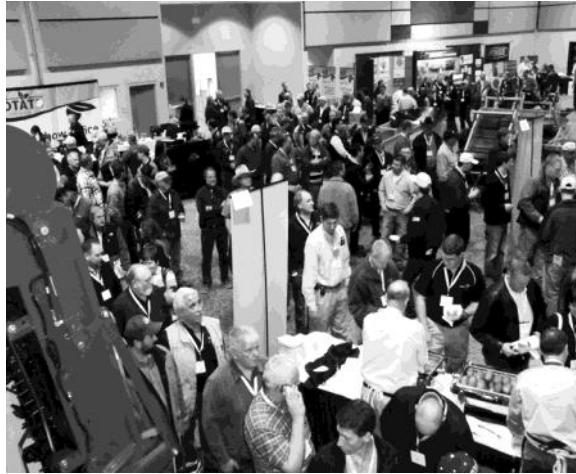




Oregon Potato Commission

NEWSLETTER



Its Potato Conference Time! January 25-27, 2011 Three Rivers Convention Center Kennewick, WA

Make your reservations now. You can get special room rates only if you give the hotel the conference code.

Red Lion, Kennewick, Code: WAPO0124
\$81.95/night – (509)783-0611

Red Lion, Pasco, Code: WAPO0124
\$81.95/night – (509)547-0701

Hilton Garden Inn, Kennewick, Code: WPC
\$109.00/night – (509)735-4600



In this issue . . .

SNHP - State National Harmonization Program

The Oregon potato industry has been participating with the State National Harmonization Program (SNHP) for several years now. This SNHP for seed potatoes specifies minimum phytosanitary standards to enhance uniformity and quality in seed potatoes shipped between states and enhance international marketing of quality seed potatoes exported from the U.S. The requirements for participants include minimum standards set by State regulatory authorities for certification of seed potatoes to facilitate interstate shipment, export and cooperation in pest management. The Memorandum of Understanding (MOU) was created in 2006 to be signed by every potato seed growing state and the USDA APHIS program. To be fully implemented it takes 70% of all US potato seed producing states as signatory to the MOU.

In 2006, with the cooperation of Oregon Department of Agriculture (ODA), Oregon State University (OSU) and Oregon Seed Certification, OPC supported signing the MOU that required an approved manual of how Oregon would implement the standards. The Oregon manual was the

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*Oregon Potato Mascot
Macau Food Show
Marketing Money Available for Growers*

December 2010

Pacific Northwest Potatoes in Macau Wine & Gourmet Food Show

SNHP continued from page 1



Chef Leif Eric Benson discusses potatoes with the President of Macau.

Oregon and Washington Potato Commissions represented the Pacific Northwest at the 2010 Wine & Gourmet food show in Macau, China October 28-30. The Chair of the OPC Trade committee, Nels Iverson and his wife Patti helped set-up and run the booth. Fresh potatoes were displayed all over the booth and used in demonstrations by Chef Leif Eric Benson, OPC Public Member. Overall, the USA Pacific Northwest Potato booth received a great deal of attention from the attendees.

Bill Brewer, Nels Iverson and Leif Benson also met with officials from the USDA Agricultural Trade Office and several gourmet food industry professionals before and after the show. The Executive Chef at the esteemed Venetian Resort provided the Oregon team a tour of the hotel's behind-the-scene dining operations.



Kitchens at the Venetian Resort

Since their return, Bill Brewer and Chef Benson have continued to cultivate the new SE Asian relationships.

first in the US to be approved and signed by ODA Director Katy Coba in 2007. Since that time other states have been added to the MOU. Currently the last three states' manuals needed to reach the 70% state involvement are being completed. To view the SNHP Standards go to http://www.aphis.usda.gov/import_export/plants/manuals/domestic/downloads/xpm_pdf/4_5specproc_com_seedpotatoes.pdf . . . or you can go to www.oregonspuds.com, mouse over News and click publications then click on SNHP Procedure Manual.

