



The Idaho Potato Commission met at the Hilton Garden Inn, located in Eagle, ID on Tuesday April 27, 2021 at 2:00 p.m. The meeting was also held by video conference.

Todd Cornelison, Chairman

MEMBERS PRESENT:

Bryan Wada

Paul Saito

Brett Jensen

Julie Van Orden

Ron Ambrose

Eric Jemmett

Mark Darrington

Dan Nakamura

Frank Muir, President/CEO

Patrick Kole, VP Legal/Government Affairs

Seth Pemsler, VP Retail

Alan Kahn, VP Foodservice

Joanna Hiller, Finance Director

Ross Johnson, International/Category Management Director

Travis Blacker, Industry Relations Director

Jamie Bowen, Domestic Marketing Director

Dusti Zimmerman, Legal/Finance Assistant



Jeweldean Hull, Administrative/Social Media Director

OTHERS PRESENT: Dennis Hardy, Candice Nyholt, Laura Martin and Mark Klompien.

Video Conference Visitors: U.S. Representative Mike Simpson, Lily Katz-Smolenske, Sue Kennedy and Shawn Boyle.

CALL TO ORDER:

The meeting convened at 2:02 p.m., with Chairman Cornelison presiding. He welcomed everyone.

U.S. Representative Mike Simpson Presentation: Representative Simpson introduced topic of removing certain dams in the northwest and an overview of this concept. He went over in detail how this issue affects the lower districts in Idaho regarding: salmon runs, power, and water. Discussion and questions followed regarding how IPC could be of support. Chairman Cornelison thanked him for his presentation.

Website: Presentation by Jamie Bowen for the website update as well as an introduction of Michelle Miller, known as “The Farm Babe”. Ms. Miller spoke about her experience farming and initiative to showcase “Myth Busting” on Idaho Potatoes for educational purposes. She was visiting Idaho and filmed several videos while here that will provide facts about potatoes and posted on social media. Discussion followed and she was thanked for her presentation and visit.

President/CEO Job Description: Mr. Muir provided a handout of his job description for the commissioners in their search for his replacement. Discussion followed on possible recruiting agencies and who the search committee would include.



Consumer/PR: Sue Kennedy provided a brief update on consumer programs and public relations for last month.

BYU Sponsorship: Proposal and discussion update to sponsoring BYU football versus Idaho State game on 11/6/21. Mr. Muir went through the components of the sponsorship for \$19.8k. Discussion and questions followed as well to have motion for next meeting.

Meeting adjourned at 4:40 p.m.



The Idaho Potato Commission met at the Hilton Garden Inn located in Eagle, ID on Wednesday, April 28, 2021. This meeting was also held by video conference.

Todd Cornelison, Chairman

MEMBERS PRESENT:

Brett Jensen

Bryan Wada

Eric Jemmett

Paul Saito

Ron Ambrose

Dan Nakamura

Julie Van Orden

Mark Darrington

Frank Muir, President/CEO

Patrick Kole, VP Legal/Government Affairs

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Travis Blacker, Industry Relations Director

Joanna Hiller, Finance Director

Jamie Bowen, Domestic Marketing Director

Ross Johnson, International/Category Management Director

Dusti Zimmerman, Legal/Finance Assistant

Jeweldean Hull, Administrative/Social Media Director



OTHERS PRESENT: Laura Martin, Dennis Hardy, Candice Nyholt and Mark Klompien.

Video Conference Visitors: Sue Kennedy, Casey Attebery, Douglas Jones, Ott Clark, Randy Welk, Rick Shawver, Sean Ellis, Dirk Mendive, Kam Quarles, John Eaton and Shawn Boyle.

CALL TO ORDER:

The meeting convened at 8:30 a.m., with Chairman Cornelison presiding. He welcomed everyone.

MINUTES

MOTION: Commissioner Darrington made a motion to modify under Potatoes USA Liaison report by changing the commissioner's name of Jensen to commissioner Van Orden then approve the March minutes. Commissioner Nakamura seconded the motion. The motion carried unanimously.

FINANCIAL REPORT:

Mr. Muir discussed receipts and expenditures for March. For the month of March, revenue is at \$440k for fresh potatoes, which is down \$38k compared to last year. YTD for fresh, we are up almost \$200k. Processed is at \$928k for the month, which is up \$235k. YTD for processed we are down \$123k, this is very encouraging as it indicates a positive direction for processed compared to last year. For the month of fresh and processed total is \$1.4 mil., which is up \$200k. YTD is up \$76k compared to last year for fresh and processed. Expenditures for the month, \$1.5 mil., versus \$1.3 mil,



overspent by \$200k this is all due to timing of advertising, consumer and retail invoicing and checks going out. Expenditures YTD are \$8.5 mil., versus \$9 mil. budget; underspent by \$500k. Currently the reserve is at \$5.2 mil, which is a solid reserve. Mr. Muir asked for a motion to approve the March financials, if there were no further questions.

MOTION: Commissioner Jensen made a motion to accept the March financials. Commissioner Jemmett seconded the motion. The motion carried unanimously.

