



Oregon Potato Commission

Newsletter

OREGON POTATO PROMOTIONS

If you're a Beaver Baseball fan, you've probably heard the new Oregon Potato Radio message.

"It's no secret Oregon produces some of the best potatoes in the world."

This is part of a new campaign OPC started with Beaver Sports this year being funded by the Consumer Research and Education category of the OPC budget.



The 2012-2013 proposed budget, currently posted for public comment, has money allocated for an even more

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NOTICE OF PUBLIC HEARING

The Oregon Potato Commission will hold a public budget hearing at 10:00 a.m. on Friday June 8, 2012. The regular quarterly Commission meeting will begin at 8:00 a.m. These meetings will be held at the Phoenix Inn Suites Oregon Room, 300 NW Franklin in Bend, OR.

The purpose of the public budget hearing is to receive testimony and evidence on the proposed budget for operation of the Oregon Potato Commission during fiscal year July 1, 2012 to June 30, 2013.

Any person desiring to submit facts or data, orally or in writing, may do so by attending the public hearing or by contacting the Commission Executive Director before the hearing date.

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Phone: (503) 239-4763

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A copy of the proposed budget is posted under News—Publications on the Oregon Potato Commission website www.oregonspuds.com and may be obtained by contacting to the Commission office.

***Budget Hearing Notice
Oregon FFA Conference
2012 PILI Lance Peterson***



OPC ATTENDS OREGON STATE FFA CONFERENCE

A couple thousand Oregon FFA members, Advisors Family members and friends participated in the annual Oregon State FFA Conference March 23-25, 2012 at Hermiston, Oregon. The annual conference is held during spring break each year. This year the conference was held at the Hermiston High School utilizing the main gymnasium, a large court yard, several classrooms, an auditorium and a large portion of the grounds outside the buildings.



Local equipment dealers displayed a large amount of new tractors and farm equipment along with a display of classic John Deere Tractors provided by OPC Commissioner, Tony Amstad.

OPC was one of many with a booth that utilized space in the court yard to provide FFA members and others information regarding their connection to high school students and agriculture in the state. OPC targeted its message on two promotions being offered to FFA members and chapters. The first was an on-going Advanced Public Speaking Award for winners with a positive potato message. The second was a new Potato Production Grant Program being offered to either chapters or individuals that wish to produce potatoes. Each of these programs are being offered through the Consumer Research and Education Committee that believes the members will gain a great deal of education about the Oregon potato industry by their involvement and research. OPC is currently working with the Newberg FFA Chapter that will produce one acre of red potatoes this year.

For more information about either of these FFA programs please contact the OPC Office.

By Bill Brewer

Oregon Potato Promotions continued

encompassing campaign, that will include 12 Football and 29 Basketball games in addition to the 50 Baseball game broadcast on several stations around the state.

This fall OPC, in conjunction with Chef Leif Eric Benson, plans on participating in the KATU



“Celebrate Oregon Agriculture Campaign.” There will be a 4 minute segment on *AM Northwest* and more than 100 on-air promotions leading up to the show. This campaign includes an advertisement alongside

other commodities in the Edible Portland magazine. OPC will also be vying for article space within the same issue. So don't be shy if you're asked about your favorite tasting potato. Everyone has a “really great tasting potato” story to tell.

In January and February of next year OPC plans on organizing a football themed event with KOIN local 6 television and another commodity group called “Fresh from the Northwest.” The Consumer Research & Education committee is considering a couple of recipe contests, one in search of a great potato chip dip and another for the best stuffed potato skins recipe.

That is a brief look at a couple of OPC promotions for 2012-2013. Let us know what you think. We want to hear your story.

By Jennifer Fletcher

2012 POTATO INDUSTRY LEADERSHIP INSTITUTE

This year Oregon Potato Growers sponsored the attendance of Lance Peterson; a fourth generation grower from Nyssa, OR to participate in the 2012 class of the Potato Industry Leadership Institute. Accompanied by Tyler Wagstaff representing the Malheur Grower District.



Participants in the 2012 Potato Industry Leadership Institute: (first row, from left to right) Jeff Howard of Gaylord, MI, Tyler Wagstaff of Nyssa, OR, Derek Peterson of Rexburg, ID, Jonathan Webster of Rigby, ID, Grant Mattive of Monte Vista, CO, Richard Donaldson of Lind, WA; (second row) Michael Hoverson of Larimore, ND, Mark Finnessy of Plover, WI, Nathan Bender of Bakersfield, CA, Brian Meisner of Wray, CO; (third row) Matt Funk of Prosser, WA, Troy Meacham of Connell, WA, Jonathan Schutter of Manhattan, MT, Devin Taylor of Rigby, ID; (back row) Grant Morris (2012 Grower Leader) of Pasco, WA, Lance Peterson of Nyssa, OR, Grant Monie of Dalhart, TX, Wade Stults of Wray, CO, Brandon Berce of St. Agatha, ME.

The annual program is designed to identify, develop and cultivate new leaders within the potato industry. From February 23 through March 1, participants sharpened their skills in the areas of leadership development, public policy, marketing, team building, and public communication. The annual program is coordinated by the National Potato Council and the U.S. Potato Board, with major sponsored by Syngenta.

The first half of the program was located in the Finger Lakes region near Rochester, New York, where participants toured local production and retail facilities. The second half of the Leadership Institute's training was held in Washington, D.C., where the focus moved to legislative and regulatory priorities for the U.S. potato

industry. The program finished with visits to member offices on Capitol Hill, where participants put their lobbying training to work.

"It was an experience I will never forget and will undoubtedly change the way I think about farming for the rest of my life." said Lance Peterson in his thank you letter to the Oregon Potato Commission.

"We were trained on the importance of fighting for our rights and our businesses through lobbying and raising awareness about the important issues facing the farming industry."

There was a great deal of training to help the PILI participants to feel equipped, for what Mr. Peterson described as "... the most exciting part of the whole trip," their day up on Capitol Hill meeting with Senators, Congressman and their staff. "I feel we accomplished a lot of good for the potato growers across this nation."

"Thank you for this great opportunity to increase my understanding of the potato industry and all that goes into making agriculture a successful way of life in this country."

By Jennifer Fletcher

With significant contribution from the NPC

Wanted

**Vintage Potato Production
and Harvest Photos**

Reward

**OPC will pay to use your
vintage Photos. Call the
OPC office for details.**

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Upcoming Events

April 28-29, 2012	Oregon AgFest Salem, OR Fairgrounds
May 27-29, 2012	World Potato Congress Edinburgh, Scotland
June 7-8, 2012	OPC Quarterly Meeting Bend, OR
July 4, 2012	Independence Day OPC office closed
July 9-13, 2012	NPC Summer Meeting Bar Harbor, ME

Oregon Potato Commission

Members:

Chairman Dan Walchli, Hermiston
Vice Chairman Marty Myers, Boardman
Tony Amstad, Hermiston
Lon Baley, Malin
Leif Eric Benson, Public Member
Jim Carlson, Culver
Dan Chin, Klamath Falls
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Jerry Strickland, Huntington
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