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For Immediate Release

Shift In Variety Creates Additional Acreage For SPA Winter Program

"We are changing the color of the mix and it really looks great" said Scot Pursel, the Bakersfield, California growing partner and a founding member of Specialty Potato Alliance.

"When the Alliance began we wanted to change the look of the mix", explained Mr. Pursel.

"We wanted the mix to be uniform, clean with a rainbow of colors. Using the Red Rebel and Rockey Rose has helped us achieve the look that we want."

The winter program is slight at Big L Packers, a SPA partner whose shed is managed by Mr. Pursel. They do not plant heavily because the supply is at its peak during this period. This year, however, they have increased their acreage by more than 5% because of the increased demand for color. They have plans to increase acreage yet again next year when they receive more seed for the newest member of the SPA Fingerling family, the Merlot. One look or taste of these proprietary varieties and you will understand why SPA members feel that these potatoes will quickly be asked for by name.

"The Rockey Rose will most likely replace the Ruby Crescent within the next couple years", said Dale Firman, President of the West Coast SPA distribution facility. "There are many places to buy fingerling potatoes in the Los Angeles produce market, but customers continually rate our product the best looking and best tasting." Mr. Firman continued. Mr. Firman moves a majority of the fingerlings that Big L Packers grow and pack.

Specialty Potato Alliance is a group of growers, packers and shippers dedicated to the improvement and development of the Fingerling Potato Category. Over their three year tenure they have introduced three new fingerling potato varieties, set up year round forward distribution, and developed innovative new packaging. Grown by "Farmers Who Care", the Alliance is a primary supplier throughout the country.

**FOR MORE INFORMATION PLEASE CONTACT
JILL OVERDORF OR MARK PITTENGER
908-913-1600**



Scott Pursel of SPA



SPA's proprietary fingerling potato variety, "The Rockey Rose"



Dale Firman of SPA