



The Idaho Potato Commission met at the Idaho Potato Commission Eagle office, located in Eagle, ID on Thursday, June 23, 2022. This meeting was also held by video conference.

Brett Jensen, Chairman

MEMBERS PRESENT:

Bryan Wada
Todd Cornelison
Julie VanOrden
Eric Jemmett
Paul Saito
Ron Ambrose
Mark Darrington
Mark Duncanson
Jamey Higham, President/CEO
Sam Eaton, VP Legal/Government Affairs
Seth Pemsler, VP Retail
Travis Blacker, Industry Relations Director
Joanna Hiller, Finance Director
Dusti Zimmerman, Legal/Finance Assistant
Ross Johnson, International Marketing Director
Jamie Bowen, Domestic Marketing Director
Jeweldean Hull, Administrative/Social Media Director

EXCUSED: Alan Kahn

OTHERS PRESENT: Janet Saito, Mike Thorton, Sean Boyle

VIDEO CONFERENCE: Sue Kennedy, Candice Nyholt, Ben Kelley, Kam Quarles, Bobby Georges, Justin Poe



CALL TO ORDER:

The meeting convened at 9:30 a.m., with Chairman Jensen presiding. He welcomed everyone and went over the anti-trust agreement in the folder.

MINUTES

MOTION: Commissioner Jemmett made a motion to approve the May 12-13, 2022, minutes. Commissioner Saito seconded the motion. The motion carried unanimously.

FINANCIAL REPORT:

Ms. Hiller discussed receipts and expenditures for May. For the month, revenue is at \$319k for fresh potatoes, which is down \$111k compared to last year. Processed is at \$709k, which is down \$518k. Total for the month of May is \$1mil, which is down \$206k compared to last year. YTD for fresh and processed is at \$10.6 mil which is down \$1mil from the year before. Expenditures for the month of May are \$967k, verses a budget of \$1.4mil. We are underspent \$419k. Expenditures YTD are \$11.5 mil versus \$12.5mil budget; underspent by \$100k. Currently the reserve is at \$4.9mil. Chairman Jensen asked for a motion to approve the month of May, if there were no further questions.

MOTION: Commissioner Van Orden made a motion to accept the May financials. Commissioner Cornelison seconded the motion. The motion carried unanimously.

OFFICE PROCEDURES:

Chairman Jensen called upon Mr. Eaton, who presented the following: A) Legislative update, Idaho will have 40-50% change over in November; B) Nutrition Pyramid change with the classification for potatoes and Alliance for Potato Research working with NPC; C) Trademark w/ Singapore, & Malaysia; D) Regulatory Matters; E) High Country Potato has accepted an offer to sell shipping business, therefore Chairman Cornelison will be leaving his term one year early as of September 1, 2022. IPC Nominations to be held June 29 for one shipper to take Commissioner Cornelison's place.



PRESIDENT'S REPORT: Mr. Higham reported on the following: A) Frites by Idaho update by both Sue Kennedy & Candice Nyholt whom presented an overview of Frites campaign along with a highlight video on the media coverage; B) Sun Valley IGSA conference moved week earlier to August 24-26, 2022; C) Seth Pemsler announced his retirement starting September 1, 2022; E) Spud Kings Hockey team action item; F) Upcoming IPC FS, Retail and Truck shows for commissioners to possibly attend; G) Preliminary Budget for FY 2023; H) Old Business: Calendar official change for OP to be held day before commission meetings, next one on July 19 at 3 p.m. and IPC meeting held as one day meeting, July 20th at 8:30 a.m. New business: IPC Media Plan overview and intro for July meeting.

MOTION: Commissioner Jemmett made a motion to approve the 3-year \$50k/yr. contract, total of \$150k to sponsor the Idaho Spud Kings hockey team at the Idaho Falls Arena. Commissioner Saito seconded the motion. The motion carried unanimously.

RETAIL: Commissioner Cornelison turned time over to Mr. Johnson in place of Mr. Pemsler who reported on the following: A) Idaho is the underdog with selling potatoes from the U.S; B) Idaho Potato Lovers Month update.

EXPORT: Commissioner Ambrose turned time over to Mr. Johnson who presented on the following: A) Fresh Idaho Potatoes in Mexico; B) Paola Longoria in Latin America; C) Tawain and Singapore update in Asia; D) 2022 Specialty Crop Block Grant to IPC from ISDA of \$158k to help with Mexico.

LIASON REPORTS:

NPC: Commissioner Cornelison turned time over to Kam Quarles who reported on the following: A) Research process of nutritional classification on potatoes; B) Specialty Crop Funds; C) Denver, CO., will be 2023 location for Potato Expo, which will start first week of January; D) House Agricultural meetings have released new report; E) Mexico follow up on shipping Fresh potatoes; F) Appreciation to Patrick Kole from NPC on relationship and years of service to industry; G) Washington Summit, Feb 27 to March 2, 2023.

UNITED: Commissioner Van Orden turned time over to Rick Shawver who reported the acreage count, which was the lowest since 2007, an 8% decrease for Idaho.



Other Items:

Big Idaho Potato Harvest Meeting question by Mark Darrington on the confirmation of date and attendance, however the itinerary still being worked on for November 16, 2023.

Meeting adjourned at 11:58 a.m.



United: Commissioner VanOrden turned time over to Rick Shawver who reported on the following: A) Crop comparisons over the past few years. 8% down in acreage.

LONG RANGE PLANNING: Mark Darrington reported that the change being made is positive.

Meeting adjourned at 12:13 p.m.

