

IDAHO POTATO PULSE



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Potato Industry,

On Tuesday April 2nd, Dave Brown with [Agricultural Market Analytics \(AGMA\)](#) will be at the Idaho Falls office at 3:00 p.m. to show a demonstration of his program.

Dave will be able to answer all the questions our industry might have about a program like this. Please see his introduction below.

This program was brought to the attention of the Idaho Potato Commissioners last week and it was decided to have AGMA come in to inform us all on what they have to offer.

The IPC feels this is important enough to have at least one person from each shed/marketing group to listen to this presentation. Please make the time to be there.

Let Travis Blacker know if you can attend. His contact info is below:

Thank you.

Travis Blacker
208-360-9560
Travis.blacker@potato.idaho.gov

Idaho Potato Industry,

I am pleased to invite you to participate in an afternoon meeting to discuss Agricultural Market Analytics (AgMA). The meeting will be held at the Idaho Potato Commission's Idaho Falls office on April 2nd, from 3:00 PM to 5:00 PM.

*Current potato pricing and volume reporting services fail to accurately inform the potato industry of actual and timely market conditions and trends. AgMA will be presenting their service for collecting and displaying **immediate historical**, accurate real-time pricing and volume information for agriculture. With AgMA, you get a complete market view at a glance. Better information lays the groundwork for smarter decisions, more successful campaigns, and a clearer understanding of market positioning. Your involvement in this process provides an opportunity to discuss the status of our market information systems and how AgMA can help.*

Please RSVP no later than March 29th to Travis Blacker with the Idaho Potato Commission or Mark Klompien with the Idaho Grower Shippers Association. I look forward to having you join with other industry leaders to take a close look at what AgMA has to offer.

Dave Brown
AGMA
1.509.225.3424
www.agma.net