



News Release

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NPC Joins U.S. Agriculture Coalition for Cuba

Washington, D.C. – The National Potato Council has joined more than 100 prominent national grower organizations, state grower associations, and agribusiness members as part of the U.S. Agriculture Coalition for Cuba, whose goal is to reestablish Cuba as a market for U.S. food and ag exports. The Coalition believes that expanding agricultural trade between the U.S. and Cuba is the foundation for building successful and enduring relations between both countries. As a member, NPC will help cultivate momentum between key stakeholders, especially in potato growing, and assist in ending the long-standing embargo. “We are committed to this Coalition and its goal of liberalizing trade between our countries,” said John Keeling, NPC Executive Vice President and CEO. [Learn more about the mission of USACC.](#)

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The National Potato Council is the advocate for the economic well-being of U.S. potato growers on federal legislative, regulatory, environmental, and trade issues. NPC supports the U.S. 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 U.S. together on a national level.