



# PRESS RELEASE

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## **Tominaga and Tonso Appointed to Lead Potatoes USA Domestic Marketing Committee**

**DENVER (April 5, 2017)**—Jerry Tominaga of Rupert, Idaho and David Tonso of Monte Vista, Colorado were elected to the Potatoes USA Executive Committee on March 16, 2017 at the organization's 45<sup>th</sup> Annual Meeting in Denver, Colorado. Tominaga will be serving his fourth year on the Board having previously served on both the International and Domestic Marketing Committees and Tonso will be serving his fifth year on the Board having previously served on the Domestic Marketing and Industry Outreach Committees. This will be the first year for both Tominaga and Tonso to serve as Co-Chairs.

Tominaga is a third-generation farmer and owner at Southwind Farms, Inc. and has been growing potatoes for the past 37 years. He primarily focuses on growing specialty varieties such as Fingerlings and round marbles for table-stock and frozen processing.

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Tonso has been involved with the potato industry in Southern Colorado for the past 33 years. He is the regional sales manager for RPE-Colorado. RPE is headquartered in Wisconsin and is one of the largest fresh potato companies in the U.S.

The primary objectives of the domestic marketing programs are to encourage more people to eat more potatoes in more ways, help consumers know potatoes for one key lifestyle benefit and supporting health claims, and to protect and enhance the good reputation of U.S. potatoes and the potato industry.

Tominaga and Tonso will be leading their committee to work closely with Potatoes USA over the next year to inspire potato innovation across all channels, motivate the industry to innovate and cultivate strategic partnerships. The Domestic Marketing Committee leads the domestic consumer, foodservice, retail, ingredient, school foodservice, nutrition, research and evaluation and reputation management programs.

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### **About Potatoes USA**

Potatoes USA is the federally mandated marketing and promotion Board of the 2,500 commercial potato growers operating in the United States. For more information on Potatoes USA's mission to "Strengthen Demand for U.S. Potatoes" and the programs in place to do so, please visit [PotatoesUSA.com/grower](http://PotatoesUSA.com/grower).

In an effort to enhance diversity on Marketing and Promotion Boards, USDA encourages women, younger growers, minorities, and people with disabilities to seek positions on the Boards.

