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UNITED POTATO GROWERS OF IDAHO SELECT NEW BOARD CHAIRMAN Carl Taylor of Howard Taylor & Sons, Inc., takes on new leadership role in grower co-op.

Idaho Falls, Idaho, January 29, 2008—The United Potato Growers of Idaho (UPGI) Board has elected board member Carl Taylor as its chairman. A position previously held by industry leader Albert Wada of Wada Farms, Taylor’s appointment follows several years of dedicated work on behalf of UPGI. During the early years of the co-op, Taylor, as chairman of the “Future Crop Committee,” helped create and implement the Bid Buy-Down Program and other voluntary acreage reduction efforts that have contributed to more balanced supplies and higher grower returns.

“I’m honored that my fellow growers asked me to serve as chairman,” said Taylor. “We’ve enjoyed some success during the last few years, but there are several areas where we can still improve. I look forward to helping Idaho potato growers stabilize the market and fulfilling United’s goals during the coming years.”

In addition to his participation in the Idaho co-op, Taylor also serves as a board member for the United Potato Growers of America (UPGA).

“Carl Taylor is committed to the ongoing success of UPGI,” said CEO and President, Jerry Wright. “With his leadership, I have every confidence that this organization will continue to progress and to make a difference for Idaho potato growers and the potato industry.”

Albert Wada, previous board chairman, will continue to serve on the board and will take the position of Immediate Past Chairman.

“We’ve come a long way during the past three years, and I enjoyed my time as board chairman,” said Wada. “I believe under Carl’s leadership United will continue to meet its commitments to growers and progress as an organization.”

About United Potato Growers of Idaho

United Potato Growers of Idaho is a member co-op of the United Potato Growers of America, which was formed in March 2005 by growers to balance supply to demand. The mission is to reverse years of declining and unprofitable prices for growers, which has caused many independent growers to go out of business. UPGA is a federated cooperative currently with eight member co-op chapters.

UPGA was created under the protection of the Capper-Volstead Act that was enacted in 1922 by Congress to allow growers to work collectively to market their products.