

IDAHO POTATO PULSE



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Government Affairs Report By Pat Kole

Simpson Joins House Appropriators in Preventing Biased Anti-Potato Rule

USDA Proposed Rule would have limited potatoes, corn, green peas and lima beans to one cup per week, rule not based on science and made no economic sense

Washington, D.C. – Today, the U.S. House of Representatives approved Fiscal Year 2012 Agriculture Appropriations bill, H.R. 2112. Idaho Congressman Mike Simpson supported the bill and is extremely pleased with several provisions, including one that will prevent the USDA from forcing schools to limit servings of potatoes and other similar foods to one cup per week at the estimated increased cost of \$6.8 billion over five years.

"The USDA proposed rule would have been another completely unnecessary, unfunded mandate by the federal government," said Simpson. "A medium potato contains over 200 milligrams more potassium than a banana and has as much fiber as a similar serving of broccoli. Serving potatoes, corn, and green peas to our children in school lunches is not causing the obesity epidemic in America. This USDA rule was senseless, and, worse yet, it would have passed on the onerous costs to our schools who are trying desperately to make ends meet."

Current school meal standards require that less than 30% of the calories be from fat, and less than 10% of the calories be from saturated fat. Potatoes are fat free, cholesterol free and low in calories. Potatoes are sodium free, and low sodium diets help to reduce the risk of high blood pressure and stroke. By eating one medium sized potato, you will receive 45% of the recommended daily value of Vitamin C — a great antioxidant. Potatoes contain 18% of the recommended daily value of potassium — a great way to build stronger bones. The 3g of fiber in one medium-sized potato is 8% of the recommended daily value.

Background:

On January 13, 2011, USDA issued the proposed rule, "Nutrition Standards in the National School Lunch and School Breakfast Programs." This proposed rule would have mandated drastic changes to the school meal programs that would have incurred significant costs to all school districts. There would have been no federal funding provided for implementation of the rule, and USDA estimated that cost would have amounted to an increase of 50 cents per breakfast served and 14 cents for every lunch served, totaling \$6.8 billion over five years. According to the proposed rule, "small entities would incur roughly 80% of estimated costs." Due to the radical changes and extreme costs that would have been associated with the proposed rule, it is likely that considerable numbers of students and schools would have chosen not to participate in the school meal programs, especially school breakfast, had Congress allowed the rule to be implemented.

The House Agriculture Appropriations Subcommittee included reporting language in subcommittee report for H.R. 2112, the FY12 Agriculture and Related Agencies Appropriations Act, which directed USDA to issue a new proposed rule that will not incur increased costs.

Industry Relations Report By Todd Cornelison

Reminder of Upcoming events.

University of Idaho Pest Management Research Tours:

You are invited to attend the University of Idaho Snake River Pest Management Research Tours that will be held at the Aberdeen R&E Center (1693 South 2700 West) on June 21 and the Kimberly R&E Center (3806 North 3600 East) on June 22. Both tours begin with registration at 8:00 a.m. and the tour starting at 8:30 a.m. A sponsored lunch at noon will conclude the weed tours. Attendees will receive three ISDA pesticide applicator recertification credits at each location. Please tell your friends and colleagues who may not have received this message.

Below is a list of some of the weed control studies we will see for potatoes:

- Wireworm control in potatoes.
- Reflex and Eptam tank mixtures for weed control in potatoes.
- Relationship between hairy nightshade and PVY disease in potatoes.

Potato Night at the Ball field:

Come and join us for a night of baseball with the Idaho Falls Chukars on Tuesday July 5th. They will be facing the Casper Ghosts. What could make a summer night of potato-themed baseball better? It's free!!! We have a limited amount of free tickets, so contact Todd Cornelison for your tickets today!

IPC Committee Meetings:

If you haven't had the opportunity to attend a committee meeting yet, Why not attend one of the meetings coming up?

Marketing Committee Meeting on June 29th in Idaho Falls from 1:00-3:00 p.m. This meeting will be held in conjunction with the Retail Field staff Whistlestop tour. If you have never met the IPC's retail field staff, this is an excellent opportunity to come and ask questions about how they help move our Idaho® potatoes.

Ag Affairs Committee Meeting on July 5th in Idaho Falls from 12:00-3:00 p.m. This meeting is held just prior to Potato night at the ball field, so you can come and discuss important issues that are currently impacting our industry and then relax at the ball game later that night. We will have free tickets for those at the meeting.

Calendar

June

21	University of Idaho Pest Mgmt Research Tour, Aberdeen R&E Center (1693 South 2700 West)
22	University of Idaho Pest Mgmt Research Tour, Kimberly Idaho R&E Center, 3806 North 3600 East
22-24	NPC Summer Meeting, Grand Forks ND. Click here for Registration information: http://bit.ly/eCxRR9
27-1	IPC Retail Whistlestop Tour
29	IPC Marketing Committee Meeting, 1:00-3:00 p.m., Idaho Falls, ID

July

5	IPC Ag Affairs Meeting, 12:00-3:00 p.m., Idaho Falls, ID
5	Potato Night at the Ball Field, Melaleuca Field, Idaho Falls, Contact Todd Cornelison for tickets.
11-14	USPB Summer Meeting, Columbus, OH
26-27	IPC Meeting, Eagle, ID
29-31	PMA Foodservice Convention, Monterey, CA

August

8-12	IPC Foodservice Whistlestop Tour
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