

IDAHO POTATO COMMISSION

2017

SHIPPERS AND PROCESSORS

DIRECTORY



SHIPPERS EXPORTERS
ORGANIC PROCESSORS
SUPPLIERS VARIETIES
FROZEN FRESH

IDAHO POTATO COMMISSION

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Established in 1937, the Idaho Potato Commission (IPC) is a state agency that is responsible for promoting and protecting the famous *Grown in Idaho*® seal, a federally registered trademark that assures consumers they are purchasing genuine, top-quality Idaho® potatoes. Idaho's ideal growing conditions, including rich, volcanic soil, climate, and irrigation, differentiate Idaho® potatoes from potatoes grown in other states.

This directory is published by the Idaho Potato Commission and contains a listing of licensed fresh shippers and processors at the time of publication. IPC does not recommend individual shippers or processors, but the ones listed here use genuine Idaho® potatoes and their pads and products reflect the superior quality of the raw materials they use. Customers who have unique requirements will find Idaho suppliers well equipped and eager to fill their needs. 2017 Edition.



Always look for these Grown in Idaho® seals for the best potatoes.

www.idahopotato.com/directory

Bookmark and visit this link for the most current directory listings.

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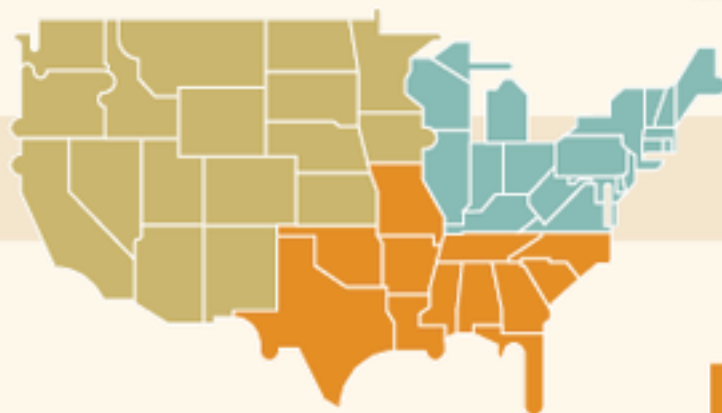
WESTERN U.S.:
Arizona, California, Colorado,
Idaho, Kansas, Montana,
Nebraska, Nevada, New
Mexico, North Dakota,
Oregon, South Dakota, Utah,
Washington, Wyoming



STANLEY TROUT
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Promotion Director
Cell 615 971-0505
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SOUTHEASTERN U.S.:
Alabama, Arkansas, District
of Columbia, Florida,
Georgia, Kentucky, Louisiana,
Maryland, Mississippi,
Missouri, North Carolina,
Oklahoma, South Carolina,
Tennessee, Texas, Virginia,
West Virginia



TOD SCHMIDT
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NORTHEASTERN U.S.:
Connecticut, Delaware,
Illinois, Indiana, Iowa, Maine,
Massachusetts, Michigan,
Minnesota, New Hampshire,
New Jersey, New York, Ohio,
Pennsylvania, Rhode Island,
Vermont, Wisconsin



RETAIL PROMOTION DIRECTORS



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Oregon, South Dakota, Utah,
Washington, Wyoming



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SOUTHERN U.S.:
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Florida, Georgia, Louisiana,
Mississippi, Missouri,
North Carolina, Oklahoma,
South Carolina,
Tennessee, Texas



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& CANADA:**
Connecticut, Delaware,
District of Columbia, Illinois,
Indiana, Kentucky, Maine,
Maryland, Massachusetts,
Michigan, New Hampshire,
New Jersey, New York, Ohio,
Pennsylvania, Rhode Island,
Vermont, Virginia, West
Virginia, Wisconsin,
and Canada

OUR MOST POPULAR VARIETIES

IDAHO® POTATOES are unmatched in their exceptional quality, wholesome taste, and extensive variety. From the go-to Russet Burbank to the delectable Yukon Gem, we're proud to offer you the best potatoes from the best earth on Earth.™



RUSSET BURBANK



BACKGROUND: Developed in 1914 by Lou Sweet, a previous president of the Potato Association of America. Scientist Luther Burbank is credited with the discovery of the original seeds. While Idaho growers have successfully produced many varieties over the years, the Russet Burbank is their greatest commercial success and has established a strong brand equity for the state. A late-maturing variety that requires a 140- to 150-day growing season.

APPEARANCE: The exterior skin is relatively thin and light brown in color. The exterior shape is oval and slightly flattened, with few shallow eyes. The interior is off-white to ivory and moderately dense.

FLAVOR PROFILE: A distinctive, earthy potato flavor. The high solid (starch) yields a grainy texture and slightly chewy skin. Bakes up dry and fluffy; fries crisp and golden brown.

USAGE: Fresh, frozen, or dehydrated, this variety is ideal for all preparation styles.

RUSSET NORKOTAH



BACKGROUND: Released in 1987 by North Dakota State University, this variety now ranks second in popularity for fresh-market use. Attractive type (refers to consistent oval shape); a high percentage of No. 1 potatoes is common with this early-maturing variety.

APPEARANCE: Excellent conformation; attractive medium-brown color with a long to oblong shape.

FLAVOR PROFILE: A mild potato flavor with a soft texture and moderate density. Tends to bake up creamy and moist, not grainy. Moderately chewy skin. White to pale yellow interior. Medium specific gravity for most; newer generations grown in Idaho have higher starch content.

USAGE: Grown primarily for the fresh market. Because of the uniform appearance, has had good success in the retail grocery segment and foodservice. Well suited to all preparation types.



ALTURAS RUSSET

BACKGROUND: A late-maturing, high-yielding russet potato cultivar with a high tuber specific gravity that was released in 2002 by the USDA/ARS and the Agricultural Experiment Stations of Idaho, Oregon, and Washington. A high percentage of No. 1 potatoes is common with this variety.

APPEARANCE: Excellent conformation and an attractive medium-brown color with an oblong shape. They tend to be short.

FLAVOR PROFILE: Culinary quality is high, with larger tubers suitable for fresh market if heavily russeted skin is not essential.

USAGE: Grown primarily for the processed market. Its resistance to the accumulation of sugars during long-term storage also makes it suitable for processing out of storage into french fries. Makes excellent mashed potatoes.



BANNOCK RUSSET

BACKGROUND: Bannock Russet was released in 1999 by the USDA Agricultural Research Service and the Agricultural Experiment Stations of Idaho, Oregon, and Washington. It is a late-maturing, oblong russet variety with excellent fresh-pack and processing qualities.

APPEARANCE: It has an attractive russeted skin and short tuber length. Excellent culinary qualities also make it suitable for the fresh market. Bannock Russet, in comparison with Russet Burbank, has consistently produced greater U.S. No. 1 yields.

FLAVOR PROFILE: Similar to Russet Burbank.

USAGE: When stored at 45°F, the Bannock Russet produces a lighter fry color and has a lower glucose concentration than a Russet Burbank. Medium to high solids.



BLAZER RUSSET

BACKGROUND: Named a variety in 2005, this is one of the newest graduates of the potato-breeding program of U.S. university research scientists in the Intermountain West and Pacific. It is ready to harvest earlier than other leading potatoes, meaning the Blazer Russet can replenish dwindling supplies of potatoes remaining in cold storage from the previous harvest.

APPEARANCE: The oblong medium to large tubers average about 7 to 8 oz. each. They have characteristic light russeting on their brown to tan skin, with firm, cream-white, or white flesh inside.

FLAVOR PROFILE: Similar to Russet Burbank; yields dry and fluffy baked potatoes and golden fries with crisp outer flesh and dry mashed flavor center.

USAGE: Well suited for fresh-market sale or for potato processors to make into frozen potato products.



CLASSIC RUSSET

BACKGROUND: Released by the Tri-State Breeding Program in 2009, this early to medium variety is a possible replacement for the popular Norkotah. It has excellent fresh-merit ratings and exceeds other leading potatoes in its overall score.

APPEARANCE: Classic Russet has excellent tuber shape and appearance, and a high proportion of No. 1s, high solids, and good fry color.

FLAVOR PROFILE: The Classic Russet has a higher protein content than many of the standard russet varieties (22–32 percent greater). It also has a high culinary rating, with qualities similar to Russet Burbank. It is light and fluffy in baking and produces light fries after harvest and shortly thereafter.

USAGE: Sold in fresh-pack markets and processed right out of the field or during the early storage season.



CLEARWATER RUSSET

BACKGROUND: Released by the Tri-State Program in 2009, this is a medium to late variety for both fresh and processing markets. It has a high protein content, measuring 38 percent greater than Russet Burbank. This variety has an exceptionally high yield average, specific gravity, and high solids.

APPEARANCE: It produces oblong tubers with brown, medium-heavy russet skin. The eyes are shallow in depth and intermediate in number and are evenly distributed. Tuber set is low, and average tuber size is medium. The flesh is white to creamy white and firm.

FLAVOR PROFILE: Qualities similar to Russet Burbank. A light and fluffy baker with excellent fry characteristics and taste, often outperforming Ranger Russet and Russet Burbank in tests.

USAGE: Its excellent fry color out of storage and its attractiveness make this variety suitable for both processing and fresh-market usage. It has a high specific gravity and is resistant to sugar ends, as well as most internal and external tuber defects.



PREMIER RUSSET

BACKGROUND: A product of the cooperative USDA/ARS/University of Idaho breeding program in Aberdeen. From a 1993 cross between two varieties. It has been evaluated for several years in public and industry trials throughout the western United States.

APPEARANCE: A mid- to late-season variety notable for its high yield of oblong to long, medium-russet-color tubers, high specific gravity, excellent fry color from cold storage, and resistance to sugar ends. Brown skin color and white flesh interior.

FLAVOR PROFILE: Culinary quality is high, with larger tubers suitable for fresh market.

USAGE: Good yields of larger-size 12 oz. and larger tubers versus the Russet Burbank. Its resistance to the accumulation of sugars during long-term storage also makes it suitable for processing out of storage into french fries. Makes excellent mashed potatoes and dry, fluffy baked potatoes.



IN 1853, AN UPSTATE CHEF ACCIDENTALLY INVENTED POTATO CHIPS

It was July 1853, and George Crum was working as a chef at Cary Moon's Lakehouse, an upscale restaurant in



RANGER RUSSET

BACKGROUND: Ranger Russet is a medium- to late-maturing russet potato jointly released by the USDA and the University of Idaho in 1991. It has high solids and is used mostly for frozen processing and occasionally for fresh pack.

APPEARANCE: Long and slightly flattened shape with a medium-russet-color skin and white flesh. Eyes are numerous and medium to deep. Produces a consistently long shape and high percentage of U.S. No. 1 potatoes.

FLAVOR PROFILE: Culinary traits: bakes up dry and fluffy with outstanding potato flavor. Fries crisp and light golden in color.

USAGE: Grown primarily for the processed market. Because of the high specific gravity (averaging 1.095 in Idaho) and low sugars, this variety processes well for lightly colored fries with good texture.



UMATILLA RUSSET

BACKGROUND: Umatilla Russet was jointly released by Oregon, Washington, Idaho, and the ARS/USDA in 1998. This cultivar has attributes that make it an excellent choice for frozen processing.

APPEARANCE: Attributes include a high specific gravity, good fry color, uniform tuber shape, and good resistance to internal physiological disorders. Umatilla produces significantly more U.S. No. 1 tubers 12 oz. or larger than the Russet Burbank typically does.

FLAVOR PROFILE: Taste test panels have rated the flavor and texture of Umatilla to be at least as good as or better than Russet Burbank.

USAGE: Grown for fresh and frozen french fry processing, with fry colors lighter than the Russet Burbank. In general, Umatilla Russet has less glucose and sucrose accumulation in storage compared to that of Russet Burbank.



WESTERN RUSSET

BACKGROUND: Western Russet is a product of the USDA/ARS and the University of Idaho, originally crossed in 1979 and released in 2004.

APPEARANCE: Good external appearance and processing qualities. Oblong tubers with russet-brown skin. High percentage of U.S. No. 1 potatoes. Tuber size is moderate to large, with a slightly flattened shape, shallow eyes, and white flesh color.

FLAVOR PROFILE: A moderately high specific gravity allows potatoes to bake up relatively dry and fluffy, slightly more moist than the Russet Burbank. Very good potato flavor.

USAGE: Grown for fresh and frozen french fry processing, with fry colors comparable to the Russet Burbank.

