



PRESS RELEASE

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Randall and Rockey Appointed to Lead Potatoes USA Industry Outreach Committee

Denver, Colorado (April 10, 2018) – Heidi Randall of Cambria, Wisconsin and Sheldon Rockey of Center, Colorado were elected to the Potatoes USA Executive Committee on March 15, 2018 at the organization's 46th Annual Meeting in Denver, Colorado. This will be Randall's fourth year on the Board and her first year on the Executive Committee. This will be Rockey's second year on the board and first year serving on the Executive Committee.

Randall works for Alsum Farms & Produce, Inc. and has been farming for the past 12 years focusing on table-stock potatoes. She is a 2014 graduate of the Potato Industry Leadership Institute and has served as President of the Wisconsin Potato Industry Board from 2014 to present. Randall has also been a member of the Wisconsin Potato & Vegetable Growers Association Promotions & Education Committee since 2017.

Rockey has been farming for the past 20 years and currently owns and operates Rockey Farm, LLC focusing on the seed and table-stock potato sectors. He is a member of the Colorado Potato

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Administrative Committee and the San Luis Valley Irrigation District.

The Industry Outreach Committee oversees Industry Communications and the Potatoes USA Ambassador Program. The committee is focused on expanding the awareness of Potatoes USA's marketing and research programs, establishing Potatoes USA as the go-to resource for the industry and, most importantly, to increase engagement and involvement by the industry in programs and activities. The Industry Outreach program is designed to educate and train Board members on how to effectively communicate to the U.S. potato industry, increase cooperation and coordination with state and national potato organizations and to identify and prepare for adverse issue that could impact the industry.

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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 and dedicated to positioning potatoes as a nutrition powerhouse.

