

**The Potato Association of America
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"The Future Vision"

The Potato Association of America (PAA) has developed a vision. The vision has been accepted by the membership and is now in the process of being implemented. The vision is for a global approach to potato improvement and production and identifies the role the Potato Association of America should play. The vision includes all potato producers, processors and scientists globally and the organizations and associations servicing their needs. The PAA vision is for activities to help the potato assume the role it should be playing for highly nutritious food for all people this century.

Activities are being initiated now to implement the vision. Our goal is to reach out globally to all those working with and responsible for potato improvement, production, and utilization. The vision has five major areas in which goals should be set and activities for progress implemented. The goals will vary per given area in accordance with the present importance of the potato and the improvements and developments needed to make it a dependable and staple food. The goals must be established locally. The PAA desires collaborative activities and linkages to implement the vision.

The PAA Vision concentrates on the following five areas:

1. Foster strong partnerships between public and private potato professionals.
2. Link national and international organizations for a global approach to potato improvement.
3. Become the major resource of science-based information about the potato.
4. Utilize important emerging technologies for potato improvement.
5. Maintain a strong professional organization.

The Potato Association of America welcomes the participation of all organizations and potato workers in the implementation of this vision for the potato this century.

Best Personal Regards,
Richard L. Sawyer, Chairman
PAA Vision Implementation