Saratoga Springs, New York, that catered to wealthy Manhattan families building summer escapes upstate. One of his customers sent back his french fries because they were thick and soggy. After the man (rumored to have been Commodore Cornelius

Vanderbilt) sent back a second batch of the fried potatoes, Crum decided to get even, a decision that would land him a place in culinary history. Frustrated by the difficult customer, Crum sliced potatoes very thin, fried them to a crisp in grease, and poured

salt all over them, producing what he thought was an inedible riff on the French fry. But his guest loved the fried slices, and before long, other diners were requesting this new form of potato, and they made their way to the Lakehouse's menu as Saratoga Chips.

THE GIANT BAKED POTATO



Like all stories that become legends, the real truth may never be known about who invented the giant baked potato. However, one of the great boosters for the giant Idaho® baking potato was restaurant owner Dario Toffenetti of Toffenetti's restaurant chains in Chicago and New York. Toffenetti stated that he initially bought and served Idaho® potatoes because of a particular lot that was in storage in Chicago that nobody wanted to buy. This exceptional lot of large-sized potatoes had been shipped by Joe Marshall (the "Idaho Potato King") to Chicago. It was an experimental shipment of potatoes that weighed 12 or more ounces each. Toffenetti visited the storage warehouse and noted that these potatoes were huge and beautiful. The idea of serving these large potatoes captured his imagination, and he bought the entire shipment.

Toffenetti featured these big Idaho®

bakers in his restaurants and even displayed them in his windows. The reaction of his customers was very gratifying, and Toffenetti reported, in his charming Italian accent, "And the customers say to me, Dario, you serve too much food. I can't eat it all." Toffenetti was shrewd enough to realize that a large baked potato on a plate was an inexpensive way to give the customer the impression of extremely generous portions. In the economically depressed days of the 1930s, everyone was looking for an exceptional value, and the reputation of his generous portions became a great promotional device for him. Toffenetti made several trips to Idaho, where he became acquainted with leaders in the Idaho® potato industry and formed many warm friendships.

Summarized from *Anticater in Burlap: A History of the Potato in Idaho* by James W. Davis

IDAHO POTATO COMMISSION'S POTATO HARVEST



320,000 acres of Idaho® potatoes are harvested per year. That's about 13 BILLION pounds of potatoes!



About **6%** grow niche varieties such as golds, reds, fingerlings and more.

Visit www.directory.idahopotato.com for more potato variety information.



IDAHO® POTATOES and the **GROWN IN IDAHO®** seals are federally registered certification marks that belong to the Idaho Potato Commission. You know you're getting the consistent quality and taste of Idaho® potatoes when you see the seal.

WHAT A BOOST! The Idaho® potato industry contributes about \$4 billion to Idaho's economy and provides more than 30,000 jobs.



Idaho® potato harvests deliver!



- 62% are used in processed products (frozen and dehydrated)
- 29% are fresh
- 9% are grown for certified seed

IDAHO® POTATO TRANSPORT:



IDAHO'S rich volcanic soil, warm days, cool nights, and clean water from the majestic Idaho mountains provide Idaho® potatoes with their unique texture, taste, and dependable performance.



The average American eats approximately **113 pounds** of potatoes each year!



POTATOES ARE AMERICA'S FAVORITE VEGETABLE!*

Who **♥**s Idaho® potatoes the most? New York! Followed by Ohio, Florida, Pennsylvania, and Texas.

* February 2014. Data used by Nielsen Research

HISTORICAL POTATO FACTS

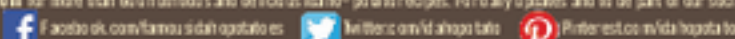
1872 The Russet Burbank potato was developed by American horticulturist Luther Burbank. He sold the rights to his namesake potato for \$150. By the early 1900s, this variety began appearing throughout Idaho.

1937 The Idaho Potato Commission (IPC) was founded as the Idaho Fruit and Vegetable Advertising Commission. IPC is a state agency responsible for promoting and protecting the famous Grown in Idaho® seal—assuring consumers they are purchasing genuine, top-quality Idaho® potatoes.

2012 IPC celebrated its 75th anniversary in 2012 in a big way! The Big Idaho Potato Truck rolled out the world's largest potato and toured the continental U.S.



Please visit www.idahopotato.com for more than 600 recipes and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:



OTHER VARIETIES

TRADITIONALLY, Idaho has been known for its russet potatoes. After all, that's what made us famous! We grow billions of pounds of potatoes each year—most of which are russet varieties such as the Russet Burbank and Russet Norkotah. But many acres are now devoted to reds, yellows, and other niche varieties. So we are becoming the one-stop shop for producing a wide array of excellent varieties.



ALL BLUE

APPEARANCE: Smooth, oblong, medium size; deep blue to almost purple skin.

FLAVOR PROFILE: Moist, firm flesh with slightly grainy texture.

USAGE: Fresh market. Especially suited to potato salads.



BINTJE

APPEARANCE: Small to medium-size round tubers with golden skin and yellow flesh. Smooth and well rounded. Skin has a silk-like finish.

FLAVOR PROFILE: Exceptional flavor. Some describe it as having a unique, light, nut-like flavor.

USAGE: Best served roasted or as french fries; often seen as the standard for European-style or Belgian fries.



FRENCH FINGERLING

APPEARANCE: Large fingerling tubers with smooth, dark, rose-red skin and waxy, yellow flesh.

FLAVOR PROFILE: Has a delicate, nutty flavor.

USAGE: Especially suited to potato salads, roasting, or sautéing.



AMA ROSA

APPEARANCE: Small to medium-size, firm, oblong-shaped tubers with bright red skin and deep red flesh.

FLAVOR PROFILE: Sweet and creamy fingerlings.

USAGE: Ideal for baking, roasting, and grilling. They also make mouth-watering and colorful potato chips because they retain their sweetness and bright red color.



CAL RED

APPEARANCE: The tubers have a bright red skin color, round and smooth shape, shallow eyes, and a medium specific gravity for reds. White flesh.

FLAVOR PROFILE: Waxy; makes a good potato salad; skin color stays red.

USAGE: Fresh market.



HUCKLEBERRY GOLD

APPEARANCE: Round to oval tubers with purple skin and yellow flesh noted for their excellent culinary qualities and high level of antioxidants.

FLAVOR PROFILE: Good potato flavor.

USAGE: Primarily used as mashed potatoes and in salad preparations. Roasting or boiling are also popular cooking procedures.



IDA ROSE

APPEARANCE: Oblong tubers with bright red skin that retains color during storage and moist, firm, white flesh. The skin can russet slightly in light soils.

FLAVOR PROFILE: Considered to be an excellent potato for baking, microwaving, and boiling. Ranks high in taste tests.

USAGE: General purpose. Popular as a salad potato.



NORLAND

APPEARANCE: Tubers are oblong, smooth, slightly flattened, and medium red, with shallow eyes. Seldom off-type in shape. Color decreases after maturity. The deep, dark-red skin color is appealing when prepared with the skin on. White flesh. Baby reds typically command a premium price.

FLAVOR PROFILE: Moist texture, as the specific gravity is low to intermediate. Excellent potato flavor.

USAGE: Fresh—excellent for boiling, roasting, and salad preparations.



PURPLE PERUVIAN

APPEARANCE: Fingerling tubers with purple skin and dry, earthy, bright purple flesh.

FLAVOR PROFILE: Mild potato flavor.

USAGE: Especially suited to potato salads, roasting, or sautéing.



MILVA

APPEARANCE: Bright yellow flesh with pale yellow skin.

FLAVOR PROFILE: Waxy type. Suitable for boiling because it stays firm and does not readily discolor.

USAGE: General purpose. Popular as a salad potato.



PURPLE PASSION

APPEARANCE: Purple skin and dark purple flesh. High in antioxidants; ideal for fresh fingerling market, with few tuber defects.

FLAVOR PROFILE: Excellent fingerling flavor.

USAGE: Fresh market.



RED LA SODA

APPEARANCE: Light red or pink color, oval shape, with smooth skin and a deep red skin color. Eyes have medium depth.

FLAVOR PROFILE: Considered good for baking and boiling. Ranks high in taste tests. Its moderate specific gravity makes this a somewhat unusual red variety and provides a drier, fluffier texture than is common with reds.

USAGE: Fresh market.



RED THUMB FINGERLING

APPEARANCE: Red skin, red flesh, and smooth skin make this 1-by-2-inch tuber highly appealing.

FLAVOR PROFILE: It is sweeter than Russian Banana potatoes but not as starchy as some potato varieties.

USAGE: This variety is best when roasted and is also suitable for potato salads.



RUBY CRESCENT

APPEARANCE: Plants produce rosy-skinned tubers with moderately dry, yellow flesh.

FLAVOR PROFILE: Mild, slightly nutty flavor.

USAGE: Especially suited to potato salads or roasting.



RUSSIAN BANANA

APPEARANCE: Small fingerling tubers with buff-yellow skin and light yellow, waxy-textured flesh.

FLAVOR PROFILE: Has a rich, buttery flavor.

USAGE: Especially suited to potato salads, roasting, or sautéing.



TERRA ROSA

APPEARANCE: Red skin and red flesh, oblong shape.

FLAVOR PROFILE: Similar to other reds; ranks well in taste tests.

USAGE: Ideal for microwaving, frying, or baking; chips retain rosy color and resist fading.



YELLOW FINN

APPEARANCE: Dark yellow, waxy flesh; flattened pear or oval shape; light, tan-yellow skin.

FLAVOR PROFILE: Waxiness gives it a moist texture accompanied by a rich, buttery taste that is slightly sweeter than Yukon Gold.

USAGE: Primarily fresh. Boiled, fried, baked, and mashed. Often used in potato salads.



YUKON GEM

APPEARANCE: This round-oblong, yellow-fleshed tuber has an optimal size profile. It has pink, shallow eyes.

FLAVOR PROFILE: Good waxy to drier texture with a golden buttery taste.

USAGE: Excellent processed, with a notable taste profile for products such as chips. An excellent replacement or alternative to Yukon Gold for the fresh market. Also has been suitable for organic production.



YUKON GOLD

APPEARANCE: Relatively light yellow skin color; yellow interior with moist flesh. Shallow eyes that are well distributed. A medium specific gravity.

FLAVOR PROFILE: Originally marketed as having a buttery flavor, which comes from a combination of the yellow flesh and moist texture. Good potato flavor.

USAGE: In foodservice, chefs have gravitated to the Yukon Gold image as a positive one for menu branding. Primarily used as mashed and in salad preparations. Roasting or boiling are also popular cooking procedures.

Points for the IDAHO® Potato!

SURVEY ENLIGHTENS AMERICANS ON THE IDAHO® POTATO DIFFERENCE

TATER NATION

97%

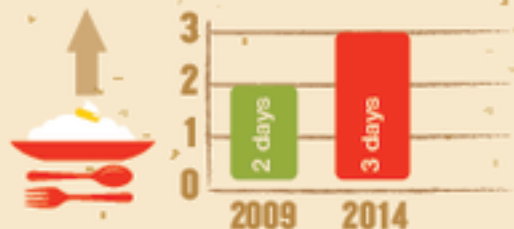


230 million Americans eat POTATOES

4 out of 5 eat potatoes once a week or more

4/5

In the last five years, this figure has **increased** by one additional day per week



THE POTATO OF MY EYE

What veggie do Americans crave most often?

24%



potatoes

20%



leafy greens

14%



broccoli

13%



tomatoes

11%



corn

8%



green beans

7%



carrots

POTATO PREPARATION

How Americans like their TATERS



IT'S GOTTA BE IDAHO

When I Say Potato, You Say Idaho!



9/10

9 in 10 Americans say they associate potatoes with Idaho more than any other state in the nation

72%

72% (170 million) of Americans would be inclined to eat Idaho® potatoes over potatoes from other states



WHAT AMERICANS DON'T KNOW

78%

78% don't know potatoes have more POTASSIUM than bananas.

93%

93% don't know potatoes have more VITAMIN C than bananas.



Some products sold with a 10% discount only available to members age 13 and over. See www.idahopotato.com.

Not a budget-friendly item. See www.idahopotato.com for more information.

