



UNITED STATES
Potato
BOARD



Maximizing Return on Grower Investment

POTATOES
**GOODNESS
UNEARTHED**

“What’s News?”

Q3, FY10, Year-to-Date

“Peel Back The Truth” Print Ads Spread Nutritional and Convenient “Potato Goodness” in Consumer Magazines and On Line

- The USPB’s “Peel Back the Truth” print ad campaign is in its second year with a total of 13 ad insertions in 11 publications.
- In addition to the paid media plan, added-value opportunities equaling \$565,623 were negotiated on USPB’s behalf, which is over 50% of the actual paid investment.
 - These added-value opportunities include 14 bonus print insertions, 3 online programs and 11 VISTA Print Effectiveness Rating Surveys. These programs are highly integrated with the USPB Public Relations program to maximize effectiveness of USPB Domestic Marketing programs.
- The “Peel Back the Truth” online advertising campaign launched April 5, 2010, with integrated advertising programs on www.AllRecipes.com and www.MyRecipes.com, the two most highly-trafficked recipe sites on the web. These programs build on the overall “Peel Back the Truth” campaign by debunking the myth potato dishes take a long time to prepare. The first five-weeks of the campaign have delivered very impressive results and greatly exceeded industry standards—more than 20,500 interactions with the “Quick & Healthy Potato Recipe,” including over 23,800 recipe views and over 3,200 recipe print-outs.
- As of Q3, the “Peel Back the Truth” print advertising campaign has delivered more than 126 million impressions through the print advertising plan, which included 28 insertions in 10 different publications. This allowed the USPB to reach 51% of the “Linda” target audience with the potato nutrition message more than 3 times in the past year.
- Five reader service studies have been delivered, and results are very positive, with three of the four critical measures exceeding FY09 results:
 - In total, 76% of readers reported taking or planning to take some action because of viewing the ad (up 4% from 72% in FY09).
 - Further, 24% of readers considered purchasing potatoes based on the ad and 39% reported purchasing after viewing the ad (compared to 20% and 36% respectively in FY09).



For more information, or to receive the newly revised Registered Trademark Campaign Signature art files and design guidelines, or to request review of proposed marketing materials, contact David Fairbourn at david.fairbourn@uspotatoes.com or 303-873-2331.



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Nutrition Communications and Partnership Provide Constant Promotion of Potatoes

The USPB Nutrition Program's goal is to keep the "Potatoes...Goodness Unearthed®" message and essence in front of consumers. In total, through Q3, USPB has reached more than 280 million consumers with potato nutrition information and recipes.

