



NEWS RELEASE

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Potato Industry Leadership Institute to be Held Feb. 8-16, 2017

Application and scholarship deadline is Oct. 14, 2016

WASHINGTON, D.C.—The National Potato Council (NPC) and Potatoes USA are accepting applications for the Potato Industry Leadership Institute (PILI) class of 2017. The annual eight-day program, to be held Feb. 8-16, 2017, is designed to identify, develop, and cultivate new leaders within the U.S. potato industry.

During the program, 20 potato growers and industry representatives from across the country focus on leadership development, public policy, marketing, team building and public communication. The 2017 class will begin in Bangor, Maine, where participants will receive an overview of the U.S. potato industry and tour local production areas, storages, fresh pack facilities, and processing plants. The group will then travel to Washington, D.C., where the focus shifts to national legislative and regulatory policy priorities for the U.S. potato industry.

Participants are selected through state organization nominations and a committee facilitated by NPC and Potatoes USA, who jointly coordinate the program. The Institute is made possible each year through a major sponsorship from Syngenta, which has a long history of commitment to leadership development in agriculture.

The Institute is also accepting applications for a scholarship available to a grower who lacks a state or local potato organization. The scholarship covers the \$2,000 PILI registration fee, air transportation, lodging, and meals. All applicants will be reviewed by the selection committee.

Registration forms and scholarship applications are available online at <http://nationalpotatocouncil.org/events-and-programs/potato-industry-leadership-institute/> or by contacting Hillary Hutchins at hillaryh@nationalpotatocouncil.org. The deadline for both applications is October 14, 2016.

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.

Potatoes USA is the nation's potato marketing and research organization. Based in Denver, Colorado, Potatoes USA represents more than 2,500 potato growers and handlers across the country. Potatoes USA was established in 1971 by a group of potato growers to promote the benefits of eating potatoes. Today, as the largest vegetable commodity board, Potatoes USA is proud to be recognized as an innovator in the produce industry. For more information on Potatoes USA's mission to "Strengthen Demand for U.S. Potatoes" by creating positive change in the industry through innovative and inspiring approaches, please visit PotatoesUSA.com.

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