OFFICE PROCEDURES:

Chairman Cornelison called upon Mr. Kole, who presented the following: A) Legislative update on federal: Climate change & agriculture and on Legislative state: the Legislative session is longest session ever, may not end in April but have a recess then resume. B) Possible policy change for Malaysian packaging; C) Coexistence of Idahoan Foods; C) Brazil & Indonesian legal matters; D) \$5k sponsorship of Treasure Valley Ag Tour August 23-25.

MOTION: Commissioner Van Orden made a motion to approve \$5k sponsorship of Treasure Valley Tour. Commissioner Jemmett seconded the motion. The motion carried unanimously.

PRESIDENT'S REPORT: Chairman Cornelison called upon Mr. Muir, who reported on the following: A) COVID-19 impacts and improvements for industry; B) Root Chips/BSU; C) BSU football versus UTEP on 9/11/21 sponsored game; D) Famous Idaho Potato Marathon 9/18; E) UI football sponsored game vs. Montana, along with ribbon cutting of Nuclear Seed Facility on 10/23/21 and to move the October commission meeting to 10/22; F) Big Idaho Potato Truck brief update by Laura Martin; G) Advertising/PR presented at Agenda; H) BYU football sponsorship; I) Website presented at Agenda; J) Personnel-Jarrell Vail surgery; K) President/CEO transition plan.

MOTION: Motion was made by Commissioner Jensen and seconded by Commissioner Ambrose to approve sponsorship of BYU football for November 6th game and Frank to negotiate further. The motion carried but was opposed by Commissioner Nakamura.



MOTION: Commissioner Nakamura made a motion to have a subcommittee formed out of the OP members to search and hire a recruiting agency by next commission meeting that will then find a replacement for President/CEO. Commissioner Wada seconded the motion. The motion carried unanimously.

RETAIL: Commissioner Jensen called upon Mr. Pemsler who reported on the following: A) Demand for Idaho; B) PLM closing at end of April; C) Jumbo Bin Promotion update; D) Tradeshow; E) Kroger progress; F) Field Travel; G) Mark Daniels.

EXPORT: Commissioner Wada turned time over to Mr. Johnson who reported on the following: A) Paulo Longoria; B) Idahoan Sales in Mexico and success; C) Retail Activation with Coliman; D) Giveaway & displays with Coliman; E) Asia update: nutrition banners, in-store activation and displays of Tan Boon who is famous in Malaysia.

FOODSERVICE: Commissioner Nakamura turned time over to Mr. Kahn who presented on the following: A) Industry Update; B) Trends on Eating out are positive; C) Restaurant recruitment efforts: Cooper's Hawk Winery & Restaurants, Snooze, Ruth's Chris Steakhouse, Houlihan's, Abuelo's, Bellagreen's, Cheddar's; D) Heart of America Group; E) Denver Chip Co. using Idaho® Potatoes; F) Quality Sysco, KC – Flapjacks; G) Foodservice Promotions; H) Worldwide Produce and Idaho Potato Promotion; I) Distributor promotions; J) Flavor magazine's "Kitchen Collaborative"; K) Idaho Potato Brand in Foodservice; L) Sugar Test One Pager.

RESEARCH AND EDUCATION: Commissioner Saito turned time over to Mr. Blacker who presented on the Storage Advisory Position and the top candidate declined so the next top will be reviewed in hopes to have the position filled soon.

INDUSTRY RELATIONS: Mr. Blacker reported on the following: A) Nomination meeting update; B) Jared Stuart to replace Cindy Stark's position at ISDA; C) Truck safety videos update; D) Ag Banker's Conference in Meridian, ID; E) UI details for moving meeting; F) Bonneville Training Workforce Center looking for committee to support training methods.

LIASON REPORTS:



NPC: Commissioner Cornelison turned time over to Kam Quarles who reported on a following: A) Today will know what decision the Mexican Supreme Court will make and the options for either outcome; C) President Biden 100 days; D) Debate on CFAP funds coming or not; E) Food Box Program to go away.

POTUS: Commissioner Van Orden reported on the following: A) Men's Health Magazine on potatoes; B) Retail Monthly report update; C) Frozen remains strong; d) Packer released top veggies for 2020 and potatoes are #1.

IGSA: Commissioner Wada turned time over to Shawn Boyle who reported an update on the following: A) IGSA Spring Swing in Las Vegas, NV; B) IGSA Annual Convention, Sept. 1-3; C) EIRR Tariff Program; D) Idaho's first Intermodal rail terminal; E) IGSA Health Insurance Plan.

SIPCO: Commissioner Jemmett reported that the negotiations for Crop Year 2021 with Idaho Processors were completed the first week of April and as a result 3% reduction in field run pricing for the coming crop year. Growers will need a high quality and high yielding crop to make ends meet next season.

IACI: Commissioner Saito turned time over to John Eaton who reported on the following: A) Legislative session is longest in history, B) Redistricting; C) Ethics Hearing

United: Commissioner Jensen turned time over to Mark Klompien who reported on the states production and total for U.S was 90.6 mil hwt., up 106k. Idaho carried over 1.6 mil. He also reported there might be a possible Produce Only Program but advocating for the Food Box program. Lastly, the Summer Summit will be in Fargo ND, June 13-14th.

USDA: Randy Welk reported that USDA rounds up to the nearest 5k, acreage difference from 2020.

ISDA: No report.

Other Items: Discussion to move June and July meetings, will confirm in May meeting.



Meeting adjourned at 12:19 pm.