



News Release

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Potato Expo 2016 Experiences Largest Attendance, Addresses Industry Topics

Washington, D.C. – Potato Expo 2016, held January 12-14 in Las Vegas, featured a record-breaking number of attendees and exhibitors, the debut of Spud Nation—a new line of [potato-focused food trucks](#) launched by the United States Potato Board—and a buzz of excitement over the future of the potato industry. More than 2,100 growers and industry attended the trade show, where exhibitors showcased cutting-edge technology and innovative solutions specifically tailored for the potato industry. Maintaining its reputation as the top potato event of the year, the Potato Expo addressed many lightning-rod issues facing the industry. The expert lineup of speakers covered a variety of topics from soil health and transportation concerns to consumer views and career inspiration. Phil Lempert, Chef Jeff Henderson and Damian Mason shared their unique perspectives on potatoes, consumers and agriculture trends in front of large audiences.

For the first time, Potato Expo 2016 hosted a food truck chef competition highlighting the broad appeal of potatoes and the mobile food truck phenomenon. During the Spud Nation™ Throwdown, three food truck chefs prepared and presented their most creative and flavorful potato recipe. The winner was Bridgett Blough, The Organic Gypsy, for her recipe Green Tahini Potato Soup.

Attendees and exhibitors alike stated that the 2016 meeting was the best yet. In addition to the high amount of foot traffic, the final speaker on Thursday was standing-room only. “The Potato Expo provided take-home solutions for growers with farms from a few acres to thousands,” said Randy Hardy of Hardy Farms in Oakley, Idaho. “Each time I attend I realize how important the Expo is to expanding my network.”

Potato Expo 2017 will be held January 4-6 at Moscone West at the San Francisco Convention Center. Lodging will be at the Marriott Marquis. After the success of 2016, expectations are that 2017 will bring an increased number of the potato industry together in one place. Detailed information about the 2017 conference will be posted on the website www.potato-expo.com in the fall of 2016.

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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.