- February was Heart Health Month, which included an all media push:
 - National short-lead press kit mailing and mat release: **778 media placements; 18 million impressions.**
 - Co-op SMT with RD Christine Palumbo aired in **18 markets** and on nationally syndicated *The Daily Buzz* and *ION Network*; **8,465,222 impressions**
 - National Win/Win radio blitz: **2,417 mentions** across **464 radio stations** for a total of **8.9 million impressions.**
- Potatoes Remain a Magazine Staple: "America's Favorite Vegetable" was featured in several recipes and nutrition articles in national consumer magazines throughout Q3, including *Food Network Magazine*, *Martha Stewart Living*, *Prevention*, *Runners' World*, *Woman's World*, *Family Circle*, *Ladies' Home Journal*, and *Shape*
- Potatoes Premier on the History Channel: USPB began working on a *Modern Marvels: the Potato* in May 2008. At long last, in January 2010, the episode, which showcased all-things potato, aired five times to an estimated audience reach of 3.5 million.
- A solid collection of newly developed **Quick & Healthy potato salads** in the USPB library of recipes laid the foundation for the 2010 Potato Salad Push. The delicious recipes, available at www.potatogoodness.com/Recipes, use low/no-fat plain or Greek yogurt in place of mayonnaise, essentially cutting the calories of this summertime favorite in half.
 - In May, a press kit, touting the innovative and convenient benefits of four new potato salad recipes, was sent to more than 450 food and nutrition writers nationwide. Within just two weeks, media impressions totaled almost 600,000, including a high-profile placement on BBO.About.com, a site that receives a half million visitors per month, included all four Quick & Healthy Potato Salad recipes and three images, as well as the press release in its entirety. Additionally, the Greek Potato Salad recipe and its nutritional was the lead recipe in Phil Lempert's e-newsletter and on his website. Lempert, also known as "The Supermarket Guru", is also a food trends editor/correspondent for the "Today" show.
- May was also Mediterranean Foods Month, and the USPB teamed up with **nutrition partner, Mediterranean Foods Alliance**, to participate in retail demos at participating Hy-Vee and Giant Eagle stores, where the Greek Potato Salad (which replaces mayonnaise with Greek yogurt) were prepared and sampled. Healthy potato recipe brochures and recipe cards were distributed to shoppers, as well.
- Weight Management Research: An abstract summarizing preliminary positive findings was accepted and presented at a poster during the annual Federation of American Societies for Experimental Biology conference. This research, being conducted by UC-Davis will, once and for all, prove that it's not the Glycemic Index but the calories that count in healthy weight loss.
- Digital Potatoes!
 - *Website Traffic*: Q3--35,000 unique visitors; Year to Date--93,280 unique visitors. Traffic Drivers: February as Heart Health Month and Valentine's Day, St. Patrick's Day, and the Tastemaker Challenge motivated major increases in engagement and cross-site traffic. Tactics and messaging are continually evaluated for ROI.
 - Potatoes, Taters and Spuds: 5,790 Fans through Q3, more than double the fans from end of Q2 (2,100 fans @Q2 end)
- Potato Tastemaker 2K10 Challenge (Blogger Challenge) culminated in Q3 with the Top Chef-style event at Blissdom (a national women's blogging conference). The cook-off was attended by 180 online influencers, with 1.4 million of the program's total Twitter impressions captured during the event. Program Results through Q3: *Total impressions=5.4 million*
 - 27 Tastemaker videos created and uploaded to YouTube for 8,838 views, 1,500 tweets with the #tastemaker hash tag on Twitter reaching 165,000 unique people
 - 67 blog posts related to Tastemaker published on Tastemakers blogs, as well as other blogs of spectators, totaling a combined 700,000 page views and 241,000 unique visitors.
 - 9 stories created on Whrrl and Flickr (video and photo collections), which included 626 images uploaded, 468 of which were from online influencers, generating 5,017 impressions
- Issues Management: USPB maintains a tight pulse on the beat of several issues throughout this fiscal year and has plans in place to continue to do so.
 - Women's, Infants & Children (WIC) issue escalated due to impending decisions at USDA. Communications plan was developed and USPB and the NPC rallied third party influencers to speak on the potato's behalf. Materials were developed and posted on the NPC site, and outreach was conducted to "Friends of Potatoes"/influencers to inspire third-party testimony.
 - Close pulse kept on global acrylamide regulatory timeline as part of overall plan to monitor and respond to issue.
 - In Q3, USPB revised messaging, trained USPB spokespeople, crafted FAQs, created mitigation backgrounder and timeline, developed "dark" website, and prepared state managers toolkit in anticipation of a negative European announcement, which didn't surface.
 - The 2010 Dietary Guidelines Advisory Committees has completed its conversations and debate. USPB submitted three letters of testimony and rallied other "friends of potatoes" to submit testimony as well. It's unclear when the

“Menu Innovations with Potatoes” Attendees Add Potato Items!

The goal of the foodservice program is to drive potato innovation and get more potatoes on menus nationwide:

- Culinary Seminar Drives Potato Innovation at Five Chains: Two more chains are testing new products, which means in just six months, **7 of the 11 chefs who attended the seminar are already innovating with US Potatoes!**
- “Modern Potatoes”, a potato recipe supplement, was included in the March issue of Restaurants & Institutions, as well as Chain leader (total Circ—146,000). More than 150 foodservice professionals requested additional information, and traffic to the USPB foodservice microsite (www.potatogoodness.com/foodservice) quadrupled in March.
- Online Program Expanded: A series of new ads and video demos are being featured on key foodservice sites, including www.ProChef.com, www.Monkeydish.com, www.NRN.com and www.Plate.com. Two cooking demos/videos featuring well-known chef and author Cindy Pawlcyn were developed and are being marketed through e-newsletters and web site advertising. New banner ads, featuring a foodservice version of the “Peel Back the Truth” ads launched during Q3.
 - To date, chefs have spent 628 hours viewing USPB videos on www.Monkeydish.com alone! USPB’s micro site on www.Prochef.com/potatoes has reached over 17,000 unique visitors this year, and the campaign has exceeded expectations with more than 2.8 MM impressions.

