



The Idaho Potato Commission met at the Idaho Potato Commission Eagle office, located in Eagle, ID on Monday, December 20, 2021. This meeting was also held by video conference.

Brett Jensen, Chairman

MEMBERS PRESENT:

Todd Cornelison

Bryan Wada

Eric Jemmett

Paul Saito

Ron Ambrose

Julie Van Orden

Mark Darrington

Mark Duncanson

Jamey Higham, President/CEO

Patrick Kole, VP Legal/Government Affairs

Seth Pemsler, VP Retail

Alan Kahn, VP Foodservice

Travis Blacker, Industry Relations Director

Joanna Hiller, Finance Director

Dusti Zimmerman, Legal/Finance Assistant

Ross Johnson, International Marketing Director

Jamie Bowen, Domestic Marketing Director



Jeweldean Hull, Administrative/Social Media Director

OTHERS PRESENT: Doug Jones, Sue Kennedy, Dennis Hardy, Candice Nyholt, Laura Martin, Kevin McDonald, Jon Steinbrecher, Katy Murphy.

CALL TO ORDER:

The meeting convened at 8:30 a.m., with Chairman Jensen presiding. He welcomed everyone. He turned time over to Mr. McDonald of the Famous Idaho Potato Bowl (FIPB) and Jon Steinbrecher from Mountain American Conference (MAC), who thanked IPC for the sponsorship and presented the commissioners with details of the game and handed out FIPB swag.

MINUTES

MOTION: Commissioner Wada made a motion to approve the November 5th minutes. Commissioner Darrington seconded the motion. The motion carried unanimously.

FINANCIAL REPORT:

Ms. Hiller discussed receipts and expenditures for November. For the month of November, revenue is at \$297k for fresh potatoes, which is down \$54k compared to last year. Processed is at \$1.5 million, which is up \$117k. Total for the month of November, is \$1.8 mil., up \$63k compared to last year. YTD for Fresh is down \$91k and processed is down \$218k, total YTD down \$309k compared to last year. Expenditures for the month of November are \$1.5 mil., verses a budget of \$1.4 mil. We are overspent \$97k due to the timing of checks received and invoices going out. Expenditures YTD are \$3.6 mil, versus a \$4.1 mil. budget, underspent by \$571k. Currently the reserve is at \$6.1 mil. Chairman Jensen asked for a motion to approve the month of November, if there were no further questions.



MOTION: Commissioner Van Orden made a motion to accept the November financials. Commissioner Wada seconded the motion. The motion carried unanimously.

AUDIT REPORT: Chairman Jensen passed the time over to IPC's auditor, John Russell from Millington Zwygart Certified Public Accountants to review the 2021 audit report. Mr. Russell explained IPC's audit and summary of the following: end of year and comparisons, understanding the report, foot notes, vacation, pension and other costs. He reviewed the management and analysis report for IPC. He also stated he found no issues with IPC's financial reporting. Mr. Russell asked if there were any questions when he was finished, there were none.

MOTION: Commissioner Saito made a motion to accept the 2021 Audit report as presented. Commissioner Wada seconded the motion. The motion carried unanimously

OFFICE PROCEDURES:

Chairman Jensen called upon Mr. Kole, who presented the following: A) Administrative Rules approved; B) Certification marks in Mexico and trademark applications in Singapore, Malaysia; C) Trademark actions in Brazil; D) Google Alerts for Idaho® potatoes; E) Idahoan back to status quo.

CHAIRMAN'S REPORT: Chairman Jensen reported on the following: A) FIPB; B) Idaho Potato Drop; C) Advertising/PR; D) Potato Expo, Potato School; E) Legislative Dinner; F) March Commission meetings in Moscow, ID.

RETAIL: Commissioner Cornelison called upon Mr. Johnson in place of Mr. Pemsler who reported on the following: A) NY visit; B) Data focus with Progressive Grocer; C) Category Advisors: Retail team; D) Future events/projects: Produce News, Potato Lovers Month.

EXPORT: Commissioner Ambrose called upon Mr. Johnson who reported the following: A) Paulo Longoria in Latin America; B) Asia, Chef Eric Lou from Singapore; C) Traveling



Billboards; D) Food Taipei, Dec. 22-25, shows; E) IPC Representative Kenneth Wee update.

FOODSERVICE: Commissioner Wada called upon Mr. Kahn who reported on the following: A) People avoid eating out less, 24%; B) Inflation statistics; C) Wing Stop, 20 new stores in NY; D) Operations want transparency; E) Conference with chains to encourage potatoes on menu; F) Chef Calendar; G) Flavor experience; H) IFEC Chef Showcase; I) Lawry's Restaurant-branded menu; J) 2021-2022 Foodservice Ads.

RESEARCH AND EDUCATION: Mr. Blacker reported on the following: A) Idaho Projects; B) Cost of Production, 3pm; C) Consortium meeting held Jan. 23-24 in Boise; D) Potato School.

INDUSTRY RELATIONS: Mr. Blacker reported on the following: A) March IPC Meeting possibly on 29th; B) Ag Affairs with House Speaker Scott Bedke; C) Bureau of Reclamation presentation; D) Seed potatoes – labor issues, shed employment inspects but ISDA supervises; E) NPC board members, Jaryn Raybould finishing Potatoes USA so can serve on NPC; F) Stickers for shippers, processors, and growers.

LIASON REPORTS:

NPC: Commissioner Cornelison turned time over to Kam Quarles who reported on the following: A) Potato Expo; B) Covid testing app for vaccination and testing results prior to Expo; C) Mexico, fresh access beyond the 26 kilometers, yield is lower and limited with options; D) PEI situation: investigation and CFIA suspend exports to U.S. Mike Wenkel from NPC also reported on the following: A) S. Africa only country exempt of H2A restrictions; B) EPA make no restrictions to pesticides and will list products or pesticides to be released; C) Board changes to be announced at the NPC annual meeting; D) Live auction at Potato Expo.

POTUS: Commissioner Jensen reported on the following: A) Mexico; B) New culinary kitchen and office open.

IGSA: Commissioner Wada reported on IGSA health insurance now covers 1k plans and the Spring Swing will be held March 30-31st in Las Vegas.



SIPCO: Commissioner Darrington, no report.

IACI: Commissioner Saito turned time over to John Eaton who reported on the following: A) Legislative Session; B) 1.6 bil., surplus in revenue and ID Governor to control income tax rebate from 6.5% to 6% for both corporate and individual; C) Property tax ideas will dominate the new legislative session; D) Possible 50% turnover and re-organization for the state; D) Redistricting continues as a main topic of discussion for the Legislative session.

United: Commissioner Van Orden turned time over to Rick Shawver who reported on the following: A) Supply meeting, no changes with Idaho, little over 30 mil., acres, down 4 mil., from last year; B) Cost of production will be highest; C) Growing potatoes will be up for 2022.

USDA: No report.

ISDA: No report.

LONG RANGE PLANNING: Mark Darrington recommends an open-door policy between the growers and new IPC President/CEO, Jamey Higham.

Other Items: Chairman Jensen announced IPC committee changes and encouraged commissioners to attend committee meetings. A new committee, "Long Range Planning Committee" will have the following commissioners represent: Mark Darrington, Eric Jemmett, and Mark Duncanson. Discussion followed about a possible Advertising/PR committee down the road.

Meeting adjourned at 12:13 p.m.