



Oregon Potato Commission

Newsletter

ALL OREGON POTATO GROWERS AND EXPORTERS ARE INVITED

The Oregon Potato Commission is participating in the Wine and Gourmet Asia 2011, food show this November in Macau, China. There will be

excursions to Hong Kong, Singapore and to Ho Chi Minh City Vietnam. Fresh potato demonstrations and chip potato seminars will take place.



Bill Brewer, Marilou Reyes and Chef Leif Eric Benson

Oregon potato exporter contact information, promotional information about Oregon potato varieties and western potato cuisine will be distributed to importer and retailer procurement personnel, to hospitality professionals and chefs from all over SE Asia.

New contacts have been made in Macau and Hong Kong during 2009 & 2010 and it is important to build on these relationships to advance the market opportunities. Unfortunately, a limited number of Oregon potato growers/exporters can participate. The OPC will put all applications submitted by June 15, 2011 into a lottery for participants to be drawn randomly.

To find out more about this exciting opportunity contact Bill Brewer 503-239-4763.

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A RECENT CHANGE IN OPC LEADERSHIP



Jim Carleton, Klamath District from Merrill, Oregon has resigned his position from the OPC board. Jim has served the commis-

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FILMING OREGON POTATO PRODUCTION

Oregon Potato Commission (OPC) Consumer Research and Education Committee are filming potato production operations of each commissioner around the state. OPC Director, Bill Brewer, filmed seed sorting and loading operations in Culver at Jim Carlson's farm., cutting and planting in Boardman at Castle Rock (Marty Myers, RD Offutt), ground preparation, cutting and planting in Hermiston at Walchli Farms (Dan Walchli) and Amstad Farms (Tony Amstad), ground preparation in Huntington at Jerry Strickland's farm and planting and cultivation in Adrian at WBH Farms (Richard Wagstaff). Additional planting and spring farming operations will be filmed as

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OREGON POTATO COMMISSION

DOLLARS AT WORK

How does OPC promote Oregon potatoes to the public? Most of the funding for the Consumer Research and Education go to the same programs as the previous years with three notable additions: a multimedia project filmed by Mr. Brewer of the entire growing season, a KATU “Celebrate Oregon Agriculture” promotion that includes television and print exposure and a Food Innovation Center “Terroir” project that will help develop unique marketing descriptions for Oregon grown potatoes.

The multimedia project will be filmed by OPC Executive Director, Bill Brewer. It will be shot during all stages of the growing season and will include all five potato growing regions. After the video footage is recorded it will be taken to a professional editing company to produce online segments and a DVD will be produced for viewing at public events like the Timberline Farmers Brunch, State Fair, Ag Fest, Umatilla Marathon and the annual potato conference. It will be an informed look at the potato industry.

Chef Leif Eric Benson is spearheading a new philosophy at identifying Oregon potatoes and making them stand out when presented next to other states’ spuds at the retailers. The ultimate goal of next year’s “Terroir” project would be for people to identify specific potato flavors from specific Oregon regions, the way people describe wine as being from specific regions. Even if the project doesn’t achieve the territorial flavor distinctions, it would definitely provide a list of very strong marketing descriptions that will be used to promote Oregon potatoes. “We want people to ask for Oregon grown potatoes at their retailers” says Commissioner Benson.



KATU is the only locally owned and operated television station in the Pacific Northwest. They have put together a marketing package for Oregon commodities this fall and next winter. Part of the “Celebrate Oregon Agriculture” project is “ediblePortland” an award-winning quarterly publication of Ecotrust that tells the behind the scene stories of our food and farming culture. An article about a grower or about the unique varieties Oregon offers will be written. The OPC will be featured in a four minute cooking segment on “AM Northwest” that will also be available from the archived section of KATU.com website after airing. OPC will be promoted with a total of three on air mentions during “AM Northwest” and the

NOTICE OF PUBLIC HEARING

The Oregon Potato Commission will hold a public budget hearing at 9:00 a.m. on Friday June 10, 2011. The regular quarterly Commission meeting will begin at 8:00 a.m. These meetings will be held At the Riverhouse Hotel and Convention Center in Bend, OR.

The purpose of the public budget hearing is to receive testimony and evidence on the proposed budget for operation of the Oregon Potato Commission during fiscal year July 1, 2011 to June 30, 2012.