International Marketing Overview

The USPB International Marketing program works to create new market opportunities for all US potato growers. This is accomplished by a set of strategies designed to open up new markets to US potatoes and products, increase access to current markets, introduce new US products to foreign markets, develop new channels for US products in the foreign markets, increase consumer demand for US potatoes, deliver positive potato messaging and counteract regulatory and food safety issues.

- US potato exports were a record \$1.2 billion for fiscal year 2009 (July 2008 – June 2009), up 9% by value over FY08.
- Frozen potato exports account for over 50% of the total and were up 10% by value and 4% by volume, despite a significant decline of 9% in exports to Mexico caused by the retaliatory duty placed on US frozen potato products because of the NAFTA trucking dispute, as well as the continued devaluation of the peso and the severe economic recession gripping Mexico. This dispute has carried over into FY10 and has caused a 50% decline in US frozen potato exports to Mexico.
- For FY09 Fresh (table & chipping) potato exports grew 14% by value, but were down 4% by volume due to the 19% decline in export volume to Mexico. Exports of dehydrated potatoes were off 5% by volume, but up 1% by value, reflecting the much higher US dehy prices. Seed potato exports continue to grow as the USPB program has successfully created demand in Uruguay, Brazil, Nicaragua and the Dominican Republic.
- For the July 2009 – March 2010 period, US exports of frozen potatoes were down 10% by volume but flat in value from the same period in 2008/09. This decline is due to the 50% reduction in exports to Mexico for the reasons outlined above, as exports to other markets have rebounded. Exports of dehydrated potatoes are up 16% in volume and 23% in value, led by increases to Japan, Mexico, Korea and Canada. Fresh potato exports are up 27% in volume, but down 14% by value due to lower US prices. The volume of exports to Mexico and Canada are up substantially.

Frozen – Largest US Potato Export Category

The USPB is working to expand the export of frozen potato products through the introduction of new products, new uses and new channels. Demand is also being built through the inclusion of frozen potatoes into local cuisines and the delivery of a positive nutrition message for potatoes in all markets. In emerging and developing markets, the superior quality and value of US frozen potato products is driven home.

- 48 restaurant chains in the target markets added, upgraded or switched to US products from competitors in FY09, while 38 have done so in the first nine months of FY10.
- 18 retail chains began carrying US frozen potato products or expanded the selection of US products stocked in FY09, with 10 having done so in FY10 to date.
- 25 alternative channels were tapped in FY09; including 1,200 push carts in Indonesia, movie chains in Malaysia and Mexico, TV home shopping networks in Korea and Chinese restaurants in Japan. So far in FY10, ten new channels have been exploited, including kiosks in Korea, 2,288 cafeterias in Japan and hypermarkets in Malaysia.
- 5 new importers and distributors began importing US frozen potato products in Central America, Malaysia and China.
- 53 new frozen potato items or menu items, made with US frozen potatoes, were introduced at restaurants in Japan, China, Korea, Mexico and Malaysia in FY09, while 41 have been added so far in FY10.
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- 238 positive potato messages, based on the nutrition, quality and convenience of frozen US potato products, were conveyed in all markets through seminars, trade shows, press releases and websites.
- Employees at 1,500 restaurants in the target markets were trained in proper storage, handling and preparation of US frozen potato products.
- Working with the American Potato Trade Alliance (APTA), the USPB Japan changed its labeling requirements for Coliform on US frozen potatoes. Unfounded requirements for phytosanitary certificates for frozen potato products in Indonesia and the Philippines have also been removed.
- A group of 25 chefs from Japan, Korea, the Philippines, Mexico and Central America came on a reverse trade mission (RTM) to Washington State to learn about new and innovative uses of frozen potato products. The group saw harvest, storage and processing in the Pasco area before going to Seattle for culinary training and practice. The chefs reported gaining a whole new understanding of US frozen potato products and coming away with many new ideas for new uses in their restaurants.

Dehydrated Exports – International: Supporting All Growers

The USPB is promoting the use of US dehy in a wide variety of products and dishes to be made in international markets. This requires extensive technical research and expertise into use and benefits of dehy in a wide array of applications. New usage information and ideas are distributed through trade shows, seminars and one-on-one technical meetings. Potential customers are given samples to use in their product development and promotional support to assist with new product launches. The USPB is also working to increase the use of dehy in US government-funded international food aid programs.