Bill Brewer, OPC Executive Director, is a member of the SNHP Technical Support Group made up of State & National Agencies and growers including: APHIS Representatives, State Seed Certification Officials, State Plant Regulatory Officials and Potato Industry Representatives. If you have questions regarding the program or have information to be presented contact Bill at (503)239-4763.

The Request for Oregon Research Proposals is out

Make sure your district's Research Committee Representative knows your opinion before they go to the 2011-2012 Research Priority meeting January 25, 2011. This is when they will be reviewing research proposals and deciding where your commission dollars will be spent.

Oregon Potato Research Committee

George Rajnus - Klamath Basin

Richard Macy - Central Oregon

Corey Maag - Malheur

Jay Hoffman - Willamette Valley

Greg Harris - Blue Mountain

All of the Grower Association Presidents and OPC Representatives will also be attending, so you can contact them with your observations and concerns as well.

Have you seen the new Oregon Potato Spokes Spud?



Rosso Bambino in the "Dig This" Potato Festival parade - Merrill,

Rosso Bambino is the new OPC mascot that delivers a message for more than 120 commercial potato farms in Oregon that produce 2 billion pounds of potatoes each year.

The Oregon Potato Commission (OPC) released a new baby red potato character to help promote the great taste and high nutritional value of Oregon potatoes. A contest was used by the OPC Consumer Research and Education Committee to determine the new tubers name. Haley Hamilton an eleven year old Sherwood, Oregon student submitted the winning name, Rosso Bambino, to Radio Disney for consideration.



Haley Hamilton, Rosso Bambino and Bill Brewer

Sherwood, to thank her for submitting his name. He also rode on a potato harvester operated by Jim Carleton, during the Merrill, Oregon Potato Festival Parade, helped

Haley was awarded a family vacation package to Disneyland for her winning name.

Since Rosso Bambino's name selection he met Haley at Baggenstos

Farms on Roy Rogers Road,

start the Columbia River Power Marathon at Umatilla, Oregon and guided children to the Oregon Commodity booth at the Oregon State Fair in Salem.

Rosso's future plans include participation in the Oregon Child Nutrition Program school events and the Radio Disney Kids Club events and grocery store appearances. He will educate children (and their parents) of the nutritional values of potatoes and provide some Oregon potato industry facts of interest.



45% Daily Supply of Vitamin C | Naturally Fat Free | Full of Vitamins and Minerals

Marketing Money Available

The OPC Consumer Research and Education Committee has committed funding for Growers who use the "Potatoes Goodness Unearthed" logo on their promotional items, such as hats, shirts, magnetic signs, stickers, bags etc. Send a copy of the invoice, a picture and tell us how you are displaying the "Potatoes Goodness Unearthed" logo.



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Fax: (503) 239-4763



Upcoming Events

Jan 5-7, 2011	Potato Expo - Las Vegas, NV
Jan 7-8, 2011	NPC Annual Meeting - Las Vegas, NV
Jan 25, 2011	Oregon Seed Grower Meeting - Kennewick, WA
Jan 25, 2011	Oregon Seed Certification Meeting - Kennewick, WA
Jan 25, 2011	Oregon Research Committee Meeting - Kennewick, WA
Jan 25-27, 2011	Potato Conference - Kennewick, WA
Feb 28- March 3,	2011 Public Policy Conference - Washington DC
March 10-11, 2011	US Potato Board Annual Meeting - Colorado Springs, CO
March 17-18, 2011	OPC Budget Planning & Quarterly Commission Meeting Portland, OR

Oregon Potato Commission

Members:

*Chairman Dan Walchli, Hermiston
Vice Chairman Jim Carleton, Merrill
Tony Amstad, Hermiston
Lon Baley, Malin
Leif Eric Benson, Public Member
Jim Carlson, Culver
Nels Iverson, Jefferson
Marty Myers, Boardman
Jerry Strickland, Huntington
Richard Wagstaff, Nyssa*

Staff:

*Bill Brewer, Executive Director
Jennifer Fletcher, Administrative Director
Judy Schwartz, Administrative Assistant*

~Please email judy@oregonspuds.com for address updates or to be removed from this mailing.~