



US Potato Board
National Potato Council

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Joint Industry Communication

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Potato Industry Receives \$3.7 Million Acrylamide Research Grant

October 14, 2011 – Today, USDA’s National Institute of Food and Agriculture announced the funding and approval of a \$3.7 million dollar grant to fund research to reduce Acrylamide levels in potato products. Securing this grant was an industry priority; it was submitted to USDA by a consortium of prominent potato researchers and plant breeders, and was developed with major input from key stakeholders in the fresh, frozen processed and chip sectors along with all major potato growing areas in the United States. Representatives from these sectors and the end-user community make up the project’s Advisory Committee.

Growers and end users, as members of the active Advisory Committee, will be involved in reviewing project activities and advising researchers and breeders on the practical applicability of research outcomes. The direct involvement of the project Advisory Committee was a key to the approval of the research proposal and will be the foundation of ongoing activities of the project.

The following is a list of Advisory Committee members and key researchers involved in the project:

Growers:

Gregg Halverson, ND
Dick Pavelski, WI
Jason Walther, MI
Jeff Harper, ID
Keith McGovern, ND
Ed Schneider, WA
Andy Diercks, WI
Tim Young, MI
Monty Smith, CO
Lon Baley, OR
Justin Dagen, MN
Trevor Michaud, ME
Bob Guenther, WI

Chip Processors:

Gerhard Bester, Frito-Lay
Gene Herr, Herr’s
Jeff Thomas, Lance Foods
Steve Surmay, Shearers
Lisa Schommer, Inventure Group

Frozen Processors:

Laurie Jecha-Beard, McCain Foods
Steve Vernon, Simplot
Joe Rehder, Lamb Weston
Linda Tiffany, Heinz

End User:

Mitch Smith, McDonald’s

State Potato Organizations:

Bill Brewer, OR
Pat Kole, ID
Duane Maatz, WI
Jim Ehrlich, CO
Don Flannery, ME
Ben Kudwa, MI
Chuck Gunnerson, ND & MN
Andy Jensen, WA

At Large:

David Parrish, AIS Consulting
Kathleen Triou, USPB

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The mission of the United States Potato Board is to increase demand for potatoes and potato products through an integrated promotion program, thereby providing US producers with expanding markets for their production. For complete information about the programs, ROI results, resources and tools available to all members of the industry through the USBP, please visit www.uspotatoes.com. The United States Potato Board—Maximizing Return on Grower Investment.

The National Potato Council is the advocate for the economic well-being of US potato growers on federal legislative, regulatory, environmental, and trade issues. Potato growers, along with the US potato industry as whole, directly benefit from involvement in the National Potato Council. NPC supports the US potato industry by monitoring issues affecting the strength and viability of the potato industry, influencing regulators and legislators on issues crucial to the industry's long term success, ensuring fair market access for potatoes and potato products, and bringing the unique issues and interests of diverse growing regions in the US together on a national level. The National Potato Council is a voluntary organization supported by quota assessments from state organizations, allied industry memberships and sponsorships, and directly by potato growers through membership dues.