



The Idaho Potato Commission met at the Hilton Garden Inn, located in Eagle, ID on Tuesday June 28, 2021, at 2:00 p.m. The meeting was also held by video conference.

Todd Cornelison, Chairman

**MEMBERS PRESENT:**

Bryan Wada

Paul Saito

Brett Jensen

Julie Van Orden

Ron Ambrose

Eric Jemmett

Mark Darrington

Dan Nakamura

Frank Muir, President/CEO

Patrick Kole, VP Legal/Government Affairs

Seth Pemsler, VP Retail

Alan Kahn, VP Foodservice

Joanna Hiller, Finance Director

Ross Johnson, International/Category Management Director

Travis Blacker, Industry Relations Director

Jamie Bowen, Domestic Marketing Director

Dusti Zimmerman, Legal/Finance Assistant



Jeweldean Hull, Administrative/Social Media Director

**OTHERS PRESENT:** Dennis Hardy, Laura Martin, Mark Klompien, Lily Katz-Smolenske, KT Thayer, Candice Nyholt, Sue Kennedy, Shawn Boyle, Tori Brumfield

**CALL TO ORDER:**

The meeting convened at 2:00 p.m., with Chairman Cornelison presiding. He welcomed everyone. Chairman Cornielson passed the time over to Mr. Muir who gave an overview of the Marketing Plan & budget proposal to possibly approve at June's meeting or in July. Total revenue projection & reserve proposal is \$16,639,106. Mr. Muir then asked for presentations of the various IPC programs.

**Foodservice:** Mr. Kahn went through a brief overview of Foodservice Marketing Plan and comparison last year versus this year budget plan.

**Retail:** Mr. Pemsler presented on 2022 Retail Marketing Plan.

**Export:** Mr. Johnson presented on 2022 Marketing Plan.

**Media Plan/Consumer & P.R Recommendations:** Mr. Hardy, Mr. Thayer, Ms. Katz Smolenske and Ms. Kennedy presented the consumer programs and media plan.

Discussion then took place about the various programs and Commissioner Darrington spoke about a possible incentive for processors.



**Meeting adjourned at 5:30 p.m.**



The Idaho Potato Commission met at the Hilton Garden Inn located in Eagle, ID on Wednesday, June 29, 2021. This meeting was also held by video conference.

Todd Cornelison, Chairman

**MEMBERS PRESENT:**

Brett Jensen

Bryan Wada

Eric Jemmett

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Ron Ambrose

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Dusti Zimmerman, Legal/Finance Assistant

Jeweldean Hull, Administrative/Social Media Director



**OTHERS PRESENT:** Laura Martin, Dennis Hardy, Sean Ellis, Doug Jones, Brian Marschman, Candice Nyholt, Sue Kennedy, Lily Katz-Smolenske, K.T Thayer, Casey Attebery, and Mark Klompfen.

**Video Conference Visitors:** Bruce Huffaker, Shawn Boyle, Kam Quarles, Randy Welk, Rick Shawver, Sean Ellis, Dirk Mendive, Tori Brumfield, Camron Hammon, John Eaton, Brad Carlson and Mike Wenkel.

### **CALL TO ORDER:**

The meeting convened at 8:30 a.m., with Chairman Cornelison presiding. He welcomed everyone.

### **MINUTES**

**MOTION:** Commissioner Jemmett made a motion to approve the May minutes. Commissioner Van Orden seconded the motion. The motion carried unanimously.

### **FINANCIAL REPORT:**

Mr. Muir discussed receipts and expenditures for May. For the month of May, revenue is at \$430K for fresh potatoes, which is up \$92K compared to last year. YTD for fresh, we are up \$350K. Processed is at \$817K for the month, which is up \$270K. YTD for processed we are up \$53K. For the month of fresh and processed total is \$1.2M., which is up \$362K. YTD is up \$402K compared to last year for fresh and processed. Expenditures for the month, \$1.4M, versus \$1.3M, overspent by \$140K this is all due to timing of paid advertising and checks going out for R&E. Expenditures YTD are \$10.8M, versus \$11.6M. budget; underspent by \$838K. Currently the reserve is at \$5.3M, which



is a solid reserve. Mr. Muir asked for a motion to approve the May financials, if there were no further questions.

**MOTION:** Commissioner Jensen made a motion to accept the May financials. Commissioner Jemmett seconded the motion. The motion carried unanimously.

