Fast Facts About Potatoes

Come To The Source: Wisconsin

Efficient Growing/Packaging Practices

Wisconsin potato growers and packers have adopted state-of-the-art technology into the production and packaging of their product. The latest machinery and equipment is used in planting, cultivating and harvesting, enabling Wisconsin to consistently rank among the nation's leaders in high yields per acre of U.S. No. 1 potatoes. Equally sophisticated are the modern packing sheds found in Wisconsin potato country. Elaborate electronic sizing machines are widely used, as is the Lectro-tech hollow heart detector, scanning potatoes for internal defects. Automated bagging machines and computerized inventory control ensure accuracy when shipping the wide variety of Wisconsin potatoes.

State-Of-The-Art Storage Facilities

Modern storage warehouses which carefully balance elements such as temperature, humidity and handling, go a long way toward preserving potatoes at the highest level of quality. This means Wisconsin can provide top quality potatoes all season long.

Reliable Transportation

What good is a great supply of raw product if you can't get it where it needs to go? Wisconsin has the transportation resources to assure you of timely deliveries. You can rest easy when you order from Wisconsin. We are an overnight delivery to most locations in the United States.

Dependability

With Wisconsin's abundant supply of water, extensive use of irrigation, modern growing and packaging technology, unlimited supply of trucks and state-of-the-art storage, we can deliver the crop both at harvest and when you need it throughout the year. On-time delivery and top-quality product are trademarks of the Wisconsin potato industry.

Commitment To Research

Wisconsin potato growers commit hundreds of thousands of dollars every year for research. The research station at Hancock, Wisconsin is deeply involved in trying new methods to insure ever better quality, decrease chemical use and enhance the economic vitality of the Wisconsin farmer. Scientists at the University of Wisconsin are recognized internationally as world-wide leaders in potato research.

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FAST FACTS ABOUT POTATOES

CONSUMER QUESTIONS

HELPFUL HINTS

BUYING - Choose potatoes:

- that are clean, firm and smooth.
- with a regular shape - to avoid waste in peeling.
- of uniform size - to provide consistent cooking.
- Avoid potatoes with dark areas or with a green appearance.

STORING - With raw potatoes:

- don't wash before storing - speeds development of decay.
- don't refrigerate or freeze - turns potato starches to sugar.
- keep in a cool, dark, well ventilated place.

PREPPING - For optimal results:

- gently scrub with vegetable brush or cellulose sponge to clean.
- keep the skin on when cooking - to preserve nutrients.
- if peeled - peel thin. Lemon juice will prevent browning.
- don't bake in foil and get a fluffier, higher quality texture.

WHAT ABOUT POTATOES:

- with green areas caused by too much light? Cut away the green areas if not excessive.
- stored below 40° F that turn dark when cooked? Texture and nutrient content have not been affected.

NUTRITIONAL INFORMATION

- Like an orange, high in Vitamin C.
- High in fiber.
- No fat, no cholesterol.
- More useable iron than any other vegetable.

- Low in sodium.
- Low in calories.
- More potassium than a banana.
- Chock full of complex carbohydrates.

COOKING IDEAS

OVERALL:

- Reds, whites and russets can be used interchangeably in most recipes.
- Potatoes are easy to cook with other foods - you can vary their cooking time and temperature.
- Are they done? Just check with a fork for tenderness.
- 1 pound (3 med. potatoes) peeled and cubed - makes 2 1/3 cups and serves 2-3.
- 2 pounds, cooked and mashed, serves 4-5.

BOILING HINTS:

- Use a heavy sauce pan with a tight fitting lid.
- Boil in 1-2 inches salted water until tender.
- 30-40 minutes for whole potatoes. 20-25 minutes for cut-up potatoes.
- Try steaming for 25 minutes as an alternative - preserves nutrients.

MICROWAVE HINTS:

- Pierce with fork in several places before cooking.
- Place on paper towels in oven.
- Cook a medium/large potato on high for an avg. of 4 mins. (warning: microwave ovens vary).
- Add 1-2 minutes cooking time for each additional potato.
- After removing from oven, let sit as spud will continue to cook for about 5 minutes.

CONVENTIONAL OVEN HINTS:

- Pierce in several places with a fork.
- If cooking just potatoes - 40-50 minutes at 400-425° F.
- By adjusting time, can cook with other items at range of heat from 325-450°.
- After cooking, slit lengthwise to allow steam to escape - prevents sogginess.

