



FARM *to* FORK

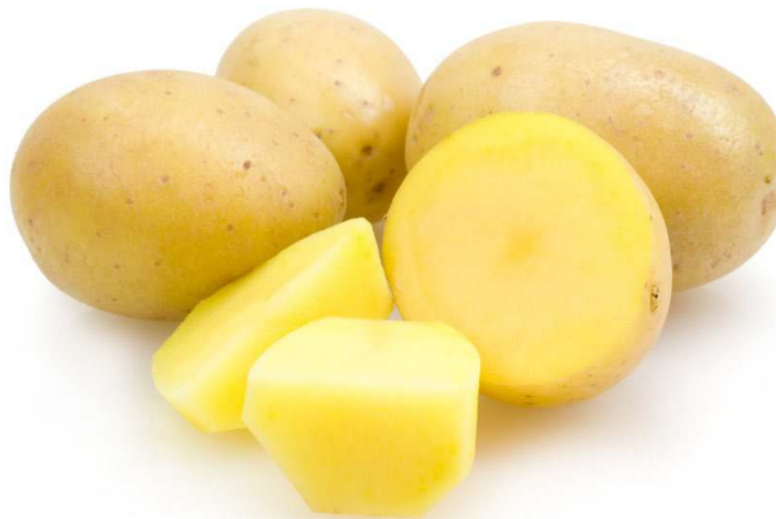


A FRESH POTATO RESOURCE GUIDE

[SPUD FEATURE: YELLOW POTATOES]

Truly a jack-of-all-trades, yellow potatoes are one of the most versatile and beloved types of America's favorite vegetable.¹ Yellow potatoes range from marble-sized to large, are round or oblong in shape and are light tan to golden on the outside with a yellow to golden flesh. Naturally smooth, rich and buttery, they impart a lighter feel to classic mashed, baked or roasted potato preparations. Chefs love them as an all-purpose potato that holds up in virtually every application, from grilling to smashing to roasting or smoking to steaming and sautéing. Consumers crave yellow potatoes because of their subtle sweet, rich, sumptuous flavor.

1. Potatoes USA. 2018 Consumer Attitudes and Usage Study. 2018.



[MEET THE GROWER]

Kristi Gundersen is a fifth-generation potato farmer based in Burlington, Washington, in the small, fertile Skagit Valley. The marine climate in this region creates a rich soil and an ideal growing environment for specialty red, white and yellow potatoes.

Kristi's farm also implements crop rotations, allowing the farmland to regenerate for a few years after every potato harvest. These growing practices ensure nutrient-dense soil that nourishes premium potatoes.

While yellow potatoes can be challenging to grow due to their delicate skins, Kristi and her team pride themselves on their high standards for quality. To grow their delicious potatoes, she starts with the best possible seed source planted at just the right soil temperature to nurture them. That's the advantage of 100-plus years of farming experience passed down from generation to generation. The farm gets a lot of help from Mother Nature, thanks to the rich soil and marine climate that potatoes love.



"Growing potatoes is a labor of love," said Kristi. "We care for our potato crops like children, nurturing and tending to them until they are ready to harvest. It's even hard to see them leave the farm!" Kristi says what makes yellow potatoes unique is the distinctive flavor profiles among the hundreds of yellow potato varieties. Taste is an essential component in her farm's growing practices.

The team participates in a blind taste test of all the potatoes grown to determine which varieties to keep growing in the future. According to Kristi, yellow potatoes have a creamy, buttery, rich flavor on their own, meaning they are naturally delicious without having to add a lot of flavoring ingredients. Kristi loves her yellow potatoes cubed, shaken with olive oil, sprinkled with salt and fresh rosemary and then roasted to crispy perfection!

[CHEF TIPS]

Yellow potatoes are a chef's best friend! These versatile spuds add crave appeal to virtually any application. The high moisture content and creamy texture of yellow potatoes are very forgiving and perfect for innovation. Their skin crisps beautifully, creating a slightly sweet, caramelized flavor, and the buttery texture means you can achieve a silky smooth mashed potato with less added fat than traditional preparation methods. In some applications, yellow potatoes may require a longer cook time than other varieties, but they hold their shape and texture beautifully, even when submerged in a broth.

BEST APPLICATIONS

- | | |
|---------|------------------|
| ✓ MASH | ✓ BROIL |
| ✓ ROAST | ✓ STEW OR SIMMER |
| ✓ GRILL | ✓ SALADS |



[RECIPE SPOTLIGHT]

Move over, eggs. There's a new little devil on the menu! Try this elegant preparation for Deviled Potatoes that brings together the beloved flavor and texture of whole and whipped yellow potatoes, with a touch of purple potato for a beautiful presentation.



DEVILED POTATOES

Serves 8

INGREDIENTS:

1 cup Warm Potato Insides
1/2 cup Mayonnaise (Hellmann's or Just Mayo is good)
1 tablespoon Strong Dijon Mustard
1 teaspoon Sweet Relish
1 dash Tabasco Sauce
1/2 teaspoon Old Bay
1/2 teaspoon Turmeric Powder
1 teaspoon Lemon Juice

PREPARATION:

- Boil 15 B size or gemstone Yukon Gold potatoes in well-salted water until fork tender.
- Cut in half longways (like for a deviled egg) and, using a melon baller, scoop out the middle of each half potato. Reserve scooped potato.
- Rub potato halves with olive oil and sprinkle with sea salt; let cool on sheet tray.

- Purée filling ingredients in food processor until creamy and smooth.
- Pipe into salted scooped potato "shells."

TO SERVE

- Garnish with caviaroli rosemary oil pearls, pea shoots and watermelon radish matchsticks.

NUTRITION TIP:

One medium potato (5.2 ounces in size, skin-on) has 110 calories and is an excellent source of vitamin C. Skin-on potatoes are also a good source of potassium (more than a banana) and vitamin B6 and are fat, sodium and cholesterol free.