

## Ongoing Action Plan for Election Process

Last reviewed: January 2006

To ensure that there is diversity in the nomination and election of Board members and that the Board reflects all potato growers, the USPB has developed and maintains a Diversity Policy (no. 002) which states:

“Keeping in compliance with the Department of Agriculture; it shall be Board policy that programs and activities are open to all individuals without regard to race, color, national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual’s income is derived from any public assistance program.

Furthermore, it is the desire of the National Potato Promotion Board that membership on the Board and its committees reflect the diversity of individuals served by its programs. It is therefore the Board’s policy to seek the representation of producers from diverse backgrounds on its’ Board and strongly encourages women, minorities and persons with disabilities to seek nomination to the Board and to participate in the Board’s activities.”

During the election process, this policy will be broadcast to all potato growers and industry representatives through the following steps.

1. We request from the Research and Promotion Branch of USDA the most recent census of Agriculture data to determine the percentage of minority persons in the potato industry to aid our measurement of the success of our diversity plan.
2. A press release is written and distributed each year regarding the upcoming nomination process. The Board’s Diversity Statement is clearly included in the text.
3. The packet sent to State Managers / election officials responsible for facilitating the election of new Board members includes the following instructions. “This paragraph should be used in conjunction with the announcement about USPB nominations:

The Department of Agriculture prohibits discrimination in all its programs and activities on the basis of race, color national origin, age, disability, and where applicable, sex, marital status, familial status, parental status, religion, sexual orientation, genetic information, political beliefs, reprisal, or because all or part of an individual’s income is derived from any public assistance program. It is the National Potato Promotion Board’s policy that membership on the board and its committees reflect the diversity of individuals served by its programs. It is there for the Board’s policy to have the representation of producers from diverse backgrounds on its Board and strongly encourages women, minorities and persons with disabilities to seek nominations to the Board and to participate in the Board’s activities.”

4. The USPB provides diversity training for all new Administrative Committee members and any new staff on an annual basis.