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Indianapolis Potato Buyer Goes HOG WILD for Wisconsin Potatoes

Antigo, Wis. – There are many reasons potato buyers and consumers alike enjoy Wisconsin potatoes - more than 25 available varieties and the environmentally friendly Wisconsin Healthy Grown[®] Potato are just a couple. In May, the Wisconsin Potato and Vegetable Growers Association gave one Midwest potato buyer a whole new reason to love Wisconsin potatoes: they gave Joe Corsaro of Indianapolis Fruit Company, Inc. a brand new Harley-Davidson Sportster 883s (proudly renamed the “Spudster”) complete with a custom paint job showcasing Wisconsin Yukon Gold potatoes.

The Spudster was the grand prize of a nine-month direct mail campaign to potato buyers across the United States. During the months of September through May, potato buyers would receive comical gifts. Along with the small gifts were new reasons to buy Wisconsin Potatoes; new product introductions like the Wisconsin Healthy Grown[®] Potato tray pack made with environmentally friendly packaging material was the focus of one month’s mailing while specific information on specialty varieties were promoted throughout the campaign.

“The direct mail program really allows us to maintain that personal relationship with our customers,” stated Tim Feit, Director of Promotions and Consumer Education for the Wisconsin Potato and Vegetable Growers Association (WPVGA). “It’s light-hearted, which the buyers seem to appreciate, and we know they always look forward to hearing who won the grand prize, the Harley Davidson ‘Spudster!’”

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The winner of the “Spudster,” Joe Corsaro, entered the contest by logging on to the Wisconsin Potato and Vegetable Growers Association website, www.wisconsinpotatoes.com, with his individual password throughout the nine-month promotion. On May 2, Tim Feit, WPVGA, randomly selected Mr. Corsaro’s name (with assistance from Bobbie Bastle of the accounting firm Brettingen, Smits, and Novak). Joe heard the good news directly from his Wisconsin potato supplier Tom Lundgren, Spud City Sales, Stevens Point, Wisconsin.

The Wisconsin Potato and Vegetable Growers Association would like to thank everyone that entered the "Spudster" contest and offer their congratulations to Joe Corsaro.



Joe Corsaro from Indianapolis Fruit Company, Indianapolis, Indiana. Winner of the 2007 Wisconsin Potato and Vegetable Growers Association “Spudster,” a Harley-Davidson Sportster 883s.

The Wisconsin Potato & Vegetable Growers Association (WPVGA) was established in 1948, and is headquartered in Antigo, WI, where it provides grower education, government support, and consumer education for the 150-grower organization. For more information, contact Tim Feit at (715) 623-7683 or tfeit@wisconsinpotatoes.com and visit www.wisconsinpotatoes.com.