- 124 new products made with US dehy were under development during FY09 in all markets. 62 new products are under development in the first nine months of FY10.
- 37 new products were launched, including noodles, soup mixes, breads, pastries, and snacks in FY09 and 14 have been launched so far in FY10.
- 104 one-on-one technical meetings were held with potential customers to help them with product and menu development in the past 18 months.
- The USPB also participated in numerous trade shows and seminars as a means of more broadly disseminating information about US dehy and its many uses.
- Importers in Central America, Malaysia, Mexico and China began importing new dehy products from the US.
- In FY10, 480 metric tons of dehy flakes were purchased by the US government for use in international food aid programs in Guinea-Bissau, and 119 metric tons of dehy flakes were purchased for Senegal.
- 3 new applications, that included dehydrated potatoes, were made by Private Voluntary Organizations (PVOs) to the US government for food assistance programs, and two PVOs have requested changes to their approved commodity mix to include dehy.
- 2 training workshops were held in Idaho Falls for employees of PVOs involved in international food aid programs. 3 training sessions were given to PVOs and government agencies at their offices.
- 2 studies were conducted in Senegal, West Africa, to measure the benefits of feeding dehy to preschool children and chronically malnourished children. Another study is being undertaken in Zimbabwe to measure the benefits of Manna Pack Potatoes (a dehy-soy blend) as a recovery ration for children and adults suffering from acute diarrhea.
- Through the provision of numerous negative test results from US dehy and chipping potatoes, Japan removed the additional MRL testing requirements imposed on US products.

Table-Stock – Domestic/Retail: Best in Class Launched in New Retail Chains

Increasing demand for fresh potatoes, by responding to the consumer, is the goal of the Domestic Table-Stock program through the Best In Class (BIC), Best Practice Partner Program and tertiary testing initiatives. The implementation of core best practices has produced positive results with all retail partners. This research-supported program also offers several training programs that help grower/shippers take their accounts to the next level.

- **The Best In Class** program is a three-year partnership with a retailer, where all core best practices are implemented and suppliers are included. Delivery of quarterly reviews and recommendations, including Rest of Market (ROM) data, to retail partners and their suppliers helps refine specific programs and more fully develop the potato category.
 - USPB began working with **Meijer** at the end of FY2009. They completed a test of merchandising recommendations, which should result in chain-wide implementation. They continue to out-perform ROM in average weekly volume and



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- o dollar sales.
 - o **Schnucks** kicked off its partnership in late March and are currently working on implementing assortment and merchandising recommendations.
 - o **Safeway-Seattle** is in the midst of conducting a merchandising test. Results will be reviewed in mid June.
- In FY10, the **Best Practice Partner program** replaced **Best In Class Fast Track**. The program allows retailers to choose and focus on one best practice to meet their strategies and goals over a nine-month period. By changing the program to focus on one best practice, we are able to get our messaging out and work with more retailers than ever before. Three of the four spots were secured in Q2 and include:
 - o Price Chopper, Syracuse, NY – 122 stores
 - Following their successful participation in the Best In Class Fast Track program in FY09, Price Chopper continued to work with the USPB to further develop their potato category. Based on learnings from the program, updated assortment and merchandising recommendations have been developed and approved. Roll-out of the assortment recommendations began in February 2010. Merchandising test begins in Summer 2010.
 - o SUPERVALU Corporate, Eden Prairie, MN – 1,233 stores
 - SVU Corporate expressed interest in both assortment and merchandising recommendations across all divisions of SVU. Due to the numerous divisions participating in the program across the US, two of our four spots available were used for this portion of the test. Assortment recommendations have been developed, approved and implemented across the divisions. Merchandising recommendations have been developed and are awaiting final approval from the retailer.
- Retail Outreach presentations involve suppliers and their retailers in a review of the retailer's potato performance. USPB explains various available programs that could help grow their potato category. All 10 of the scheduled meetings have taken place. Retailers that participated:
 - o SuperValu
 - o Food Lion, Salisbury
 - o Safeway, Pleasanton
 - o Ralphs, Los Angeles
 - o Roundy's, Milwaukee
 - o SuperTarget, Minneapolis
 - o Publix,
 - o Kroger,
 - o Fresh & Easy
 - o Wakefern
- **Three retail tests** were secured for FY10. Testing focuses on varying store formats and how USPB merchandising best practices impact sales & profitability within these constraints.
 - o Meijer conducted a merchandising test as part of their BIC participation, and the results are currently being evaluated.
 - o Stater Bros. agreed to test a stair-step rack to merchandise the entire potato category in one location within the produce department; testing is currently underway and results are expected shortly.
 - o Safeway Seattle requested to test our merchandising best practices in a sub-set of stores prior to a full BIC roll-out, specifically to gauge the impact of displaying bulk potatoes outside of the wet rack. Testing is currently underway.
- Six web-based fresh supplier training sessions have been executed
 - o Assortment Best Practices
 - o Eight Steps to Developing NEW Fresh Potato Products
 - o Preparing for Holiday Promotions
 - o Utilizing the USPB Resource Center
 - o Executing Campaign Signature Resources
 - o Innovation in the Fresh Space
 - o BONUS WEBINAR: State of the Potato Category
- USPB Resource Center received a makeover
 - o The USPB Resource Center is a Web-based tool that provides the industry and retailers the data, tools and capabilities to work effectively and maximize potato category performance. The Resource Center was officially launched in November 2009 with an industry-wide training session via webinar

