



POTATO GROWERS OF CANADA

LES PRODUCTEURS UNIS DE POMMES DE TERRE DU CANADA

News Release

United Potato Growers of Canada Hires New General Manager

April 13, 2022

United Potato Growers of Canada has hired a new General Manager, Victoria Stamper, of Mascouche, Quebec, a community just north of Montreal. Victoria will join United in this senior role, effective Monday, April 25th. She replaces outgoing General Manager, Kevin MacIsaac, who announced his retirement from the organization earlier in the year.

Victoria brings a commodities distribution background to the organization, with the principles of supply, demand, and profitability being very familiar to members of the potato industry.

She grew up in London, Ontario, and attended the University of Guelph, obtaining a Bachelor of Commerce with a Major in Marketing. She moved to Montreal and studied at McGill University in the Bachelor of Arts, Psychology Program. She is fluent in English and French. Her professional development also includes training in the Six Sigma Program at the yellow belt level. An active volunteer, she has given her time to organizations including, Pinewood Elementary, Scouts Canada, and the MS and Cancer Society.

Victoria's work experience over the years has created a strong background in sales, purchasing, marketing, administration, and human resources.

Her decision to change careers and focus her talents on the potato industry can best be described by Victoria's statement "It is product that has to be marketed, no matter if the commodity is steel or potatoes. World events are factors of influence, and they have a large affect on the membership needs of an organization

like the United Potato Growers of Canada. I'm looking forward to working with potato growers all across the country by first of all learning about their needs and then by bringing value to their businesses."

United Potato Growers of Canada Chairman, Ray Keenan said "our executive has conducted an extensive search for a candidate to fulfill the needs of our organization and to strengthen it going forward. Victoria's commodity distribution background brings a new dynamic to our organization, and when coupled with her fluent presentation skill sets, make her an excellent fit to promote the principles of Supply and Demand for UPGC. We look forward to working with her."

Chairman Keenan also said, "We would like to thank our former General Manager, Kevin MacIsaac, for his years of service in a leadership role with the organization since 2011. We wish him well in his future endeavors and appreciate his efforts during this transition period."

The United Potato Growers of Canada was formed in 2006, with membership from the east coast of Prince Edward Island to the west coast of British Columbia. Its mission is to create a more balanced supply of potatoes by providing accurate production and marketing information for Canadian Potato Growers.

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