

POTATO GROWERS OF ALBERTA - MEDIA RELEASE

THE STORY OF US – ALBERTA POTATO GROWERS VIDEO SERIES

March 21, 2025

The Potato Growers of Alberta's highly anticipated video series (The Story of Us: Alberta Potato Growers) is currently being launched. We've been collecting footage from five potato farmers across the province for several months. The first of the series, "The Seed: Where It All Begins" will be coming out right away. Also to be included is a water video explaining to the viewer why this precious resource is so important for the success of the potato industry in Alberta and how the most advanced irrigation systems in the world are being utilized.

Here's a little bit about the Potato Growers of Alberta and our project:

We are the not-for-profit organization that operates on behalf of all the licensed potato producers across the province. We are the voice of these growers on many levels to advocate for the best interests and successes of their operation. Our industry is based on three different sectors, **Process, Seed and Table** potatoes and each one is just as important as the other.

Last year, our Board of Directors underwent a new strategic planning session. Two of the goals that were developed were "**Proactively build and maintain public awareness and trust in Alberta's potato industry**" and to "**Cultivate and enhance trust through collaborative and transparent engagement.**"

With these prevalent goals in mind, we set out to create a series of videos that invites the public into the life of some of our grower families producing seed, process and table potatoes. These short vignettes bring awareness on the background and history, technology and advancements, community and many challenges they face throughout the year to produce safe, healthy food on sustainable land for the next generation. Our hope is for viewers to have a better understanding while gaining trust and building stronger relationships about the potato industry in Alberta. When that information comes directly from the producer, the impact is much more relatable while witnessing first-hand how hard these people work to put food on your table. Each and every one of our growers puts their heart and soul into their farming operation while following all provincial and federal rules and regulations, whether it be for the seed, process or the fresh market. These videos are a glimpse of what they do on their farm to produce potatoes on a larger scale to feed your family, community and the world. We hope you enjoy these tidbits and appreciate and connect on a deeper level the work of some of the Alberta Potato Growers.

For further information, please reach out to Terence Hochstein, PGA Executive Director at terence@albertapotatoes.ca or 403.382.8382.

Watch the Intro: <https://youtu.be/UUfeCmwQMIw>