Table-Stock – International: Increasing International Demand for US Potatoes

The USPB works to increase the export of fresh table-stock potatoes through efforts to open foreign markets. Phytosanitary barriers still restrict access to US potatoes in many markets such as Mexico, Japan, the Philippines and China.

In markets where the US can ship, such as Hong Kong, Malaysia and Singapore, consumers are being taught about the excellent nutrition from US potatoes and how they can incorporate them into their diet through uses in Western, as well as, local cuisines.



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- The USPB funded in-store retail promotions in 40 chains in Hong Kong, Singapore, Malaysia and Mexico, resulting in sales increases ranging from 20 to 200 percent.
- 9 retail chains increased their selection of US potato varieties for at least 6 months during FY09.
- 26 new menu items featuring US potatoes were launched at restaurant chains in Singapore, Malaysia and Hong Kong in FY09, with 21 launches to date in FY10.
- 10 trade leads have been generated, resulting in net new sales of US table-stock potatoes.
- Employees at over 100 supermarkets were trained in proper storage and handling of US potatoes. Stores reported reduced shrinkage as a result of the adoption of these practices.
- The positive potato nutrition message was delivered to literally millions of consumers in all markets through press releases utilized by the print, web based and television media, cooking classes and demonstrations, school programs and in-store materials.
- The second USPB international chef training program for table-stock potatoes was held in Hong Kong. The event attracted 27 chefs from Malaysia, Hong Kong and Singapore. Over a 2-day period, the chefs learned about US potatoes, new potato culinary trends in the US and how to incorporate US potatoes into local cuisines.
- The first ever table-stock reverse trade mission (RTM) for importers/distributors from Malaysia and the Philippines was held at the end of September, 2009. Participants toured fields being harvested, storages and packing sheds in Oregon and Washington. The tour concluded at the 2009 PMA International Fresh Summit and Convention in Anaheim, CA, with a symposium with US growers and shippers discussing the markets and US table-stock potato varieties, production and storage and handling. The international importers/distributors were then able to meet a wide range of US shippers at the show.
- The USPB met with Vietnamese plant health officials in Vietnam to discuss market access for US fresh potatoes and then hosted them on a visit to see potato fields in California. An agreement for access of US fresh potatoes to Vietnam has been reached.
- An import protocol for US fresh potatoes was signed with Nicaragua.
- Thailand agreed to an import protocol for US table-stock potatoes.

Innovation – Domestic: Making Potatoes As Convenient as Microwaveable Rice

USPB engaged Mattson, the country's largest independent developer of new food and beverage products, to develop the world's first line of shelf-stable, ready-to-heat mashed potato side dishes. The product line will utilize retort technology to deliver delicious, ready-to-heat, 90 second microwave mashed potatoes with a shelf life of 9-12 months.

- PROTOCEPT DEVELOPMENT
 - Mattson finished development of the top four scoring varieties, as determined by consumers, and are currently, exploring feasibility of russets in the latest formula.
- COMMERCIALIZATION
 - Plant Trial 3 was completed the 3rd week of April, and learnings from the trial are captured and documented for potential manufacturing partners.
- CONSUMER RESEARCH
 - Plant-made samples of the mashed potatoes were sent to consumers and results of the In Home Use Test are the final input for the manufacturing partner sales deck.

Chip-Stock – Domestic

Through a 20-member Grower Chip Committee, USPB is supporting industry efforts to improve grower returns through education, networking and new variety trials and development for consumer product improvement.

