



PRESS RELEASE

For Immediate Release

US potatoes make the Olympic Team



DENVER—(July 14, 2008) The USDA Agricultural Trade Office (ATO) in Beijing held the 2008 Olympic Chef Training Project in partnership with the Beijing Olympic Committee (BOC). This week-long project included a hands-on training day in three categories: Hot dishes, cold dishes, and baking. The United States Potato Board (USPB) China Representative office provided the following specialty cut products for the demo chef's development and hands-on training usage: criss-cut fries, slim deli crinkle-wedges, cut natural wedges, triangular shaped patties, slim crinkle cut fries, munch skins and skin-on shoestring fries.

Training alternated between the BOC designated Mengxi Hotel and Metro Training Kitchen in Beijing. Chef instructors from the US, Switzerland and China provided short courses in the preparation of western food using US Market Development Cooperator products. As a result of the project, nearly 120 training participants from two- and three-star hotels and local restaurants, as designated by the BOC, were trained in successful methods featuring US food products and ingredients. There were a total of five US Cooperators who participated in this activity including: Alaska Seafood Marketing Institution, Sunkist Growers, United States Meat Export Federation, United States Wheat Associates and the USPB.

This event was an excellent opportunity to train and expose participants to basic knowledge and understanding about preparation of western food and the use of American food and ingredients in western cooking. The training also educated and enhanced understanding about recipes, food

sanitation, and safety. High quality, variety, availability and the safety of US food products were emphasized.

During the hot dish hands-on training, US frozen potatoes were featured in most of the demonstration dishes. The demo chef highlighted the specialty cuts from the United States and presented several presentations of US frozen potato products. Attendees at this event were excited as they sampled these products.

In the cold dish hands-on session, there were four types of sandwiches, 10 salads and six salad dressings introduced to the participants; US potatoes, Alaska sea food and fresh fruit were featured. The participants actively took notes, asked questions, snapped photos and joined the demo chefs for the hands-on food preparation session. Many of them commented on how they found the training particularly useful for their daily work and how they would immediately apply the concepts and recipes to catering services for the Olympics and in the coming years.

From this event, the participants gained important knowledge about western cuisine, ingredients and preparation. The demand for western kitchen food service professionals has grown significantly with the surge in hotel development in Beijing, in anticipation of the 2008 Olympic Games.

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