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The Idaho Potato Commission met in Eagle, ID on Wednesday, May 12, 2022. This meeting was also held by video conference.

Brett Jensen, Chairman

**MEMBERS PRESENT:**

Todd Cornelison  
Bryan Wada  
Eric Jemmett  
Paul Saito  
Ron Ambrose  
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  
Ross Johnson, International Marketing Director  
Jamie Bowen, Domestic Marketing Director  
Jeweldean Hull, Administrative/Social Media Director

**OTHERS PRESENT:** Shawn Boyle, Laura Martin

**VIDEO CONFERENCE:** Candice Nyholt

**CALL TO ORDER:**

The meeting convened at 2:27 p.m. (MST), with Chairman Jensen presiding. He welcomed everyone and went over the anti-trust agreement in the folder.

**OFFICE PROCEDURES:**

Chairman Jensen turned the time over to Mr. Kole who reported on the following: A) Argentina, Malaysia, Singapore, and Uptek Trademarks and Agreements; B) PVMI final



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stages with CRADA research agreement of Oregon, Washington and Idaho PVMI licensing.

Chairman Jensen turned the time over to President Higham who reported on changing future meeting agendas and schedule starting next month. He introduced the Idaho Falls Event Center proposal to have IPC sponsor the Hockey team as Spud Kings where IPC could possibly host the Big Idaho Potato Harvest Meeting. Mr. Blacker and President Higham will reconvene to discuss negotiations and what is best for IPC.

Jeweldean Hull reported on IPC social media.

Candice Nyholt then presented the PR/Consumer scorecard which is located in the commissioner folders.

**Meeting adjourned at 3:45 p.m.**



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Brett Jensen, Chairman

**MEMBERS PRESENT:**

Todd Cornelison  
Bryan Wada  
Eric Jemmett  
Paul Saito  
Ron Ambrose  
Mark Darrington  
Mark Duncanson  
Julie Van Orden  
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  
Ross Johnson, International Marketing Director  
Jamie Bowen, Domestic Marketing Director  
Jeweldean Hull, Administrative/Social Media Director

**OTHERS PRESENT:** Shawn Boyle, Mike Thornton, Laura Martin, Danielle Brazil, Douglas Jones, Sam Eaton

**VIDEO CONFERENCE:** Sue Kennedy, Candice Nyholt, Rick Shawver, Mike Wenkel, John Eaton, Kam Quarles, Patxi Lorrocea Phillips, Camron Hammond, Braden Jensen, Blair Richardson

**CALL TO ORDER:**

The meeting convened at 8:31 a.m. (MST), with Chairman Jensen presiding. He welcomed everyone and went over the anti-trust agreement in the folder.



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## **MINUTES**

**MOTION:** Commissioner Wada made a motion to approve the April minutes. Commissioner Van Orden seconded the motion. The motion carried unanimously.

## **FINANCIAL REPORT:**

Ms. Hiller discussed receipts and expenditures for April. For the month, revenue is at \$309k for fresh potatoes, which is down \$54k compared to last year. Processed is at \$845k, which is up \$113k. Total for the month of April is \$1.1 mil, which is up \$59k compared to last year. YTD for fresh and processed is at \$9.6 mil which is down \$525k from the year before. Expenditures for the month of April are \$637k, versus a budget of \$1.3 mil. We are underspent \$750k. Expenditures YTD are \$10.5 mil versus \$11 mil budget; underspent by \$590k. Currently the reserve is at \$4.7 mil. Chairman Jensen asked for a motion to approve the month of April, if there were no further questions.

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

## **OFFICE PROCEDURES:**

Presented at Agenda session.

**PRESIDENT'S REPORT:** Mr. Higham reported on the following: A) Famous Idaho Potato Marathon; B) Pat Appreciation Dinner; C) June IPC Golf Tournament; D) NPC/Potatoes USA Summer Meetings; E) Advertising/PR; F) Big Idaho Potato Truck; G) Social Media; H) Idaho Falls Event Center proposal of sponsorship; I) Misc.

**RETAIL:** Commissioner Cornelison turned time over to Ross Johnson who reported on the following: A) CP Category Partners with Review; B) Food Lion; C) Sprouts; D) SE Produce Show; E) Retail shows are back in full swing.

**EXPORT:** Commissioner Ambrose turned time over to Ross Johnson who reported Idaho labeled potato bags were first to make it into Mexico.





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**FOODSERVICE:** Commissioner Wada turned time over to Alan Kahn who reported on the following: A) Inflation Costs, Statistics of Labor with Food Service; B) Promotional Training and Distributor Promotions; C) Operators Conference; D) Frites Street; E) Pro Start; F) Cater Source Show; G) Event Calendar; H) Mooyah Burgers; I) Gasoline could be future issue with FS.

**RESEARCH AND EDUCATION:** Mr. Blacker reported on the following: A) Consortium Meeting in Boise, ID in June; B) Andy Jensen will retire in year and half; C) PVMI Jeanie to retire.

**INDUSTRY RELATIONS:** Mr. Blacker reported on the following: A) May 25<sup>th</sup> Ag Affairs Meeting in Idaho Falls; B) Water Report by the Bureau of Reclamation; C) Farmer Looking for love; D) Promotional Lunch.

**LIASON REPORTS:**

**NPC:** Commissioner Cornelison turned time over to Mike Wenkle and Kam Quarles who reported on the following: A) NPC Summer Meeting in Nashville will have first alumni summit; B) Mexico update with 4 shipments cleared and 2 were from Idaho; C) New Specialty Crop Farm Bill; D) SEC rule.

**POTUS:** Commissioner Jensen turned the time over to Blair Richardson who reported on the following: A) Fiscal year starts July 1<sup>st</sup>; B) John Toasburn retiring and Kim Breshears to be CMO; C) Trade will be facilitated to Brian Christy's staff; C) Hiring two more positions in marketing, one is a certified Dietician who can fight on goodness of potatoes; D) White house will have a nutrition summit; E) Mexico.

**IGSA:** Commissioner Wada turned time over to Shawn Boyle who reported on the following: A) Welcoming Sam Eaton to IPC; B) Scholarship deadline May 31<sup>st</sup>; C) IGSA Convention in Sun Valley, ID; D) Thanks to Bryan Wada as the liaison to IPC.

**SIPCO:** Commissioner Darrington turned time over to Patxi Lorrocea who reported on the following: A) Summer meetings July 17-19<sup>th</sup> with 3-day workshops; B) McCain/Lamb Weston offers 20% approved; C) Cost and Supply chain disruptions.



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**IACI:** Commissioner Saito turned time over to John Eaton who reported on the following: A) Legislative update; B) \$574 mil., surplus with Idaho income tax; C) Corporate tax was up 245 mil.

**United:** Chairman Jensen turned time over to Rick Shawver who reported Idaho is 17.6 mil., hwt. for April. A water meeting will help determine the water issues and water report.

**LONG RANGE PLANNING:** Commissioner Darrington discussed the Big Idaho Potato Harvest Meeting and planning logistics.

**IPGA:** Commissioner Jemmett turned time over to Douglas Jones who reported on the upcoming SARL sponsorship and thanked IPC for their donation and sponsorship as well as Commissioner Jemmett for the tour at this farm.

**Meeting adjourned at 11:17 a.m.**