



News Release



FOR IMMEDIATE RELEASE: March 28, 2013

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Taiwan Approves Colorado as an Eligible Shipper of Fresh Potatoes

The National Potato Council (NPC) and the United States Potato Board (USPB) are pleased to announce the Council of Agriculture in Taiwan has granted approval for the state of Colorado to ship fresh potatoes to that country starting April 1, 2013. NPC and USPB thank the US Department of Agriculture (USDA), including both its Animal Plant Health Inspection Service (APHIS) and the Foreign Agricultural Service (FAS), for its efforts to obtain this approval. Colorado joins Oregon, Idaho, Washington, Montana, and Alaska as approved states to ship to Taiwan.

Taiwan is the fourth largest market for US fresh potatoes, with exports reaching 17,678 metric tons in 2012, valued at \$8,916,613. The United States retains 90-plus percent market share for exports of fresh potatoes to Taiwan, which are made up of approximately 60 percent chipping potatoes and 40 percent table-stock potatoes. The level of exports is often impacted by the size of the local potato crop, particularly for chipping potatoes, which are grown in Taiwan. US table-stock potatoes fit a different market segment than the local white potatoes and, thus, are less affected by local production.

The NPC and USPB, working with the Colorado Potato Administrative Committee (CPAC), initiated the request for access for Colorado in 2003. In 2009, APHIS submitted the pest list for Colorado so Taiwan could conduct the required Pest Risk Assessment (PRA), which was completed in 2011. In October 2011, Taiwanese officials traveled to Colorado to complete the review process. Their travel was paid for in part by a USDA Technical Assistance for Specialty Crops (TASC) grant obtained by the USPB. The matching portion of the grant was covered by the USPB and CPAC.

In December 2012, the Council of Agriculture in Taiwan informed APHIS the PRA was complete, and they were prepared to allow shipments of Colorado potatoes to Taiwan once administrative steps were completed. On March 18, 2013, Taiwan announced the opening of the Taiwanese market to Colorado potatoes beginning April 1, 2013.

This success is the result of the excellent working relationship between the US potato industry and USDA, and through the Sanitary and Phytosanitary (SPS) Initiative, funded by USPB, NPC, and the state potato grower organizations, which pursues market access opportunities for fresh and seed potatoes.

The National Potato Council is the advocate for the economic well-being of US potato growers on federal legislative, regulatory, environmental, and trade issues. 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 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.”

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