

# For Immediate Release

Gary Roth begins May 1, 2019 as Oregon Potato Commission's new Executive Director. He has an extensive track record of collaboration, legislative advocacy and implementing successful domestic and international marketing strategies, resulting in market access and new jobs for Oregon agricultural and food businesses during his 30+ years with the Oregon Department of Agriculture and in the private sector. Mr. Roth has served on numerous agricultural and food centric boards, including for the State of Oregon and Governors' offices. He has experience in international business and trade development for agriculture and food products.



“I have known Gary for many years working with him on several international trade projects” said Bill Brewer. “I believe Gary is a very good choice to lead the Oregon Potato Commission and support all Oregon potato growers. He has an effective understanding of Oregon agriculture, international programs, government and marketing. He will bring a lot to the table with the other potato state programs OPC works with and fit-in well with all state and national managers.”

“I am looking forward to representing the Oregon potato industry, building on current strengths of the Commission's programs and aggressively addressing areas of opportunity including potatoes as part of a performance diet and international market access,” Roth said. “Bill Brewer leaves big shoes to fill and a top priority of mine will be to extend and amplify the standards he has set for the Oregon potato industry at the national level.”

“The Oregon Potato Commission is pleased to have Gary Roth on board as our new Executive Director,” says OPC Chairman Mark Ward, “with his past experience and credentials in the agricultural sector, we believe Gary will be a great addition to our organization.”

Mr. Roth has spent his entire life in agriculture. He was raised on his family's 300-acre farm in Oregon and graduated magna cum laude from Oregon State University (OSU) and the Honors College with a Bachelor of Science degree in Agricultural and Resource Economics. He also earned his graduate certificate in International Agribusiness at the University of Bradford in the United Kingdom.

OPC has a valuable, long-standing relationship with OSU and Mr. Roth says he plans to maintain and further enhance that relationship and looks forward to being a liaison between OSU and the potato industry tri-state partners.

“It is a privilege to represent the Oregon potato industry,” commented Roth. “The hard working men and women of the industry deserve and should expect the best from their Commission.” “I look forward to applying my experience from across Oregon agriculture and focusing that experience and drive to achieve a tangible, positive impact for Oregon potatoes.”

“It’s a great time and opportunity for the industry,” said Roth.



*About the Oregon Potato Commission*

*The Oregon Potato Commission was formed in 1949 to represent the state’s five potato growing regions (Blue Mountain, Central Oregon, Klamath, Malheur and Willamette Valley) in educational, trade development, research, legislative affairs and public relations activities. Development of sales and markets for Oregon’s potato crop is one of the Commission’s roles. Programs are designed to improve Oregon’s market share in- state and in other prominent West Coast markets. Export markets for processed potato products and, increasingly, fresh potatoes and raw product are also included in market development and promotional programs in the Pacific Rim and other market areas. The Commission’s largest focus is on a series of ongoing research programs in cooperation with Oregon State University. The results of these programs place Oregon among the top in the United States in potato production volume and yield per acre. For more information, visit [www.OregonSpuds.com](http://www.OregonSpuds.com)*