Welcome!

North America Potato Storage Organization

Virtual Meeting June 17, 2024

Agenda

Facilitator – Emily Merk

Housekeeping: Please raise your hand if you want to speak & keep your mic on mute.

Topics for Central Committee Meeting (Organizational Development)

1. Introduction of NAPSO Meeting
2. Introduction of Founders Committee
3. “Me in a Minute” founders
4. Anti-Trust Statement and Agreement
5. Team Ground Rules
6. Purpose
7. Mission Statement
8. Understanding of purpose of meeting (not sales), research based
9. Location and Timing of Meeting
    a. Webinars
    b. Virtual Meetings
    c. In-person meetings (Tag along? Stand alone?)
10. Structure of NAPSO
11. Central Committee (9 people)
    a. Funding Committee
    b. Interest and Feedback

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Intro to NAPSO founders

- The reason the founders are starting this group is because we identified that the potato has 2 seasons (growing season and storing season).
- However, we noticed that over the years majority of trade shows, research, and focus was done on the growing season and the storage season was not focused on nearly enough.
- The storage season is just as critical as the growing season and these two adages ring true.
  - A storage is a hotel and not a hospital!
  - A lot of potatoes spend more time in storage the they do in the ground for the growing season.
- Our original focus is to start a research-based, company neutral conference.
  - A conference can be supported by companies like most tradeshows, but the focus groups, presentations, and general information will be research-based and company neutral.
- This meeting is to introduce the need for this type of conference and organization. Plus, a **call to action** from the industry on structuring NAPSO into a successful and most of all, a useful conference.
  - 1st goal is to establish a steering/planning committee for NAPSO that will shape and plan the first full conference for 2025.
    - Timing – When is the best time for it, so that growers and the industry benefit the most from it?
    - Content – What and how is it to be presented.
  - 2nd goal is to establish how NAPSO should be structured for the short term and long term.

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“Me in a minute”
Into to founders

Bill Orr

- 27 years in the Canadian storage industry
  - Main focus has been on post harvest storage applications.
- Canadian Technical Sales Rep for 1,4GROUP since 2010
  - Develop and train application companies across Canada.
  - Develop application machines for post harvest products.
- Previously to 1,4Group I contracted application services to other companies and growers in Western Canada.

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Emily Merk

- Grew up in Washington state, north of Pasco
- B.S. Crop & Soil Science from Oregon State University
- M.S. Seed Technology & Business Management from Iowa State University
- Started out in corn and sunflower seed production, 3 years
- Managed potato storages & grower contracts for a processor for 6.5 years
- North America Sales
- Manager for Restrain-2 years in August
- Two daughters-Charley (4) & Camille (2) with husband, Sam

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Lukie Pieterse

Editor and Publisher of Potato News Today

Grew drip irrigated potatoes for McCain, Frito-Lay and Heinz in South Africa during the eighties before moving to Canada in 1996

Potato industry consultant for several companies and organizations in NA, Europe and South America

Editor and founder of the print magazines Potato Storage International and Global Potato News, and editor of the World Catalogue of Potato Varieties

Launched the first online news portal for potatoes in 1996 and Potato News Today in 2014, reaching a readership base across 135 potato producing countries

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NA Manager of Potato Storage at McCain Foods

Manage stored potato volume for 8 regions across NA

Prior To McCain:

- **Global Director of R&D, 1,4GROUP**
- **Director of Sciences, U of Phoenix**
- **Food Scientist, J. R. Simplot**

On Board of Directors for Biological Products Industry Alliance
Director and Chairman of Utilization and Marketing Committee for the PAA
Commissioner for Washington St. Commission of Pesticide Regulation
Elected Precinct Committeeman for Ada County, Idaho

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Organization basics

Anti-Trust Statement

Anti-Trust Procedures: This statement is to be read before meetings involving competitors:

"The anti-trust laws apply to individuals, just as they apply to any individual group or group of competitors. Competitors may not restrain competition among themselves with reference to the price, quality or the marketing of their services and goods, and they may not agree or act together to restrict the competitive capabilities or opportunities of other competitors, their suppliers or their customers. Therefore, it is agreed and understood that there will be no discussions whatsoever at any meetings (whether part of structured formal meeting sessions or informally at breaks among members or otherwise) involving areas in which any of the parties compete, including: pricing, product pricing policies or terms, product marketing strategies, customer territories or locations, or other competitive aspect of a company's operations. Meeting participants have an obligation to terminate any discussion, seek counsel, or if necessary, terminate the meeting if discussions might be construed to raise any anti-trust issues."

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Team Ground Rules

- All open and free with each other's ideas – listen
- Respect for other's opinions, recognize other's input – no barriers; Build on each other's ideas; No ideas are foolish.
- OK to disagree
- Acknowledge the importance of a collective vision
- Flexibility
- Stay focused and on task; Clarity – know where we're going and why
- Members (or representative) commit to attend all meetings
- Do what we commit to

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Mission Statement

Our mission is to empower potato storage professionals through best management practices, education, innovation, and community-building. We are committed to developing and disseminating state-of-the-art, sustainable storage solutions that improve potato quality, reduce waste, optimize energy usage, and increase profitability for the growers and businesses alike. By fostering a collaborative environment and focusing on continuous improvement, we strive to be leaders in the potato storage industry, contributing to food security and sustainability in North America and globally.

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Our Purpose

The purpose of this initiative is to provide cutting-edge, sustainable, and scientifically backed potato storage solutions to potato farmers, agronomists, and industry consultants working in North America and indeed worldwide. We aim to bridge the gap between traditional practices and modern technology, offering our clients the tools and knowledge necessary to optimize their storage processes.

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Understanding our Purpose

NAPSO will provide cutting-edge, sustainable, and **scientifically backed** potato storage solutions to potato farmers, agronomists, and industry consultants working in North America and indeed worldwide.

NAPSO is not going to be a sales program, instead we will have panels and conferences

Instead, we will have panels discussing the need for products with representative companies

“Pre-Harvest Chemistries for Storages” panel

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Entity Structure

1) Central committee made up of 9 dedicated industry professionals to structure and plan the first North American Potato Storage Organization.

2) Location and Timing of Meeting
    1. Webinars
    2. Virtual Meetings
    3. In-person meetings (Tag along? Stand alone?)

3) Develop NAPSO into a stand-alone organization if the industry finds the need and has the support for this type of storage organization. There are numerous opportunities for this type of organization here in North America and a stand-alone organization may be needed long term to achieve its full potential.
    a. Chair
    b. Treasurer
    c. Recorder
    d. Sub-Committees:
        a. Processors
        b. Fresh Market
        c. Seed
        d. Allied Industries
        e. Purchasers/Buyers of Product
        f. Growers
        g. Universities

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Feedback

Any comments or feedback for us?

Feel free to email us! Info@napotatostoragesummit.org

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Thank you!

Thank you for joining our first meeting, we look forward to working with all of you!

Next meeting: PAA Portland, OR in July

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