

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!

MICROWAVABLE POTATOES ARE \$135M

GROWING +13% IN THE SOUTH ATLANTIC

STEAMS IN BAG IN UNDER 5-6 MINS

Source: Nielsen Discover, L52Weeks – Period Ending December 27th, 2024

ORGANIC B-SIZE YELLOW POTATOES



Organic, B-Size (1 1/2"-2 1/4")

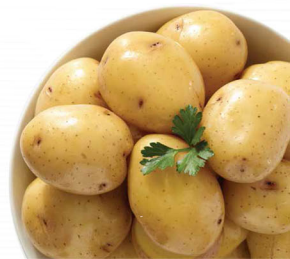
Product of U.S.A.:

Product of Canada:

7 77586 10093 5

1-lb microwavable bag

Packed: 16 x 1 lb



ORGANIC B-SIZE RED POTATOES



Organic, B Size (1 1/2"-2 1/4")

Product of U.S.A.:

Product of Canada:

7 77586 10092 8

1-lb microwavable bag

Packed: 16 x 1 lb

