



## Grower Profile

Kuczmarksi Farms Inc

Interviewed: Brad Kuczmarksi



### Grower's Picture

The Kuczmarksi farm has been family owned and operated for 75 years. Roger Kuczmarksi and his sons, Brad and Rod run the farm as a team, dividing up responsibilities amongst themselves. Brad says that the decision to become “Healthy Grown,” is because “the “Healthy Grown” idea is similar to our personal feelings about sustainable production methods and care for the environment.”

### Stats

Size- 220-240 acres

Crops- Russet Norkota,  
Sangre Red

Being a “Healthy Grown” grower is dependent upon the awareness of each step of the process and following protocol at each phase. When asked about the changes that have come about through the adoption of the “Healthy Grown” process, the immediate response is “that it has motivated us to improve our record keeping and attention to detail.”

### Location



The market for “Healthy Grown” products is tied up in people’s awareness of personal health and the health of the environment. According to Brad, the future of farming and “Healthy Grown” seem to have similar targets; “We believe a segment of the population places additional value on healthy and environmentally safe products.”

The main concerns surrounding the “Healthy Grown” process also comes back to marketing, or “how successfully growers are able to reach the existing market segment and how we might be able to help expand this market segment.”

The Kuczmarksi’s believe that a necessary premium for “Healthy Grown” potatoes will help solve the marketing problem. They also believe that “we need to increase demand by expanding our target market segment. We believe successful product differentiation and consumer education can help accomplish this.”

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Despite the aforementioned concerns, the Kuczmarksi’s maintain a positive outlook for “Healthy Grown” and they continue to increase the production of “Healthy Grown” potatoes.