

Potatoes USA Chooses Leadership

The Potatoes USA, 2018 Annual Meeting came to a close last week with the election of a new Board Chairman and Executive Committee. Dan Moss of Declo, Idaho was elected to serve as Chairman for the coming year. Jaren Raybould of Saint Anthony, Idaho and Phil Hickman of Horntown, Virginia were elected to Co-Chair the Domestic Marketing Committee; Marty Myers of Boardman, Oregon and Steve Streich of Kalispell, Montana were elected to Co-Chair the International Marketing Committee, Sheldon Rocky of Center, Colorado and Heidi Randall of Friesland, Wisconsin were elected to Co-Chair the Industry Outreach Committee, Chris Hansen of Bliss, New York and Eric Schroeder of Antigo, Wisconsin were elected to Co-Chair the Research Committee and Jason Davenport of Arvin, California was elected to Chair the Finance and Policy Committee.

In his acceptance speech, Dan thanked outgoing Chairman John Halverson of Arbyrd, Missouri for his excellent leadership this past year. Dan noted all of the progress that has been made in the research programs as increased funding has been secured for potato production and nutrition research. Dan praised the new Potatoes & Performance Strategy and expressed his excitement for the “What Are You Eating?” execution revealed at the meeting. He complimented the marketing staff for all of the work being conducted in the international markets and the resulting continued growth in exports but cautioned that he is concerned about the negative trade environment and potential impacts on exports. He is looking forward to working with the executive committee members to further the Board’s mission to Strengthening Demand for U.S. Potatoes.

