being and future of the potato industry and the Potato PAC is an essential tool which allows us to support candidates who prioritize our issues and advance our agenda. By bringing the industry’s resources together, Potato PAC helps continue NPC’s mission to stand up for potatoes on Capitol Hill.

Congressman Mike Simpson and Congressman Russ Fulcher were guests at the Potato PAC reception during the 2020 Potato D.C. Fly-In.
For more than 60 years the foundation and success of the potato industry has been built on the hard work and participation of its grower leaders. The Potato Industry Leadership Institute (PILI) provides up-and-coming leaders with the tools they need to achieve success in the potato industry.

The 2020 PILI class kicked-off their eight-day boot-camp style program exploring the multiple facets of the potato industry in Michigan, building a deeper understanding of each other’s operations and regions and gaining a national perspective on marketing and policy. They, then, moved on to Washington, D.C. where they worked together on team building and skills training. The program culminated with a day on Capitol Hill where they met with their members of Congress and congressional offices to advocate for the needs of the potato industry.

At the annual Iron “Potato” Chef Competition teams go head to head to compete for the 2020 title.

PILI participants Laurie Widdowson and Cliff Shaw begin putting their training into action by preparing a presentation for the group.

2020 Potato Industry Leadership Institute Class: (bottom row, left to right) Susannah Cooper, Maine; Casey Folsom, Minnesota; Michael Wolter, Wisconsin; Tom Nilson, North Dakota; Sarah Noller, Colorado (second row) Ubaldo Martinez, Washington; Laurie Widdowson, Nebraska; John Morrison, Washington (third row) Cliff Shaw, Colorado; Carl Long, Pennsylvania; Jace Jensen, Idaho (fourth row) Austin Ochoa, Washington; Jason Allen, Idaho, Doug Posthuma, Wisconsin; Jason Kimm, Montana (fifth row) Cody Fazio, Oregon; Damen Kurzer, Michigan; Derek Frieha, Washington; Ben Harris, Colorado, Guthry Laurie, Michigan (sixth row) Mitchell Searle, Idaho; Ben Sklarczyk, Michigan (Grower Leader), Blake Matthews, Idaho (Grower Leader)
Potato growers and allied industry partners from across the United States flew into our nation’s capital to take part in NPC’s 2020 Potato D.C. Fly-In, an annual advocacy event where potato growers and industry partners join together to stand up for potatoes on Capitol Hill.


Over the three day event growers met with dozens of Congressional, staff, and administration officials to advocate for the industry’s policy priorities.

**KEY ISSUES DELIVERED TO CAPITOL HILL:**

- Congress must send an industry supported ag labor bill to the president’s desk this year
- Enhance appropriations provisions for the potato industry
- Support USDA’s common-sense and scientifically sound school meal regulations
- Restore tariff benefits and enhance access to valuable export markets
- Ag transportation efficiencies must be included in infrastructure legislation

During the Fly-In a press conference was held on Capitol Hill calling for the Senate to take up legislation to help secure stable, affordable ag labor for America’s farmers. Speaking alongside of NPC President Britt Raybould and VP of Legislative Affairs RJ Andrus were sponsors and supporters of the bipartisan House-passed Farm Workforce Modernization Act, including Rep. Zoe Lofgren (D-Calif), Rep. Mike Simpson (R-Idaho), Rep. Dan Newhouse (R-Wash.), Rep. Jimmy Panetta (D-Calif.), and Rep. Doug LaMalfa (R-Calif.), as well as Chuck Conner, President and CEO of the National Council of Farmer Cooperatives, and Jim Bair, President and CEO of the U.S. Apple Association.
A group of 20 staff members from the Environmental Protection Agency’s (EPA) Office of Pesticide Programs participated in the 2019 EPA Field Tour in Pennsylvania, August 20-21. This annual field tour gives EPA staff the opportunity to see firsthand potato production, discuss pesticide utilization and interact with growers firsthand at their operations.

The 2019 tour was hosted by the Pennsylvania Co-operative Potato Growers in conjunction with NPC. Stops on the tour included visiting Sterman Masser’s farming operations, packing shed, storage facilities and discussions about their seed research efforts. The group also toured the Keystone Potato Company, a small manufacturer of dehydrated potato flakes, flour and cut potatoes, where the group learned about how the company uses technology and innovation to become more sustainable.

