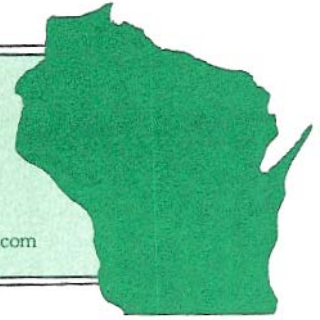


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FOR IMMEDIATE RELEASE
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WPVGA Presents Annual Industry Awards

In addition to its annual Hall of Fame inductions, the Wisconsin Potato & Vegetable Growers Association presented several other annual industry awards at a banquet held February 16, 2005 in Stevens Point.

Mike Finnessy of Okray Family Farms, Plover, was named the WPVGA Volunteer of the Year. Finnessy serves on the WPVGA Board of Directors, and chairs the WPVGA Governmental Affairs Committee, while also serving on the WPVGA Promotions and Consumer Education Committee. He's also active at the national level, serving on the National Potato Council (NPC) Board of Directors, the NPC Time Zone Research Committee, the NPC Legislative and Governmental Affairs Committee and the NPC Disease and Seed Certification Committee.

The WPVGA Young Grower of the Year Award was presented to Chad Bartlett of Cedar River Potato Company, Colfax. Bartlett currently serves as Vice President of the Wisconsin Potato Industry Board and serves on the WPVGA Process/Frozen committee.

The WPVGA Researcher of the Year Award was presented to Dr. Jeff Wyman of the University of Wisconsin Department of Entomology. Wyman conducted a wide variety of insect management research in 2004, including studies aimed at preventing insecticide resistance.

The WPVGA Associate Division presented its Business Person of the Year Award to Marv Hopp of Roberts Irrigation, Plover. Hopp was cited for his many years of service to the potato and vegetable industry of Wisconsin, including two four-year terms on the WPVGA Associate Division Board of Directors. He also served as President of the WPVGA Associate Division for two years.

The Wisconsin Potato Growers Auxiliary named Carole Gagas of Gagas Farms, Inc., Stevens Point, the Potato Industry Woman of the Year. Gagas not only works full time for Stora Enso paper mill, she helps out whenever she is needed on the farm and is very active on the

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Auxiliary, serving as President of the WPGA for three years, and working at the Wisconsin State Fair for over 10 years.

The Agri-Communicator Award, sponsored by Agri-View newspaper, was presented to Dick Okray of Okray Family Farms. Okray is very dedicated to the potato industry at the state and national levels. He serves on the United States Potato Board Executive Committee as Chair of International Marketing. He has traveled on trade missions to China and other foreign countries, and attended the World Potato Congress in China in March, 2004. He is also active in his state organization on the Promotions and Consumer Education Committee, and is a great ambassador for potatoes.

Outgoing WPVGA President Jim Bacon of Bacon Farms, Hancock, presented two President's Awards. Those honored were WPVGA Executive Director Mike Carter, for outstanding leadership, and Bacon's wife, Deb, for being there when Jim needed her to be.

Hall of Fame inductee Jerome Bushman of Bushmans' Inc., Rosholt was presented with a plaque honoring him for completing his six-year term of service on the WPVGA board of directors. Mitchell Bushman, Jerry's son, was elected to the WPVGA board, replacing Jerry.

Ron Krueger of Felix Zeloski Farms, Eagle River, was elected President of the WPVGA board for 2005. Jeff Sommers of Wysocki Produce Farms, Bancroft was elected Vice President, while Dennis Bula of Bula Potato Farms, Antigo was elected Secretary, and John T. Schroeder of Schroeder Bros. Farms, Inc., Antigo, was elected Treasurer.

The WPVGA Associate Division presented Keith Watson of Servco FS Cooperative, Antigo, with a plaque recognizing his four years of service on the A.D. board. Mike McClyman of Wisconsin River Agronomy LLC, Adams, and Steven Rosenthal of TH Agri-Chemicals, Inc., Plainfield were elected to the A.D. board, replacing Watson and Jeff Buchholz. Dale Bowe of Wisconsin Public Service, Stevens Point, was re-elected President of the WPVGA Associate Division board for 2005. Also re-elected for 2005 were A.D. Vice President Skip Tenpas of Central Sands Buildings, Plainfield, Secretary Tom Domaszek of M&I Bank, Stevens Point, and Treasurer Bill Zakrzewski of Roberts Irrigation Company, Plover.