

# IDAHO POTATO PULSE



Brought to you by the Idaho Potato Commission  
Website: [www.idahopotato.com](http://www.idahopotato.com)

## Government Affairs Report By Pat Kole

The Idaho Potato Commission met this week and, among many other topics, reviewed the recommendations of the Research and Education Committee. After examining the Committee's recommendations, the Commissioners agreed to fund the proposed projects. A listing of the projects is posted to the IPC website at [http://industry.idahopotato.com/research\\_articles](http://industry.idahopotato.com/research_articles).

The future of the Idaho Potato industry depends on having a first rate research and variety development program. The funding decisions being made at all levels of government are important and we will continue to work with our elected officials to help them as they make the difficult decisions ahead.

## Industry Relations Report By Todd Cornelison

### National Potato Council Creates Website to Focus on School Nutrition

**Are you aware that the entire US potato industry is currently locked in a fierce battle to keep potatoes on the menu of your children's school lunch program?**

**Are you aware that there are new regulations being proposed by the USDA that will limit the servings of potatoes in school lunches to less than one cup per week?**

**Are you aware there is something you can do about it?**

The following is from the NPC:

"In order to better inform interested parties within the school lunch community, the public and the potato industry, the NPC created a website focused solely on the issues around the proposed meal plan. The site is designed to be a focal point for key information supporting our position that there is no need to or value in limiting starchy vegetables in school meal plans." [www.potatoesinschools.com](http://www.potatoesinschools.com)

Please help the industry by creating interest around this web site. We need everybody who has an interest in our school lunch programs to contact the USDA tell them to LEAVE POTATOES IN THE SCHOOLS. Remember, kids attitudes are built at a very young age, if they don't learn how easy and tasty potatoes are while they are young, they will forget about them as they grow older. Please forward this website to everyone you know.

The NPC is doing a snail mail and email campaign in an effort to contact all 50 state directors of the state school nutrition associations to announce the web site and provide other material that will encourage their activities on the issue. However, this is not enough! We need to get involved! As parents, grandparents and interested parties, let's make sure the children get the potatoes they deserve.

### USPB Webinars

#### *Best Practices for Packaging in Fresh Potatoes*

Potatoes boast one of the largest packages in the store, yet garner some of the least attention from shoppers. We'll reveal the "must haves" of high impact potato packaging as well as get valuable tips and critiques from a leading packaging design firm.

Wednesday, March 23, 2011 Noon – 1:30 PM CST

#### *Eliminating Barriers to Fresh Potato Sales*

Don't let your retail customers fall victim to the three most common barriers to sales: selling potatoes from the wet rack, packaging potatoes in clear bags and improper product rotation. We'll share the drawbacks of these common errors and tell you how to work with your retailers to eliminate them.

Wednesday, May 18, 2011 Noon – 1:30 PM CST

## Calendar

### March

23                   USPB Webinar: Best Practices for Packaging in Fresh Potatoes, Noon – 1:30 PM CST  
22-24               Global Food Safety Initiative (GFSI) Workshop, Boise, ID

### April

5                     United of Idaho Board Meeting, Idaho Falls, ID  
6-8                 IGSA Spring Swing, Mesquite, NV  
15                   NASS Report: Stocks and Processing to April 1.  
12-13              IPC Meeting, Eagle, ID

### May

2-4                 United Fresh Annual Convention, New Orleans, LA  
12-13              IPC Meeting, Eagle, ID  
13                   NASS Report: Stocks and Processing to May 1.  
14                   Annual IPC Marathon  
18                   USPB Webinar: Eliminating Barriers to Fresh Potato Sales, Noon-1:30 PM CST

### June

10                   NASS Report: Stocks and Processing to June 1.  
22-24              NPC Summer Meeting, Grand Forks, ND