



December 3, 2010

For Immediate Release

SPECIALTY POTATO ALLIANCE BAKERSFIELD HARVEST DELAYED

Specialty Potato Alliance (SPA) reported today that they will test the fields again on Wednesday, December 8th to see if the skin has set on this season's fingerling crop. Scott Pursel, a founding member and SPA's western grower said the rains had stopped and the weather has gotten warmer.

"We had quite a scare a couple weeks ago" said Mr. Pursel. "We had just killed the crops and then the rains came. With no vines above ground to absorb the water the crop can become damaged. The cooler weather was no help in drying the precipitation," Pursel continued. Fortunately the rains were not so severe. "The ground got a good drenching but there were no puddles or any flooding. For the potatoes not yet dug up it's like trying to drink with your mouth closed."

After potato vines are cut down (killed) the fingerling potatoes are left in the ground so the skin sets firm up. If the potatoes are dug any earlier, when the skins are softer, they will be damaged in harvesting. Mr. Pursel feels very confident that the crop will be fine although there was a two week delay.

This time of year is not prime for the Bakersfield operation due to the large harvest in other areas including, Colorado, Washington and Wisconsin. For this reason they also stay out of the organic market but are considering changing that for the future. Mr. Pursel reported that with the strong demand for the new proprietary varieties to be grown organically they are looking at the viability of year round supply.

Along with the Russian Banana, Mr. Pursel will also be packing the Rockey Rose and the Red Rebel, two of the Specialty Potato Alliances proprietary varieties. Mr. Pursel notes, "As the demand for these grow we will need to increase our supply." Mr. Pursel is also looking forward to his spring planting when he will have a chance to grow the newest varietal; the Merlot. The purple skin and maroon flesh has been a huge hit and SPA growers are moving quickly to keep up with the demand. Mr. Pursel believes that the market demand for these new varieties will justify substantial growth in next year's winter harvest both conventionally and organically. Until then he is keeping his fingers crossed for Wednesday.

**FOR MORE INFORMATION PLEASE CONTACT
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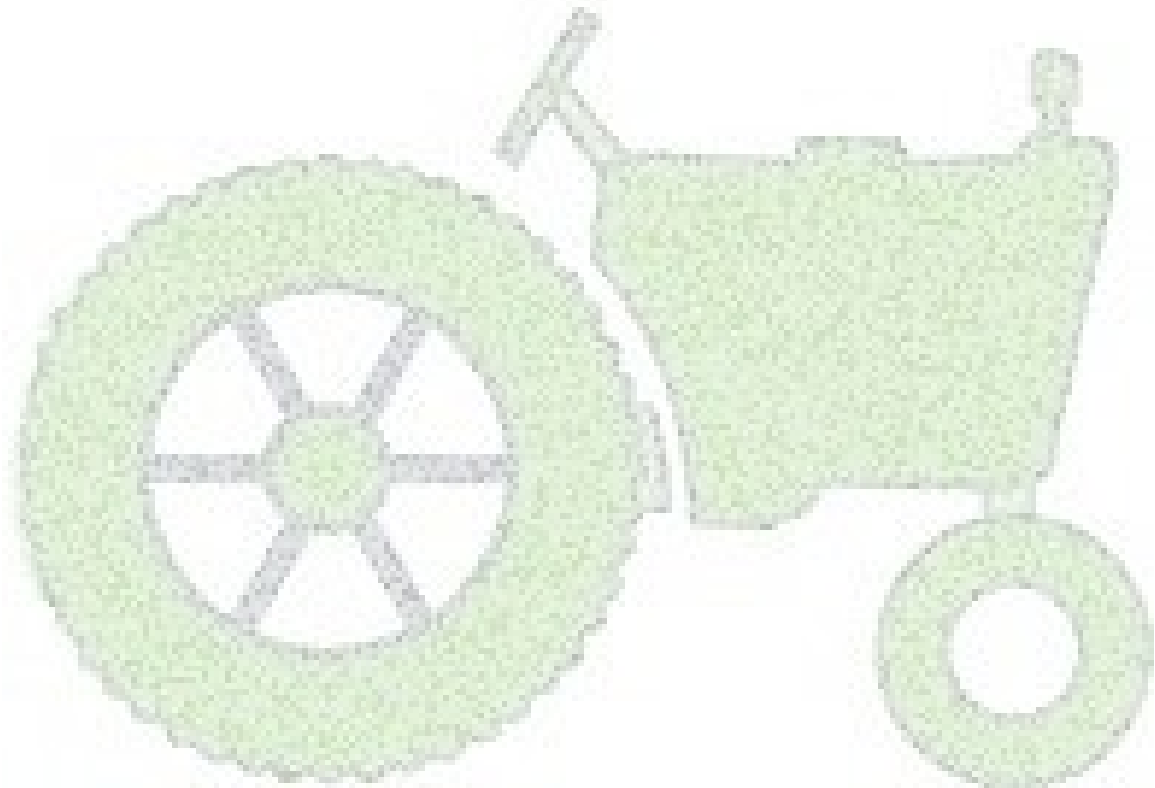
**Scott Pursell of
Specialty Potato Alliance**



The Rocky Rose



The Red Rebel



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