



Q & A with Keith Labrie

Q. What is the Promotion Board's strategy?

A. The U.S. Potato Board strives to: expand markets for U.S. potatoes and potato products; increase usage of U.S. potatoes and potato products; improve the competitive position of U.S. potatoes; and, present a favorable image of potatoes to the public.

Q. What is your role as a member of the Board?

A. My role is to help establish priorities and policies for the USPB staff and board to follow. As members, we also act as spokespersons for the Board back in our home states. Finally, we represent Maine's industry, but make decisions and vote on behalf of the entire U.S. industry's best interests.

Q. What does this opportunity mean to you?

A. I consider this appointment as an opportunity to bring Maine's point of view to the table and to help steer the policies and direction of the USPB to help increase demand for potatoes.

Q. Why is it important for Maine to have a seat at the table and to promote the industry?

A. Our ability as potato producers to remain in business in the future depends on being able to promote the healthy aspects and convenience of potatoes and potato products, and to increase demand to grow the industry.