



December 17, 2010

For Immediate Release

**SPECIALTY POTATO ALLIANCE LOS ANGELES OPERATION THRIVES IN WAKE OF BAD WEATHER**

Dale Firman is thrilled. As a founding member of the Specialty Potato Alliance, Mr. Firman runs all west coast operations and has created steady growth for all the Alliance products. "We have new products and new packaging" Mr. Firman observed, "and they are being very well received." "The new proprietary varieties are starting to catch on and customers are starting to appreciate the clean look and improved flavor," he reported.

According to Mr. Firman the 50# bulk Russian Banana Fingerling is still the biggest seller, but the appeal of the Rockey Rose™ and Red Rebel™ is definitely growing. His customers are now ordering these varieties in straight packs which he does in fifty, twenty, or ten pound boxes while his mixed pack is still on the rise.

"Both retailers and wholesalers are supporting these new products along with the new packaging" said Firman. "Our new mixed bag has been a big hit and we have established a regular customer base for our vexar and paper bags as well. We have attracted national retail accounts with all of our available choices and we have just picked up another thirty accounts in the Midwest. All of our customers seem to really enjoy the variety we have to offer." Mr. Firman has every single box checked before it leaves his dock to assure good arrival. "Every now and then we pull out one or two potatoes but for the most part the box is clean."

Mr. Firman is also appreciated for always having the products his customers need in stock. He never runs out of product which he thanks the SPA network for. The SPA group grows these proprietary varieties on a staggered schedule so between the growers in Colorado and California, he is always able to meet his customer's needs. "This constant quality and steady availability has contributed to our growth in a big way" said Firman, and he has no problem with that.

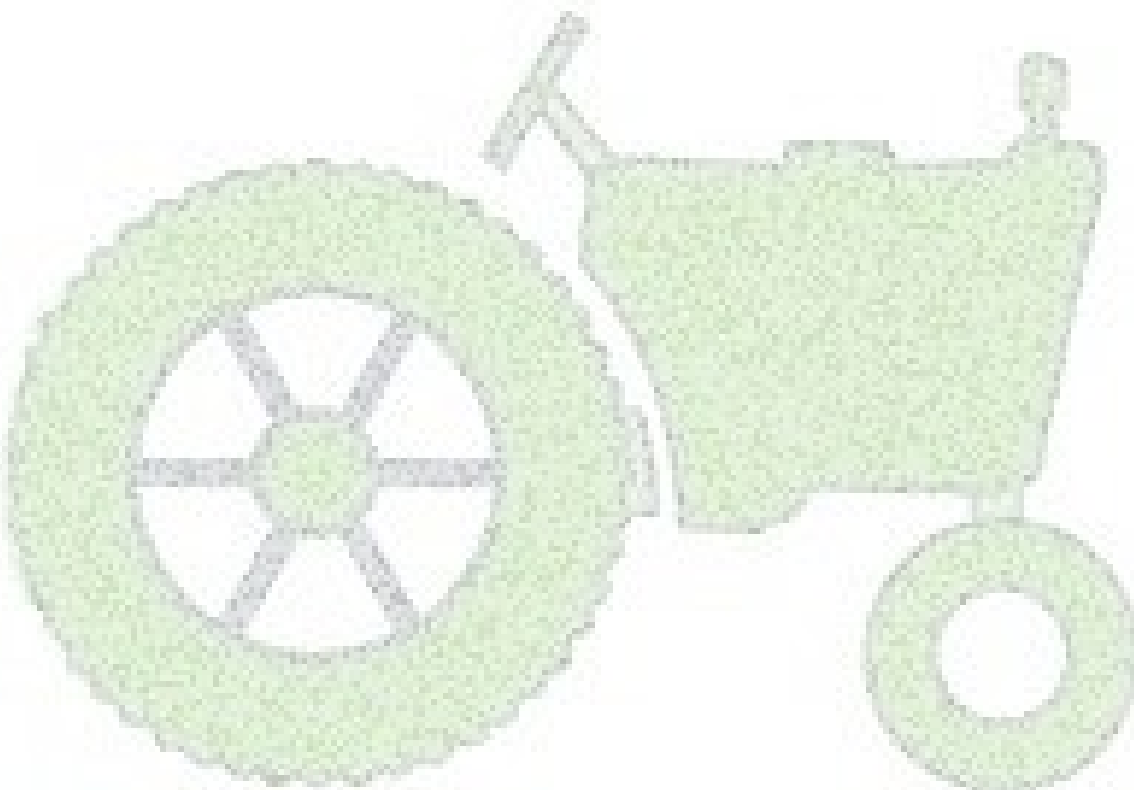
Mr. Firman is looking forward to the increased production of SPA's newest variety the Merlot™. "It is the most beautiful purple fingerling variety I have ever seen and it is supported with great taste" noted Firman. The Merlot will be available in limited quantity for the next two years. Mr. Firman, however, found great comfort in the amazing brilliant color of this seasons Red Rebel™ from Bakersfield. He will gladly wait a couple more years for the Merlot™ while he continues to push innovation in both packaging and distribution.

**FOR MORE INFORMATION PLEASE CONTACT  
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