For more information about Idaho, please call 1-800-842-1338 or visit www.idahopotato.com.

www.idahopotato.com

[facebook.com/famousidahopotatoes](https://www.facebook.com/famousidahopotatoes)

@famousidahopotatoes

famousidahopotatoes

2017



Licensed Fresh SHIPPERS



ARROWHEAD POTATO COMPANY www.arrowheadpotatoes.com

Mailing Address: PO Box 425 | Rupert, Idaho 83350

Shipping Facility: 223 Scott Avenue | Rupert, Idaho 83350

Tel: (208) 436-1209 | Fax (208) 436-0775

Email: office@arrowheadpotatoes.com

Contact(s): Richard Retcher, Sales Manager, richard@arrowheadpotatoes.com, (208) 436-1239

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 2 on the map

Shed ID: 55

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 – 120

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X		
Paper	X	X		
Butlap	X	X		

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly		X	X	X	X					
Mesh		X	X					X		
Butlap								X	X	

Brands:

Arrowhead
Buffalo
Chief

Varieties:

Russet Burbank
Russet Norkotah

BALL BROTHERS PRODUCE

Mailing Address: PO Box 69 | Lewisville, Idaho 83431

Shipping Facility: 507 N 3470 E | Lewisville, Idaho 83431

Tel: (208) 754-4651 | Fax (208) 754-8530

Email: ballbrothers@ida.net

Contact(s): Carl Ball

Marketed by: Wada Farms Marketing Group, LLC

This company is an exporter

Shed ID: 70

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper		x	x	x	x	x		x		x
Poly		x	x	x	x	x		x		x
Mesh		x	x	x	x	x		x		x
Burlap								x	x	

Brands:

Albert Bartlett
Cross Valley
Dole
Mark and Bill
Mrs. Gerry's
Peak
Wada Farms

BENCH MARK POTATO CO. www.benchmarkpotato.com

Mailing Address: 4799 S Highway 191 | Rexburg, Idaho 83440

Shipping Facility: 4799 S Highway 191 | Rexburg, Idaho 83440

Tel: (208) 356-9295 | Fax (208) 356-9217

Email: potato@ida.net

Contact(s): Kent Sutton, *General Manager*
Peggy Grover, *Sales*
Sven Erickson, *Sales and Trucking*

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 86

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	x	x		
Paper	x	x		
Burlap	x	x		

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								x		
Poly		x	x	x	x	x				
Mesh		x	x							
Burlap										

Brands:

Farm Fresh
Pride of the Valley
Sutton Brothers

Varieties:

All Blue
Russet Burbank
Russet Norkotah
Yukon Gem

BLAINE LARSEN FARMS, INC.

Mailing Address: PO Box 188 | Hamer, Idaho 83425

Shipping Facility: 2379 East 2300 North | Hamer, Idaho 83425

Tel: (208) 662-5501 | Fax (208) 662-5568

Contact(s): Mary Lusk

Marketed by: Potandon Produce, LLC

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 28

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Foodservice Packs Available:

No. 2 Sizes

6 oz and above, 10 oz and above,
Burlap, Paper, Carton

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper										
Poly		x	x	x	x	x				
Mesh		x		x						
Burlap								x		

Varieties:

Russet Burbank

Russet Norkotah

The SNAKE RIVER

In certain ways, the mighty Snake River is the mother of Idaho's potato industry. It has, through the centuries, transported and deposited much of the silt that farmers cultivate today in lower-lying fields along the river course. It provides much of the water that makes possible the growing of Idaho® potatoes. As it plunges a mile downward in elevation along its course, the Snake River generates electrical energy that makes pumping from deep wells possible, and most of the potato-growing areas in the state lie contiguous to the Snake River Valley as it twists its way in a 550-mile arc across southern Idaho. Water in underground aquifers, winter runoff, and the river provide just the right moisture for high-solids potatoes.

Reference: *Arbitocrat in Burlap: A History of the Potato in Idaho* by James W. Davis

CIRCLE VALLEY PRODUCE, LLC

Mailing Address: PO Box 51260 | Idaho Falls, Idaho 83405

Shipping Facility: 1370 Burgess | Idaho Falls, Idaho 83405

Tel: (208) 524-2628 | Fax (208) 524-2630

Contact(s): Kirk Hart, Manager, kirkCircleV@yahoo.com

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 69

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers, Standards

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X		
Paper	X	X		
Bulap	X	X		

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly		X	X	X	X					
Mesh		X	X	X						
Bulap								X		

Brands:

Circle Valley
CV

Varieties:

Russet Burbank
Russet Norkotah

DRISCOLL POTATOES, INC.

Mailing Address: PO Box 129 | American Falls, Idaho 83211

Shipping Facility: 120 Adams St | American Falls, Idaho 83211

Tel: (208) 226-5233 | Fax (208) 226-5029

Email: kevin.warren@driscollpotato.com

Contact(s): Kevin Warren, Business Manager, kevin.warren@driscollpotato.com, (208) 226-5233

Marketed by: Potandon Produce, LLC

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 3 on the map

Shed ID: 63

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers, Standards

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X	X	
Paper	X	X	X	
Bulap	X	X	X	

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly	X	X	X	X	X	X				
Mesh	X	X	X	X	X	X		X		
Bulap								X		

Brands:

Driscoll
Green Giant Fresh
Sun Fresh

Varieties:

Kondike Goldust®
Kondike Rose®
Pure Gold
Russet Burbank
Russet Norkotah

Mailing Address: 1095 N. Woodruff Ave | Idaho Falls, Idaho 83401

Shipping Facility: 4050 E Lincoln Road | Idaho Falls, Idaho 83401

Tel: (208) 557-2528, Toll-Free 800-432-4671 | Fax (208) 557-2535

Email: lance@eagleeyeproduce.com

Contact(s): Lance Poole, VP of Sales,
lance@eagleeyeproduce.com
Jared Neville, VP of Sales,
jared@eagleeyeproduce.com
Coleman Oswald, Sales Manager,
coleman@eagleeyeproduce.com
Alejandra Taylor, Export Sales,
alejandra@eagleeyeproduce.com
Al Guariglia, Sales,
aguariglia@eagleeyeproduce.com
Greg Barnes, Sales,
gregb@eagleeyeproduce.com
Matt Simmons, Sales/Packaging,
matts@eagleeyeproduce.com
Nick Beahn, Sales,
nick@eagleeyeproduce.com
Pete Dezell, Sales,
pete@eagleeyeproduce.com

Shilo Copenhaver, Sales,
shilo@eagleeyeproduce.com
Stade Scott, Sales,
stades@eagleeyeproduce.com
Amanda Baker, Sales Support,
amanda@eagleeyeproduce.com
Cortney Bradley, Sales Support,
cortney@eagleeyeproduce.com
Dawn Ewing, Sales Support,
dawne@eagleeyeproduce.com
Kim Johnson, Sales Support,
kimj@eagleeyeproduce.com
Brad Hanson, Production/Packaging Coordinator,
bradh@eagleeyeproduce.com
Jason Struhs, Transportation,
jasons@eagleeyeproduce.com
Tifanee Pond, Transportation,
tifanee@eagleeyeproduce.com

This company is an organic potato supplier

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 32, 443

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers, Standards

Other No. 1 Sizes:

35 ct, 12 oz Bakers, Foil-Wrapped Bakers

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	x	x	x	x
Paper	x	x	x	x
Bulap				

Other No. 2 Sizes:

6 oz min. and 10 oz min in 50 lb Mesh

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								x		x
Poly	x	x	x	x	x	x				x
Mesh		x	x	x				x		x
Bulap										

Retail Packs Also Available In:

1.5 lb Medley, 3 lb Poly, Tray Packs (2 and 4 Count), Shrink-Wrapped (Microwavable), Foil-Wrapped

Brands:

Diced Blends
Farm Select
Fresh Harvest
Harvest Select
Harvest Time
Organic Select

Varieties:

Cal Red
French Fingerling
Ida Rose
Norland
Purple Peruvian
Red La Soda
Ruby Crescent
Russet Burbank
Russet Norkotah
Russian Banana
Yukon Gold

EAGLE FARMS, INC. www.eagleeyeproduce.com

Mailing Address: PO Box 460 | Iona, Idaho 83427

Shipping Facility: 4050 E Lincoln Rd | Idaho Falls, Idaho 83401

Tel: (208) 522-2343 | Fax (208) 522-2345

Email: lance@eagleeyeproduce.com

Contact(s): Newman Giles, CEO | Lance Poole, VP of Sales, lance@eagleeyeproduce.com

Marketed by: Eagle Eye Produce

This company is an organic potato supplier

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 32

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers, Standards

Other No. 1 Sizes:

35 ct, 12 oz Bakers, Foil-Wrapped Bakers

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	x	x	x	x
Paper	x	x	x	x
Bulap				

Other No. 2 Sizes:

6 oz min. and 10 oz min in 50 lb Mesh

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								x		x
Poly	x	x	x	x	x	x				x
Mesh		x	x	x				x		x
Bulap										

Retail Packs Also Available In:

1.5 lb Medley, 3 lb Poly, Tray Packs

Brands:

Diced Blends
Farm Select
Fresh Harvest
Harvest Select
Harvest Time
Organic Select

Varieties:

Cal Red
French Fingerling
Ida Rose
Norland
Purple Peruvian
Red La Soda
Ruby Crescent
Russet Burbank
Russet Norkotah
Russian Banana
Yukon Gold

NICKNAME:
Gem State

POPULATION:
1.7 Million

SIZE:
83,568
SQUARE MILES
The 14th largest state

IDAHO'S CAPITOL
BOISE

Western Idaho's Largest Cities:
Boise/Nampa/Caldwell

IDAHO
FALLS

Eastern Idaho's Largest City:
Idaho Falls

IDAHO
THE LAND OF
MANY WATERS

Date of Statehood: July 3, 1890

43rd state in the Union

7th least densely populated state

Motto: *Esto perpetua: Let it be perpetual*

Tree: Western White Pine

Flower: Syringa

Bird: Mountain Bluebird

Official State Gem: Star Garnet

MORE FACTS ABOUT IDAHO:

Nearly every known type of gemstone has been found in the state of Idaho.

The state seal of Idaho, designed by Emma Edwards Green, is the only state seal in the United States designed by a woman.

Rigby, Idaho, is known as the birthplace of television inventor Philo Farnsworth.

Idaho's State Capitol, constructed between 1905 and 1920, is the only capitol building in the nation to be heated by geothermal water, from a source 3,000 feet below the ground.

FRESH POTATO COMPANY, INC. www.freshpotatoco.com

Mailing Address: 549 N 3470 E | Menan, Idaho 83434

Shipping Facility: 549 N 3470 E | Menan, Idaho 83434

Tel: (208) 754-0468 | Fax (208) 754-0459

Email: mike.freshpotato@gmail.com

Contact(s): Mike Meyer, Owner, mike.freshpotato@gmail.com

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Other No. 1 Sizes:

50 lb Cartons, 100 lb Cartons, Bulk,
10 oz and above, and 12 oz and above

Foodservice No. 2s:

Burlap, Paper, and Carton

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		X
Poly										
Mesh								X		
Burlap								X	X	

Brands:

Spuddy Buddy

Varieties:

All Blue
French Fingerling
Russet Burbank
Russet Norkotah
Yukon Gem
Yukon Gold

GOLD EMBLEM PRODUCE/TAYLOR & SONS, INC.

Mailing Address: PO Box 51780 | Idaho Falls, Idaho 83405

Shipping Facility: 7891 South Yellowstone Highway | Idaho Falls, Idaho 83402

Tel: (208) 522-7770 | Fax (208) 522-7470

Email: cfo@tandsons.com

Contact(s): Josh Harmon, CFO, cfo@tandsons.com

Marketed by: Potandon Produce, LLC

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 89

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Other No. 1 Sizes:

Bulk, 50 lb Cartons, All Sizes

Foodservice No. 2s:

Burlap, Paper, Carton, Mesh, Bulk

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly		X	X	X	X	X				
Mesh		X	X	X				X		
Burlap								X		

Brands:

Gold Emblem

Varieties:

Russet Burbank
Russet Norkotah

Mailing Address: PO Box 514 | Shelley, Idaho 83274

Shipping Facility: 865 E 1400 N | Shelley, Idaho 83274

Tel: (208) 357-7646 | Sales (208) 357-7691 | Fax (208) 357-5151

Email: gpod@gpod.org

Contact(s): Calvin Butler, Sales, calvin.butler@gpod.org
Ryan Bybee, Sales Manager, ryan.bybee@gpod.org

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 88

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton				
Paper	X	X		
Burlap				

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly	X	X	X	X	X	X				
Mesh										
Burlap										

Brands:

COOK-RITE
GPOD
Junior
The Great Potato
Town & Country

Varieties:

Russet Burbank
Russian Banana

HIGH COUNTRY POTATO

Mailing Address: PO Box 817 | Rexburg, Idaho 83440

Shipping Facility: 900 University Blvd | Rexburg, Idaho 83440

Tel: (208) 356-4402 | Fax (208) 356-9935

Contact(s): Bob Conger, bob@idahopotato.cc

Marketed by: Wada Farms Marketing Group, LLC

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 26

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X	X	X
Paper	X	X	X	X
Burlap	X	X	X	X

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly		X	X	X	X	X				
Mesh		X	X							
Burlap								X		

Brands:

Dole
Oven King
Valu King
Wada Farms

Varieties:

Russet Burbank
Russet Norkotah

IDAHO FRESH PRODUCE, INC.

