



MARCH 2010

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## Colorado potato grower to lead board of directors

The United Potato Growers of America Board of Directors announced its 2010 executive officers at its January 6 annual meeting held this year in Orlando, Florida, following the 2010 Potato Expo. David Warsh, owner of Warsh Farm in Center, Colorado, will lead the board as chairman.

Also on the executive committee are Russell Wysocki, president and chief executive officer, RPE, Bancroft, Wisconsin, first vice chairman; Ed Staunton, grower/co-

owner, Cal-Ore Produce, Tulelake, California, second vice chairman;



Dave Warsh

David Beesley, chief executive officer, Snake River Plains Potatoes, Inc., Ucon, Idaho, secretary-

treasurer; and Allen Floyd, partner, Harvest Fresh and HF Farms, Othello, Washington, immediate past chairman.

“United has made impressive gains fulfilling our mission of increasing our members’ economic potential through cooperative principles,” said Warsh. “It’s an honor to serve the board of directors as their chairman. I appreciate the leadership and important contributions of Allen Floyd and Albert Wada, our former

*Colorado potato grower, continued on page 2*

*Colorado potato grower, continued from page 1*

chairmen, and look forward to furthering United's objectives in 2010."

Warsh was a founder of the United co-op in the San Luis Valley, Colorado, and a founding director of United Potato Growers of America. Previously, he served two years as vice chairman of United Potato Growers of America's board of directors, and prior to that was secretary/treasurer. For the National Potato Council, he has served stints as president, vice

president of grower public relations and vice president of government affairs. His work in the potato industry has been recognized with the National Potato Council's 1999 Industry Award and 2007 President's Award.

"Dave is a respected and strong leader," said Floyd, United immediate past chairman, who served as chairman from 2008 to 2009. "Under Dave's leadership, United and the board of directors will continue to improve the industry on behalf of potato growers." 🌱

## Floyd and Telford win honors

Allen Floyd, United Potato Growers of America's immediate past chairman, was awarded the industry's highest honor, 2009 Potato Man for all Seasons. The award was presented at the recent National Potato Council banquet held in Orlando, Florida, prior to the start of Potato Expo 2010. Floyd was recognized for a lifetime of achievement that includes providing leadership in the Northwest and nationally.

Mike Telford, United Potato Growers of America's seed division chairman, has won the 2009 Seed Grower of the Year award. The award, presented by the National Potato Council at its annual banquet, recognizes Telford's vision and commitment to the potato seed industry. He has served in several leadership roles in state and national potato organizations. 🌱



Janet Floyd congratulates her husband with a kiss, while the trophy is displayed in the foreground.



Mike Telford

## Board refines 2010 planting guidelines

Projected shipments for the May through July 2010 period from the selected storage areas of California, Colorado, Idaho, Nevada, Oregon, the Red River Valley, Washington and Wisconsin indicate that even more potatoes will be available for shipment from these areas compared to the prior year. Idaho alone is projected to increase shipments by more than 15 percent compared to last year for the period. Out of field shippers are encouraged to discuss with their customers, packing sheds and sales organizations what the real need for out of field potatoes will be during the May through early September period, given the availability of storage potatoes. The real demand for their product in the out of field season may differ significantly from the overall United acreage recommendations.

Growers for all portions of the 2010 crop are encouraged to speak with their United co-op leaders to learn the latest specific 2010 acreage recommendations. 🌱

### Request your United Web site account for the latest data

United members have access to exclusive data and information when they log in to the password protected section of the United Web site. To obtain a username and temporary password, send an e-mail to [info@unitedpotatousa.com](mailto:info@unitedpotatousa.com). 🌱

## FDWG test concludes

The Fresh Demand Working Group in-store testing of the potato purchase campaign has been completed. Log in to the password protected area of the United Web site and click on "Announcements" to read a memo about the test from FDWG co-chairman Mac Johnson. Be aware that the test results and analysis are also available under "Announcements." It is a large file and will take a long time to download. If you have a dial-up Internet connection service, you will likely not be able to open the file. Contact the national office at 801-517-9000 if you prefer that the memo and analysis be saved to a disc and mailed to you. 🌱



## United and Bayer CropScience continue efforts for sustainable agriculture



Gregg Storey, Bayer CropScience Manager of Industry Relations and Sustainability, met with potato growers at the annual North American Summit to announce the 2010 United Potato Partners program. L to r: Dave Warsh, United Potato Growers of America; Dale Lathim, Potato Marketing Association of North America; Ray Keenan, United Potato Growers of Canada; and Storey.