After starting the trip in the potato fields, the tour concluded with a visit to Herr’s Snack Factory where they got to see the potato chip making process and the enjoy the tasty results of potato production.

Each year, NPC awards a $10,000 academic scholarship to a graduate student with strong interest in research that can directly benefit the potato industry. The recipient of the 2019-2020 scholarship was Sofía Girón, a fourth-year doctoral student in Plant Pathology at the University of Wisconsin-Madison. Girón’s work focuses on improving aspects of the potato silver scurf disease management. This fungal disease causes losses to the fresh and processing markets of the U.S. potato industry, primarily by creating symptoms which result in reduced quality, negatively impacting marketability and processing. Her research is working to improve the management practices and reduce their environmental impact of the disease.
This year the new Potato Leadership, Education & Advancement Foundation (Potato LEAF) was launched to help grow people who grow potatoes. Potato LEAF will provide tools, training and support necessary to develop growers and industry members as leaders, including the Potato Industry Leadership Institute.

SUPPORTS THE CULTIVATION OF FUTURE LEADERS THOUGH THREE KEY PROGRAMS:

**LEADERSHIP DEVELOPMENT**
Growers will learn how to become effective communicators, influencers and decision-makers for the potato industry.

**EDUCATIONAL TRAINING**
Growers will broaden their understanding of the key opportunities, practices and challenges affecting national potato production.

**ADVANCEMENT OPPORTUNITIES**
Growers will build their industry network through unique opportunities for collaboration with grower-leaders from across the country.

“Like most family farms, developing the next generation of leaders is part of our DNA. But as family farms become more complex, the demands upon our leaders become more intense. I’m pleased to see the industry come together to launch the Potato LEAF organization dedicated to growing leaders who will thrive in the competitive global marketplace of the future.”

- Shelley Olsen of LJ Olsen, Inc. in Othello, Wash., & Potato LEAF Chair

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The business affairs of the National Potato Council are managed by a Board of Directors. Board members are appointed by the Executive Committee from recommendations submitted by state potato grower organizations and hold office for one calendar year.

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To achieve our goals in Washington, NPC works hand in hand with companies and organizations throughout the supply chain. Our Sustaining Members helps us to amplify our voice and efforts on the most pressing policy issues.
NPC Ag-vocates contribute financially to the National Potato Council – above and beyond state quota assessments - to further support the industry’s legislative and regulatory initiatives.

