



PRESS RELEASE

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Hickman and Raybould Appointed to Lead Potatoes USA Domestic Marketing Committee

Denver, Colorado (April 16, 2018) – Phil Hickman of Horntown, Virginia and Jaren Raybould of Saint Anthony, Idaho were elected to the Potatoes USA Executive Committee on March 15, 2018 at the organization's 46th Annual Meeting in Denver, Colorado.

Hickman will be serving his fourth year on the Board and his first year as a Domestic Marketing Committee Co-Chair after serving the past three years as the Finance Committee Chair. Hickman previously served six years on the Board from 2003-2009 during which time he served as on the Domestic Marketing Committee from 2006-2009. Raybould will be serving his third year on the board and his first year on the Executive Committee.

Hickman owns and serves as president of Dublin Farms, Inc. where he grows Envol, Red Norland, Yukon Gold, Superior and Dark Red Norland potato varieties for the table-stock market. Hickman has been farming potatoes at Dublin Farms, Inc. for the past 44 years with his brother and now, his sons and nephews.

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Raybould has been farming for the past 17 years and is currently at Raybould Brothers Farm. He focuses on fresh and process varieties of potatoes. Raybould is also a board member of the Yellowstone Soil Conservation District and a member of the Idaho/East Oregon Potato Control Committee.

The Domestic Marketing Committee oversees the consumer, nutrition, retail, ingredient, and foodservice programs. The committee is focused encouraging more people to eat more potatoes in more ways and for positioning potatoes as a performance food. The marketing programs are designed to inspire potato innovation across all channels, cultivate strategic partnerships, and advocate for scientific research to demonstrate the potatoes' role in enhancing physical and mental performance.

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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.

