



Oregon Potato Commission

Newsletter



FRESH POTATO ACCESS
MEDIATION WITH MEXICO

Mexico and United States Departments of Agriculture have been in mediation meetings over the last several months to discuss the U.S. potato industry request for market access of the entire country of Mexico. Currently fresh U.S. potatoes may only enter the northern 26 kilometers of Mexico, based on an agreement reached with NAFTA. The U.S. potato industry believed the entire country of Mexico would be opened to sales after a short time to address issues of concern brought by the Mexican potato industry.

It now has been over eight years of waiting by the U.S. without any additional access. OPC has been engaged along with all other potato state organizations, the United States Potato Board, the National Potato Council and the U.S. government trying to reach a settlement in this matter. In early 2011 it was determined the two govern-

Continue on page 2



In this issue . . .

Oregon's Best Potato Award Application

GROWERS WITH AWARD
WINNING POTATOES

First "Oregon Potatoes Goodness Unearthed" best of potato award will be presented during the 2012 WA OR annual conference. The award will be given to the best Russet, Red, Yellow and Specialty potato grown in Oregon and entered in the

Continue on page 2



OSU FOOTBALL
POTATO
SAMPLING EVENT

OPC is partnering with Oregon State University Beaver

Sports to promote potatoes during two OSU home football games. OPC Consumer Research and Education Committee will conduct research on differentiating potato variety characteristics at a sampling in the Suite Level of Reser Stadium during the October 8th and October 15th games.

With the help of OPC Commissioner Chef Leif Eric Benson and the Portland ACF Chefs de Cuisine Society of Oregon, a list of descriptive words have been developed that will help samplers, at this event, describe their personal preferences. This information will be utilized during the evaluation of the Oregon Potatoes Goodness Unearthed program. For information on viewing or participating in this event contact the OPC office.

By Bill Brewer

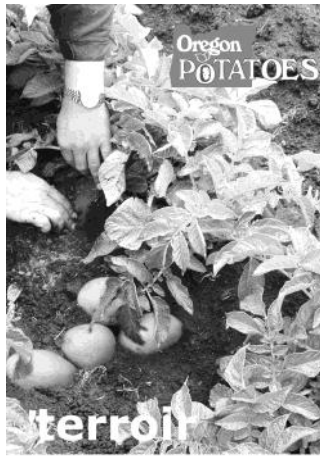
September 2011

Award Winning Potatoes continued

contest determined by a panel of potato experts. The potatoes will all be judged on taste, texture, aroma, color and umami (popularly referred to as savoriness is one of the five basic tastes together with sweet, sour, bitter, and salty).

The OPC Consumer Research and Education Committee determined a promotion that defines the excellent growing regions and conditions the Oregon Potato Grower utilizes could be used to differentiate their product from others. They decided to use "Terroir" similarly as the wine industry to draw attention to the Oregon potato. While experts disagree as to the exact definition of terroir, particular consideration is given to the natural elements that are generally considered beyond the control of humans.

Some of the components often described as aspects of terroir include: Climate, Soil Type, Topography and other plants growing in and around the field. The interaction of climate and terroir is generally broken down from the macroclimate of a larger area down to the



ter•roir /ter'wār/

A French term meaning "of the soil" that is commonly used to refer to the many diverse natural influences on a food's flavor development soil composition, microclimate, geographical location, native microbiology and even local cultural practices.

Oregon's terroir results in great tasting potatoes.

POTATOES
GOODNESS
UNEARTHED

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

Oregon Potato Commission is an Honorary Member of the ACF Chefs de Cuisine Society of Oregon

mesoclimate of a smaller subsection of that region and even to the individual microclimate of a particular field. The element of soil relates both to the composition and the intrinsic nature of the soils, such as fertility, drainage and ability to retain heat. Topography refers to the natural landscape features like mountains, valleys and bodies of water, which affect how the climate interacts with the region, and includes elements of aspect and altitude of the field location.

The definition of terroir can be expanded to include elements that are controlled or influenced by human decisions. This can include the decision of which potato variety to plant, though whether or not that potato variety will produce quality potatoes is an innate element of terroir that may be beyond human influence. Some potato varieties thrive better in certain areas than they do in others.

OPC will be conducting several events demonstrating the terroir effect on potatoes and getting feedback from participants.

To enter fill out the attached application and provide product to the OPC office as described in the application.

By Bill Brewer

Mediation with Mexico continued

ments should attempt a mediation (not binding) process using three unbiased potato and trade experts from around the world to help resolve the issues.

Two meetings have been held allowing each country the opportunity to explain their concerns and requests. A third meeting is scheduled early September in Washington D.C. The first meeting took place in Costa Rica where Mexico listed 60 pests of concern that would be detrimental to the potato industry of Mexico. The majority of those listed were viruses and only a concern when potatoes are being used as seed. All fresh potato access to Mexico is only for consumption, not seed. The second meeting was held in

San Diego that was originally scheduled to allow the mediator's time to announce their decision on the access issue. This meeting was extended from one to two full days without an outcome. The third meeting will give the experts time for their recommendations.

The U.S. potato industry is very optimistic that a favorable decision for potato access will be made by the panelists during the third meeting. Their decision will not be binding, but will show evidence of good faith negotiations and all avenues have been tested prior to making this a political matter that will need to be made by very high government officials.

By Bill Brewer



**Oregon Potato Commission Presents
Oregon's Best Potato Award!
With
POTATOES GOODNESS UNEARTHED**



Announcement will take place:

On:

Wednesday, January 25, 2012

During WA/OR Annual Conference

Kennewick, WA

Application Criteria

Entries due by October 1, 2011
10 pounds of fresh potatoes delivered to OPC office in person or by UPS/Fedex

9320 SW Barbur Blvd
Suite 130
Portland, OR 97219

Judging Method

Oregon "Best Potatoes" will be Judged by a panel of Potato/Culinary experts for the Best:

Taste- Potatoes will be cooked in a simple manner according to the variety i.e. baked, steamed, boiled etc. with minimum seasoning (salt/pepper)

Smell- Judges will be looking for pleasing potato aroma, raw and/or cooked

Texture- Pleasing texture according to the variety when cooked

Color-Visual appeal including Skin color, Flesh color, consumer friendly appearance, (The Perfect Spud)

Judging Criteria

Taste.....10 Points Possible
Texture.....10 Points Possible
Aroma.....10 Points Possible
Appearance.....10 Points Possible

Award

OPC Potatoes Goodness Unearthed Plaque
Media Recognition
Market Awareness
Terroir Characteristics will be identified

Competitor's Entry and Application

Grower: _____

E-mail Address: _____

What is the best way to contact you? E-mail Phone

Which Category will you be choosing to compete in? (Circle One)

Russet Red Yellow Specialty

Signature: _____

Date: _____

Fax your application to 503-245-5524

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

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



Upcoming Events

Sept 8-9, 2011	OPC Quarterly Commission Meeting Ontario, OR
Sept 12-14, 2011	APHIS Meetings Washington DC
Sept 20-22, 2011	USPB Meetings Amelia Island, FL
Oct 17-21, 2011	NAPPO Meetings Merida Mexico
Oct 31-Nov 14, 2011	OPC & WSPC SE Asia Trade Mission Singapore, Ho Chi Minh City, Hong Kong and Macau
Nov 17, 2011	PVMI Meeting Seattle, WA
Dec 1-2, 2011	OPC Quarterly Commission Meeting Hermiston, OR

Oregon Potato Commission Members:

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

Staff:

*Bill Brewer, President and CEO
Jennifer Fletcher, Administrative Director
Judy Schwartz, Administrative Assistant*

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