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Press Release

For Immediate Release

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**United Potato Growers of America offers
free United Fall Crop Transition Conference in Pocatello, Idaho
Event date: Wednesday, September 10, 2008**

SALT LAKE CITY July 21, 2008 — United Potato Growers of America will host the United Fall Crop Transition Conference Wednesday, September 10. The free, half-day conference is provided as an information meeting for all North American potato industry members.

“Our purpose is to discuss the expected 2008 fall crop including projections for yield, size profile and pack-out,” said Lee Frankel, UPGA president and chief executive officer. “The conference will assist growers and sales organizations when marketing the 2008 crop to ensure an orderly flow to the market while preserving grower profitability.”

Allen Floyd, chairman, said, “Through this free conference, United is providing a key service to the industry. By reviewing historical data and updated crop information, growers can work with their marketers to determine how to best manage the crop transition period. Incorrect information traditionally has resulted in unnecessary brief periods of oversupply that depressed markets for months early in the season and left the market short prior to the next crop year.”

The United Fall Crop Transition Conference will be facilitated by Cary Hoffman, chairman of UPGA’s marketing committee.

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The United Fall Crop Transition Conference will be held at the Red Lion Hotel, 1555 Pocatello Creek Road, Pocatello, Idaho 83201. The group room rate is \$82.95 and reservations can be made by calling 208-233-2200.

The conference begins with a continental breakfast at 7:30 a.m. followed by the meeting from 8 a.m. to noon. A luncheon for all attendees will follow. To register for the conference, call the UPGA national office at 801-517-9000 or send an email to george@unitedpotatousa.com.

About United Potato Growers of America

United Potato Growers of America was formed in March 2005 by growers to focus on managing national potato supply so as to positively affect grower profitability. Through UPGA membership, growers are empowered to better understand and act upon demand for their product.

At this time, UPGA members are in California, Colorado, Idaho, Kansas, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, Oregon, Texas, Washington and Wisconsin. United Potato Growers of Canada was formed in February of 2006 and has a data sharing arrangement with UPGA. UPGA was created under the provisions of the Capper-Volstead Act that was enacted in 1922 by Congress to allow growers to work collectively to market their products. UPGA's vision is to provide a consistent supply of high quality potatoes at a reasonable price for everyone including the consumer. Call UPGA's national office at 801- 517-9000 or visit www.unitedpotatousa.com to learn more.

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