



PGA GROWER PROFILE

Perry Family Farm

Family Composition: 3rd Generation - Gerald & Beerta, 4th Generation - Chris & Harold, 5th Generation on Deck

Location: Chin, MD of Taber, Lethbridge County

Crops Produced: Potatoes (Lays Chips & McCain Regen Fries, Mozart-Spudday), Grain, Dry Peas, Seed Canola, Beans, Biogas & Digestate + Regen Ag

Q1. How did you get involved in potato farming? How long have you been growing spuds?

Huge kudos to the generations before us for seeding the opportunity! The Perry Family were the 7th settlers in the Chin area in 1909. Great Grandpa broke land and established the land. Father Gerald started the spuds with Knud Petersen back in 1968. Harold always knew he wanted to be a farmer, pursued an ag diploma at Lethbridge College, and graduated ready to go. Chris had zero intentions of farming leaving high school. After three years of engineering school, he realized living in the concrete of Calgary, he had more of a passion for the land and farming than originally thought. Chris finished an ag degree studying spuds at Washington State University with Dr. Bob Thorton.

Today, Perry Family Farm farms approximately 6,000 irrigated acres and grows 1600 acres of spuds, 30,000 tons of potato storage.

We have been growing for Frito Lay for 46 years and McCains for 26 years. Other customers include(d): Shearer's, York Farms, Maple Leaf, Old Dutch, Lamb Weston.

The farm continues to evolve through regenerative agriculture, renewable energy, and data-driven farming

We are also owners/partners with 2 Feedlot operators, Kasko Cattle and KCL Cattle in the formation of our new Sunnyside Farms Ltd Managed by Brody Curtis just north of Coaldale, proudly supplying spuds to McCain.

Q2. What do you love about potato farming?

We love people. Our farm family crew, our fellow growers and PGA Staff – and we especially love our customers that love chips as much as we do, and that we make a product that's irresistible. There are so many people we meet on our travels who are so excited to learn that we're potato farmers, because everyone loves potatoes!

Q3. What other activities are you involved in (outside the farm or association work)?

Outside of farming, our family is actively involved in the local community.

Chris is the founder of the Panthers Volleyball Club, a girls' volleyball program that has been operating since 2013 and currently runs three teams each season. Harold has helped coach Basketball in Coaldale. We've all spent many weekends in gyms cheering on our kids as they compete in volleyball or basketball.

Jill Perry has participated in the Tour Alberta Cancer Ride for the Cure on Team Leah since 2019 and has gotten Harold, Chris, Kyra, Chloe, and Elise to join as well! As a family, we enjoy spending time outdoors, including boating in the summer and skiing at Castle Mountain in the winter.

Kyra is on the Link Pathway Board building bike paths for community linking Coaldale and Lethbridge, and hopefully one day Taber to Lethbridge.

We believe in Community and do our best to support events as we can.

Q4. What types of on-farm sustainability practices do you employ?

Sustainability has always been important on our farm. We use a variety of regenerative agriculture practices: Flower strips and bird sanctuaries, multispecies cover cropping, compost and rotational grazing. Harold's passion for soil health and regenerative agriculture continues to drive many of the sustainability practices used on the farm today. In 2011, the Farm took home McCain's Environmental Award. In 2022, we won PepsiCo's inaugural PEP+ award for our sustainable practices.

In 2014, we built our on-farm organic waste to energy biogas

facility GrowTEC. GrowTEC provides enough energy to run the farm twice-over while providing over 20,000MT of nutrient rich, pathogen free digestate that goes back to the land. GrowTEC now upgrades biogas into renewable natural gas (RNG). Interconnected to two utility grids is a feat the farm is proud of adding resilience as a decentralized energy producer and consumer.

Q5. How do you contribute to tell “your story” of agriculture to the public?

We do a community “Spudday” every year, where we welcome the community to come pick their own potatoes, and chat with real life farmers. This has been running since 2015 and really helps foster our potato industry relationship with the community.

Harold is a 2006 Nuffield Scholar. He did a global tour and an individual study topic: “Healthier Soils for Healthier Crops for a Healthier Population”. He has since done numerous presentations and continues to be an active host for Nuffield Scholars from around the world. Harold is also dedicating time to be a regen ag advisor for McCain.

In 2015, Chris was invited by PepsiCo to speak at a business side event at COP 21 in Paris around sustainability and data driven agriculture (DDA) supported by PepsiCo helps maximize our resources to produce food for the world.

In 2025 the Farm was recognized as PepsiCo’s Global Farmer of the Year. PepsiCo contracts ingredients from over 300,000 farms across 60 countries – It was an incredible honour to be recognized for our contributions in quality, sustainability, innovation and community on the heels of winning the Lays Grower of the year for North America in 2023 and 2024.

Following this Chris was invited to present in Davos at the World Economic Forum on behalf of PepsiCo in January 2026. Sharing Farmers Perspective on food production and

global systems at one of the biggest stages in the world. For Chris’ Full Story “From Healthy Soils to Human Systems” About this journey [click here](#).

Additionally, you may recognize the family from Lays’ “Betcha the Farm” advertisement, promoting Canadian grown potatoes.

Chris is Chairman of the Canadian Biogas Association, advocating to value add the ag sector, integrating agriculture with energy and circular economy. Presentations abound, Chris shares the story to engage with customers for the agriculture community sharing one of the many good stories of Farmers!

Q6. What is the best farming advice you’ve been given?

“You’re not inheriting land from your ancestors; you’re borrowing it from your children”

Q7. What are your concerns for the future of farming?

Farmers are being asked to produce more food, with fewer resources, while managing increasing climate, financial, labour, and regulatory pressures. We also need to ensure that as agriculture becomes more digital and data-driven, farmers remain trusted partners and beneficiaries of the value that data creates.

Q8. What excites you about the future of farming?

Our children, the 5th generation of Perry Family Farm are starting to come back and contribute and work with us on the farm. The next generation is bringing expertise in sustainability, science, technology, artificial intelligence and business, and we are excited to see how they combine those skills with more than a century of farming experience. We can’t wait to see what they do and how they improve this place – GO Upgrades!

