



# PRESS RELEASE

Contact: Lindsey McKaig  
Potatoes USA  
303-873-2323  
[lindsey@potatoesusa.com](mailto:lindsey@potatoesusa.com)



## Dan Moss Elected to Lead Potatoes USA

**Denver, Colorado (April 17, 2018)** – Dan Moss of Declo, Idaho was elected Chair of Potatoes USA on March 15<sup>th</sup>, 2018 at the organization’s 46<sup>th</sup> Annual Meeting in Denver, Colorado. He will be serving his third year on the Board and his second on the Executive Committee. Last year, he served as Co-Chair of the Research Committee.

Moss is CEO of Moss Ag. Where he operates as a grower for the dehy, fresh, frozen and seed sectors as well as a packer and shipper. He has been farming for 48 years and primarily grows Russet varieties. Moss has also served as the President of the National Potato Council.

Dan is very excited to be leading the organization as it embarks on its new performance strategy with the launch of the “What Are You Eating?” campaign. He summed it up as follows; “the potato industry is in an excellent place right now, exports continue to grow and we remain America’s favorite vegetable; but with this campaign we have the opportunity to change people’s basic perception of the nutritional benefits of the potato, this could have significant long-term benefits”.

###

4949 S. Syracuse Street, #400

Denver, Colorado 80237

Phone (303) 369-7783

PotatoesUSA.com

PotatoGoodness.com





### **About Potatoes USA**

Potatoes USA is the nation's potato marketing and research organization. Based in Denver, Colorado, Potatoes USA represents more than 2,500 potato growers across the country. Potatoes USA was established in 1971 to promote the benefits of eating potatoes. Today, as the largest vegetable commodity board, Potatoes USA is proud to be recognized as an innovator in the produce industry that is dedicated to positioning potatoes as a nutrition powerhouse.