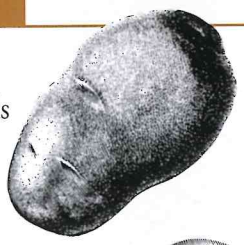
Fast Facts About Potatoes

Buying, Stocking, Selling

TYPES AND VARIETIES

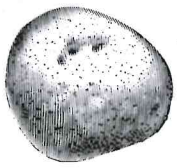
RUSSETS

Varieties - Russet Burbank, Norkotah, Centennials and Frontiers



WHITES

Varieties - Superior, Katahdin, Kennebec, White Rose

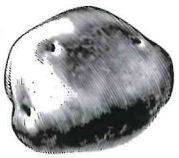


REDS

Varieties - Red Pontiac, Norland, Red LaSoda, La Rouge, Sangre, McClure

YELLOW FLESH OR FINISH

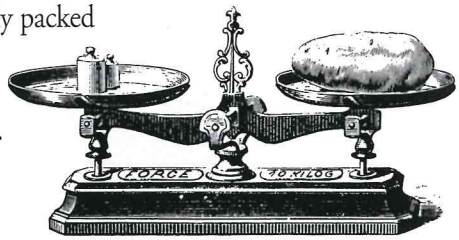
Most common trade name - Yukon Gold



CLASSIFICATIONS

SIZES

- Size A - 1 7/8 inch and larger, 40% over 2 1/2 inches or 6 ounces.
- Size B - 1 1/2 - 2 1/4 inches (sometimes called new potatoes).
- Baby - 1 1/2 inch and smaller, usually packed in pint baskets or tubs.
- Consumer Packs - 1 7/8 inch or 4 ounce minimum, packed in bags.

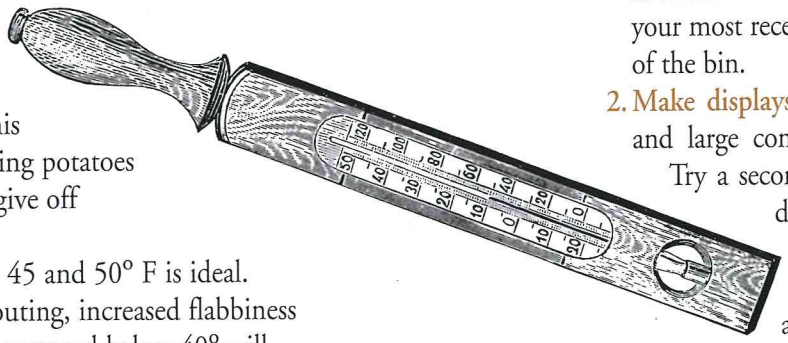


CARTON COUNTS - 50 LB. CARTON

COUNT SIZE	# OF SPUDS IN CARTON	AVG. WEIGHT EACH
50	49-52	16.0 oz.
60	58-60	13.0 oz.
70	66-72	11.5 oz.
80	78-82	10.0 oz.
90	90-95	9.0 oz.
100	100-105	8.0 oz.
110	108-115	7.3 oz.
120	118-130	6.5 oz.

STORAGE TIPS

COOL, DARK AND WELL VENTILATED.



- Ventilation - Store on a pallet to enhance ventilation. This limits spoilage by allowing potatoes to breathe oxygen and give off carbon dioxide.
- Temperature - Between 45 and 50° F is ideal. 50° + will result in sprouting, increased flabbiness and faster decay. Potatoes stored below 40° will convert starches to sugar. This will cause potatoes to turn dark when fried.
- Light - Too much light causes potatoes to turn green (also causes a bitter taste). It is recommended that the potato section be covered during off hours.

MERCHANDISING TIPS

1. Rotate stock daily. Clean out the bin thoroughly, place new stock at the bottom or back of the bin, and refill your most recent unsold stock on the top or in the front of the bin.
2. Make displays more powerful. "Spill overs," waterfalls and large compelling displays really move the spuds. Try a second big display in the front of the section during major promos.
3. Sell a wide variety. Provide a supply of bulk reds, whites and russets, plus an assortment of 5, 10 and 20 lb. bags. Use color breaks to separate the natural and varied hues of potatoes.
4. Use signage. Recipes, price cards, nutritional info and serving information all increase sales. Sales really skyrocket when signage is used in conjunction with ads.
5. Advertise. Potato features create traffic for your department and the entire store.