Mailing Address: PO Box 2440 | Idaho Falls, Idaho 83403

Shipping Facility: 1550 Midway | Ammon, Idaho 83406

Tel: (208) 535-0077 | Fax (208) 535-7590

Contact(s): Chad Webster, Sales, chad@idahofresh.net, (208) 535-0077 ext 1
Wes Parkinson, Sales, wes@idahofresh.net, (208) 535-0077 ext 3

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 71 (Rocky Mountain Produce)

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Other No. 1 Sizes:

50 lb Cartons, Bulk

Foodservice No. 2s:

Paper or Carton

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly		X	X	X	X	X				
Mesh		X		X						
Butap										

Brands:

Elite

Value

Varieties:

Russet Burbank

Russet Norkotah

IDAHO SELECT, INC.

Mailing Address: PO Box 519 | Aberdeen, Idaho 83210

Shipping Facility: 75 East Fremont Ave | Aberdeen, Idaho 83210

Tel: (208) 397-4110 | Fax (208) 397-4494

Contact(s): Ethan Crook, General Manager, ecrook.idaho@gmail.com, (208) 397-4110

Marketed by: Potandon Produce, LLC

Operating Season:

Mid-August - Late July

Transportation: Rail and Motor Freight

Location: In or near area 3 on the map

Shed ID: 24

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers, Standards

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X		
Paper	X	X		
Butap				

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly		X	X	X	X	X				
Mesh		X	X	X	X			X		
Butap										

Brands:

Ida-Select

Varieties:

Chieftain Red

Kondike Goldust®

Kondike Rose®

Russet Burbank

Russet Norkotah

IDAHO SUNFRESH, LLC

Mailing Address: PO Box 216 | Rigby, Idaho 83442

Shipping Facility: 150 N. Railroad Ave | Rigby, Idaho 83442

Tel: (208) 745-6641 | Fax (208) 745-9264

Marketed by: Potandon Produce, LLC

This company is an exporter

Shed ID: 27

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers, Standards

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X		
Paper	X	X	X	X
Bulap				

Brands:

Russet Burbank

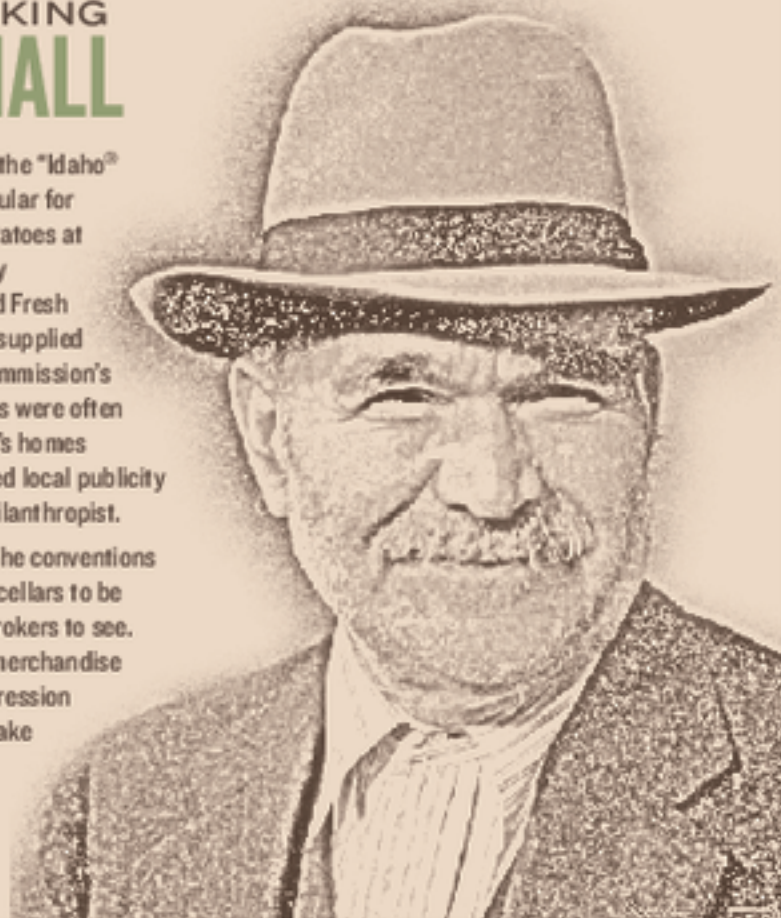
Russet Norkotah

IDAHO® POTATO KING JOE MARSHALL

The Idaho® potato grower known as the "Idaho® Potato King," Joe Marshall, was popular for displaying and promoting Idaho® potatoes at produce trade conventions. For many years, he attended the annual United Fresh Fruit and Vegetable Convention and supplied the potatoes for the Idaho Potato Commission's display. Potatoes used in the displays were often donated to orphanages and children's homes following the convention. This created local publicity and earned Joe a reputation as a philanthropist.

He spent considerable time prior to the conventions hand picking potatoes from his own cellars to be displayed for produce jobbers and brokers to see. His philosophy of showing the best merchandise available was summarized by an expression that he frequently used: "You don't take your skim-milk calf to the fair."

Summarized from *Aristocrat in Burlap: A History of the Potato in Idaho* by James W. Davis



Mailing Address: 477 Shoup Ave, Suite 207 | Idaho Falls, Idaho 83402

Shipping Facility: 477 Shoup Ave, Suite 207 | Idaho Falls, Idaho 83402

Tel: (208) 522-2365 | Fax (208) 522-7488

Email: jboline@kingstonfresh.com

Contact(s): Jody Boline, VP of Foodservice Sales/Customer Relations, jboline@kingstonfresh.com
 April Barnes, Key Accounts Manager Kristy Sommers, Key Accounts Manager
 Toye Cawley, Key Accounts Manager Christie Sommers, Senior Key Accounts Manager

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 37

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X		
Paper	X	X		
Burlap				

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly		X	X	X	X					
Mesh		X	X							
Burlap								X		

Brands:

Awesome
 Challenger
 Kingston
 Kingston Fryer

Varieties:

Ranger Russet
 Russet Burbank
 Russet Norkotah



FIRST SALES OF IDAHO® POTATOES

The Native Americans themselves likely carried out the first commercial sale of Idaho®-grown potatoes when they found that the hungry immigrants traveling in wagon trains would trade clothing and other goods the natives wanted for fresh potatoes.

Reference: *Arcticopolis in Burlap: A History of the Potato in Idaho* by James W. Davis

LIBERTY GOLD POTATO COMPANY

Mailing Address: PO Box 550 | Blackfoot, Idaho 83221

Shipping Facility: 415 West Collins Siding Road | Blackfoot, Idaho 83221

Tel: (208) 785-8679 | Fax (208) 785-8928

Email: dave@ligpotato.com

Contact(s): David Jackson, dave@ligpotato.com

Marketed by: Potandon Produce, LLC

Operating Season: August - July

Transportation: Rail and Motor Freight

Location: In or near area 3 on the map

Shed ID: 22

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers, Standards

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X	X	
Paper	X	X	X	
Burlap	X	X	X	

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly		X	X	X	X	X				
Mesh		X	X							
Burlap								X	X	

Brands:

Green Giant
Sun Fresh

Varieties:

Russet Burbank
Russet Norkotah

MAGIC VALLEY PRODUCE, INC.

Mailing Address: PO Box 730 | Paul, Idaho 83347

Shipping Facility: 322 N Main St | Paul, Idaho 83347

Tel: (208) 438-2995 | Fax (208) 438-2559

Contact(s): Dean Gibson, Sales Manager, dean@magicvalleyproduce.com

This company is an exporter

Operating Season: August - July

Transportation: Rail and Motor Freight

Location: In or near area 2 on the map

Shed ID: 50

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X		
Paper	X	X		
Burlap	X	X		

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper		X		X				X	X	X
Poly		X	X	X				X	X	X
Mesh		X	X	X				X	X	X
Burlap		X		X				X	X	X

Brands:

De-Lish
Genuine Magic
M.V.P.
Nifty 50
Sawtooth

Varieties:

Russet Burbank
Russet Norkotah

MART PRODUCE CORPORATION www.martproduce.com

Mailing Address: PO Box 34 | Rupert, Idaho 83350

Shipping Facility: 100 E 70 N | Rupert, Idaho 83350

Tel: (208) 436-0611 | Fax (208) 436-4372

Contact(s): Jim McBride, jim@martproduce.com
Craig Swensen, craig@martproduce.com

This company is an exporter

Operating Season: August - July

Transportation: Rail and Motor Freight

Location: In or near area 2 on the map

Shed ID: 49

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X		
Paper	X	X		
Butap	X	X		

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly		X		X	X	X				
Nesh		X		X						
Butap								X		

Brands:

Circle T
Mart Brand
Teton Tater

Varieties:

Russet Burbank
Russet Norkotah

- EST -
1980

MOODY CREEK PRODUCE, INC.

Mailing Address: PO Box 329 | Sugar City, Idaho 83448

Shipping Facility: 545 North 7th East | Sugar City, Idaho 83448

Tel: (208) 356-9447 | Fax (208) 356-4373

Email: bill@onewest.net

Marketed by: Wada Farms Marketing Group, LLC

Shed ID: 101



Major POTATO- GROWING Areas in Idaho

and other areas of interest



History of Idaho® Potato Transportation

In 1895, after the Oregon Short Line Railroad was completed across Southern Idaho, the Boise newspaper was encouraging Idahoans to plant potatoes by calling the attention of farmers to the "possible advantages of raising potatoes for the Eastern market." The railroad was very instrumental in expanding the growth of Idaho® potatoes across the country. Idaho® potatoes' largest markets to this day include New York and Illinois, both major rail destinations for Idaho® potatoes. In addition, railroad spurs or forks in the road became natural drop-off points for Idaho® potatoes.

Horse-drawn wagons could haul up to 2,400 pounds of potatoes. Now, a typical truck hauls 41,000 pounds of Idaho® potatoes to the market, most rail cars can hold 125,000 pounds of potatoes, and the Super Car rail car can haul 160,000 pounds.

Reference: *Anatomical in Burley: A History of the Potato in Idaho* by James W. Davis

POUNDS OF POTATOES PER TRANSPORTATION MODE
(Historically and Currently)



NONPAREIL FARMS www.nonpareilbrand.com

Mailing Address: 411 West Collins Road | Blackfoot, Idaho 83221

Shipping Facility: 411 West Collins Road | Blackfoot, Idaho 83221

Tel: (208) 785-3030 | Toll-Free 800-522-2223 | Fax (208) 785-3656

Email: sabend@gotspuds.com

Contact(s): Stephen Abend, COO, sabend@gotspuds.com
 Jace Katseanes, CFO, jkatseanes@gotspuds.com
 Steve Thorne, Sales Manager, sthorne@gotspuds.com
 Rulon Robinson, Sales, rrobinson@gotspuds.com
 Dandee Hale, Sales, dhale@gotspuds.com
 Jeanne Leyland, Transportation, jleyland@gotspuds.com

This company is an organic potato supplier

This company is an exporter

Operating Season: August - July

Transportation: Rail and Motor Freight

Location: In or near area 3 on the map

Shed ID: 82

Foodservice Packs Available:

No. 1 Carton Count Sizes:
40 - 120, 10 oz Bakers

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X		
Paper	X	X		
Burlap				

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly		X	X	X	X	X				
Mesh		X	X					X		
Burlap								X		

Brands:

Angus
Betty Crocker
Broadway
Magic
Nonpareil
Prize Pack

Varieties:

Cal Red
French Fingerling
Norland
Russet Burbank
Russet Norkotah
Russian Banana
Yukon Gold

PLEASANT VALLEY POTATO, INC. www.pleasantvalleypotato.com

Mailing Address PO Box 538 | Aberdeen, Idaho 83210

Shipping Facility 275 E Elmore Ave | Aberdeen, Idaho 83210

Tel (208) 397-4194 | Fax (208) 397-4756

Email rwahlen@pleasantvalleypotato.com

Contact(s) Ryan Wahlen, Sales Manager, rwahlen@pleasantvalleypotato.com
Teresa Esparza, Sales/Transportation, tesparza@pleasantvalleypotato.com

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 3 on the map

Shed ID: 84

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Other No. 1 Sizes:

10 oz and above, 12 oz min,

18 oz min, 50 lb cartons

Foodservice No. 2s:

Burlap, Paper, or Carton, 50 lbs,

10 oz and above, 6 oz and above

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly	X	X	X	X	X	X				
Mesh		X	X	X						
Burlap								X		

Brands:

Aberdeen

Allied Growers

Pleasant Valley

Red Baron

Varieties:

Russet Burbank

Russet Norkotah

EST. 1988

PLEASANT VALLEY POTATO, INC.

is owned by four family farms, all in business for over 100 years. These four farms provide 100% of the potatoes Pleasant Valley packs and ships.