The USPB Grower Chip Committee has extended an invitation to the Snack Food Association (SFA) and Chip Processors to attend the open session of committee meetings. The intention of this invitation is to gain an industry-wide collaborative effort on those items being addressed or that need to be addressed through the USPB Chip Committee. At the 2010 Potato Expo, representatives from several regional and one national chip processor participated in the meeting, bringing an industry-wide perspective to the meeting.

- Industry education and integration with regional processors is exceeding expectations. Processor involvement and their desire to work with the USPB has been well received. They have shown initial support for a breeding program.
- During the 2010 Potato Expo, the Grower Chip Committee approved reallocation of the \$50K allocated for Zebra Complex research. These funds will go toward exciting new developments in marker assisted sugar research and towards payment for

fast track seed.

- To support and help guide Snack Food Association area trials, the California trial was planted in Bakersfield and trial standardization will become a part of this new trial. Additionally, information will be disseminated 60 days earlier than in the past.

Chip-Stock – International: Creating International Markets for US Chipping Potatoes

Internationally, the USPB is working to create new markets for US chipping potatoes, by indentifying new markets through research, bringing buyer and seller together with trade missions and reverse trade missions, supplying foreign processors with samples of US chipping potatoes and providing technical assistance with variety selection, shipping, and storage and handling at the plant.

- 3 new buyers in the Philippines, Thailand and Central America began importing US chipping potatoes in FY09, while 1 new buyer in Malaysia has begun importing in FY10.
- In December 2009, a trade mission of US chip-stock growers and shippers was taken to Central America to introduce US chipping potatoes to Costa Rica, Guatemala and El Salvador. The participants met with importers, distributors and processors in the markets for a two way exchange of information. As a result of the mission, a sample shipment was sent to Costa Rica later that month.
- Sample shipments of multiple US varieties were sent to processors in Thailand, Malaysia, Central America and the Philippines.
- Research on the potential market for US chipping potatoes in Vietnam was initiated.
- Based on extensive input from the US potato industry, Japan returned its sampling rates on US chipping potatoes for MRLs to normal levels.
- Shipments of chip-stock potatoes to Japan are set to double in the late spring 2010 shipping window.
- A technical specialist from Korea was hosted for a week in Idaho by the Board, IPC and APHIS in an effort to finalize the reestablishment of Idaho as an approved state for shipping potatoes to Korea, following the cyst nematode find there a few years ago.
- Thailand put in place an import protocol for US chipping potatoes.

Seed – Introducing the World to US Seed Quality

The USPB seed export program is working to increase demand for US seed potatoes in targeted international markets through variety trials, trade missions and reverse trade missions, variety registration and market access work.

- 3 US varieties were imported and planted in foreign markets for the first time.
- 1 new importer began bringing US seed potatoes into the DR
- 5 new US growers began exporting US seed potatoes to the foreign markets.
- 11 trade leads generated in target markets and elsewhere.
- The bi-annual seed reverse trade mission brought 20 foreign growers, importers and government officials to the US in July 2009. The week began with a Seed Trade Symposium in Las Vegas, attended by over 10 US growers, shippers and state managers. The foreign participants were then divided up into 4 groups that went to Idaho, California, Washington and Maine. Numerous commercial contacts and opportunities have come about as a result of this activity.
- In FY10 variety trials for US seed potatoes were conducted in Sri Lanka, Brazil, Nicaragua and the DR.
- In FY09 26 varieties from 5 states were successfully trialed in Uruguay, Sri Lanka, Nicaragua and the DR.
- Market visits for US seed exporters went to Brazil, the DR and Nicaragua in the winter and spring of 2010. The participants met with government officials to discuss market access, toured USPB variety trials and met with importers and growers to discuss future purchases.
- The USPB accompanied USDA APHIS to Guatemala to meet with government officials there to improve market access for US seed and fresh potatoes.
- The USPB hosted 2 Ministry of Agriculture officials from Thailand to learn about US seed production and certification in Oregon, Washington, Idaho and California. The trip resulted in a signed import protocol for US seed, initially covering these four states, but to be expanded as other states are visited in 2010.
- The USPB hosted 2 top level Ministry of Agriculture officials from Uruguay in Colorado to discuss the powdery scab tolerance on US seed potatoes. USDA APHIS and Colorado Department of Agriculture officials did a fantastic job teaching the officials about powdery scab and US inspections and controls.