

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™

JULY 2026

FRESH TAKE NEWSLETTER

Commodity of the Month:

Potatoes

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Partnering

with

PRO*ACT

CONNECTING FARMS | EMPOWERING KITCHENS™



PRO*ACT means PARTNERSHIP.

Our National Account customers rely on PRO*ACT to deliver the best produce program available. They expect the right products, that fit their unique needs, all year long.

PRO*ACT offers flexible, reliable, tailored solutions, and unmatched service. We simplify produce procurement, designed to help improve efficiency and reduce complexity.

Along with our focus on food safety & quality, our culture thrives on excellence, trust, and commitment. We value our supplier & distributor partners, and we count on them to make our programs complete.

Building relationships is the foundation of partnership. We build trust, we are committed, and we are a team. PRO*ACT is thankful for our Distributors, National Account customers, and our strategic supply partners.



Jane Ackerman
Regional Sales Manager



Wada Farms

MARKETING GROUP, LLC

With the pursuit and passion for growing high-quality, nutritious foods, Wada Farms was founded in Pingree, Idaho by founder, Frank Wada and his wife Agnus. Today, this third-generation family-owned business has transformed into a grower/shipper with a packaging facility, truck fleet and a national produce marketing arm that markets, russet, red, yellow, and chipper potatoes, as well as sweet potatoes, onions and much more.

Unsurpassed Freshness, Versatility, and Great Tasting Produce

INVESTING IN YOUR GROWTH

Wada Farms continues to lead the potato industry with a range of integrated services designed to simplify and consolidate your requirements, from marketing support, growing, packing, shipping, and innovative insights on conventional, organic and value-added products.

(888) BUY-WADA
www.WADAFARMS.com



WHAT WE GROW



GRIMMWAY PRODUCE GROUP™

ONE COMPANY. ONE ORDER. MORE FRESH SOLUTIONS.

Your year-round source for fresh baby potatoes & fingerlings, conveniently connected with the Grimmway Farms® & San Miguel Produce™ products you already trust.

From premium baby potatoes to flavorful fingerlings, we make it easy to build out your fresh potato assortment with reliable supply, quality, & simplified sourcing all loaded in one easy, convenient location.



RPE
Brands. Insights. Solutions.

**Cal-Organic
FARMS.**
SINCE 1984



**Tasteful
SELECTIONS®**

**SAN MIGUEL
PRODUCE™**

GrimmwayProduceGroup.com | 1-800-678-2789



FROM ROOTS TO ROUTES

PREMIUM POTATOES • GROWN, PACKED, AND SHIPPED FOR YOU

LEARN MORE AT EAGLEEYEPRODUCE.COM



Capitol City Produce is a leading wholesale produce distributor serving the Gulf Coast region, providing restaurants, hotels, retailers, and other foodservice customers with premium fresh fruits, vegetables, dairy products, specialty foods, and value-added produce. Founded in 1947 and family-owned for four generations, the company has built a reputation for exceptional product quality, reliable on-time delivery, and industry-leading food safety standards. With distribution centers in Baton Rouge, Louisiana, and Robertsdale, Alabama, Capitol City Produce combines advanced logistics, technology-driven ordering solutions, and strong partnerships with local and national growers to deliver a seamless customer experience under its motto, "Always Fresh. Always Easy."

Potato Market Update

As the current Idaho Russet crop comes to an end, we are seeing a noticeable shift in both sizing and quality. Pack-outs are lower than expected, and pressure brushing is becoming more evident. Idaho Red and Gold packing sheds have finished their season, and the current Russet crop has now been in storage for nearly 10 months.

Russet potatoes are peaking on smaller size profiles due to lower pack-outs and the effects of a warmer winter. Norkotah varieties are phasing out as Burbank becomes the primary variety. We will be packing Burbank primarily until the arrival of new crop.

Looking ahead, growers still face several challenges before harvest. Water availability is a concern across Idaho, and the recently released acreage report shows potato plantings are down from last year. The Idaho Potato Commission estimates that 298,915 acres will be used for potatoes.

Early indicators point to healthy crop development; however, the most critical weeks of the growing season are still ahead. As plants enter the key tuber bulking stage, growers will be closely monitoring conditions that directly impact sizing, quality, and overall yields.

From a pricing perspective, we anticipate a more traditional market following the unusual conditions experienced during the 2025–2026 season.

We will continue to monitor growing conditions and market developments and keep you informed as the season progresses. Stay tuned for more updates from the field.



Joey Camacho
Sourcing Specialist

SUPPLIER TRAINING WEBINAR

Join us for an exclusive Eagle Eye Produce training focused on expanding your produce knowledge and industry expertise. Discover how they use innovative growing practices, learn the standards that define exceptional quality, and gain valuable insights into preserving freshness from the field all the way to the end consumer.



DATE:
JULY 29



TIME:
10:00 AM PST

[Register](#)

