

Madison, Wisconsin August 30, 2021
For Immediate Release

Potato Sustainability Alliance announces John Mesko as new Executive Director



The Potato Sustainability Alliance (PSA, www.potatosustainability.org) is pleased to announce its new Executive Director, John Mesko. John has an extensive and diverse agriculture background, including agronomic sales and service, information management, university education, farming, and nonprofit leadership. John grew up on a diversified crop and livestock farm in Minnesota, gaining a passion for farming and tremendous respect for farmers. After graduating from Purdue University with a bachelor's degree in agronomy and a master's degree in agricultural economics, his diverse career in agriculture has centered around helping farmers become more financially and environmentally sustainable. He brings expertise in engaging farmers, and the food and farming value chain in understanding and implementing sustainable farming practices as well as documenting and demonstrating sustainability improvements along the way. John's most recent position was the Sr. Director of the Soil Health Partnership. John is eager to help PSA move forward in achieving our vision to be the recognized leader advancing sustainability in the potato industry.

"I like the potential PSA has to make a real difference in the way we think about farm and food sustainability," said Mesko. So much good work has already been done in setting up the organization, I'm grateful to be joining PSA at this exciting time."

PSA board chair John MacQuarrie said, "As an organization committed to working with the potato industry to document and support sustainable crop production, we look forward to working with John. He brings a wealth of experience in the field of sustainable food production and he will be a great asset to the Potato Sustainability Alliance."

John can be reached at: mesko@potatosustainability.org or 763-260-0209

