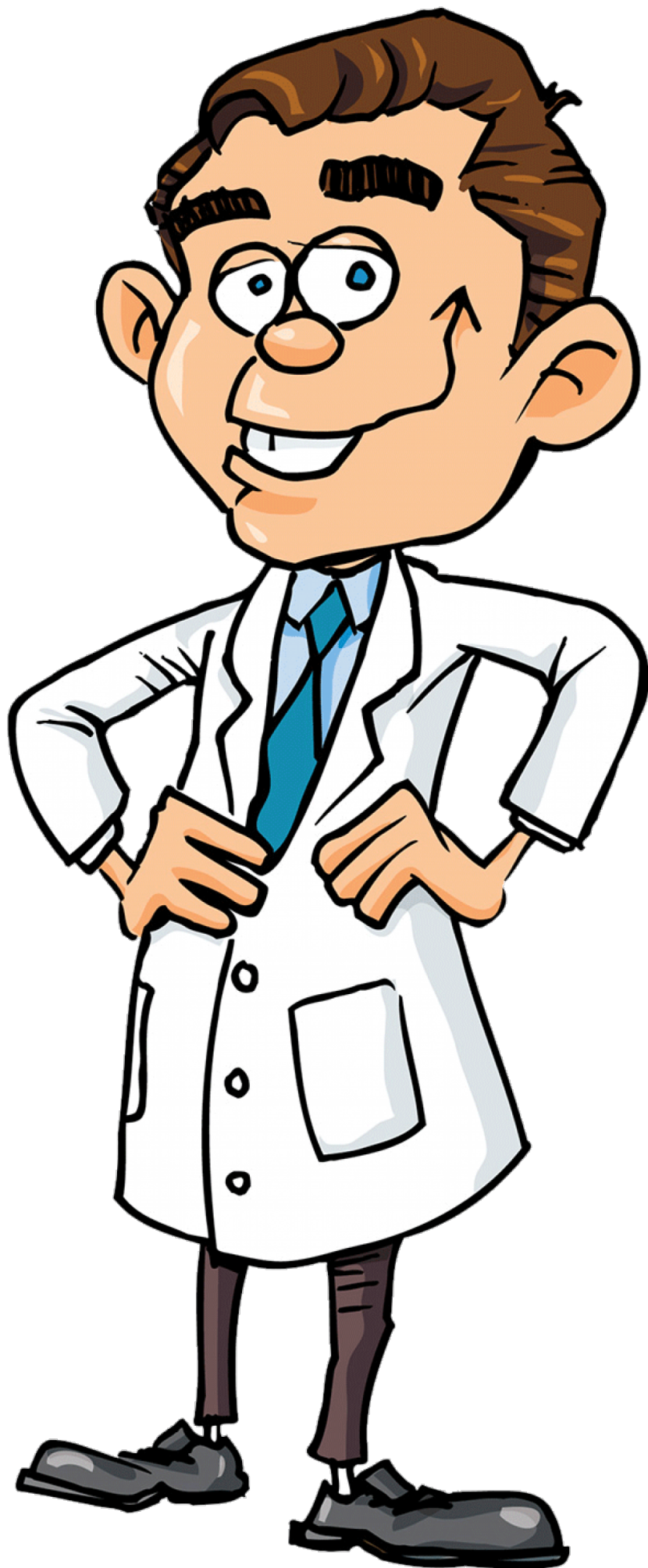


Idaho Potato Commission Celebrates 90 Years of Championing America's Beloved Spud

Legacy of innovation, sustainability, and nutrition continues to shape the future of Idaho's iconic potato industry



Eagle, Idaho Jan 31, 2025 ([Issuewire.com](https://www.issuewire.com)) - The Idaho Potato Commission (IPC) marks its 90th anniversary this year, celebrating nearly a century of dedication to promoting Idaho® potatoes and supporting the state's agricultural backbone. Since its establishment in 1934, the IPC has been instrumental in elevating the Idaho® potato brand to national prominence through strategic marketing, cutting-edge research, and farmer education.

A Legacy Rooted in Excellence

Formed by pioneering farmers during the Great Depression, the IPC has grown into a globally recognized organization synonymous with quality. The iconic "Grown in Idaho®" seal—a symbol of trust and premium taste—has become a staple on packaging worldwide. Over the decades, the IPC has spearheaded initiatives to advance sustainable farming, improve crop yields, and educate consumers on the nutritional benefits of potatoes.

"For 90 years, the Idaho Potato Commission has honored the hard work of our farmers and the unparalleled quality of our potatoes," said Jamey Higham, President & CEO of the Idaho Potato Commission. "Idaho's unique climate and rich volcanic soil create the perfect conditions for growing the world's best potatoes, and we're committed to preserving this legacy for generations."

By the Numbers: Idaho's Potato Powerhouse

- Idaho produces over 13 billion pounds of potatoes annually, accounting for nearly one-third of U.S. potato supply.
- The state's potato industry contributes over \$4 billion to Idaho's economy each year.
- Idaho® potatoes are shipped to all 50 states and more than 30 countries.

Innovating for the Future

As the IPC enters its 90th year, it remains focused on innovation. Recent efforts include partnerships with agricultural tech companies to develop water-efficient irrigation systems and soil health programs. The IPC also champions sustainability, aiming to reduce the carbon footprint of potato farming while maintaining high yields.

Nutrition remains a key priority. Collaborating with dietitians and chefs, the IPC highlights the potato's role as a nutrient-dense, versatile food. Campaigns like "Powerful Potatoes" emphasize their high potassium, vitamin C, and fiber content, dispelling myths about carbohydrates.

Looking Ahead

The IPC will kick off its anniversary celebration, featuring farm tours, cooking demonstrations, and a tribute to Idaho's farming families. Additional initiatives include:

- A social media campaign showcasing potato recipes from home cooks and celebrity chefs.

- Educational grants for schools to promote agricultural literacy.
- The annual “Idaho Potato Drop” New Year’s Eve event, a televised spectacle attracting thousands to downtown Boise.

About the Idaho Potato Commission

Established in 1934, the Idaho Potato Commission is a state agency responsible for promoting Idaho’s potato industry. Known for its “Grown in Idaho®” certification seal, the IPC supports over 750 farmers and 30,000 industry workers. Its mission is to uphold the superior quality of Idaho® potatoes through innovation, education, and sustainable practices. Learn more at: <http://www.idahopotato.com>.

Note to Editors: High-resolution images, b-roll footage, and interview requests are available upon contact. Follow the IPC on Social Media Handles for real-time updates.

Photo Caption: Dr. Potato isn't a real doctor but a team of potato experts ready to answer all your potato questions.

Website: <https://www.idahopotato.com/dr-potato>

Hashtags: #IdahoPotato #GrownInIdaho #90YearsStrong

<https://www.youtube.com/watch?v=LVuz8eNNOfl>

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