



## Oregon Potato Commission

# NEWSLETTER

### OPC LEGISLATIVE COMMITTEE UPDATE

Jeff Urbach, OPC Legislative Committee Chairman, has requested outreach from OPC and the Oregon potato growers at any Oregon Legislator Town Hall meeting to get the "Potato Story" told.



Each year the Oregon potato industry participates with 150+ other U.S. potato industry representatives at the annual National Potato Council DC-Fly-In held the last week of February. This year was no exception. 15 Oregon delegates attending the February 23-26, 2015 Fly-In including: Dan Chin, Marty Myers, Dan Walchli, Katie Walchli, Brenna Vitus, Mark Ward, Jeff &

*Continued on page 2*



*In this issue . . .*

***Budget Hearing Notice  
OPC Long Range Planning Meeting***

*By Bill Brewer*

### LONG RANGE PLANNING MEETING COMING TO YOU - GET INVOLVED

The Oregon Potato Commission will be arranging area grower meetings to get input on how well programs are being viewed and start planning for the future. Dan Chin, OPC Chairman and Bill Brewer, OPC CEO will conduct listening sessions around the state in 2015.

The OPC objective is to utilize a clear process to achieve an easily understood, yet comprehensive Plan/Strategy. The strategic plan will contain: A clear vision of where OPC is going in the next 10 years. The values of each program (research, trade, consumer research & education and legislative). The outcome will provide a clear Mission with Objectives.

OPC will conduct area grower meetings between June and October 2015. All of the information will be simulated in 2016 then presented for OPC board approval. All Oregon Potato Grower input is valued and will be taken into consideration.

Proposed schedule:

- Jefferson County (Central Oregon) June 3
- Klamath County July 23
- Willamette Valley August 6
- Malheur County September 8
- Union/Baker County September 9
- Umatilla/Morrow County September 10

Each meeting is planned to provide dinner then have an open discussion on OPC activities, projects and priorities. Exact time and location TBA.

*Legislative Committee Update continued*

Tanya Urbach, Mike & Milne Macy, Leif Benson, Rob & Kim Wagstaff, Joe Howard and Bill Brewer. The meetings included USDA agency administrator and department office visits along with priority issue updates prior to Capitol Hill Office visits to all seven of the Oregon Delegates. The OPC issue priorities included: support for the Trans Pacific Partnership (TPA), support for the potato research appropriation provided by National Institute of Food and Agriculture (NIFA), supporting the national effort to allow voluntary labeling of GMO material and increasing maximum truck weights on federal freeways.

OPC and the Oregon Potato Industry used the opportunity during DC Hill visits to thank Senator's Wyden and Merkley, House of Representatives Walden, Schrader, Bonamici, Blumenauer and DeFazio for their support to allow "White Potatoes" to be purchased with Women, Infant and Children (WIC) vouchers. This effort was a great win for the potato industry that took more than 7 years to accomplish.

The OPC Salem

Drive-In was a great success held March 2<sup>nd</sup> at the state capitol. Jeff Urbach asked if OPC would coordinate an event with Senator Hansell and newly appointed Governor



*Back to front - Senator Jackie Winters, Governor Kate Brown, Milne Macy, Mike Macy, Tegan Macy and Kailee Macy.*

Brown to connect Farming, Water and Food Donations with potatoes and the governor. The morning was filled with ODA updates by Director Katy Coba, Legislative is-



*Dan Walchli, Nels Iverson, Dan Chin, Senate President Peter Courtney, Governor Kate Brown, Senator Jackie Winters, Senator Bill Hansell, Kim Wagstaff, Jeff Urbach, Mark Ward, Rob Wagstaff, the Macy family and Renee & Bill Brewer*

sue updates by Mike Dewey, a press conference with Governor Brown, Senator Hansell, Senator Winters and Senate President Courtney. OPC also held the third annual "OPC Potato Bar" in the lobby of the State Capitol. This year approximately 350 people received a baked potato and toppings. The potatoes were baked by the Flight Deck



*Rob & Kim Wagstaff, Dan Chin, Katy Coba, Jeff Urbach and Dan Walchli stand in front of a donation of potatoes brought to the capitol.*



Restaurant which also provided chili. All of the dairy products were donated by the Oregon Dairy Products Commission. After cleaning up the capitol lobby many OPC commissioners had individual meetings with their legislators.