FAMOUS IDAHO® POTATO TOUR

TOURING SINCE 2012

and it is still TRUCKING ALONG stronger than ever!



People of all ages relate to the Idaho seal more than ever

thanks
TO THE TRUCK

TOUR STATISTICS



That many people would fill up

102
NFL FOOTBALL STADIUMS

Traveled approximately
25,000
miles per year

That's enough miles to circle the world **EVERY YEAR!**



We get **APPEARANCE REQUESTS DAILY** from fans, festivals, and events all over the country. (Let's just say the truck is in BIG demand.)

16,000+ FANS ON FACEBOOK



Is it REAL?
(seriously)

THE NUMBER 1 QUESTION

How did Tater Team alum Kristie Wolfe answer that?

It's real...by awesome!



IMMEASURABLE

We can't even begin to measure how many people have a picture of the Big Idaho Potato Truck on their mobile devices.

**LOCAL,
NATIONAL,
AND EVEN
GLOBAL
RECOGNITION**



GO HOME!

People always identify with the national commercial and tell the Tater Team to "go home" because the farmer is looking for them. (Even truck drivers tell them to go home over the CB. ...Truckers are SO jealous of our driver!)



TV, Radio, Newspapers, Blogs, Social Media, Magazines

*One persistent lady writes us all of the time to see if we can get the truck to Hawaii and Alaska!

POTANDON PRODUCE, LLC www.potandon.com www.klondikebrands.com

Mailing Address: 1210 Pier View Drive | Idaho Falls, Idaho 83402

Shipping Facility: 1210 Pier View Drive | Idaho Falls, Idaho 83402

Tel: (208) 524-4700 | Fax (208) 524-2420

Contact(s): Mel Davenport, COO, mdavenport@potandon.com, (208) 557-5109
Steve Ottum, COO, sottum@potandon.com, (208) 557-5103
Dick Thomas, Senior VP of Sales, dthomas@potandon.com, (208) 557-5150
Steve Elfering, VP of Operations, selfering@potandon.com, (208) 557-5107
Ralph Schwartz, VP of Sales, Marketing, and Innovation, rschwartz@potandon.com, (208) 557-5118
JP Surenus, Director of Sales, jsurenus@potandon.com, (208) 557-5165
Joey Dutton, Key Accounts Sales Manager, jdutton@potandon.com, (208) 557-5147
Stephanie Bench, Director of Foodservice Sales, sbench@potandon.com, (208) 557-5156
Travis Hess, Wholesale Sales Manager, thess@potandon.com, (208) 557-5198

This company is an organic potato supplier

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID:

- 8 Sun River of Idaho, Inc.
- 13 Driscoll Potato, Inc.
- 22 Liberty Gold Potato Company
- 24 Idaho Select, Inc.
- 27 Idaho Sunfresh LLC
- 28 Blaine Larsen Farms, Inc.
- 89 Gold Emblem Produce / Taylor & Sons, Inc.
- 98 Walters Produce, Inc.

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X	X	X
Paper	X	X	X	X
Butap				

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly		X	X	X	X	X				
Mesh		X	X	X						
Butap								X		

Retail Packs Also Available in: 3 lb poly

Brands:

Gold Emblem
Green Giant Fresh
Harvest Fresh
Klondike Brands
Sun Fresh
Sunset
TeePee
The Valley

Varieties:

Agata
Cecile
Chieftain
Innate
Klondike Goldust®
Klondike Rose®
Melody
Norland
Pure Gold
Purple Majesty
Red La Soda
Russet Burbank
Russet Norkotah

R&G POTATO COMPANY, INC. www.rgpotato.com

Mailing Address: 2662 Lakeview Rd | American Falls, Idaho 83211

Shipping Facility: 2110 Elevator Loop | Pocatello, Idaho 83204

Tel: (208) 226-5069 | Fax (208) 226-2692

Email: scott@rgpotato.com

Contact(s): Justin Reynolds, CFO, justin@rgpotato.com
Scott Stanger, CEO, scott@rgpotato.com

Operating Season: July - May

Transportation: Rail and Motor Freight

Location: In or near area 3 on the map

Varieties: All chipping potatoes

RICK MILES PRODUCE SERVICE, INC. www.rickmilesproduce.com

Mailing Address: PO Box 1365 | Idaho Falls, Idaho 83403

Shipping Facility: 2411 E 26th N | Idaho Falls, Idaho 83401

Tel: (208) 523-4233 | Fax (208) 522-6029

Contact(s): Rick Miles, rmiles@rmpsi.net
Betty Miles, bmiles@rmpsi.net
Mary Sedberry, msedberry@rmpsi.net
Brooke Holverson, bholverson@rmpsi.net
Albany Horel, ahorel@rmpsi.net

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X	X	X
Paper	X	X	X	X
Butlap	X	X	X	X

Brands:

Fresh Select

Varieties:

Russet Burbank

Russet Norkotah

RIGBY PRODUCE, INC. www.rigbyproduce.com

Mailing Address: PO Box 628 | Rigby, Idaho 83442

Shipping Facility: 396 N Yellowstone Highway | Rigby, Idaho 83442

Tel: (208) 745-6626 | Fax (208) 745-9278

Contact(s): Dale Mickelsen, *President*, dale@rigbyproduce.com
Scott Mickelsen, *Business Manager*, smickelsen@rigbyproduce.com
Bryan Mickelsen, *General Manager*, mick@rigbyproduce.com
Nick Fullmer, *Sales Representative*, nick@rigbyproduce.com
Steve Wasden, *Sales Representative*, swasden@rigbyproduce.com

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 10

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers, Standards

Other No. 1 Sizes:

50 lb cartons, 100 lbs, 10 oz and above, 12 oz and above

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X	X	X
Paper	X	X	X	X
Butlap	X	X	X	X

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly	X	X	X	X	X					
Nesh	X		X							
Butlap								X	X	

Retail Packs Also Available In:

3 lb Poly

Brands:

PP1

Royal Crest

Varieties:

Russet Burbank

Russet Norkotah

THE LOWDOWN ON



IDAHO POTATO.COM

THE IPC WEBSITE IS *More* POPULAR THAN EVER!

ON THE FIRST OF



EACH MONTH:

The Idaho Potato Commission's marketing groups present new information to keep the site fresh, informative, and entertaining for its visitors.

FOODSERVICE

CONSUMER

RETAIL

INTERNATIONAL



HOW DO THEY FIND US?

57% Use a search engine such as Google

Click on our Google Ad Words 25%

13% Simply type in idahopotato.com

1,000,000

visitors per year 175,000 return visitors

2,000,000 PAGE VIEWS PER YEAR

THE STATE THAT VIEWS OUR SITE THE MOST? TAKE A WILD GUESS!



GLOBAL INTEREST

www.idahopotato.com gets visitors from Australia, Canada, the United Kingdom, Russia, and of course, the good ol' US of A!



POPULAR PAGES:

1. Dr. Potato
2. All Things Potatoes
3. Recipes

The most asked Dr. Potato question? "How do I bake a potato?"



WEBSITE FEATURES:

Recipes • Industry Relations
Retail Information • Why Buy Idaho? Info.
Links to BigIdahoPotato.com • Videos
AND MUCH, MUCH, MORE!

IDAHO'S FIRST POTATO GROWER

Idaho's first potato grower was not a farmer at all, but a Presbyterian missionary. Had Henry Harmon Spalding been seeking a life in Idaho as a farmer, the chances are good that he would have found land more suitable to agriculture rather than the locale at Lapwai where he established his mission in 1836 to bring Christianity to the Nez Perce Indians.



Although his plan was to choose a location where he could demonstrate to the Nez Perce that they could provide food for themselves through agriculture rather than hunting and gathering, staying within the domain of the Nez Perce nation limited his choice. In 1837, the buffalo herds were beginning to be depleted by market hunting and encroachment on their natural domain. Spalding was astute enough to see that the Native Americans' lifestyle was changing and that they would soon need other sources of food. By offering to teach them how to raise agricultural crops, he added an additional benefit to his religion that helped gather the Nez Perce around his Lapwai mission.

Reference: Anecdotal in Burpee: A History of the Potato in Idaho by James W. Davis



ROCKY MOUNTAIN PRODUCE

Mailing Address: PO Box 356 | Rigby, Idaho 83442

Shipping Facility: 3908 E.200 N | Rigby, Idaho 83442

Tel: (208) 745-6651 | Fax (208) 745-9082

Contact(s): Chad Webster, Sales, chad@idahofresh.net, (208) 745-6651 ext 1
Kirk Webster, Sales, kirk@idahofresh.net, (208) 745-6651 ext 3

Marketed by: Idaho Fresh Produce, Inc.

Location: In or near area 4 on the map

Shed ID: 71

This company is an exporter

SNAKE RIVER PLAINS POTATOES

Mailing Address: PO Box 277 | Ucon, Idaho 83452

Shipping Facility: 10971 N Yellowstone Highway | Ucon, Idaho 83452

Tel: (208) 542-0848 | Fax (208) 522-0270

Email: snakeriverplainspotatoes@msn.com

Contact(s): Dave Beesley, snakeriverplainspotatoes@msn.com

Marketed by: Wada Farms Marketing Group, LLC

Shed ID: 39

SOUTHWIND FARMS, INC. www.southwindpotatoes.com

Mailing Address: PO Box 606 | Heyburn, Idaho 83336

Shipping Facility: 450 21st St | Heyburn, Idaho 83336

Tel: (208) 436-8164 | Fax (208) 436-8039

Email: rob@southwindpotatoes.com

Contact(s): Robert Tominaga, *President*, rob@southwindpotatoes.com
Rodney Lake, *Secretary/Treasurer: Agronomist, Market Development*, rod@southwindpotatoes.com
Jerry Tominaga, *VP, Raw Production*, jerry@southwindpotatoes.com

This company is an exporter

Operating Season: Year-round

Transportation: Motor Freight

Location: In or near area 2 on the map

Foodservice Packs Available:

Other No. 1 Sizes:

10 lb, 20 lb, or 50 lb Cartons

Retail Packs Available In:

Available in 24-oz Zip Lock Retail Bag

Brands:

Gourmet Select

Southwind Farms Gourmet

Varieties:

Purple Fiesta Fingerling

Red Thumb Fingerling

Russian Banana

EST.
1999

SOUTHWIND FARMS, INC.

is one of few Idaho[®] potato companies that deal exclusively in fingerling potatoes.

All three owners were formerly russet growers, but recognized the need for specialty potatoes in the market and jumped on board.

Southwind Farms started with just four acres and now grows between 600-700 acres of fingerling potatoes.



SUN VALLEY POTATO GROWERS, INC. www.sunvalleypotatoes.com

Mailing Address: PO Box 59 | Paul, Idaho 83347

Shipping Facility: 380 W 75 S | Rupert, Idaho 83350

Tel: (208) 438-2605 | Fax (208) 438-8018

Email: brian@sunvalleypotatoes.com

Contact(s): Brian Jones, *President*
 Dave Phillips, *Director of Foodservice Sales*
 Ty Erling, *Sales*, ty@sunvalleypotatoes.com
 Dave Hagar, *Sales*
 Terance Lindtner, *Sales*, terance@sunvalleypotatoes.com

Abraham Pelayo, *Sales*
 Sue Rodriguez, *Sales*
 Wendy Ceja, *CSR*, wendy@sunvalleypotatoes.com
 Karen Werth, *CSR*
 Chris Hall, *Transportation*

Marketed by: RPE, Inc.

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 2 on the map

Shed ID: 48

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers, Standards

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X	X	
Paper	X	X	X	
Burlap				

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly		X	X	X	X	X				
Mesh		X		X				X		
Burlap										

Brands:

Greener Valley
 Old Oak Farms
 Primos
 Sun Valley
 Two Good

Varieties:

Russet Burbank
 Russet Norkotah

THE POTATO THAT IDAHO MADE FAMOUS

was not exactly a Burbank.

The Burbank variety is a smooth-skinned, long, white potato, and the Russet Burbank variety, which Idaho grows, has a slightly rough, reticulated skin commonly termed "netted"—as in Netted Gem, a common synonym for Russet Burbanks.

