



Maximizing Return on Grower Investment



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Press Release

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Open Seat Available for Hawaii On United States Potato Board

DENVER (June 4, 2014)—The United States Potato Board (USPB) announces nominations are now open for new Board Members for the 2015-2018 term. Hawaii has an open seat available for one grower representative wishing to serve on this organization.

The USPB is the nation's potato marketing organization. Positioned as the "catalyst for positive change," the USPB is the central organizing force in implementing programs increasing demand for potatoes and potato products. The USPB provides the ideas, information, tools and inspiration for the industry to unite in achieving common goals.

Anchoring the USPB's grower-directed programs is a strong foundation of market and consumer research and analysis, critical information used to understand the business environment for potatoes.

Board Member Guidelines

It serves the good of both potato production regions and the USPB by recruiting Board Members who will take an active interest in participating on the Board. A Board Member should communicate the interests of his/her area to the Board and carry the message of the Board back to his/her growing community. A nominee for the USPB should be willing to:

- 1) Attend the Board's Annual meeting held in March each year of the three year term, 2015-2018.
- 2) Be active in agriculture and the potato-growing community.
- 3) Be visible in community work, participate in local government, cultural or business affairs—someone who is a leader.

- 4) Be willing to represent and communicate with his/her constituents on a regular basis.
- 5) Take the time to actively support USBP programs in his/her area.
- 6) Speak to grower groups, newspaper reporters and interested parties about USBP programs, relating the value of the Board to all growers, how the 3-cent per hundredweight assessment is invested and ask for input from those interested in becoming active in the promotion of potatoes.

If you are interested in being considered to fill an open spot representing your state, please contact Alexandra Grimm, USBP Industry Communications & Policy Manager, at agrimm@uspotatoes.com or 303-369-7783. The nominating process will be completed by Thursday, August 1, 2013.

Diversity Statement

The Department of Agriculture's programs are open to all individuals without regard to race, color, religion, sex, national origin, age or marital status, and it is the USBP's policy that membership on the Board and its committees reflect the diversity of individuals served by its programs. It is therefore the Board's policy to have the representation of producers from diverse backgrounds on its board and strongly encourages women, younger growers, minorities and persons with disabilities to seek nominations to the Board and to participate in the Board's activities.

For more information on the USBP as the nation's potato marketing organization, positioned as the "catalyst for positive change," and the central organizing force in implementing programs that will increase demand for potatoes, please visit www.uspotatoes.com. In an effort to enhance diversity of the Board, USDA encourages women, younger growers, minorities, and people with disabilities to seek positions on the board.

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David Fairbourn is Manager, Industry Communications & Policy, at the United States Potato Board in Denver. The mission of the USBP is to increase demand for potatoes and potato products through an integrated promotion program, thereby providing US producers with expanding markets for their production. David can be contacted at 303-369-7783 or david.fairbourn@uspotatoes.com. For complete information about the programs, ROI results, resources and tools available to all members of the industry through the USBP, please visit www.uspotatoes.com. The United States Potato Board—Maximizing Return on Grower Investment.

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