



Oregon Potato Commission

NEWSLETTER

Washington and Oregon to Combine Potato Conferences

Following bilateral discussions that began in April, the Washington and Oregon state potato conferences have decided to hold a merged event January 26-28, 2010 at the Three Rivers Convention Center in Kennewick.

“We believe the combined efforts of the two groups will be beneficial to growers of both states and to the Northwest potato industry,” said Mike Dodds, board chair of the Washington conference. “Representatives of our board had a fruitful meeting with Oregon representatives, both boards discussed the joint venture and some of the particulars, and both voted to approve a combined conference.”

Oregon Potato Commission Executive Director Bill Brewer attended the Washington State Potato Conference board meeting on May 14 and explained that Oregon does not have a separate organization to organize and

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PVMI awards Exclusive License for Purple Potato

The Northwest Potato Variety Development Program that Oregon State University (OSU), Washington State University (WSU), University of Idaho (UI) and USDA/ARS cooperatively work together in order to produce new varieties has successfully introduced a purple skinned, purple fleshed potato. Funding for this program is provided from several areas including: Oregon Potato Commission (OPC), Washington State Potato Commission (WSPC), Idaho Potato Commission (IPC), the three state universities and USDA. OSU received Plant Variety Protection for Purple Pelisse which authorizes protection of the variety for licensing and royalty collection. Through

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Oregon Potato Commission 2009-2010 1st quarterly meeting will be held in Baker City September 9-10, 2009.

The OPC committee meetings will begin at 1 pm Wednesday, September 9 at the Best Western Sunridge Inn Library Room, Baker City, OR. The commit-

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implement the conference, so the Oregon Commission and the hosting district were responsible each year.

Brewer indicated that some of the Oregon growers attended the 2009 Washington conference at the Convention Center and were impressed with the venue and program. The Oregon conference is held later the same week and competes for growers' time. "I believe OPC will be getting an improved version of our conference and hope we can add to yours," Brewer said.

Both states will have underwriting sponsorships for the Washington Oregon Potato Conference. The two groups committed to maintain the joint conference for three years. Three Oregon representatives will serve with the conference board, and Oregon Commissioners will participate in conference duties along side their Washington counterparts, serving the potato bar luncheon, helping with registration and other functions.

The groups expect sponsorships, trade show exhibitors and grower participation will increase because of the combined effort. *by Karen Bonaudi*

OPC Meeting in Baker City continued from page 1
tee meetings will consist of: Research, Consumer Education and Trade. The regular 1st Quarterly Meeting will begin at 9 am Thursday, September 10 and conclude at noon.

The future of the Oregon variety development program and the research proposal process will be discussed during the Research Committee Meeting on Wednesday with a report to follow during the Commission meeting on Thursday. State and Federal funding is being decreased to OSU Experiment Stations, so it is important that potato growers in the state present their research interests either in person or to local commissioners.

The Oregon Potato Commission is attempting to hold quarterly meeting around the state in order to allow growers to have a better chance to attend. The meetings are always open to the public.

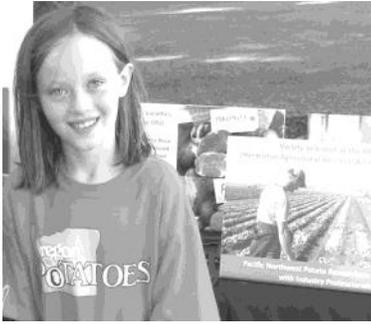
Exclusive License Awarded continued from page 1
agreements the commissions, universities and ARS have in place, Potato Variety Management Institute (PVMI) has the right to manage Purple Pelisse. With input from all of the involved groups including prospective growers, it was determined Purple Pelisse should be released exclusively for a period of time according to Debons.

Jeanne Debons, PVMI Executive Director announced the decision by her Board of Directors to award Klamath Basin Fresh Direct (KBFD) exclusive rights to the newly released Purple Pelisse. Debons said "PVMI was impressed with the caliber of the proposals that were received for the exclusive license for Purple Pelisse, the new purple skinned and purple fleshed potato variety from the Tri-State Breeding Program. This type of exclusive agreement is a first for PVMI and we are looking forward to seeing the benefit of developing a market for this specialty potato". KBFD marketing plan outlined its commitment to develop a market for Purple Pelisse as well as experience with the Organic Klamath Pearl helped make the decision.

