



# News Release

1300 L Street NW · Suite 910 · Washington, DC 20005  
(202) 682-9456 · fax (202) 682-0333 · [www.nationalpotatocouncil.org](http://www.nationalpotatocouncil.org)

MEDIA INQUIRIES:  
Kam Quarles  
(202) 682-9456

FOR IMMEDIATE RELEASE:  
May 18, 2017

## **National Potato Council Applauds Administration Actions to Jumpstart the U.S. Trade Agenda**

**Washington, D.C.** – Today the National Potato Council (NPC) applauded the Trump Administration’s announcement to renegotiate the North American Free Trade Agreement (NAFTA).

“We believe today’s action signals the beginning of a strong trade agenda for U.S. exporters. In addition to improvements with Mexico and Canada, the potato industry looks forward to Administration efforts to gain increased access in China, Japan, Vietnam and other valuable overseas markets,” said John Keeling, Executive Vice President and CEO of NPC.

Last month, NPC provided a [letter to the President](#) that offered guidance on how to improve the two decade old NAFTA to the benefit of the potato industry. Canada and Mexico are the second and third largest export markets for the U.S. potato industry, with a combined value of over \$500 million annually. NPC anticipates that the market could grow to an additional \$500 million under an improved agreement.

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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.*