POTATO FACTS

POTATO CONSUMPTION per person / per year (pounds)



IDAHO

is popular for its FRESH potatoes, but did you know it's also the TOP-PRODUCING state for PROCESSED potatoes in all forms?



SUN-GLO OF IDAHO, INC. www.sungloidaho.com

Mailing Address PO Box 300 | Sugar City, Idaho 83448
Shipping Facility 378 S 7th West | Sugar City, Idaho 83448
Tel (208) 356-7346 | Fax (208) 356-7351
Email bruce@sunglo-idaho.com
Contact(s) Jill Cox, jill@sunglo-idaho.com
Weston Crapo, Sales, weston@sunglo-idaho.com

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 17

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly	X	X	X	X	X	X				
Nesh		X	X	X						
Burlap								X		

Brands:

A Cut Above
Ace
Martha's Garden
Side Delights
Sun Supreme

Varieties:

Russet Burbank
Russet Norkotah

SUNRIVER OF IDAHO, INC.

Mailing Address PO Box 399 | Aberdeen, Idaho 83210
Shipping Facility 351 E Lincoln | Aberdeen, Idaho 83210
Tel (208) 397-4168 | Fax (208) 397-3075
Contact(s) Jeff Prescott, *Shipping Manager*, shipping@sunriverofidaho.com
Marketed by: Potandon Produce, LLC

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 3 on the map

Shed ID: 8

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

No. 2 Sizes

Burlap, Paper, or Carton

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly		X	X	X						
Nesh		X		X						
Burlap								X	X	

Brands:

Big Wheel
MoonRiver
SunRiver
The Best

Varieties:

Russet Burbank
Russet Norkotah

Mailing Address: 2155 Providence Way | Idaho Falls, Idaho 83404

Shipping Facility: 2155 Providence Way | Idaho Falls, Idaho 83404

Tel: (208) 542-2898 | Fax (208) 542-2893

Email: info@wadafarms.com

Contact(s): Bryan Wada, CEO, bryanw@wadafarms.com
 Kevin Stanger, President, kevins@wadafarms.com
 Joe Esta, Vice President, joe@wadafarms.com
 Ben Josephson, Director of Sales, benj@wadafarms.com
 Tate Brooks, Sales, tateb@wadafarms.com
 Dave Barton, Sales, daveb@wadafarms.com
 Dominic Camazzo, Sales, dominicc@wadafarms.com
 Eric Beck, Sales, ericb@wadafarms.com
 Matt Erickson, Sales, matte@wadafarms.com
 Manny Carvajal, Sales, manny@wadafarms.com
 Cindy Morgan, Packaging Coordinator, cindym@wadafarms.com
 Kirk Yellowhair, Production Manager, kirky@wadafarms.com
 Eric Johnson, Director of Logistics, ericj@wadafarms.com
 Terry Hansen, Transportation, terryh@wadafarms.com
 Kevin King, Transportation, kevink@wadafarms.com
 Eden Adams, Transportation, edena@wadafarms.com

Marketed by: Wada Farms Marketing Group, LLC

This company is an organic potato supplier

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 3 on the map

Shed ID:

- 26 High Country Potato
- 34 Wada Farms Potatoes, Inc.
- 39 Snake River Plains Potatoes
- 50 Magic Valley Produce, Inc.
- 70 Bail Brothers Produce
- 101 Moody Creek Produce, Inc.

Foodservice Packs Available:

No. 1 Carton Count Sizes:
 40 - 120, 10 oz Bakers, Standards

No. 2 Packs:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X	X	X
Paper	X	X	X	X
Butlap	X	X	X	X

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly	X	X	X	X	X	X				
Mesh		X	X							
Butlap								X	X	

Brands:

- Big Joe's
- Blackfoot Fresh
- Dole Fresh
- Easy-Bakers
- Easy-Grillers
- Idahoan Fresh
- Microwave in Bag
- Restaurant Quality
- Gourmet Fingerlings
- Sharp
- Smalls
- Tailgate Taters
- Tater Made
- Wada Farms

Varieties:

- Bintje
- Chieftain
- Ciklamen
- Classic Russet
- Dakota Crisp
- French Fingerling
- Modoc
- Norland
- Purple Peruvian
- Ranger Russet
- Red Thumb Fingerling
- Ruby Crescent
- Russet Burbank
- Russet Norkotah
- Russian Banana
- Western Russet
- Yellow Star
- Yukon Gold

WALKER PRODUCE, INC.

Mailing Address: 1070 Riverwalk Dr, Suite 200 | Idaho Falls, Idaho 83402

Shipping Facility: 638 N. 3500 E | Menan, Idaho 83434

Tel: (208) 522-3610 | Fax (208) 522-0099

Contact(s): Heath Gordon, *Sales Manager*, heath@walkerproduce.net
Sheena Cruz, *Sales Support and Transportation*, sheena@walkerproduce.net

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 38, 96

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers, Standards

Other No. 1 Sizes:

12 oz Bakers, 6 oz Bakers, 35 count

Foodservice Packs Available:

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	x	x		x
Paper	x	x		x
Burlap	x	x		

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								x		
Poly		x	x	x	x	x				
Mesh		x		x						
Burlap								x	x	

Brands:

Big W
Light N Fluffy
Nature's Light - Probiotic
Tasti
Top Notch
Vori's
Vori's Taters
Western Style

Varieties:

Russet Burbank
Russet Norkotah

THE IDAHO® BAKED POTATO

This famed, versatile tuber went through some 40 years of breeding before it became known as "The Idaho". Strangely enough, this well-known name was made famous by a New York department store "taster"—William Tilton (better known as "Tilton the Taster"). Tilton worked for Macy's for 60 years and was the store's final authority on all groceries, wines, and liquors. Tilton discovered the Idaho® potato in 1926 at the Terminal Market while buying apples for Macy's. He promoted it until the spud's name became synonymous with the baked potato. For this, Idaho's governor at the time wrote a letter of thanks to Macy's store!



Macy's



WALTERS PRODUCE, INC.

Mailing Address: PO Box 177 | Newdale, Idaho 83436

Shipping Facility: 2737 East Highway 33 | Newdale, Idaho 83436

Tel (208) 458-4105 | Fax (208) 458-4106

Email jeffreyw@waltersproduce.net, brettj@waltersproduce.net

Contact(s) Jeffrey Walters, *President*, jeffreyw@waltersproduce.net, (208) 458-4105
Brett Johnson, *Operations Manager*, brettj@waltersproduce.net, (208) 458-4105

Marketed by: Potandon Produce, LLC

Operating Season:
September - August

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 98

Foodservice Packs Available:

No. 1 Carton Count Sizes:
40 - 120, 10 oz Bakers, Standards

Other No. 1 Sizes:
RPC containers, DeFor containers

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	x	x	x	
Paper	x	x	x	
Bulap	x	x	x	

Other No. 2 Sizes
Bulk Tote Bins, and Bags

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								x		
Poly	x	x	x	x	x	x				
Mesh		x	x					x		
Bulap								x	x	

Retail Packs Also Available In:
3 lb Poly, Bulk Tote Bins, and Bags

Brands:

Aristocrat
Eagle
Green Giant
Jumbo
Newdale
Sunfresh
Sunset
Sunsliced
Tasty Tater
Tepee
Tomahawk

Varieties:

Dark Red Norland
Klondike Goldust®
Klondike Rose®
Russet Burbank
Russet Norkotah

SINCE

1924

WALTERS PRODUCE, INC.

is a third-generation family-owned company that began shipping Idaho® potatoes in 1924 after being founded by Harvey Schwendiman. In 1971, the business was incorporated and name was changed by Harvey's son-in-law Warren Walters. The business is currently owned by Jeffrey and Shawn Walters.

Walters Produce actively grows and ships special variety potatoes as well as russet varieties.

Harvey Schwendiman, Warren Walters, and Shawn Walters have all served as commissioners on the Idaho Potato Commission Board.



WEBSTER POTATO COMPANY www.websterpotato.com

Mailing Address: PO Box 448 | Rigby, Idaho 83442

Shipping Facility: 182 S Railroad | Rigby, Idaho 83442

Tel: (208) 745-6825 | Fax (208) 745-6939

Email: jwebster@websterpotato.com

Contact(s): Weston Crapo, Sales, (208) 356-5510

Marketed by: Sun Glo of Idaho, Inc.

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 87

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly	X	X	X	X	X	X				
Nesh		X		X				X		
Butap										

Brands:

Celebrity

Mighty Fine

Varieties:

Russet Burbank

Russet Norkotah

WILCOX, FLOYD & SONS, INC. www.wilcoxfresh.com

Mailing Address: 1110 Golden Beauty Drive | Rexburg, Idaho 83440

Shipping Facility: 1110 Golden Beauty Drive | Rexburg, Idaho 83440

Tel: (208) 356-6668 | Fax (208) 356-6669

Email: wilcox@wilcoxfresh.com

Contact(s): Lynn Wilcox, *President/CEO*, lynn@wilcoxfresh.com, (208) 227-5113
 Derek Peterson, *VP of Sales & Marketing*, derek@wilcoxfresh.com, (208) 227-5155
 Nicole Rumsey, *Director of Foodservice*, nicole@wilcoxfresh.com
 Arturo Rodriguez, *Export Manager*, art@wilcoxfresh.com
 Mike Hart, *Business Development Manager*, mike@wilcoxfresh.com
 Torey McPherson, *Northeast Sales Manager*, torey@wilcoxfresh.com
 Dave Sherman, *Category Manager*, david@wilcoxfresh.com
 Gary Treasure, *Category Manager*, gary@wilcoxfresh.com
 Cameron Kerbs, *Transportation Manager*, cameron@wilcoxfresh.com

This company is an exporter

Operating Season: Year-round

Transportation: Rail and Motor Freight

Location: In or near area 4 on the map

Shed ID: 110

Foodservice Packs Available:

No. 1 Carton Count Sizes:

40 - 120, 10 oz Bakers, Standards

Foodservice No. 2s:

	6 oz min	10 oz and above	12 oz and above	Bulk
Carton	X	X		
Paper	X	X		
Butap				

Retail Packs Available (lbs):

	4	5	8	10	15	20	25	50	100	Bulk
Paper								X		
Poly	X	X	X	X	X	X				
Nesh	X	X	X	X	X					
Butap								X	X	

Brands:

Mother Earth

Old Faithful Fries

Penny Pincher

Potato Jazz

Tastewell

Wilcox

Varieties:

Chieftain Red

Dark Red Norland

French Fingerling

Kennebec

Ludmilla

Norland

Purple Peruvian

Ruby Crescent

Russet Burbank

Russet Norkotah

Russian Banana

Yellow Gold

Yukon Gold

FRESH IDAHO® POTATO BRAND LISTING

BRAND	SHIPPER
Arrowhead	Arrowhead Potato Company
Awesome	Kingston Fresh
Betty Crocker	Nonpareil Farms
Big Joe's	Wada Farms Potatoes
Big W	Walker Produce, Inc.
Big Wheel	SunRiver of Idaho, Inc.
Blackfoot Fresh	Wada Farms Potatoes
Broadway	Nonpareil Farms
Buffalo	Arrowhead Potato Company
Celebrity	Webster Potato Company
Challenger	Kingston Fresh
Chief	Arrowhead Potato Company
Circle T	Mart Produce Corporation
Circle Valley	Circle Valley Produce, LLC
COOK-RITE	GPOD of Idaho
Cross Valley	Ball Brothers Produce
CV	Circle Valley Produce, LLC
De-Lish	Magic Valley Produce, Inc.
Diced Blends	Eagle Eye Produce
Diced Blends	Eagle Farms, Inc.
Dole	High Country Potato
Dole	Ball Brothers Produce
Dole Fresh	Wada Farms Potatoes
Driscoll	Driscoll Potatoes, Inc.
Eagle	Walters Produce Inc.
Easy-Bakers	Wada Farms Potatoes
Easy-Grillers	Wada Farms Potatoes
Elite	Idaho Fresh Produce, Inc.
Farm Fresh	Bench Mark Potato Co.
Farm Select	Eagle Eye Produce
Farm Select	Eagle Farms, Inc.
Fresh Harvest	Eagle Eye Produce
Fresh Harvest	Eagle Farms, Inc.
Fresh Select	Rick Miles Produce Service, Inc.
Genuine Magic	Magic Valley Produce, Inc.
Gold Emblem	Potandon Produce, LLC
Gold Emblem	Gold Emblem Produce/Taylor & Sons, Inc.
Gourmet Select	Southwind Farms, Inc.
GPOD	GPOD of Idaho
Green Giant	Liberty Gold Potato Company
Green Giant	Walters Produce Inc.
Green Giant Fresh	Potandon Produce, LLC
Green Giant Fresh	Driscoll Potatoes, Inc.
Greener Valley	Sun Valley Potato Growers, Inc.

