



**FOR IMMEDIATE RELEASE**

**Contact:** Linda Funk  
1-866-430-2590 ext 241.

**Photos available upon request**

**Date:** January 20, 2006

***Wisconsin Potatoes Say 'I Love You' in a Very Personal (Environmentally Friendly?) Way  
This Valentine's Day***

**Antigo, WI**—Valentine's Day brings lots of red heart cards, candy boxes and cupids with quivers winging about. And in Wisconsin, it brings a uniquely special way to say, "I love you"—with a heart-healthy serving of the state's own homegrown potatoes.

Wisconsin grows more varieties of potatoes than any other state, and is the **ONLY** state to earn national recognition for developing its own proprietary brand of identity-preserved potato, the Healthy Grown potato. Wisconsin farmers developed Healthy Grown potatoes because they realized that they—perhaps more than any other group in the state—could have a tremendous positive impact on preserving the state's natural habitats for its native species.

It was truly their love of the land—their deep-rooted sense of environmental stewardship—that prompted Wisconsin potato growers to join with the University of Wisconsin and the World Wildlife Fund to produce the Healthy Grown potato.

So this Valentine's Day, show your family the kind of love only those in Wisconsin can share: the pride and joy that come from eating Wisconsin's own Healthy Grown potatoes—easy on the environment **AND** the cook, and healthy for the land and the growing family, too. Wisconsin potatoes are great sources of potassium and Vitamin C, with no fat, cholesterol or sodium, and just 100 calories.

And don't be afraid to give the family an unexpected Wisconsin potato sweet treat on February 14<sup>th</sup>: chocolate (with its own much-talked-about healthy attributes) and Wisconsin potatoes combine for double the love in Double Chocolate Wisconsin Potato Brownies and Wisconsin Mashed Potato Candy.

\* \* \* \* \*

The Wisconsin Potato & Vegetable Growers Association (WPVGA) was established in 1948, and is now headquartered in Antigo, WI where it provides grower education, government support and consumer education for the 150-grower organization. For more information about WPVGA, contact Angela C. Hemauer, Director of Promotions & Consumer Education at 715-or [ahemauer@wisconsinpotatoes.com](mailto:ahemauer@wisconsinpotatoes.com). Or visit [www.wisconsinpotatoes.com](http://www.wisconsinpotatoes.com)

### **Double Chocolate Wisconsin Potato Brownies**

*From Wisconsin Potato & Vegetable Growers Association*

Yield: 25 brownies

¾ cup butter  
3, 1-ounce squares unsweetened chocolate  
1-1/2 cups granulated sugar  
4 eggs, room temperature  
1 teaspoon vanilla extract  
½ teaspoon salt  
1 cup mashed Wisconsin white potatoes, unseasoned, room temperature (about 2 medium potatoes)  
1 cup all-purpose flour  
¾ cup semi-sweet chocolate chips  
¾ cup chopped walnuts

1. Preheat oven to 350°F. Grease a 13 X 9-inch baking pan.
2. Melt butter and unsweetened chocolate in medium saucepan over low heat until smooth. Let cool 15 minutes.
3. Stir in sugar, eggs, vanilla and salt.
4. Stir in mashed potatoes until smooth.
5. Add flour and stir to combine. Pour into prepared baking pan.
6. Sprinkle with chocolate chips and walnuts. Bake until brownies are firm when lightly touched, about 25 to 30 minutes. Cool on rack. Cut into squares to serve. Store in breathable container – air-tight containers will cause brownies to become soggy.

### **Mashed Wisconsin Potato After-Dinner Candy**

*From Wisconsin Potato & Vegetable Growers Association*

1 cup warm, unseasoned mashed Wisconsin potatoes (russets work best!)  
2 teaspoons vanilla extract  
2 to 3 pounds confectioners' sugar  
1 pound dark chocolate for dipping  
2/3 cup ground salted peanuts  
1 cup shredded coconut (optional, or use instead of the peanuts)

1. Combine first 3 ingredients in a 4-quart mixing bowl.
2. Sift 2 pounds of the confectioners' sugar over mixture, 1 cup at a time, stirring after each addition. (Mixture will liquefy first, then gradually begin to thicken.) Continue until it becomes a stiff dough (It may not take 2 pounds of the confectioners' sugar, and it may take more, depending on the moisture in the potatoes.) Add coconut, if desired.
3. Knead the dough, and cover with a damp cloth. Chill until a small spoonful can be rolled into a ball. Dip ½-inch balls in melted chocolate, sprinkle with peanuts or coconut...or both!