**OFFICE PROCEDURES:**

Chairman Cornelison called upon Mr. Kole, who presented the following: A) Legislative recess, expiration of administrative rules; B) Settlement with Idahoan Foods and IPC; C) Brian Marschman provided an update on APHIS and PCN program and status; D) NPC update by Kam Quarles.

**MOTION:** Motion was made by Commissioner Van Orden and seconded by Commissioner Wada to approve adopting this temporary rule to be effective upon July 1, 2021. The approval is conditional and will only become effective if the rules are not otherwise approved or rejected by the Legislature and/or not extended pursuant to the Idaho Administrative Procedure Act, including sections 67-5291 and 67-5292, Idaho Code.

“Pursuant to Section 67-5226, Idaho Code, the Governor has found that temporary adoption of this rule is appropriate to protect the public health, safety, and welfare of the citizens of Idaho and confer a benefit on its citizens. These rules implement the duly enacted laws of the state of Idaho, provide citizens with the detailed rules and standards for complying with those laws, and assist in the orderly execution and enforcement of those laws. The expiration of these rules without due consideration and processes would undermine the public health, safety, and welfare, of the citizens of Idaho and deprive them of the benefit intended by these rules.”

**PRESIDENT’S REPORT:** Chairman Cornelison called upon Mr. Muir, who reported on the following: A) 2021-2022 Marketing Plan & Budget presentations; B) Social Media/ Website Marketing Plans; C) Big Idaho Potato Truck; D) Advertising/PR; E) Media Plan Discussion of possibly producing two commercials; F) Dr. Joe Guenther update of processed analysis and budget proposal; G) Conference room upgrade; H) President/ CEO transition plan.



**MOTION:** Motion was made by Commissioner Nakamura and seconded by Commissioner Saito to approve funding for two commercials in 2022. The motion carried unanimously.

**RETAIL:** Commissioner Jensen called upon Mr. Pemsler who reported on the following: A) Retail Shipper Tour 2021; B) PLM Development Underway; C) 2022 data needs evaluated; D) Los Angeles initiative.

**EXPORT:** Commissioner Wada turned time over to Mr. Johnson who reported on the following: A) Paolo Longoria, Mexico update; B) Partnerships continue; C) Social Media; D) Asia – Lotus; Master Chef Sabri Tan Boon.

**FOODSERVICE:** Commissioner Nakamura turned time over to Mr. Kahn who reported on the following: A) Restaurant Stats and Update since COVID; B) Gulf Coast Produce Training; C) National French Fry Day Promotion; D) Restaurants carrying Idaho potatoes; E) Mooyas and the truck tour; F) New banner stand; G) Club & Resort business e-blast; H) Foodservice Operator Survey.

**RESEARCH AND EDUCATION:** Commissioner Saito turned time over to Mr. Blacker who reported an update on the storage position.

**INDUSTRY RELATIONS:** Mr. Blacker reported on the following: A) Bankers Conference; B) Potatoes USA nominations; C) Chuckars game July 14<sup>th</sup>.

**LIASON REPORTS:**

**NPC:** Commissioner Cornelison turned time over to Kam Quarles from NPC who reported on the following: A) Summer NPC meeting July 27-29; B) Transportation update; C) Sustainability; D) LOTUS.

**POTUS:** Commissioner Van Orden reported on the following: A) August 2-5 Summer Meeting/virtual option; B) Japanese Market update on popularity of potatoes.



**IGSA:** Commissioner Wada turned time over to Shawn Boyle who reported on the following: A) Annual Convention Sep 1-3 in Sun Valley ID; B) Idaho's First Intermodal Rail Terminal in Pocatello opened June 8<sup>th</sup>.

**SIPCO:** Commissioner Jemmett reported on the following: A) Processor's weather for 2021 have had more dry soil and the heat is adding challenges for growers with quality/yield standpoint; B) Rick Waitley is the new Executive Director as of July 1.

**IACI:** Commissioner Saito turned time over to John Eaton who reported on the following: A) Legislative Update, B) Growth in Idaho.

**United:** Commissioner Jensen turned time over to Mark Klompien who reported on the Idaho acreage count of 315k acres, which matches United's acreage count. National is up 22k acres.

**USDA:** Randy Welk reported 315K acres in Idaho, a huge progress for United in working with NASS on the acreage count.

**ISDA:** No report.

**Other Items:** Doug Jones reminded everyone about the Legislative Agricultural Chairs Summit sponsorship, which will be discussed at July IPC meeting. Mr. Kole announced the United Public Fresh Conference September 19-23.

**Meeting adjourned at 11:45 pm.**