



# United Potato Partners

## 2023 Program

[UnitedPotatoPartners.com](http://UnitedPotatoPartners.com)

The United Potato Partners program supports offerings of innovative and productivity-enhancing products to **fresh-potato growers** through [United Potato Growers of America](#), and to **process-potato growers** through [Potato Marketing Association of North America](#).



	National	
	Partner \$150,000/year 3-yr agreement	Sponsor \$25,000/year 3-yr agreement
<b>Focus Groups</b>	●	
<b>Regional Meetings</b>	●	
<b>Direct Introduction/Recommendation</b>	●	
<b>Regulatory Advocacy</b>	●	
<b>Data Access/Potato Market Insights</b>	●	●
<b>Potato Market Education</b>	●	
<b>United Potato Partners Logo</b>	●	
<b>United Potato Partners Website</b>	●	
<b>United Potato Growers of America Website</b>	●	
<b>United Potato News E-Newsletter</b>	●	
<b>Event/Program Promotion</b>	●	●
<b>Potato Business Summit (January)</b>	●	●
<b>Potato Expo Tradeshow (January)</b>	●	●
<b>Crop Transition Conference (June)</b>	●	●

### Focus Groups

- Annual product-development regional focus groups with potato growers and industry leaders (on demand)

### Regional Meetings

- Presentations at annual member meetings organized by local cooperatives

### Direct Introduction/Recommendation

- Individual interactions with members facilitated by UPGA/PMANA (upon request)

### Regulatory Advocacy

- Regulatory advocacy/product support on your behalf directly with US Government agencies (USDA, EPA, etc.) and through the National Potato Council and other national affiliated organizations

### Data Access/Potato Market Insights

- Quarterly podcast and newsletter including review of potato markets by category

### Potato Market Education

- Quarterly webinar tailored to your company with analysis of supply and demand balance (on demand)

### United Potato Partners Logo

- Use the United Potato Partners logo on your website to show customers your support of the potato industry

### United Potato Partners Website

- Logo display on homepage, monthly company/product updates and links (on demand)

### United Potato Growers of America Website

- Logo display on homepage, company information and link

### United Potato News E-Newsletter

- Blogpost with company/product update included in monthly newsletter to membership

### Event/Program Promotion

- Communication with members through UPGA website, e-newsletter, and/or email blasts to promote events or programs (on request)

### Potato Business Summit (January)

- 5-minute introduction/opening remarks at event
- Logo featured on event [website](#), on screen, and program

### Potato Expo Tradeshow (January)

- Shared booth space available for displaying product information, interacting with growers and industry leaders

### Crop Transition Conference (June)

- 5-minute introduction
- Logo featured on event [webpage](#), on screen, and program
- Table space available for product information display

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