



PRESS RELEASE

Kayla Dome Joins Potatoes USA as a Global Marketing Manager



DENVER (August 8, 2018)—Potatoes USA is pleased to announce Kayla Dome has joined its staff as a Global Marketing Manager for Potatoes USA’s retail sector.

Dome comes to Potatoes USA with a background in merchandising and sales. She spent the last several years working in the produce industry for Grimmway Farms where she managed sales and merchandising for the fresh produce category. Most recently she was the Regional Manager at Grimmway Farms responsible for developing integrated programs in the U.S. and Canada to grow their retail produce sector. While at Grimmway Farms, she developed sales and field merchandising programs for their carrots, organic vegetable and beverage product lines.

She comes to Potatoes USA with knowledge of the retail produce industry and a strong drive to focus on potato category performance.

Dome is located in Denver and a Colorado native who received her degree in Communication Studies with an emphasis on Merchandising from Colorado State University. She also has a passion for running and any other outdoor activity she can participate in.

###

About Potatoes USA

Potatoes USA is the marketing organization for the 2,500 commercial potato growers operating in the United States. Potatoes USA, was established in 1971 by a group of potato growers to promote the benefits of eating potatoes. Today, as the largest

4949 S. Syracuse Street, #400

Denver, Colorado 80237

Phone (303) 369-7783

PotatoesUSA.com

PotatoGoodness.com





vegetable commodity board, Potatoes USA is proud to be recognized as an innovator in the produce industry. For more information on Potatoes USA's mission to "Strengthen Demand for U.S. Potatoes" by creating positive change in the industry through innovative and inspiring approaches, please visit PotatoesUSA.com.