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2020

Greg Horning, Horning Brothers LLC, Washington

Jack Holzer, Holzer Farms, Washington

Dan Holt

Jonty Hofer

Randy Hirano, Olsen Agriprises, Washington

Sun Valley Ranch Inc., Washington

Blake Higley

Kerry Heilig, Heilig Farms, Washington

Jerry Heilig, Heilig Farms, Washington

Hayton Farms, Washington

Mark Hammer, Mullen Farms, Washington

Randi Hammer

Mark Hammer, Mullen Farms, Washington

Mike Hartman, Hartman Farms Inc., Wisconsin

Roger Hawley, Hawley Farms LLC, Washington

Robert Hayton, Hayton Farms, Washington

Jerry Heilig, Heilig Farms, Washington

Blake Higley, Sun Valley Ranch Inc., Washington

Gilbert Hintz, Benchmark Farms, Washington

Randy Hirano, Olsen Agriprises, Washington

Jonty Hofer, Schoonover Farms, Washington

Dan Holt, Washington

Jack Holzer, Holzer Farms, Washington

Allen Horning, Horning Brothers LLC, Washington

Greg Horning, Horning Brothers LLC, Washington

Bob Hughes, Hughes Farms, Washington

Dave Hughes, Hughes Farms, Washington

Jeff Hughes, Hughes Farms, Washington

Michelle Hughes, Hughes Farms, Washington

Mike Hulbert, S&B Farms, Washington

Ed Hummel, Hummel Farms, Washington

Chris Hyer, Genesis Organic Farms, Washington

Wayne Jensen, Jensen Farms, Idaho

Derek Jentsch, Jentsch-Kearl Farms, Idaho

Benny Johnson, Washington

Gavin Johnson, Johnson Agriprises Inc., Washington

Nick Johnson, Johnson Agriprises Inc., Washington

Orman Johnson, Johnson Agriprises Inc., Washington

Jeff Jones, Jones Produce, Washington

Ken Jones, Ken Jones Farms, Washington

Mike Jones, Jones Farms, Washington

Steve Jorgensen, Washington

Riley Jungquist, Maple Wood Farms Inc., Washington

Roger Jungquist, Maple Wood Farms Inc., Washington

Russ Kehl, Kehl Farms, Washington

Michael Kirsh, Madras Farms Co., Oregon

Kraig Knutzen, Knutzen Farms LP, Washington

Roger Knutzen, Knutzen Farms LP, Washington

Tyler Knutzen, Knutzen Farms LP, Washington

Kenneth Koompin, Koompin Farms, Idaho

Tom Kummer, Tom Kummer Farms, Washington

Nate Lancaster, RHD Inc., Washington

Greg Lee, Skagit City Farms, Washington

Nolan Lee, Skagit City Farms, Washington

Robert Leiby, PA Co-Op Potato Growers, Inc., Pennsylvania

Al Lopez, Jones Produce, Washington

Josh Lybbert, Weber Family Farms LLC, Washington

Mike Madsen, AgriNorthwest McNary, Washington

Frank Martinez, Saddle View Farms, Washington

Jaun Martinez, Saddle View Farms, Washington

Ubaldo Martinez, Saddle View Farms, Washington

Kelly McKnight, Pioneer Potatoes, Washington

John McLeod, Glen Lewis Farms, Washington

Travis Meacham, Frieho Farms, Washington

Blaine Meek, AgriNorthwest Eureka, Washington

Philip Mehlenbacher, Mehlenbacher Farms Inc., Washington

Grant Morris, Schneider Farms, Washington

Darrin Morrison, Morrison Farms, Washington

John Morrison, Morrison Farms, Washington

Keith Morrison, Morrison Farms, Washington

Roy Morrow, CSS Potato Farms LLC, Washington

Randy Mullen, Mullen Farms, Washington

Gerald Nelson, Norm Nelson Inc., Washington

Jim Nelson, Sterling Hill Potatoes Inc., Washington

Matt Nelson, Nelson Farms, Washington

Norm Nelson, Sterling Hill Potatoes Inc., Washington
Pete Nelson, Nelson Farms, Washington  
Scott Nesbit, Tatoes Inc., Washington  
A.J. Ochoa, Terra Gold Farms Inc., Washington  
Austin Ochoa, Terra Gold Farms Inc., Washington  
Allen Olberding, Washington  
Fred Olberding, Cloud Farms LLC, Washington  
Chris Olsen, Two O’s, Washington  
Lynn J. Olsen, Olsen Agriprises, Washington  
Shelley Olsen, Two O’s, Washington  
Danny Pelletier, Edwin Pelletier & Sons, Inc., Maine  
Stephen Phipps, Piper Ranch, Washington  
Clay & Laura Pickard, C&L Ranch LLC, Idaho  
Mike Pink, Pink Farms LLC, Washington  
Doug Poe, RHD Inc., Washington  
Brandon Price, AgriNorthwest Prior West, Washington  
Traye Radach, Radach Farms, Washington  
Jordan Reed, Price Reed LLC, Washington  
Michael Reed, JM Farms LLC, Washington  
Henry Reiner, Pennsylvania  
Brett Reynolds, Reynolds Agribusiness LLC, Washington  
Josh Roberts, American Lady Growers, Washington  
Eric Rogers, Island Potatoes, Washington  
Glen Roundy Jr., Roundy Farms Columbia Waters Farms, Washington  
