



The Idaho Potato Commission met at Idaho Potato Commission in Eagle, ID on October 23, 2024. This meeting was also held by video conference.

Mark Darrington, Chairman

MEMBERS PRESENT:

Eric Jemmett
Brian Jones
Klaren Koompin
Daren Bitter
Paul Saito
Bryan Wada
Brian Lundquist
Mike Telford
Jamey Higham, President/CEO
Sam Eaton, VP Legal/Government Affairs
Ross Johnson, VP Retail
Alan Kahn, VP Foodservice
Travis Blacker, VP Industry Relations
Jeweldean Hull, Managing Director
Jamie Bowen, Marketing Director
Grayson Waldie, Accounting/Finance Manager
Dusti Zimmerman, Finance/Legal Assistant

VISITORS: Mike Thornton, Shawn Boyle, Rachael Bickerton, Danielle Brazil, Ben Johnson, Laura Martin

VIDEO CONFERENCE: Patrick Mills, Jessica Stampe, Armand Lobato, Dennis Hardy, Sue Kennedy, Brad Carlson, Emily Lauderdale, Bri Payan, Patxi Lorrocea Phillips

CALL TO ORDER:

The meeting convened at 8:30 a.m., with Chairman Darrington presiding. He welcomed everyone and went over the anti-trust agreement.

MINUTES:



MOTION: Commissioner Bitter made a motion to approve July 24, 2024, minutes. Commissioner Jemmett seconded the motion. The motion carried unanimously.

FINANCIAL REPORT: Mr. Waldie discussed receipts and expenditures for the 2024 year-end and September financials. For year-end, Fresh finished at \$5.3 mil up \$1.4 mil. Processed finished at \$9.3 mil up \$353k. Total year-end is \$14.7 mil, up \$1.8 mil compared to FY23. Expenditures year-to-date are \$14.8 mil, down \$1.3 mil. The reserve finished at \$2.8 mil for FY24. For the month of September, Fresh revenue is at \$438k, up \$36k compared to last year. Processed is at \$761k, up \$98k. Total for the month of September is \$1.2 mil, up \$134k compared to last year. Expenditures for September are \$837k versus a budget of \$1 mil. Currently the reserve is \$3 mil. Chairman Darrington asked for a motion to approve the 2024 year-end and a motion to approve the September financials as presented if there were no further questions.

MOTION: Commissioner Wada made a motion to approve the 2024 year-end financials. Commissioner Jones seconded the motion. The motion carried unanimously.

MOTION: Commissioner Bitter made a motion to approve the September financials. Commissioner Jensen seconded the motion. The motion carried unanimously.

CHAIRMAN'S COMMITTEE: Chairman Darrington called upon Mr. Eaton, who presented the following: A) Introduction to University of Idaho rep., Rachael Bickerton who is replacing Brett Olmstead; B) Idaho Farm Bureau Meeting/ Specialty Crops; C) Dietary Guidelines Recommendations update; D) Local and State elections; E) License Plate follow up; F) Japanese Delegation at Idaho Falls recap.

PRESIDENT'S REPORT: Mr. Higham reported the following: A) Harvest Meeting details and Expo, Potato School registration; B) IPC calendar events and upcoming IPC sponsorships; D) 2025 Sun Valley World Cup Finals Overview/ Proposal; F) Big Idaho Potato Truck Update, Laura Martin; G) Consumer/PR, Sue Kennedy; I) Famous Idaho Potato Bowl Executive Director Danielle Brazil provides details and options to 2025 FIPB contract.

RETAIL: Commissioner Jones turned the time over to Ross Johnson who reported on: A) Commissioner handouts on all IPC programs in folders; B)



Consumer/PR for Retail/International; C) EPC Dinner, David Tyree from NY Giants the special guest; D) Harvest Tour Visit was a success; E) IFPA 2025 update.

EXPORT: Commissioner Wada turned the time over to Ross Johnson who reported on: A) Asia: Strategic approach to eating potatoes by Sun Way University; B) GTM 2024; C) Mexico: Importers to Idaho: Sun Glo, Eagle Eye and other visits.

RESEARCH & EDUCATION: Commissioner Jemmett turned the time over to Travis Blacker who reported on: A) UI ranked #13 in top Ag Schools in the U.S; B) June 21 Dean Parella last day; C) J.R. Simplot to endow \$5 mil for nematologist position; D) Mike Thornton to retire, position will also be endowed for potato/onion departments; E) Cost of Production meeting recap; G) Specialty Crop Grant on Mop Top issue in Mexico.

INDUSTRY: Commissioner Bitter turned the time over to Travis Blacker who reported on: A) Spud Kings game; B) Harvest photo contest; C) Grower List; D) Idaho potato harvest looks good so far and the yield is average.

LIASON REPORTS:

UNITED: Chairman Darrington turned the time over to Bryan Wada who reported on: A) Idaho voted to suspend the United Idaho operations for now, Idaho members can contact United NW if need contact; B) There are lower russet shipments based on the forecast.

OTHER: Alan Kahn to retire in February 2025.

The meeting adjourned at 11:30 a.m.