The OPC members have attended Legislator Town Halls and USDA listening sessions during March and April across the state to support TPP. The local meetings with OPC representation have been held in Salem, Newberg, Hermiston, Baker and Ontario. The legislators holding these meetings were Senator's Wyden and Merkley and Representatives Schrader and Bonamici.

*By Bill Brewer*

## **POTATO FRIENDLY SALAD BAR CHALLENGE**

The Salad Bar challenge is on for the potato-friendly salad bars in schools, first presented in January by the USBP. The USBP will make matching salad bar donations for every salad bar donation made by growers and industry organizations. So far Oregon has six donation commitments making twelve salad bars that will be going out to Oregon Schools.



March 14, 2015 the OPC raffled its first salad bar at the Oregon School Nutritionist Association Conference in Salem. Leona McCann was very excited about winning a salad bar for her St. Helens Middle School students.

USBP Marketing Department staff will provide recipes, serving suggestions, decorations and other materials to

the schools throughout the country that receive the salad bars to help them incorporate healthy potato items on the bars.

The program is designed to remind people that potatoes are nutritious vegetables that have a place in children's' lunch programs. If the school kitchens utilize the recipes provided, the children will be urging their parents to buy potatoes for more healthy and delicious meal options at home.

For more information and to see how you can become involved in donating a salad bar to be matched by the USBP, please visit the USBP's Salad Bar Challenge web page. To ask specific questions, or to start the process of donating a salad bar, please visit the Staff Directory page on [uspotatoes.com](http://uspotatoes.com) to speak with any member of the Marketing or Industry Communications & Policy teams.

*By Jennifer Fletcher*

## **NOTICE OF PUBLIC HEARING**

The Oregon Potato Commission will hold a public budget hearing at 8:30a.m. on Friday June 5, 2015. The regular quarterly Commission meeting will begin at 8:00 a.m. These meetings will be held at The Eagle Crest Resort, 1522 Cline Falls Highway, Redmond, Oregon. In meeting room CD.

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, 2015 to June 30, 2016.

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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A link to the proposed budget is on the home page of [www.oregonspuds.com](http://www.oregonspuds.com) and may be obtained by mail by contacting to the Commission office.

**Phone: (503) 239-4763**

**Fax: (503) 245-5524**

Upcoming Events

June 3, 2015	OPC Long Range Planning Meeting & Dinner Jefferson County Time & location TBA
June 4-5, 2015	OPC Quarterly Commission Meetings Eagle Crest Resort, Redmond, OR
June 5, 2015	OPC FY 2015-2016 Budget Hearing Eagle Crest Resort, Redmond, OR
July 8-10, 2015	NPC Summer Meeting Hilton Garden Inn, Kalispell, Mt
July 23, 2015	OPC Long Range Planning Meeting & Dinner Klamath County Time & location TBA

**Oregon Potato Commission**

**Members:**

*Chairman Dan Chin, Klamath Falls*  
*Vice Chairman Mark Ward, Baker*  
*Jeff Urbach, Handler Member*  
*Lon Baley, Grower Malin*  
*Leif Eric Benson, Public Member*  
*Mike Macy, Grower Culver*  
*Marty Myers, Grower Boardman*  
*Nels Iverson, Grower Jefferson*  
*Rob Wagstaff, Grower Nyssa*  
*Dan Walchli, Grower Hermiston*

**Staff:**

*Bill Brewer, President and CEO*  
*Jennifer Fletcher, Administrative Director*  
*Judy Schwartz, Administrative Assistant*

*~Please email [judy@oregonspuds.com](mailto:judy@oregonspuds.com) for address updates  
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