Brandon Schaapman, Integrity Ag Inc., Washington  
Larry Schaapman, Integrity AG Inc., Washington  
David Schacht, Schacht Farm, Ohio  
Ed Schneider, Schneider Farms Pasco LLC, Washington  
Ken Schutte, Sun Basin Produce, Washington  
Robert Schutte, Airway Farms, Washington  
Rodd Schutte, Airway Farms, Washington  
Joseph Seis, Sterling Farms, Wisconsin  
Tom Shane, Treehouse Produce Inc., Washington  
Richard Smith, S&B Farms, Washington  
Tom Solbrack, Canyon Crest Farms, Washington  
Tyler Sorenson, AgriNorthwest Prior East, Washington  
Carl St. Hilaire, JSH Farms Inc., Washington  
Albert Stahl, Stahl Hutterian, Washington  
John Stahl, Stahl Hutterian, Washington  
Sammy Stahl, Stahl Hutterian, Washington  
Boe Stallings, Washington  
Paul Stangeland, Rivers Potato Service Inc., Washington  
Blaine Steffler, Washington  
Story Farms LLC, New York  
Travis Stuber, Cole Ag LLC, Montana  
Chad Sullivan, Washington  
Greg Thaemert, Thaemert Farms LLC, Washington  
Kevin Thaemert, Thaemert Farms LLC, Washington  
Todd Thaemert, Thaemert Farms LLC, Washington  
John Thulen, Pioneer Potatoes, Washington  
Frank Tiegs, Greenridge Farms, Washington  
Keith Tiegs, KT Farms LLC, Washington  
Ted Tschirky, Sand Ridge Farms, Washington  
Tyler Tschirky, Sand Ridge Farms, Washington  
Richard Underwood, Underwood Farms, Washington  
Ann Van Dyke, Blakal Packing Inc., Washington  
Blake Van Dyke, Van Dyke and Cedergreen Farms, Washington  
Matt Vanray, Vanray Farms, North Dakota  
Eric Walker, Walker Brothers, Washington  
Ron Walker, Walker Brothers, Washington  
Tim Wallace, Wallace Farms G&D Wallace Inc., Washington  
Willy Walter, Schoonover Farms, Washington  
Brian Waltner, Treehouse Produce Inc., Washington  
Davina Ward Pink, Ramkisson Ag, Washington  
Ray Wardenaar, Washington  
Adam Weber, Weber Family Farms LLC, Washington  
Bill Weber, Weber Family Farms LLC, Washington  
Kevin Weber, Weber Family Farms LLC, Washington  
Gerald Weyns, Weyns Farms, Washington  
Kees Weyns, Weyns Farms, Washington  
Tom Wild, Wild Seed Farms, Inc., Wisconsin  
Tony Wisdom, Sterling Hill Potatoes Inc., Washington  
Eli Wollman, Warden Hutterian Brethren, Washington  
Marvin Wollman, Warden Hutterian Brethren, Washington  
Mike Wollman, Warden Hutterian Brethren, Washington  
Paul Wollman, Warden Hutterian Brethren, Washington  
Jake Wollman Jr., Warden Hutterian Brethren, Washington  
Dennis Wright, AgriNorthwest, Washington  
Dave Wyckoff, Wyckoff Farms, Washington
Potatoes.
Real Food. Real Performance.

WHAT ARE YOU EATING?

CELEBRATE THE PERFORMANCE-BOOSTING BENEFITS OF POTATOES
BEFORE

POTATOES

AFTER
THIS MARKETING CAMPAIGN IS DESIGNED TO CREATE A MOMENT OF RE-EVALUATION THAT POTATOES SHOULD BE USED AS FUEL FOR ATHLETIC PERFORMANCE AND FOR ANY ACTIVE LIFESTYLE.

Most people don’t consider potatoes a performance food and are surprised to learn they are; so, moving from “you can” to “you should” is a huge shift that can fundamentally change how people perceive potatoes. This campaign focuses on making America’s favorite vegetable also America’s favorite fuel.

It is based on the idea that beating your personal best isn’t just about how you train; it’s about what you eat. The campaign is designed to provoke a moment of discovery and consideration among consumers with a clear message: Potatoes. Real Food. Real Performance.

BASED ON SOUND NUTRITION SCIENCE

The message is anchored by a strong foundation in science that features the potato’s role as a nutritional powerhouse. For athletes and others to perform at their best, they need to fuel with the proper nutrition, and potatoes contain the complex carbohydrates, potassium and energy people need to achieve peak results. A medium-sized 5.3-ounce potato with the skin on has 26 grams of carbohydrate and 620 mg of potassium, and is more energy packed than any other popular vegetable. Potatoes also contain many other important nutrients that athletes seek, such as 27 mg of vitamin C, 2 grams of fiber and 3 grams of protein. By stressing this, the marketing campaign highlights to athletes and consumers that, when it comes to potatoes, what fuels you is what’s inside.

