



PRESS RELEASE

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Poe and Myers Appointed to Lead Potatoes USA International Marketing Committee

DENVER (April 12, 2017)—Doug Poe of Connell, Washington and Marty Myers of Boardman, Oregon were appointed to the Potatoes USA Executive Committee on March 16, 2017 at the organization's 45th Annual Meeting in Denver, Colorado. Poe will be serving his sixth year on the Board and his fourth year on the International Marketing Committee, it is also his second year to serve as Co-Chair. This year is Myers' first year back on the Board after previously serving a six-year term from 2010-2015, Co-Chairing the International Marketing Committee from 2013-2015.

Poe is the owner of Poe Ag, LLC and works as a farm manager at RHD, INC. He has been growing potatoes for the last ten years primarily growing Umatilla Russets, Russet Burbank, Ranger Russets, and Clearwater Russets for frozen processing.

Myers currently works for Threemile Canyon Farms, focusing on the chip, seed, and frozen sectors. He is the Northwest Business Manager for RD Offutt Company where he manages farm, dairy, and processing operations in Oregon, Washington, and Nevada.

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Myers is a fifth-generation Oregonian and has spent the last 22 years farming potatoes.

The primary objectives of the International Marketing Committee are to increase U.S. potato exports across all product types, expand access for U.S. potatoes across the globe, encourage more people to eat more potatoes in more ways, and to help consumers know potatoes' key health and lifestyle benefits. The international marketing programs focus on foodservice, retail, ingredient, consumer relations, and seed potato export opportunities.

Poe and Myers will be leading their committee to work closely with Potatoes USA staff over the next year to educate target markets and consumers on the benefits and usage of U.S. potatoes, showcase U.S. potatoes in on-trend applications and elevate the industry's engagement in international opportunities.

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About Potatoes USA

Potatoes USA is the federally mandated marketing and promotion Board of the 2,500 commercial potato growers operating in the United States. For more information on Potatoes USA's mission to "Strengthen Demand for U.S. Potatoes" and the programs in place to do so, please visit PotatoesUSA.com/grower.

In an effort to enhance diversity on Marketing and Promotion Boards, USDA encourages women, younger growers, minorities, and people with disabilities to seek positions on the Boards.