BRAND	SHIPPER
Harvest Fresh	Potandon Produce, LLC
Harvest Select	Eagle Eye Produce
Harvest Select	Eagle Farms, Inc.
Harvest Time	Eagle Eye Produce
Harvest Time	Eagle Farms, Inc.
Ida-Select	Idaho Select, Inc.
Idaho n Fresh	Wada Farms Potatoes
Jumbo	Walters Produce Inc.
Junior	GPOD of Idaho
Kingston	Kingston Fresh
Kingston Fryer	Kingston Fresh
Klondike Brands	Potandon Produce, LLC
Light N Fluffy	Walker Produce, Inc.
MVP	Magic Valley Produce, Inc.
Magic	Nonpareil Farms
Mark and Bill	Ball Brothers Produce
Mart Brand	Mart Produce Corporation
Martha's Garden	Sun-Go of Idaho, Inc.
Microwave in Bag	Wada Farms Potatoes
Mighty Fine	Webster Potato Company
MoonRiver	SunRiver of Idaho, Inc.
Mother Earth	Wilcox, Floyd & Sons, Inc.
Mrs. Gerry's	Ball Brothers Produce
Nature's Light - Probiotic	Walker Produce, Inc.
Newdale	Walters Produce Inc.
Nifty 50	Magic Valley Produce, Inc.
Nonpareil	Nonpareil Farms
Old Faithful Fries	Wilcox, Floyd & Sons, Inc.
Old Oak Farms	Sun Valley Potato Growers, Inc.
Organic Select	Eagle Eye Produce
Organic Select	Eagle Farms, Inc.
Oven King	High Country Potato
Peak	Ball Brothers Produce
Penny Pincher	Wilcox, Floyd & Sons, Inc.
Pleasant Valley	Pleasant Valley Potato, Inc.
Potato Jazz	Wilcox, Floyd & Sons, Inc.
PPI	Rigby Produce, Inc.
Pride of the Valley	Bench Mark Potato Co.
Primos	Sun Valley Potato Growers, Inc.
Prize Pack	Nonpareil Farms
Red Baron	Pleasant Valley Potato, Inc.

BRAND	SHIPPER
Restaurant Quality Gourmet Ringlings	Wada Farms Potatoes
Royal Crest	Rigby Produce, Inc.
Sawtooth	Magic Valley Produce, Inc.
Sharp	Wada Farms Potatoes
Side Delights	Sun-Go of Idaho, Inc.
Smalls	Wada Farms Potatoes
Southwind Farms Gourmet	Southwind Farms, Inc.
Spuddy Buddy	Fresh Potato Company, Inc.
Sun Fresh	Liberty Gold Potato Company
Sun Fresh	Driscoll Potatoes, Inc.
Sun Supreme	Sun-Go of Idaho, Inc.
Sun Valley	Sun Valley Potato Growers, Inc.
SunFresh	Potandon Produce, LLC
Sunfresh	Walters Produce Inc.
SunRiver	SunRiver of Idaho, Inc.
Sunset	Potandon Produce, LLC
Sunset	Walters Produce Inc.
Sunspiced	Walters Produce Inc.
Sutton Brothers	Bench Mark Potato Co.
Tailgate Taters	Wada Farms Potatoes
Tastewell	Wilcox, Floyd & Sons, Inc.
Tastil	Walker Produce, Inc.
Tasty Tater	Walters Produce Inc.
Tater Made	Wada Farms Potatoes
TeePee	Potandon Produce, LLC
Tepee	Walters Produce Inc.
Teton Tater	Mart Produce Corporation
The Best	SunRiver of Idaho, Inc.
The Great Potato	GPOD of Idaho
The Valley	Potandon Produce, LLC
Tomhawk	Walters Produce Inc.
Top Notch	Walker Produce, Inc.
Town & Country	GPOD of Idaho
Two Good	Sun Valley Potato Growers, Inc.
Valu King	High Country Potato
Value	Idaho Fresh Produce, Inc.
Van's	Walker Produce, Inc.
Van's Taters	Walker Produce, Inc.
Wada Farms	High Country Potato
Wada Farms	Ball Brothers Produce
Wada Farms	Wada Farms Potatoes
Western Style	Walker Produce, Inc.
Wilcox	Wilcox, Floyd & Sons, Inc.

FRESH POTATO EXPORTERS

The following companies export fresh potatoes in a variety of types.

Arrowhead Potato Company
Ball Brothers Produce
Bench Mark Potato Co.
Driscoll Potatoes, Inc.
Eagle Eye Produce
Eagle Farms, Inc.
GPOD of Idaho
Idaho Fresh Produce, Inc.
Idaho Sunfresh, LLC
Kingston Fresh
Magic Valley Produce, Inc.
Mart Produce Corporation
Nonpareil Farms
Pleasant Valley Potato, Inc.
Potandon Produce, LLC
Rick Miles Produce Service, Inc.
Rocky Mountain Produce
Southwind Farms, Inc.
Sun Valley Potato Growers, Inc.
Sun-Glo of Idaho, Inc.
Wada Farms Potatoes
Wilcox, Floyd & Sons, Inc.

PROCESSED POTATO EXPORTERS

The following companies export processed potatoes in a variety of types.

Basic American Foods
Idaho Pacific Corporation
Idaho Supreme Potatoes, Inc.
Idahoan Foods, LLC
Lamb Weston
McCain Foods USA, Inc.
Potato Products of Idaho
Rite Stuff Foods, Inc.
Simplot, J.R. Company

ORGANIC POTATO SUPPLIERS

The following suppliers comply with organic standards set by national governments and international organizations.

Eagle Eye Produce
Eagle Farms, Inc.
Nonpareil Farms
Potandon Produce, LLC
Wada Farms Potatoes

2017 JULIAN DATES

Julian dates are used by shippers to determine exactly when the potatoes were packed. This date is stenciled on the cartons at the plant. The Julian date calendar below may be of assistance in determining in which month a carton or bag of potatoes was packed.

2017 JULIAN DATES AT A GLANCE	
January	1-31
February	32-59
March	60-90
April	91-120
May	121-151
June	152-181

2017 JULIAN DATES AT A GLANCE	
July	182-212
August	213-243
September	244-273
October	274-304
November	305-334
December	335-365

Below is a 2017 Julian date converter to calculate the specific day/month pack date.

DAY	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC	DAY
1	001	032	060	091	121	152	182	213	244	274	305	335	1
2	002	033	061	092	122	153	183	214	245	275	306	336	2
3	003	034	062	093	123	154	184	215	246	276	307	337	3
4	004	035	063	094	124	155	185	216	247	277	308	338	4
5	005	036	064	095	125	156	186	217	248	278	309	339	5
6	006	037	065	096	126	157	187	218	249	279	310	340	6
7	007	038	066	097	127	158	188	219	250	280	311	341	7
8	008	039	067	098	128	159	189	220	251	281	312	342	8
9	009	040	068	099	129	160	190	221	252	282	313	343	9
10	010	041	069	100	130	161	191	222	253	283	314	344	10
11	011	042	070	101	131	162	192	223	254	284	315	345	11
12	012	043	071	102	132	163	193	224	255	285	316	346	12
13	013	044	072	103	133	164	194	225	256	286	317	347	13
14	014	045	073	104	134	165	195	226	257	287	318	348	14
15	015	046	074	105	135	166	196	227	258	288	319	349	15
16	016	047	075	106	136	167	197	228	259	289	320	350	16
17	017	048	076	107	137	168	198	229	260	290	321	351	17
18	018	049	077	108	138	169	199	230	261	291	322	352	18
19	019	050	078	109	139	170	200	231	262	292	323	353	19
20	020	051	079	110	140	171	201	232	263	293	324	354	20
21	021	052	080	111	141	172	202	233	264	294	325	355	21
22	022	053	081	112	142	173	203	234	265	295	326	356	22
23	023	054	082	113	143	174	204	235	266	296	327	357	23
24	024	055	083	114	144	175	205	236	267	297	328	358	24
25	025	056	084	115	145	176	206	237	268	298	329	359	25
26	026	057	085	116	146	177	207	238	269	299	330	360	26
27	027	058	086	117	147	178	208	239	270	300	331	361	27
28	028	059	087	118	148	179	209	240	271	301	332	362	28
29	029		088	119	149	180	210	241	272	302	333	363	29
30	030		089	120	150	181	211	242	273	303	334	364	30
31	031		090		151		212	243		304		365	31

SHED ID NUMBERS

SHED ID NO.	SHIPPER
8	SunRiver of Idaho, Inc.
10	Rigby Produce, Inc.
13	Driscoll Potatoes, Inc.
17	Sun-Glo of Idaho, Inc.
22	Liberty Gold Potato Company
24	Idaho Select, Inc.
26	High Country Potato
27	Idaho Sunfresh LLC
28	Blaine Larsen Farms, Inc.
32	Eagle Farms, Inc.
34	Wadi Farms Potatoes
37	Kingston Fresh
38	Walker Produce, Inc.
39	Snake River Plains Potatoes
48	Sun Valley Potato Growers, Inc.
49	Mart Produce Corporation
50	Magic Valley Produce, Inc.

SHED ID NO.	SHIPPER
55	Arrowhead Potato Company
63	Driscoll Potatoes, Inc.
69	Circle Valley Produce, LLC
70	Ball Brothers Produce
71	Rocky Mountain Produce via Idaho Fresh Produce, Inc.
82	Nonpareil Farms
84	Pleasant Valley Potato, Inc.
86	BenchMark Potato Co.
87	Webster Potato Company
88	GPOD of Idaho
89	Gold Emblem Produce / Taylor & Sons, Inc.
96	Walker Produce, Inc.
98	Walters Produce, Inc.
101	Mozdy Greek Produce, Inc.
110	Wilcox, Floyd & Sons, Inc.
443	Eagle Eye Produce

HINTS & TIPS

AUTHENTICITY



The Grown in Idaho® seal on each carton is a certification mark designating that the potatoes inside came from Idaho. While some carton bases may also have the words *Genuine Idaho®* or utilize the seal in a graphic showing potato fields, only the exterior carton is required by law to show the Idaho designation. When you order, request Idaho® potatoes by name.

Note: Some shippers may have products appearing with the same private label. Look for the required *Grown in Idaho®* seal when choosing Idaho® potatoes.

STORAGE

The Idaho Potato Commission recommends that cartons be stored with the lids on at a temperature range of 45°F–48°F.

TRACKING INFO

In addition to the required potato-variety labeling, each foodservice carton also shows a shed number to determine which shipper packed the product. You can find this listing in the Shed ID Numbers table on this page.

Each carton also has a “pack date,” referencing

Timeline

1802

Thomas Jefferson brings back fries to the USA as experienced in Belgium (not France); they are later called french fries by soldiers coming back from Europe in WWI.

1836

Henry Spalding brings potatoes to Idaho to help the Nez Perce tribe grow their own food.

1853

Chef George Crum invents thin potato chips, called Saratoga chips.

1872–1875

The Russett Burbank variety, which Idaho grows more than any other state, is first developed by scientist L. at her Burbank.

1900

The first foil-wrapped baked potato is created.

1926

Macy's Walnut Room begins listing baked Idaho® potatoes on the menu.

1930s

Giant baked potatoes are served in Tortorelli's restaurant in Chicago. Doris Tolson is bought an entire rail car full of 12 or larger Idaho® potatoes.

1937

The Idaho Potato Commission is formed.

1953



Tater Tots® are created.



IDAHO POTATO COMMISSION

the date when the potatoes were graded, washed, sorted, and placed in the carton.

The number is a three-digit code that represents the consecutive day of the year—the Julian date—starting with January 1 as 1 and ending with December 31 as 365 (366 on a leap year).

To determine the Julian dates, please see the chart on page 41 or access a Julian date converter to calculate the day/month pack date by entering this link into your Web browser:

fs.fed.us/fire/partners/fepp/julian-calendar.pdf



IDAHO® POTATOES

ARE ACTUALLY NOT A VARIETY!



The term *Idaho® potatoes* refers to the source of origin—the state of Idaho. While it primarily produces russets, Idaho also grows several other varieties of potatoes to meet foodservice and consumer requests.

Since 1996, the Idaho® potato shipping industry has placed the name of each variety of potato on the exterior of the cartons or bags.

Look for these designations in printed type or as a stencil on cartons, in type, or as a quick-lock-style closure on the retail bags.

of Potatoes

1956

Ore-Ida® founders F. Naph Grigg and Golden Grigg begin selling Tater Tot® in stores.

