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Press Release

For Immediate Release

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**COLORADO POTATO GROWER
TO LEAD THE UNITED POTATO GROWERS OF AMERICA
BOARD OF DIRECTORS**

SALT LAKE CITY January 13, 2010 —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, Warsh Farm, 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; 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 chairmen, and look forward to furthering United’s objectives in 2010.”

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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 United Potato Growers of America's board of directors vice chairman, 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. He also served on the NPC Environmental Affairs Committee. His work in the potato industry has been recognized by the National Potato Council's 1999 Industry Award and 2007 President's Award.

For the industry in Colorado, Warsh served two terms on the Colorado Potato Administrative Committee which is the state's regulatory and promotion board.

"Dave is a respected and strong leader," said Floyd, UPGA immediate past chairman who served as chairman from 2008-09. "Under Dave's leadership, United and the board of directors will continue to improve the industry on behalf of potato growers."

About United Potato Growers of America

United Potato Growers of America was formed in March 2005 by growers to focus on managing national potato supply so as to positively affect grower profitability. Through UPGA membership, growers are empowered to better understand and act upon demand for their product.

At this time, UPGA members are in Alaska, California, Colorado, Florida, Idaho, Kansas, Minnesota, Montana, Nebraska, New Mexico, North Dakota, Oklahoma, Oregon, Texas, Washington and Wisconsin. United Potato Growers of Canada was formed in February of 2006 and has a data sharing arrangement with UPGA. Additionally, UPGA has an alliance with its sister organization, Potato Marketing Association of North America, a bargaining association that represents process growers. UPGA was created under the provisions of the Capper-Volstead Act that was enacted in 1922 by Congress to allow growers to work collectively to market their products. UPGA's vision is to provide a consistent supply of high quality potatoes at a reasonable price for everyone including the consumer. Call UPGA's national office at 801-517-9000 or visit www.unitedpotatousa.com to learn more.

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