

IDAHO POTATO COMMISSION



The Idaho Potato Commission met at the Eagle office located in Eagle, ID on Wednesday, January 27, 2021. This meeting was held by video conference due to Governor Little's mandate that no more than 10 people convene.

Todd Cornelison, Chairman

MEMBERS PRESENT:

Bryan Wada
Paul Saito
Brett Jensen
Julie Van Orden
Ron Ambrose
Eric Jemmett
Mark Darrington
Dan Nakamura
Frank Muir, President/CEO
Patrick Kole, VP Legal/Government Affairs
Seth Pemsler, VP Retail
Alan Kahn, VP Foodservice
Joanna Hiller, Finance Director
Ross Johnson, International/Category Management Director
Jamie Bowen, Domestic Marketing Director
Dusti Zimmerman, Legal/Finance Assistant
Jeweldean Hull, Administrative/Social Media Director

OTHERS PRESENT: Roll call not taken

CALL TO ORDER:

The meeting convened at 9:30 a.m., with Chairman Cornelison presiding. He welcomed everyone.

MINUTES

MOTION: Commissioner Darrington made a motion to approve the minutes of the December 10th and 21st, 2020 meetings. Commissioner Wada seconded the motion. Motion carried unanimously.

3/9/2021

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FINANCIAL REPORT:

Mr. Muir discussed receipts and expenditures for December. For the month of December revenue is at \$343k for fresh potatoes, which is down \$43k compared to last year. Processed is at \$542k, down \$222k. Total for the month, we are at \$885k which is down \$266k compared to last year. YTD Fresh is up \$70k and Processed down \$200k, total YTD is down \$129k verses year ago which is due to less acres for processed than last year. Expenditures for the month are at \$1.5mil, verses budget of \$1.3mil, down \$200k. We are in line YTD where we need to be. YTD expenditures are at \$4.3mil verses \$5.2mil budgeted. Currently the reserve is at \$5.9 mil which is significantly higher than our target due to some programs on hold like the Big Idaho Potato Truck. Mr. Muir asked for a motion to approve the December financials if there were no further questions. There was discussion on shifting budget programs that are currently not running, to advertising funding and will be on agenda for March meeting.

Legislation Update: Mr. Muir reported briefly on presenting to the Senate Ag Committee and will be presenting to House Ag Committee on 1/28/21 on IPC Audit Report, Farmgate Revenue, IPC Mission Statement and the 2021 Legislative Update.

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

OFFICE PROCEDURES:

Chairman Cornelison called upon Mr. Kole, who presented the following: A) Trademark status and actions in multiple countries and everything is proceeding with practices of intellectual law; B) Federal Update; status of new legislation and administration, concern over changes of policy appointments; C) Regulatory Matters-Federal, new direction relative to several areas; D) Regulatory Matters with state, conflict between legislation and gubernatorial government; E) Administrative rules expired may repeat again and have the IPC to re-up the administrative rulemaking; F) PCN Press Release & APHIS rule; G) Ag Affairs Meeting coming up; H) Food Producers Meeting today, forum for all the commodity groups to hear each other and educate.

PRESIDENT'S REPORT: Chairman Cornelison called upon Mr. Muir, who reported on the following: A) Legislative Dinner Update; B) COVID-19 impacts/actions; C) FIPB; D) Idaho Potato Drop E) Potato Expo/Conference Virtual; F) Advertising/PR/Consumer; G) Taysom Hill; H) Social Media/Website update provided by Jeweldean Hull and Jamie Bowen; I) BSU/UI update.

RETAIL: Commissioner Van Orden turned time over to Seth Pemsler who reported on the following: A) Current retail landscape; B) IPC Retail Promotion Directors; C) Potato Lovers Month contest-30 years & Update; D) Jumbo Bin Promotion.

EXPORT: Commissioner Wada turned time over to Ross Johnson who reported on the following: A) Asia Update: Spokespersons are paying off, Social Media Campaign, Dairy

Farm Business bid, Taiwan Idaho Luncheon, Education of Idaho Potatoes in Taiwan and shows coming up in June in Taipei; B) Latin America: Charlie Sarmiento, Paola Longoria, Coliman- organization for Caribbean distributor.

FOODSERVICE: Commissioner Nakamura turned time over to Alan Kahn who reported on the following: A) FS Industry Stats; B) Comfort to eat at restaurants; C) Distributor Promotions; D) Kitchen Collaborative; E) FSR Custom E Blast, Shary's Mexican Grill; F) Texas Chicken & Burgers; G) Jim'n BBQ; H) Customer Mailer; I) 2021 Idaho Potato Chef Calendar, 20 year anniversary; J) Operator Engagement; K) Operator Research with Adam Moore; L) Cisco on training and promotions.

RESEARCH AND EDUCATION: Mr. Muir reported on the following in place of Mr. Blacker: A) January 11th Cost of Production meeting; B) Consortium R&E on February 2-3rd schedule Idaho Only meeting; C) Storage Advisory Position; D) Seed Building moving along.

INDUSTRY RELATIONS: Commissioner Jensen reported on the following in place of Mr. Blacker: A) Truck Safety Video that growers will be able to use this harvest; B) Lamb Weston constructing new line and building in American Falls; C) D.C. Fly-In coming up and only one change on NPC board with Nick Blanksma; D) Potatoes USA Annual Meeting; E) Ag Affairs Meeting February 11th; F) March 25th Nomination meetings at Red Lion INN, Pocatello, ID with Zoom option.

LIASON REPORTS:

Potatoes USA: Commissioner Van Orden reported on Potatoes USA Pod cast that is very informative "Potato-Cast".

NPC: Chairman Cornelison reported on the following: A) D.C. Fly-In/NPC Annual Meeting; B) USDA; C) Immigration Bill.

SIPCO: Commissioner Jemmett reported on the following: A) Good quality coming out of storage for Crop Year 2020; B) Bruise Free % is closer to average or better compared to past few crop years; C) Negotiations for Crop Year 2021 will be second week of February.

IACI: Commissioner Saito turned time over to Mr. Eaton who reported the following: A) State now getting COVID-19 vaccines; B) Legislation trying to stop emergency declaration; C) Tax Cuts/Liability Reform Sub Committee meeting today.

IGSA: Commissioner Wada turned time over to Mr. Boyle who reported on the following: A) Wage & Compensation Survey; B) Association Health Care Plan moving forward, saving with health care costs, hopefully longtime solution; C) E-Legacy, meet virtually; D) Scholarship Update; E) Spring Swing, Las Vegas, NV March 31-1st; F) IGSA Convention committee to have Sun Valley Convention this year in person September 1-3rd.

United: Commissioner Jensen turned time over to Mr. Shawver who reported on the current forecast nationally and for Idaho.

USDA: Mr. Welk reported on the following: A) December showed 500 abandoned acres reported; B) NASS changing categories combining whites, long or round.

UI: No report.

Meeting adjourned at 1:15 pm.