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FOR IMMEDIATE RELEASE

**WISCONSIN POTATO CROP FARES WELL
DESPITE SUMMER DROUGHT**

Antigo, Wisconsin (AUGUST 29, 2007) — Wisconsin potato growers are breathing a sigh of relief after a long hot summer as early indicators suggested that potato yields, along with other Wisconsin crops, would be down due to extended weeks of hot, drought-like conditions in July and August. Recent rain helped to replenish the sub soil, but left some low-lying areas with minor flood damage to crops, and in some cases, the soggy conditions delayed growers from getting into the fields to begin harvesting.

According to Russ Wysocki, President of Russet Potato Exchange in Bancroft, statewide yields will be very close to the three-year average, but down as much as 7 to 10% over the 2006 record producing year. Chris Anthony, of Anthony Farms Inc. in Scandinavia, Wisconsin, is predicting similar results in the Central Sands area.

“This summer has certainly been a challenge, but this year’s potato harvest looks to be coming in strong, and the potatoes are of good quality,” reports Larry Alsum, President of Alsum Produce in Friesland, Wisconsin. Alsum adds that most growers were forced to rely on their irrigation systems. Although it is expensive to run irrigation systems on a continuous basis, it allows growers to regulate how much water goes onto the fields, resulting in healthier plants and bigger yields at the end of the season.

Tom Lundgren, President of Spud City Sales, says optimistically, “It is still early in the harvest season and a lot could happen yet, but looking at potato production in the State of Wisconsin as a whole, the 2007 harvest will be at or above average. It will be another good year for potatoes!”

For more information and interview opportunities, please contact Tim Feit, Director of Promotion and Consumer Education for the Wisconsin Potato & Vegetable Growers Association at (715) 623-7683 or visit their website at www.wisconsinpotatoes.com