Dan Chin, KBFD Chairman said "Klamath Basin Fresh Direct, LLC. is excited about having the opportunity to grow, sell and promote this purple potato. We would like to thank the PVMI board for believing in our ability to grow the market for this variety".

Dr. Isabel Vales, OSU Potato Breeding and Genetics told OPC that Purple Pelisse resulted from a cross made in 2000 by Dr. Charles Brown (USDA/ARS, Prosser, WA) between NDOP5847-1 and Red Bulk pollen. It was selected from seedling tubers planted at Madras, Oregon in 2001 and has been evaluated for 6 years in public and industry trials throughout the western U.S, including the Western Regional Specialty Trials in 2006 and 2007. Oregon State University took the lead in releasing this variety. The USDA/ARS and the Agricultural Experiment Stations of Idaho and Washington have joined the release.

HAREC 100th Anniversary



June 30th the Hermiston Agricultural Research & Extension Center had their 100th Anniversary celebration. The

HAREC was first established in 1909 as the Umatilla Experiment Farm on the Umatilla Government Reclamation Project. It was located on forty acres of land two miles northwesterly from the town of Hermiston (roughly four miles north of HAREC's present location). Today the center serves nearly 500,000 acres of irrigated agriculture in Oregon and Washington's Columbia Basin.

In honor of the historic event, the OPC set up a booth with fun and games to share potato information and to educate some attendees about the importance of the Potato Industry to the local economy.

If a participant answered all three questions on the OPC quiz they won a prize. The little ones only had to answer one question to win a colorful Oregon Potatoes t-shirt.



Steve Lund, Plant Geneticist & HAREC Superintendent 1975-1985

Steve Lund, HAREC Superintendent 1975-1985, stopped by the booth and won a potato hat and reminisced about the hiring of, soon to be retired, Dan Hane.

Congressman Greg Walden joined the festivities and addressed the 500 plus crowd with good humor and much praise. He referred to the Blue Mountain

area as "Oregon's Breadbasket." He presented the center with an official Congressional record statement, about the history and achievements of HAREC. The same statement he presented to Congress a couple of days earlier.

At the celebration, there were several activities for visitors to enjoy, as well as, field and lab tours. A 20 minute slideshow of images dating from 1909 was both informative and entertaining, as the audience added to the narration. The whole event was topped off with a first class family style barbeque.



The audience listens intently to the presentations by Bill Boggess, Dennis Doherty, Phil Hamm, Scott Reed, Bob Severson, Greg Walden and Bryan Wolfe.



Don Horneck and Phil Hamm are the garden guys from "The Lawn and Garden Show" and they can be heard every Friday morning 9:00am on KOHU 1360 AM.

OPC Photo Contest is Underway **Win Free lodging at the Next Potato Conference**

Send the OPC any pictures that have to do with planting, growing, harvesting or consuming potatoes by November 1, 2009. The OPC will pay for one night's stay at the next Oregon Potato Conference (location yet to be determined) for the best three usable submissions. Don't be shy, get out there and show us what you've got!

Email your high resolution image to

Jennifer@oregonspuds.com

or mail it on a disk to the

Oregon Potato Commission
9320 SW Barbur Blvd., Suite 130
Portland, OR 97219

Oregon Potato Commission
9320 SW Barbur Blvd, Suite 130
Portland, OR 97219-5405

Phone: (503) 731-3300
Fax: (503) 239-4763



Upcoming Events

August 18, 2009	Thailand Seed Potato Team Visit Salem/Corvallis/Culver, OR
August 19-25, 2009	Timberline Lodge Potato Culinary Tourism Series Timberline, OR
September 2, 2009	Radio Disney State Fair Program Salem, OR
September 5, 2009	Radio Disney OSU Football Program Corvallis, OR
September 14-15, 2009	OPC Quarterly Commission Meeting Baker City, OR
September 26-27, 2009	WCI Potato Farm Tour Hermiston, OR
September 28-29, 2009	USPB Table Stock Reverse Trade Mission Hermiston/Boardman, OR
December 2-4, 2009	36th Annual Hermiston Farm Fair & Trade Show
January 26-28, 2010	Potato Conference Kennewick, WA

Oregon Potato Commission

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