



# PRESS RELEASE

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



## Myers and Streich Appointed to Lead Potatoes USA International Marketing Committee

**Denver, Colorado (April 10, 2018)** – Marty Myers of Boardman, Oregon and Steve Streich of Kalispell, Montana were elected to the Potatoes USA Executive Committee on March 15, 2018 at the organization's 46<sup>th</sup> Annual Meeting. This will be Myers' second year serving as an International Marketing Committee Co-Chair and his second year back on the Board after previously serving a six-year term from 2010-2015 during which time he Co-Chaired the International Marketing Committee from 2013-2015. Streich will be serving his third year on the Board and his first year on the Executive Committee.

Myers currently works for Threemile Canyon Farms, focusing on the chip, seed and frozen sectors. He is the Northwest Business Manager for RD Offutt Company where he manages farm, dairy and processing operations in Oregon, Washington and Nevada. Myers is a fifth-generation Oregonian and has spent the last 23 years farming potatoes.

Streich is the owner of Streich and Associates, Inc. a seed potato operation, which he manages with his son Paul. He is the Vice

4949 S. Syracuse Street, #400  
Denver, Colorado 80237  
Phone (303) 369-7783

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President of the Flathead Farm Mutual and is a Past President and Board member of 25 years of the Montana Potato Improvement Association. Streich has been farming for the past 30 years and currently focuses on the seed potato sector.

The International Marketing Committee oversees the foodservice, retail, ingredient, consumer, market access and seed potato export marketing programs. The committee is focused on increasing U.S. potato exports across all product types, expanding access for U.S. potatoes across the globe and for ensuring consumers know U.S. potatoes for their nutritional benefits.

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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 from 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 and dedicated to positioning potatoes as a nutrition powerhouse.

