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Twenty International Chefs Join USBP Menu Development Reverse Trade Mission



DENVER—(December 4, 2009) Twenty research and development chefs and product developers from Korea, Japan, the Philippines and Mexico recently joined the United States Potato Board's (USBP's) Frozen Potato R & D Menu Development Reverse Trade Mission (RTM) to Washington State.

Chefs and product developers representing some large restaurants were: from Korea—Domino's Pizza, Hyundai H&S and CJ Freshway; from Japan— Chicago Pizza, Asahi Broiler Co., Diamond Dining Co. and Aim Services; from the Philippines— Potato Corner, Sugarhouse and Pancake House Group; and joining from Mexico—Mayan Resorts and California Restaurants &

Beer Factory. Additionally, three new USBP Representative Staff Members from Vietnam and Central America attended to further their training about US frozen potato products.

“The RTM began in the Richland, Washington, area with harvest, potato storage, fresh packing, cold storage and processing tours,” said Susan Weller, USBP International Marketing Manager—Frozen. “They also learned about new frozen products and applications from an Executive Chef of one of the processors.”

The RTM incorporated a two day training and cooking experience in Seattle. The chefs learned about innovations and using US frozen potato products in US cuisine via foodservice market visits which became known as “treasure hunts.” This hands-on shopping for special ingredients culminated in the chefs demonstrating their frozen potato stuff in a cooking challenge.

“The Treasure Hunt was fun,” said Filipino Chef Editha Singian. “We went out in groups, some with mixed nationalities, to Seattle’s best restaurants to discover menu ideas, recipe concepts, photos and menu examples using potatoes. It gave us new ideas on how to adapt them back home.

“The last day was group shopping and market touring at Pike’s Place Market to prepare for a hands-on culinary session. Each team and its members contributed ideas and recipes with US Frozen Potatoes that are useful in their respective local operations.”



The USPB thanks the Washington State Potato Commission and the Washington growers, particularly T & R Farms and Tracy and Randy Mullen for all of their assistance and for hosting the chefs and product developers during the RTM.

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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.

