



FOR IMMEDIATE RELEASE

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Photos available upon request

***WISCONSIN POTATO & VEGETABLE GROWERS
HOST CHEF & EDITOR TOUR***

ANTIGO, Wisconsin—Eleven of Wisconsin’s finest chefs and restaurateurs will join a select handful of national magazine editors for a field tour of Wisconsin potato farms and shipping facilities. The tour will start Tuesday evening, August 23rd at Plover River Farms and proceed through the next day with stops at Okray Family Farms, Russet Potato Exchange, the Hancock Research Station and Paramount Farms.

“We know that chefs and food media are interested in regional and local produce—it’s a trend that just keeps growing stronger,” says Angela Hemauer, Director of Promotions & Consumer Education for the Wisconsin Potato & Vegetable Growers Association. “We thought that the best way to tell the Wisconsin story was to take them to our beautiful fields, introduce them to our wonderful farmers, let them taste our special varieties, and show them our state-of-the-art research center and nationally recognized conservation practices. It’s right before the new harvest, so the chefs will get the first look at the new crop and enjoy freshly dug potatoes.”

Chefs from such Wisconsin stalwarts as The American Club (Kohler), Harvest (Madison), Sanford’s (Milwaukee), and Vince Lombardi’s Steakhouse (Appleton) will be rising early for breakfast at the Jefferson Street Inn in Wausau (yes, there’ll be some scrumptious potato dishes to tempt them) before setting off on their day’s journey. Lunch will also feature some surprising potato creations, as will the opening night dinner at Plover River Farms.

“Everyone’s awfully excited about this,” says Hemauer. “It’s a rare opportunity for Wisconsin potato growers and shippers to get to know such influential Wisconsin customers in such a relevant way. I’m certain this will be the first of many field such tours for us.”

For more information on Wisconsin Potato & Vegetable Growers Association, contact Angela Hemauer at 715.623.7683, ahemauer@wisconsinpotatoes.com, or visit the website at www.wisconsinpotatoes.com.