WHAT ARE YOU EATING?

Extensive research led to a strategy based on this key truth: Potatoes fuel performance. The What Are You Eating? concept was born and research shows it taps into the internal competitive mentality of athletes, who train with the goal of doing better than the day before and, ultimately, improving on their personal best.

With this sound foundation, the What Are You Eating? campaign debuted in July 2018 and continues to gain traction. The campaign’s core messaging features real athletes, who fuel up with potatoes to perform at their personal best. It contains several key elements intended to inspire athletes and, ultimately, the broader population to think of potatoes as a performance vegetable. One important element is focused on key influencers, such as nutrition and exercise professionals, while other elements challenge athletes and consumers to rethink potatoes. At the core of this campaign is PotatoesFuelPerformance.com, a website dedicated to showcasing potatoes as performance fuel.
A key focus of the What Are You Eating? campaign is on nutrition and training professionals—from registered dietitians and sports dietitians to nutritionists, coaches, trainers and others—who directly impact athletes’ dietary decisions.

By getting these influencers to fully understand and believe in the performance power of potatoes, Potatoes USA is aligning with a valuable resource to spread the potato performance message.

These professionals are being reached through a variety of targeted activities, which include attendance and presentations at annual meetings and conferences, educational webinars, email content and educational videos. These activities keep the potato’s performance benefits front and center for these trusted influencers, so that they can then educate and influence athletes on the power of potatoes.

As part of this, strategic partnerships have been formed with many of the country’s top nutrition- and fitness-based professionals and organizations. These include partnering with professional sports dietitians, chefs and strength and conditioning coaches like Leslie Bonci, Amy Goodson, Anthony Zamora, and Adam Virgile. Additionally, relationships are also continuing with the IDEA Health & Fitness Association (IDEA), the National Strength and Conditioning Association (NSCA), the Collegiate & Professional Sports Dietitians Association (CPSDA), the Society of Health and Physical Educators America (SHAPE) and the National High School Coaches Association (NHSCA). Each partnership brings an array of digital and print advertisements, social media posts, webinars and conference sponsorships that will continue to expand the reach of the potato performance message.
POTATOES FUEL ELITE ATHLETES

Elite athletes are viewed as the epitome of performance and carry clout within their sports, which trickles down and inspires the everyday athlete. Because of this influence, Potatoes USA is partnering with elite athletes to spread the positive message about potatoes as a performance fuel. Not only are these athletes incredible competitors, they are also able to serve as authentic ambassadors for potatoes because they genuinely use potatoes to fuel their performance.

Elite athletes are actively posting across their social media accounts about potatoes and their role in athletic performance. Topics focus on how they integrate potatoes into their lives, including potatoes’ role in working out, keeping up energy levels and recovering post-workout, as well as consuming potatoes while dining out and living a great, healthy lifestyle. In addition to posting on social media, these athletes are training and competing in What Are You Eating? athletic gear.

LEVERAGING THE LARGER ATHLETIC COMMUNITY VIA TEAM POTATO

Team Potato was born to create and engage with a community of competitive and everyday athletes who trust in the power of the potato to help them perform at their best and who are uniquely positioned to amplify the campaign’s performance message.

Team Potato is made up of athletes who are dedicated to performing their best athletically and in everyday life. Athletes, fueled by potatoes, join the Team Potato community to train and compete in athletic events and share their experiences to earn Team Potato gear and prizes.

Throughout the year, Team Potato members will have a chance to win exciting trips and prizes, including trips to compete in Rock ‘n’ Roll Marathons in Las Vegas and San Diego and Team Potato performance gear.

Team Potato athletes will be showing everyone what’s possible when they fuel with potatoes to be their personal best. Go to TeamPotato.com to join the team today.
BECOMING AMERICA’S FAVORITE FUEL

For the second year in a row, potatoes are the Official Performance Vegetable of the Rock ’n’ Roll Marathon series. Across the country, thousands of runners are learning about the performance benefits of potatoes and are being inspired to fuel with potatoes to perform at their personal best. This year runners are not only hearing about potatoes and performance, they are also being fueled on course at the biggest Rock ’n’ Roll races in the country, including Las Vegas, Washington D.C., Nashville and San Diego.

