



PRESS RELEASE

For Immediate Release

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US Dehy Draws Record Attention At Food Ingredients Asia Trade Show



DENVER—(November 4, 2008) The United States Potato Board's (USPB's) Dehydrated Potato Program attracted a record number of interested attendees at the 2008 Food Ingredients Asia Trade Show. The USPB recently participated in this event where international ingredient manufacturers, importers and distributors gathered to exhibit their food ingredients and products to potential customers sourcing ingredients for bakeries, restaurants, snacks, confectioneries or other food products they manufacture. This tradeshow also attracts international importers and distributors seeking to represent ingredient manufacturers in their home countries or regions.

The USPB's booth was prominently themed with materials and elements supporting the "International Year of the Potato". Each day, the booth showcased 13 different recipes developed in USPB target markets of Mexico, Japan, Korea, China, Singapore, Malaysia, Indonesia, the Philippines and Thailand. In addition, Au Bon Pain's Whole Wheat Bagel, a food item developed as a result of the company learning about dehy at the 2007 Food Ingredients Asia Trade Show, and with USPB technical assistance, was part of the international showcase representing Thailand.

Visitors also received recipes and US Dehy information and materials. Two US Dehy Processors, Idaho Pacific and Idahoan Foods also attended this trade show and were available to make sales, answer questions and receive contact information. Two-hundred and fourteen visitors from 186 companies and 17 countries visited the USPB's booth with interest. There were also 24 importers seeking information to distribute US Dehy Potato Products for bakeries, restaurants, supermarkets, food and snack manufacturers in their markets.

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David Fairbourn is Manager, Industry Communications & Policy, at the United States Potato Board in Denver. The mission of the USPB 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 USPB, please visit www.uspotatoes.com. The United States Potato Board -- Maximizing Return on Grower Investment.

