

The Acreage Fly Over was done June 28, approximately 59,800 acres were counted

News from National

Our recent Board of Directors and Strategic Planning meetings held June 20-21 in Stevens Point, Wisconsin demonstrated the progress our organization has made in the 15 months since its official founding.

In this memorandum I have provided a summary for you so that you will know the Board's action steps and have an idea of our strategic emphasis and plans for the next several months. While I have to protect the confidential nature of our discussions so as to support our organization's work on supply management, I can tell you that much progress was made.

While in Wisconsin, we were able to meet with growers face-to-face, learn their perspectives and hear their concerns and suggestions first hand. Member feedback is an important part of our overall planning.

Our next board meeting will be held July 15 in Monterey, California in conjunction with our Marketing Committee meeting. At the July board meeting, we expect to finalize our Long Range Strategic Plan.

June Board of Director's Meeting Summary

Leaders reported the status of this year's crop from a national perspective.

Discussions were held about the 2006 crop and planted acreage. The Board expects a favorable acreage reduction consistent with the recent *North American Potato Market News* report. Leaders are looking forward to the July 12th NASS crop report. Board leaders will fine tune the existing pack and transition plans, and be prepared to make more changes as new developments unfold. It appears that the Kansas crop may have a smaller profile.

Field audits and planting verifications

Board leaders reported that planting verification is on schedule. All national and local co-op Board members will be audited as will a percentage of members in each region.