

IDAHO POTATO PULSE



Brought to you by the Idaho Potato Commission
Website: www.idahopotato.com

President's Report By Frank Muir

Upcoming Event

IDAHO POTATO COMMISSION PRESENTS
WHISTLE STOP TOUR
NOVEMBER 20, 2013
IDAHO FALLS, IDAHO

Your ticket to our latest marketing news.

The Idaho Potato Commission has big marketing news to share with you. From our highly successful Big Idaho® Potato Truck Tour and Famous Idaho® Potato Bowl to a new national TV commercial, it's about to become one of our most exciting years ever. Come hear all about our plans, and get a preview of the second installment of our popular "Missing Truck" TV campaign, plus retail and foodservice print campaigns too. It's all happening during our annual "Whistle Stop Tour" in Idaho Falls.

All growers, processors and shippers are invited to attend either of the meetings below at the Hilton Garden Inn on November 20. We look forward to seeing you there!

November 20 - United Meeting Hilton Garden Inn, Idaho Falls 12:00pm Lunch 12:30pm Presentation	November 20 - IGSA Meeting Hilton Garden Inn, Idaho Falls 6:00pm Dinner 6:30pm Presentation
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