Any person desiring to submit facts or data, orally or in writing, may do so by attending the public hearing or by contacting the Commission Executive Director before the hearing date.

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A copy of the proposed budget is posted under News—Publications on the Oregon Potato Commission website www.oregonspuds.com and may be obtained by contacting to the Commission office.

Terroir — *the specificity of place, which has come to include not only the soil in a region, but also the climate, the weather, the aspect of the farm and anything else that can possibly differentiate one piece of land from another.*



Dollars at Work continued from page 2

OPC logo will appear on screen at the end of the show. A 30 second commercial for OPC and one other Oregon commodity will be produced featuring OPC's spokesperson in the commercial. A full page ad spread in "ediblePortland" along with up to three more commodities is also included in the "Celebrate Oregon Agriculture" promotion.



The OPC plans to keep educating children (and their parents) about the nutritional value and the variety of yummy options potatoes have to offer through programs like the Child Nutrition Program, Radio Disney's Oregon Adventure, the Oregon State Fair, Ag Fest and Ag in the Classroom programs.

Our favorite mascot, Rosso Bambino, is showing up at all sorts of large gatherings to remind kids to ask for potatoes breakfast, lunch and dinner. Public participants at these events, always go home with something reusable with Oregon Potatoes printed on it, a constant reminder that something healthy and tasty is in the pantry ready to be cooked with their next meal.

Foodies (people who love good food) are reintroduced to potato culinary delights demonstrated at the Timberline Farmers Brunch and by Chef Leif Eric Benson at demonstrations at the Le Cordon Bleu Western Culinary Institute and at various trade mission presentations. And, thanks to Chef Benson, OPC is seeking collaboration with the Oregon Chef Association. Commodity foods and chefs should be a powerful alliance.

So far, the 2011-2012 Oregon potato promotion season looks very exciting. Call the OPC office at 503-239-4763 let us know about the local events in your area that would be appropriate for potato promotion.

By Jennifer Fletcher

Filming Oregon Production continued from page 1

the weather warms in Central Oregon (Jim Carlson), Klamath County (Lon Baley) and the Willamette Valley (Nels Iverson).

Other growing operations will be filmed during the summer at each location then a third trip around the state will take place to get harvest and storage footage. Once the entire potato production is filmed the footage will be used at trade shows and various promotional sites.

By Bill Brewer

OPC Leadership continued from page 1

sion very well since his term began in 2005 and has been the Chairman of the Consumer Research and Education Committee for the last three years. Jim is also serving as the OPC Vice Chairman. Jim has spearheaded many activities that involve kids around the state. Jim said his decision to resign was very difficult, but he needed to be able to spend more time with his family. OPC will miss his leadership and hope he is able to participate when his kids are a little older.

THANKS JIM

WORKING TO KEEP POTATOES IN SCHOOL CAFETERIAS

On May 5, 42 Members of the House of Representatives sent a letter to U.S. Department of Agriculture (USDA) Secretary Tom Vilsack. The letter expressed concern at the proposed changes in the National School Lunch Program (NSLP) and the School Breakfast Program (SBP), especially those changes that would limit the servings of starchy vegetables to one cup per week per student in the NSLP and completely eliminate them from the SBP. It was co-authored by Representatives Jean Schmidt, a Republican from Ohio's Second Congressional District, and Joe Baca, a Democrat from California's 43rd Congressional District. They are the Chair and Ranking Member, respectively, of the House Agriculture Subcommittee on Nutrition and Horticulture. The House Education and the Workforce Subcommittee on Early Childhood, Elementary and Secondary Education has announced a hearing on the issue scheduled for May 13.

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Upcoming Events

May 6, 2011	Statewide Budget Hearing, Hatfield Marine Center Newport, OR
June 6-8, 2011	APTA Meetings Washington DC
June 10, 2011	OPC Quarterly Meeting & Budget Hearing Bend, OR
June 15-16, 2011	National Potato Inspection Meeting Boise, ID
June 22-24, 2011	NPC Summer Meeting Grand Forks, ND
June 25, 2011	Radio Disney Thriftway Event Wilsonville, OR

Oregon Potato Commission

Members:

Chairman Dan Walchli, Hermiston

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.~