Bayer CropScience and United Potato Growers of America have announced a continued commitment to sustainable agriculture and the world's food supply. As part of the announcement, Bayer CropScience has committed, for the third year, to be part of United's United Potato Partners sponsorship program.

"This continued effort with Bayer CropScience represents the best in a working relationship between potato growers and an agriculture corporation," said Lee Frankel, United president and CEO. "For Bayer, the partnership fosters unique insights into the production needs of potato growers. For growers, the partnership offers invaluable insights into the global factors that influence their markets. Above all, Bayer CropScience's involvement in United helps our organization innovate and obtain the most up-to-date and accurate supply and demand data possible, which then allows growers to grow and market their crops more successfully."

The agreement includes sponsorship of potato grower seminars that will be held in California, Colorado, Idaho, Minnesota, Montana, North Dakota, Oregon, Washington and Wisconsin.

"The mega-trends in agriculture: growing world population, growing wealth, climate change and a need for alternative feed stocks, continue to drive the need for innovative solutions to help growers meet the ever-increasing demand for affordable and high-quality food, feed, fiber and energy crops," said Gregg Storey, manager, Industry Relations and Sustainability for Bayer CropScience.

Storey defines sustainability by saying, "As a partner in the food chain, Bayer CropScience is dedicated to sharing the importance of modern agriculture to sustaining our world. Social, economic and environmental benefits are of equal importance when we define sustainability and sharing that vision outside of our industry is important. We need to remember that without modern crop protection and biotechnology, 50 percent of all crops would be lost to pests and an additional 2.5 billion acres of land would need to be converted from wilderness areas, habitats and forests to produce enough food."

To learn more about Bayer CropScience products, visit [www.bayercropscienceus.com](http://www.bayercropscienceus.com).



## Second annual United Photo Contest announced

*Win a Cabela's gift card.*

**New this year is a prize drawing for photographers  
who submit three or more photos.**

All you need are a digital camera capable of taking high resolution photographs and a good sense of the visual world, and you could win a \$100 Cabela's gift certificate, according to Barb Shelley, United's chief communications officer, as she announced the second annual United Photo Contest.

Last year, 87 photos were submitted by United members, their families and representatives in six growing regions. Cabela's gift certificates were given to three winners in North Dakota, Minnesota and Idaho.

This year, three winning photos will again be selected, plus United will hold a drawing using the names of all the photographers who submit three or more photos. Judging will be by an outside graphics expert, and winners will be announced in the United newsletter.

Gift cards, which are redeemable online at [www.cabelas.com](http://www.cabelas.com), at Cabela's stores or through the catalog, will be awarded after the following dates:

- June 15
- August 15
- November 15
- December drawing for everyone who submits three or more photos

All photographers who submit three or more photos for the 2010 contest will be eligible for a drawing. The prize is also a \$100 Cabela's gift certificate. The drawing will take place in December.

To be considered for the prize, you must shoot a winning photo of some facet of potato production. This could include field preparation, planting, growing, field digs, packing, stacking, washing, shipping, acreage audits, harvesting, cleaning and maintaining equipment or any other activities or sights typical of commercial potato growing.

To read the complete list of rules, visit [www.unitedpotatousa.com](http://www.unitedpotatousa.com), log in to the password protected area and click on "Announcements." 🐾



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March 9 marks United's  
fifth anniversary.

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## SAVE THE DATES

**Board Of Directors  
Supply & Demand Meetings**

March 17-18  
Salt Lake City, UT

April 7-8  
Salt Lake City, UT

**United Potato Partners Seminar**

April 28  
Bakersfield, CA

*To learn more about  
United Potato Growers of America, contact:*

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