



Oregon Potato Commission

NEWSLETTER



Conference Dates are January 26-28, 2010

*Make your room reservations for the WA/OR Potato Conference to be held at the Three Rivers Convention Center in Kennewick, WA. You can reserve a room at any of the locations listed on **page 3** and remember to give the rate code for the special conference pricing.*

OPC Participates in Another Reverse Trade Mission

The Oregon Potato Commission (OPC) participated with the United States Potato Board (USPB) on a Fresh Table Stock Reverse Trade Mission (RTM) that visited several Oregon and Washington potato farms September 28-30, 2009 in the lower Columbia Basin. Sarah Mahler, USPB International Marketing Manager invited ten RTM Potato Import Representatives from Malaysia and the Philippines to visit the U.S. potato industry. OPC hosted the team during their visit in Oregon.

The Oregon tour included stops at fresh potato packing facilities South Basin Pack-

Continue on page 2



In this issue . . .

Todd Buchholz is Keynote Speaker for WA/OR Potato Conference 2010



Dynamic speaker Todd Buchholz, respected economist, entrepreneur and author, will keynote the 1st Annual Washington – Oregon Potato Conference next January.

Buchholz “lights up economics with a wickedly sparkling wit,” says the Associated Press. A former director of economic policy at the White House, a managing director of the Tiger hedge fund, and an award-winning economics teacher at Harvard, he targets his entertaining remarks to the cutting edge of economics, finance and business strategy.

“The Conference board believes potato industry participants will get a different perspective on the market world from Todd Buchholz’s experience and opinions,” says Mike Dodds, chair of the Potato Conference Board. Washington and Oregon will hold a merged event January 26-28, 2010 at the Three Rivers Convention Center in Kennewick.

Continue on page 2

- Conference Keynote Speaker Todd Buchholz*
- Malaysian RTM Mission*
- Conference Lodging Contact Information*
- The winner of the OPC Photo Contest*

Todd Buchholz continued from page 1

His editorials in *The Wall Street Journal* and commentaries on PBS correctly forecast the 2001 slowdown in the U.S. and the 2008 pop in commodity prices. *Business Week* raved about his book *Market Shock: 9 Economic and Social Upheavals that Will Shake Our Financial Future*, which warned of the quicksand facing the stock market. His other best-selling books include *New Ideas From Dead Economists*, *New Ideas From Dead CEOs*, *Bringing the Jobs Home*, *From Here to Economy* and a novel, *The Castro Gene*.

"Protectionism is beginning to grow," he says. While it can be a natural reaction to economic challenges, Buchholz cautions raising tariffs on produce as this will lead to retaliation by trading partners. When it comes to trading between the US and Europe, he refers to the long and ongoing anti-GMO and "Franken foods" discussion. Combine this with economic protectionism and you have "a combustible situation for trying to feed people and make money in business."

Buchholz is a contributing editor at *Worth* magazine, where he writes the "Global Markets" column, and he has penned articles for *The New York Times*, *Wall Street Journal*, *Forbes* and *Reader's Digest*. He once delivered a lecture at the White House entitled "Clarity, Honesty and Modesty in Economics" and has been a keynote speaker before such groups as Microsoft, Citibank and the U.S. Chamber of Commerce.

He holds advanced degrees in economics and law from Cambridge and Harvard, as well as several engineering and design patents. Todd Buchholz is also a co-producer of the Broadway hit *Jersey Boys*.

by Karen Bonaudi



Dan Strebin shows specialty packaging



RTM with Greg Juul



RTM with Tony Amstad

Reverse Trade Mission continued from page 1

ing, Umatilla and Bud-Rich Produce, Hermiston. A tour of the Hermiston Agriculture Research and Experiment Center (HAREC) where the team heard from Dr. Charles (Chuck) Brown, USDA/ARS Prosser



Chuck Brown answers RTM questions



Ken Puzey locates lower Columbia Basin on aerial map about potato variety development. Phil Hamm, HAREC Superintendent, also discussed the role U.S. experiment stations play by helping the local potato industry with their concerns. Port of Umatilla Manager, Kim Puzey, discussed how U.S. Port Districts are involved in transportation of many products including potatoes. Mr. Puzey showed the team how the Columbia River is utilized and containers are handled at his facility.

Several farms in the middle of harvest were visited to see harvest, sorting, sizing and storing potatoes.

Farms included:

Strebin Farms, Amstad Farms, Royal Columbia and Stahl Hutterian Brethren. Each of these farms took time to allow the RTM members a chance to be close to each operation and ask questions. Jim Cramer, Oregon Department of Agriculture, Commodity Inspection Administrator attended to answer question regarding certification, inspection and to understand concerns each of the countries have when importing potatoes.



The Hutterian Brethren provided dinner and song for the RTM

The final stop for the RTM was at the Stahl Hutterian Brethren Farm. Following a tour of the storage loading operation a reception and dinner was provided by the Hutterian Brethren. Several local Blue Mountain Potato Growers and Industry people also attended the evening activities. The program was concluded with the Hutterian Brethren women signing several songs to entertain their guests.

By Bill Brewer

WA/OR Potato Conference Lodging Options **Make Your Reservation Today**

Red Lion, Kennewick— \$79/night
(509)783-0611— rate code WAPT0124
www.redlion.rdl.com

Red Lion, Pasco— \$79/night
(509)547-0701— rate code WSPC0124
www.redlion.rdl.com

Hilton Garden Inn, Kennewick—\$99/night
(509)735-4600— www.hiltongardeninn.com

Fairfield Inn by Marriott, Kennewick, \$78/night
(509)783-2164— www.marriott.com

Quality Inn by Choice Hotels, \$72/night
(509)735-6100— www.choicehotels.com



Photo Contest Winner

The mist rises from the soil, ready for planting to begin.

The OPC 2009 Photo Contest Winner is **Rob Lane from La Grande, Oregon**

Rob will be receiving one night's lodging at the 2010 WA/OR Potato Conference in Kennewick, Washington, January 26th or 27th. Rob sent several outstanding images that the OPC will proudly display on future Potato promotional materials.

This isn't the first time Rob has won this contest. His last winning image is part of this newsletter header and on the OPC website. Lets see who can beat him next year.

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

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



Upcoming Events

November 5, 1009	WA/OR United of America Meeting
November 13-24, 2009	SE Asia Trade Mission
December 1, 2009	OPC 2nd Quarterly Meeting - Hermiston, OR
December 2-4, 2009	36th Annual Hermiston Farm Fair & Trade Show
January 2-6, 2009	Potato EXPO - Orlando, FL
January 26-28, 2010	Potato Conference Three Rivers Convention Center Kennewick, WA

The POTATO EXPO 2010 is the largest conference and tradeshow for the North American potato industry. This is the one place where attendees from across the supply chain come together to do business.

Register today at www.potato-expo.com

January 4-6, 2010 Orlando, Florida
Loews Royal Pacific Resort at Universal Orlando

Oregon Potato Commission

Members:

Chairman Lon Baley, Malin
Vice Chairman Dan Walchli, Hermiston
Tony Amstad, Hermiston
Leif Eric Benson, Timberline Lodge
Jim Carleton, Merrill
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.~