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IPC's new commissioner is first woman to represent potato growers

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At the 2017 Idaho Grower Shippers Association meeting in Sun Valley, ID, the Idaho Potato Commission announced the appointment of Mary Hasenoehrl of Gross Farms, the first female to represent potato growers. Randy Hardy of Hardy Farms and Nick Blanksma of Legacy Farms were also sworn in to serve second three-year terms.



“I’m looking forward to working with Mary who has a long and impressive background in farming and agriculture,” said Frank Muir, president and CEO of the Idaho Potato Commission. “I have no doubt her perspective and experience will help us as we build impactful marketing programs to reach our primary target audience, women ages 25-54.”

The IPC’s marketing programs are developed to meet four overarching marketing goals: stimulate demand for all Idaho-branded potato products domestically and internationally; educate consumers that Idaho potatoes are nutritious, heart-healthy, and relevant for today’s lifestyles; build consumer and customer loyalty in seeking “Grown in Idaho” products; and increase grower understanding of and support for IPC programs.

Nine Commissioners represent the Idaho potato growers, shippers and processors. They are nominated by industry peers and selected by Governor C.L. (Butch) Otter. The seven other commissioners are:

- Lynn Wilcox (Wilcox, Floyd & Sons) – chairman
- Randy Hardy (Hardy Farms) – vice chairman
- Dan Nakamura (Idahoan)
- Peggy Arnzen (Bench Mark Potato Co)
- Tommy Brown (Lamb Weston)
- Nick Blanksma (Legacy Farms)
- James Hoff (Hoff Farms)

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