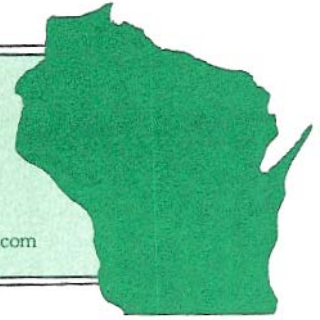


# Wisconsin Potato & Vegetable Growers Association, Inc.

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**FEBRUARY 21, 2005**  
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## **Potato Industry Hall of Fame Honors Go To Bushman, Sargent**

The Wisconsin Potato & Vegetable Growers Association (WPVGA) Hall of Fame honors lifetime achievement in the development of the state's potato industry. It is the intention of the WPVGA to continue to honor individuals who have made significant contributions to the potato industry in Wisconsin by making annual Hall of Fame inductions.

The following is a brief biographical sketch of each of this year's WPVGA Hall of Fame inductees.

### **Jerome Bushman**

Jerome J. Bushman was born on June 28, 1942 in Wausau, Wisconsin. He spent most of his life in Galloway, Wisconsin, except for two years of school at St. Bonaventur Seminary in Sturtevant, Wisconsin, and one year at Milwaukee School of Engineering.

He started in the family potato business in 1961 until forming the marketing firms of Bushmans' Inc. and J-B Marketing, Inc. in June of 1974.

The late 1970s brought the creation of Potato World, Inc. and A&W Farms with partner, Darrell Koehler. During this time, approximately 10,000 acres of potatoes, peas, beans and sweet corn were grown annually on A&W Farms.

In the early 1990s, duties of marketing were largely passed on to number two son, Mitchell, while number one son, Derrick, took over the task of comptroller. The firm continues to grow with the help of an aggressive and competent staff.

Jerry has served on the Board of Directors of the Wisconsin Potato & Vegetable Growers Association for 12 years, the WPVGA Marketing Committee for 12 years, the National Potato Promotion Board (now the United States Potato Board) for six years, the United Fresh Fruit and Vegetable Association/Brokers Division for six years and the UFFVA/Growers Division for six

-more-

years, along with various financial and charitable organizations. He continues to be a part of the produce business and industry, promoting potatoes wherever he goes.

Jerry and his wife, Barbara, also have a daughter, Tia, who is active in other family businesses. They are also blessed with three granddaughters and two grandsons.

### **Harold Sargent**

Harold Densmore Sargent was born in Deerbrook, Wisconsin on May 23, 1922. He was raised on his parents' (Laurence and Emma Sargent) farm which had a dozen cows and eventually about 40 acres of potatoes. Harold remembers planting potatoes with a 1-row planter and a team of horses.

Harold graduated from Antigo High School in 1939. He worked on the farm with his parents until 1948 at which time he left to go to aircraft instrument and repair school in Los Angeles, California. Harold got a master instrument technician degree from that school and went to work in Oakland, California, rebuilding transport planes that were used in the Berlin airlift.

Harold married Mary Lou Carlson on June 1, 1946. They had a son, James, who died at 4 ½ years old, a daughter, Diane and another son, Daniel.

Harold returned to Wisconsin in 1956 and helped his father raise certified and foundation seed potatoes. Harold's father was one of 13 farmers raising foundation seed at that time. Harold took over the farm in 1960, continuing to raise certified and foundation seed. He served as President of the Wisconsin Seed Potato Growers Association for two years. He took a part-time job at Wynnwood Particle Board in Antigo in 1965.

In 1966, Harold got out of potatoes and rented his land. He was named Executive Secretary of the WPVGA in May of 1966 and remained in that position until 1982. He stayed with the WPVGA, working on governmental affairs through 1984.

While with the WPVGA, Harold was the sole employee for many years. Eventually his wife joined the association as a secretary and assisted with the publication of The Badger Common Tater. He and his wife did a tremendous amount of work on the printing and mailing of the monthly magazine.

Harold worked part-time for Gallenberg Equipment in the mid-1980s. He then worked as a volunteer, checking lifelines at Langlade Memorial Hospital in 1989, which he still does today. He and his wife reside in Antigo.