



# NEWSLETTER

## OPC Educating the WCI Instructors

**O**PC will hold the second potato recipe contest with the Western Culinary Institute (WCI) of Portland the first week in October. Prior to the contest a tour of the Umatilla-Morrow County potato production area will be offered to Instructors from WCI and a potato cooking demonstration by OPC commissioner Chef Leif Eric Benson will be held for WCI participants.

The OPC Consumer Research and Education Committee chaired by Jim Carleton, will take 10 WCI Instructors to eastern Oregon for a tour of the potato industry September 20-21, 2008. This program will help educate the instructors on how potatoes and potato products are grown and packaged. The tour



will include on-farm visits to watch harvest, handling and storage. Additional stops will include a fresh pack facility and a processing facility.

An evening with local potato growers is planned for some leisure interaction and a BBQ dinner.

Following the tour, Chef Benson will demonstrate several potato dishes to interested WCI instructors and students at the school to kick off the recipe contest. OPC will display potato varieties that are grown in Oregon. This



will be an opportunity to make WCI Instructors and Students more aware of the many choices they have picking potatoes for new uses.

*Contributed by Bill Brewer*

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## Radio Disney and OPC Getting Kids Excited about Potatoes

The OPC has signed on with four other commodity groups (the Fryer Commission, the Blueberry Commission, the Dairy Farmers of Oregon and US Pears) to be part of the Radio Disney Program this summer. This campaign will have more than five events in the Willamette Valley area and Oregon commodity products will be showcased at all of them.

### Young Chefs Academy

<b>September 6, 2008</b>	<b>September 20, 2008</b>
<b>9:00am - 12:00</b>	<b>9:00 am - 12:00</b>
<b>&amp;</b>	<b>&amp;</b>
<b>1:00 - 4:00 pm</b>	<b>1:00 - 4:00 pm</b>

Disney is also putting together a series of cooking classes with the Young Chef's Academy in Tualatin for kids to participate in; one class will be devoted completely to potatoes.



*This Radio Disney event was held Wednesday, August 6, 2008 at Bridgeport Village, Tigard, Oregon.*

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**GOODNESS™**  
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### The OPC will Co-op with Oregon Growers

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, etc. Send a copy of the invoice and tell us how you are displaying the "Potatoes Goodness Unearthed" logo.

**Please update your records.**

**The OPC Office moved March 1, 2008**

(Unfortunately the color newsletter shells were preprinted and will have the incorrect address until we use them all up.)

Our new address is **9320 SW Barbur Blvd., Suite 130**

**Portland, OR 97219**

Our phone number remained the same (503) 731-3300.

## Applicants Needed for 2009 Potato Industry Leadership Institute Program

Applications are now being accepted for the 2009 Potato Industry Leadership Institute being held February 19-26, 2009. The Institute is an eight-day program designed to identify, develop and cultivate new leaders within the potato industry. The Institute focuses on leadership development, public policy, marketing, trade, team building, public communication, presentation skills and more.

The 2009 Institute will begin in the Columbia Basin in Oregon where participants will receive an overview of the U.S. potato industry, including domestic and international marketing. Tours of local production and processing will be held, in addition to exposure to the unique attributes of the growing area and market. Participants will then head to Washington, D.C., where the focus will move to national legislative and regulatory priorities for the U.S. potato industry and skills training. Training sessions will include presentation skills, leadership development, media training, and lobbying skills.

The Oregon Potato Commission (OPC) recognizes the importance of developing future leaders for the potato industry. With this in mind, each year 20 potato industry participants from across the United States are selected for a week long, once-in-a-lifetime experience to enhance their knowledge of public policy issues, domestic and international marketing strategies, and challenges affecting the potato industry on a daily basis.

**The OPC will sponsor one potato industry candidate from Oregon.** For more information or for an application, potato growers and other potato industry representatives should contact Jennifer Fletcher at the OPC office (503) 731-3300.

## Getting to Know the New OPC Chairman



June 13, 2008 Lon Baley was elected chairman of the OPC. Lon is a fourth generation potato farmer in the Klamath Basin. He has been a partner in the Baley-Trotman Potato Company along with Mark Trotman for 30 years. His role at the Baley-Trotman Company primarily focuses on chip potato production of 3,500 acres annually with Frito Lay who is the farm's largest customer. He has served on many agricultural committees including California Potato Research Advisory Board, Garlic and Onion Advisory Committee, Tulelake Growers Association, Klamath Potato Growers and Klamath Water Users Association. He is also an active member of the U.S. Potato Board International Committee.

### Did you know . . .

The worker fatality rate in agriculture is far greater than the average worker fatality rate in Oregon.

Oregon Fatality Assessment and Control Evaluation (OR-FACE) conducts surveillance, investigation and assessment of occupational fatalities in Oregon and produces investigative reports, hazard alerts and other materials to recommend safe practices in specific areas of concern. Additional information about OR-FACE and occupational fatality prevention in Oregon is available on their website [www.ohsu.edu/croet/face](http://www.ohsu.edu/croet/face) or call (503) 494-2281 for a free safety brochure.

## Oregon Potato Commission

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### Upcoming Events

- September 1, 2008** OPC Office Closed Labor Day
- September 11 & 12, 2008** OPC 1st Quarterly Meeting  
Running Y Ranch, Klamath
- September 14-18, 2008** USPB State/National Workshop,  
Key Largo, FL
- September 20 & 21** WIC Instructional Tour  
Umatilla-Morrow County
- September 26, 2008** Foliar Late Blight Field Evaluations  
Corvallis, OR
- September 29, 2008** Field Selections  
Hermiston, OR
- September 30, 2008** Field Selections  
Powell Butte, OR
- October 6 & 7, 2008** Field Selections  
Klamath Falls, OR
- October 19-24, 2008** NAPPO meeting  
Guadalajara, Mexico
- January 29-30, 2009** Oregon Potato Conference at the  
Embassy Suites - Washington Square  
Tigard, OR

## 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](mailto:judy@oregonspuds.com) for address updates or to be removed from this mailing.~*