From November 14–18, potatoes were a headliner in Las Vegas. They were front and center with athletes and their families from all over the world who descended upon Las Vegas for the largest event on the circuit.

In total, the Potatoes Performance team was able to make an impression on nearly 60,000 people throughout the four-day event, which included a race expo, 5K, 10K and half- and full marathons.

For three days, athletes, their friends and families visited the Potatoes Fuel Performance booth, located on the expo floor where athletes get their race packets. At the booth, athletes learned about using potatoes as a performance fuel and also shared their countless stories of potato love and appreciation. Thousands of potato popper samples were given out to the delight of the crowd, many of whom took away recipe books and tips and tricks on how best to incorporate potatoes into their active lifestyle.

For the main event, potatoes broke ground and became the first fresh food to ever be sampled on a Rock ’n’ Roll course, with 30,000 runners coming by the Potatoes Performance fuel station on the famed Las Vegas Strip. On course, the potato love was contagious with many runners yelling “potatoes!” as they stopped to take selfies at the fuel station and celebrate their love for potatoes.

To further harness this widespread love and growing awareness of potatoes for athletic performance, athletes and aspiring everyday people are joining the movement through Team Potato (TeamPotato.com). Team Potato is made up of ordinary and extraordinary athletes who are dedicated to performing their best athletically and in their daily lives. New members are joining Team Potato every day to be part of a fast-growing, supportive and informative athletic community. This year alone, hundreds of active people who want to be their best and love to fuel themselves with potatoes have joined the team and have been rewarded with exclusive performance-based recipes in their email inboxes as well as Potatoes. Real Food. Real Performance. branded meal prep containers in their mailboxes.

Consumers around the world are learning about the benefits of fueling with potatoes to give them more energy to perform at their best. Between the Rock ’n’ Roll Marathon series partnership, Team Potato, millions of engagements on social media and a growing army of Potatoes Performance influencers, the word is quickly spreading about nutrient-dense potatoes and how America’s Favorite Vegetable is also the best choice for fueling an active lifestyle!
PERFORMANCE WEBSITE TESTIFIES TO POTATO POWER

PotatoesFuelPerformance.com

At the core of this campaign is PotatoesFuelPerformance.com, a consumer website dedicated to showcasing potatoes as performance fuel. The website provides valuable content, including nutritional information, and a by-the-numbers look at how potatoes fuel athletic performance. New recipes and preparation inspiration show great new ways to consume potatoes. A key feature of the site is the stories of real athletes all across the country who fuel with potatoes. Aspiring Team Potato members will also find everything they need to join this community of athletes.

EVERY MEMBER OF THE POTATO INDUSTRY CAN—AND SHOULD—GET INVOLVED!

To spread the message broadly, every member of the industry needs to get involved. It’s easier than you think. Start by logging onto PotatoesUSA.com. This online performance hub is the one-stop shop for everyone in the potato industry to access everything you need to start changing perceptions of potatoes.

One of the key components of the performance hub is the event toolkit that has information and materials you can use to sponsor events in your own area. These include how-to documents, sample press releases, recipe cards and, best of all, props and display materials that are available at no cost to the industry. The toolkit also includes directions on getting involved with Rock ‘n’ Roll Marathons and other local events, including media tips and potato sampling guidelines.

You can download ads and logos to customize for your business, so you can include potato performance messaging in your advertising, community activities and even on your packaging. Use the videos and materials to spread the word through your own website. Don’t forget to shop at the hub’s online store to outfit your entire crew with What Are You Eating? gear.

Finally, the industry can spread the performance messaging to your local community by following the campaign on social media at Facebook, Instagram and Twitter, then reposting and forwarding to friends and family. Online and offline, we need you to be talking about how potatoes fuel an active and healthy lifestyle and asking everyone you meet: What Are You Eating?
ABOUT POTATOES USA

Potatoes USA is the nation’s potato marketing and research organization. Based in Denver, Colorado, Potatoes USA represents the more than 2,500 potato growers across the country. Potatoes USA was established in 1971 by a group of potato growers to promote the benefits of eating potatoes. Today, as the largest vegetable commodity board, Potatoes USA is proud to be recognized as an innovator in the produce industry and is dedicated to positioning potatoes as a nutrition powerhouse.
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