1957

McDonald's switches over to french fries on a hand shake between JR Sengler and Ray Kroc.

1964

The Prime Rib Restaurant in Washington, DC is the first to put potato skins on the menu.

1970

Arby's begins serving curly fries.

1980s

Idaho scientist Miles Willard creates a dehydrated potato chip that is combined with other ingredients to form nesting chips that are packed into a can to prevent damage. These become the popular brand Ruffles.

Mid-1980s

A thicker chip is created and sold as O'Boises as a fried potato crisp by Koo-l-lic. O'Boises have been phased out.

1983

Wendy's introduces the fast food baked potato with choice of toppings.

2015

Macy's creates the world's largest Idaho® Baked Potato Bar with 125 toppings.

2016

Idaho grows potatoes on 325,000 acres and produces over 13 billion pounds annually and over 31% of the total U.S. potato crop. Ninety percent of those grown are russets. In addition, there are 10,000 acres of reds and 6,500 acres of yellows. The fastest growing region with Idaho® potatoes has been in fingerlings.





2017



Idaho® Potato PROCESSORS



For a current list of products, please check individual websites.

BASIC AMERICAN FOODS www.baf.com

Address: 415 W Collins Road | Blackfoot, Idaho 83221

Tel: (208) 785-3200 | Fax (208) 785-8776

Contact(s): Mike Villano, *VP of Foodservice Sales and Marketing*, mwillano@baf.com
Jay Jacobs, *Director, Industrial and International Business*, jjacobs@baf.com
Toni Williams, *Raw Materials Accountant*, twilliams@baf.com, (208) 785-8211

This company is an exporter

Products: Custom Dehydrated Potatoes
Dehydrated Potatoes for Foodservice Use
Dehydrated Potatoes for Industrial Use
Dehydrated Potatoes for Ingredient Use
Dehydrated Potatoes for Retail Use

DICKINSON FROZEN FOODS, INC. www.df-foods.com/index_1.html

Address: 1205 E Iron Eagle Dr, Suite B | Eagle, Idaho 83616

Tel: (208) 938-7540 | Fax (208) 938-5969

Email: customerservice@df-foods.com

Contact(s): Susan Williams, susan@dfiegs.com
Frank Simmons, fsimmons@oregonpotato.com
Monica Vanpaepeghem, monica@df-foods.com

Products: Custom Dehydrated Potatoes
Dehydrated Potatoes for Foodservice Use
Dehydrated Potatoes for Industrial Use
Dehydrated Potatoes for Ingredient Use
Dehydrated Potatoes for Retail Use
Custom Frozen Potatoes
Frozen Potatoes for Foodservice Use
Frozen Potatoes for Industrial Use
Frozen Potatoes for Ingredient Use
Frozen Potatoes for Retail Use

IDAHO PACIFIC CORPORATION www.idahopacific.com

Mailing Address: PO Box 478 | Ririe, Idaho 83443

Physical Address: 4723 E. 100 N | Ririe, Idaho 83442

Tel: (208) 538-6971 | Toll-Free 800-238-5503 | Fax (208) 538-5082

Email: ipo@idahopacific.com

Contact(s): Charles Mastruserio, *Eastern Regional Foodservice Sales Manager*, chuckm@idahopacific.com
Julian Awdry, *Export Sales*, julian@idahopacific.com
Jeanne Harrison, *Industrial and Baking Sales Manager*, harrison@idahopacific.com
Jon Schodde, *Vice President of Sales and Marketing*, schodde@idahopacific.com
Glade Williams, *Western Regional Foodservice Sales Manager*, glade@idahopacific.com

This company is an exporter

Products: Custom Dehydrated Potatoes
Dehydrated Potatoes for Foodservice Use
Dehydrated Potatoes for Industrial Use
Dehydrated Potatoes for Ingredient Use

Our Favorite Pal

1937

The Idaho Potato Commission is formed as the state agency responsible for promoting and protecting the famous Green in Idaho® seal, a federally registered trademark that assures consumers the year-round availability of genuine, top-quality Idaho® potatoes.



1983

A star is born! A Western version of a cartoon-style potato character begins to be used by the IPC.

IPC President Mel Anderson asks the IPC's ad agency to develop a potato character specifically for the commission after he gets letters to secure the rights to use Hasbro's Mr. Potato Head brand. Named Potato Buddy, the previously used character is given a permanent smile, tennis shoes, and a red sweater, and also displays the Green in Idaho® seal.



1993

1996



Willard Scott of the Today show in New York City interviews IPC's chairman, Dan Dixon. During the interview, Dixon formally changes the name Potato Buddy to Spuddy Buddy.

IDAHO SUPREME POTATOES, INC. www.idahosupreme.com

Mailing Address: PO Box 246 | Firth, Idaho 83236

Physical Address: 614 W. 800 N | Firth, Idaho 83236

Tel: (208) 346-6941 | Fax (208) 346-4104

Email: brad@idahosupreme.com

This company is an exporter

Products: Custom Dehydrated Potatoes
Dehydrated Potatoes for Foodservice Use
Dehydrated Potatoes for Industrial Use
Dehydrated Potatoes for Ingredient Use
Dehydrated Potatoes for Retail Use
Potato Flour

IDAHOAN FOODS, LLC www.idahoan.com www.idahoanfoodservice.com

Address: 357 Constitution Way | Idaho Falls, Idaho 83402

Tel: (208) 542-3700 | Toll-Free 800-635-6100 | Fax (208) 542-3797

Contact(s): Drew Facer, *President and CEO*, dfacer@idahoan.com
Glen Walter, *Vice President of Sales*, gwalter@idahoan.com
Ryan Ellis, *Director of Marketing*, rellis@idahoan.com
Art Polson, *Director of Ingredient Sales*, apolson@idahoan.com

This company is an exporter

Products: Dehydrated Potatoes for Foodservice Use
Dehydrated Potatoes for Industrial Use
Dehydrated Potatoes for Ingredient Use
Dehydrated Potatoes for Retail Use

Through the Years

1987

Spuddy Buddy becomes a premium that consumers can purchase at a reduced cost by sending in money plus the Grow in Idaho® seal from any Idaho® potato product, such as instant mashed potatoes or fresh 5 lb. bags.



In the foodservice world, a one-piece drawing box and supplies of entry forms are produced. Restaurant chains use Spuddy Buddy dolls as prizes, attracting more kids to their establishments.



A Spuddy Buddy coloring book is developed. PR releases allow newspaper readers to send away for their own copy.

2005

Spuddy Buddy is unveiled as a more active and contemporary character. He enjoys activities such as basketball, golf, hockey, surfing, tennis, and more!



2016

Today, Spuddy Buddy can be seen in a variety of settings: on packaging, in advertising, on promotional items and premiums, on websites, social media, and even in blogs.



LAMB WESTON www.lambweston.com

Address: 599 S Rivershore Lane | Eagle, Idaho 83616
Tel: (208) 938-1047 | Toll-Free 800-766-7783 | Fax (208) 658-2201
Contact(s): Sharon Miller, VP/GM, Global Business Unit, sharon.miller@conagra.com
Rick Rose, VP, Supply Chain, rick.rose@conagra.com
Rod Hepponstall, VP/GM, Foodservice Business Unit, rod.hepponstall@conagra.com
Mike Smith, VP/GM, Retail Business Unit, mike.smith2@conagra.com

This company is an exporter

Products: Frozen Potatoes for Foodservice Use
Frozen Potatoes for Industrial Use
Frozen Potatoes for Ingredient Use
Frozen Potatoes for Retail Use

McCain Foods USA, Inc. www.mccainusa.com

Address: 2275 Cabot Drive | Lisle, Illinois 60532
Tel: (630) 955-0400 | Toll-Free 800-938-7799 | Fax (630) 857-4560
Email: webmaster@mccain.com
Contact(s): Ryan Malone, Senior Director, Marketing, Foodservice and Retail Potatoes, Ryan.Malone@mccain.com
Gregory Evans, Vice President, Marketing and Innovation, gregory.evans@mccain.com

This company is an exporter

Products: Frozen Potatoes for Foodservice Use
Frozen Potatoes for Industrial Use
Frozen Potatoes for Retail Use

POTATO PRODUCTS OF IDAHO www.ppidaho.com

Address: 398 North Yellowstone Highway | Rigby, Idaho 83442
Tel: (208) 745-8610 | Fax (208) 745-8665
Contact(s): Tom Kilburg, *Director of Sales*, tkilburg@ppidaho.com
Brent Mickelsen, *Operation and Sales*, bmick@ppidaho.com

This company is an exporter

Products:	Frozen Potatoes for Foodservice Use	Refrigerated Potatoes for Foodservice Use
	Frozen Potatoes for Industrial Use	Refrigerated Potatoes for Industrial Use
	Frozen Potatoes for Ingredient Use	Refrigerated Potatoes for Ingredient Use
	Frozen Potatoes for Retail Use	Refrigerated Potatoes for Retail Use

RITE STUFF FOODS, INC. www.ritestuff.com

Address: 2155 South Lincoln | Jerome, Idaho 83338
Tel: (208) 324-8410 | Fax (208) 433-8116
Contact(s): Dave Moore, *Director of Sales/Marketing/International*, dmoore@ritestuff.com
Jim Madden, *General Manager*, jmadden@ritestuff.com
Mary Tutterow, *National Accounts*, mtutterow@ritestuff.com
Tom Madden, *President*, tmadden@ritestuff.com

This company is an exporter

Products:	Custom Frozen Potatoes	Battered and Breaded Potato Products
	Frozen Potatoes for Foodservice Use	Formed Potato Products
	Frozen Potatoes for Industrial Use	Fried and Filled Potato Skins
	Frozen Potatoes for Ingredient Use	Potato Half Shells
	Frozen Potatoes for Retail Use	

SIMPLOT, J.R. COMPANY www.simplotfoods.com

Address: PO Box 9386 | Boise, Idaho 83707-3386
Tel: (208) 384-8000 | Toll-Free 800-635-0408 | Fax (208) 384-8022
Contact(s): Darren Dudley, *Director of Retail Marketing*, darren.dudley@simplot.com
Steve Patterson, *Global VP of Marketing and Sales*, steve.patterson@simplot.com

This company is an exporter

Products: Dehydrated Potatoes for Foodservice Use
Custom Frozen Potatoes
Frozen Potatoes for Foodservice Use
Frozen Potatoes for Industrial Use
Frozen Potatoes for Ingredient Use
Frozen Potatoes for Retail Use



CONSUMER MARKETING PROGRAMS OVERVIEW

One Marketing Budget = Tons of Marketing Programs*
See what the Idaho Potato Commission is up to!



HEATHER COX

Idaho's own girl who just happens to be on ESPN AND touts Idaho® potatoes.



- Our title sponsorship has the **lowest cost** of all 13 ESPN owned bowls
- Since 2012, the average television audience has been **2.2 million**
- Links Potato Bowl with other well-known bowls: Orange, Rose, Cotton, Peach

NATIONAL COMMERCIAL



So effective that hundreds of thousands of people all over the country tell the Big Idaho Potato Truck to go home because the farmer is looking for it! With **550 million media impressions**, it's no wonder.

TEN MONTHS OF NATIONAL EXPOSURE

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TRUCK ON THE ROAD COMMERCIAL AIRING					■	■	■	■	■		■	



Potato-based local New Year's event that makes global news.
(Between the Pope and a Drag Queen)



RODS RACING

Athletes racing all over the country to support adoption of Down Syndrome children is a **win-win**. Plus, who else has an Iron Cowboy with Idaho® potatoes on his chest?

FAMOUS IDAHO® POTATO TOUR



A BIG HELPING is the Idaho Potato Commission's chance to help local communities all over the country. For every signature added to our "Big Helping" sign board, \$1 is donated (up to \$500) to a local charity in the community that the Big Idaho Potato Truck visits.

*Literally — one of them weighs 6 tons!



THAT'S 80 YEARS



Do you guys grow a new potato every year for this truck?

asked of the Tater Town at the Kentucky Derby

The Big Idaho Potato Truck is directly compared to the success of the Oscar Mayer Wienermobile that has been around since **1935!** People love the truck!



IDAHO
POTATO
COMMISSION 2017
SHIPPERS AND PROCESSORS
DIRECTORY



Idaho Potato Commission

PO Box 1670 | 661 S Rivershore Lane, Suite 230 | Eagle, Idaho 83616 | (208) 334-2350

www.idahopotato.com/directory

Bookmark and visit this link for the most current directory listings.

SHIPPERS EXPORTERS
ORGANIC PROCESSORS
SUPPLIERS VARIETIES
FROZEN FRESH

