

MICROWAVE-READY FRESH POTATOES

Organic consumers are looking for quick and easy offerings that feed their family while aligning with their choice to buy organic. With less available time and higher expectations for food quality and taste, consumers want faster options that are also fresh and healthy. Steam & Go™ aligns with consumers' evolving needs for a no-fuss option. The innovative bag steams in the microwave in just minutes!

MEALTIME COMPETES WITH TIME TO RELAX, ENTERTAIN AND EXERCISE. EASY-TO-PREPARE FOOD OPTIONS NOT ONLY SAVE TIME AND ENERGY, BUT THEY CAN ALSO BE TAILORED TO DIETARY AND HEALTH PREFERENCES, AN IMPERATIVE FOR INCREASINGLY WELLNESS-CONSCIOUS CONSUMERS. (NEILSON, 2018)

ORGANIC B-SIZE RED POTATOES



**FRESH, GOOD POTATOES
THAT ARE READY IN MINUTES!**

OUR ORGANIC FARMERS WORK WITH NATURAL SYSTEMS TO CREATE AND MAINTAIN A HEALTHY ENVIRONMENT IN WHICH TO GROW CROPS. EARTHFRESH OFFERS EXCLUSIVE POTATO VARIETIES THAT GROW VERY WELL IN ORGANIC CONDITIONS – LOOKING AND TASTING EVEN BETTER THAN TRADITIONAL VARIETIES.

