

Five years in the making



Healthy Grown is more than a produce brand. It is a response to consumer demand...an answer to retailer needs...and a commitment to the earth and all that lives upon it.

Conceived in the mid-nineties by a group of Wisconsin potato farmers as an experiment in large-scale reduced-pesticide agriculture, the project quickly gained the collaborative research and development support of the Wisconsin Potato and Vegetable Growers Association, the World Wildlife Fund and the University of Wisconsin.

Today, **Healthy Grown** is an emerging national consumer brand. **Protected Harvest**, the independent organization that oversees and certifies the brand's stringent growing standards has garnered the attention of environmental groups and progressive food industry leaders across the country. And IPM agriculture – the Integrated Pest Management concept **Healthy Grown** pioneered, is finding applications worldwide.*



*Healthy Grown production standards are responsible for an approximate 39% reduction in 11 targeted pesticides since 1996 — benefitting the environment, wildlife and consumers.



World Wildlife Fund

WWF partnered with farmers to pioneer **Protected Harvest's** innovative environmental standards...protecting wildlife, the environment and reducing reliance on pesticides.

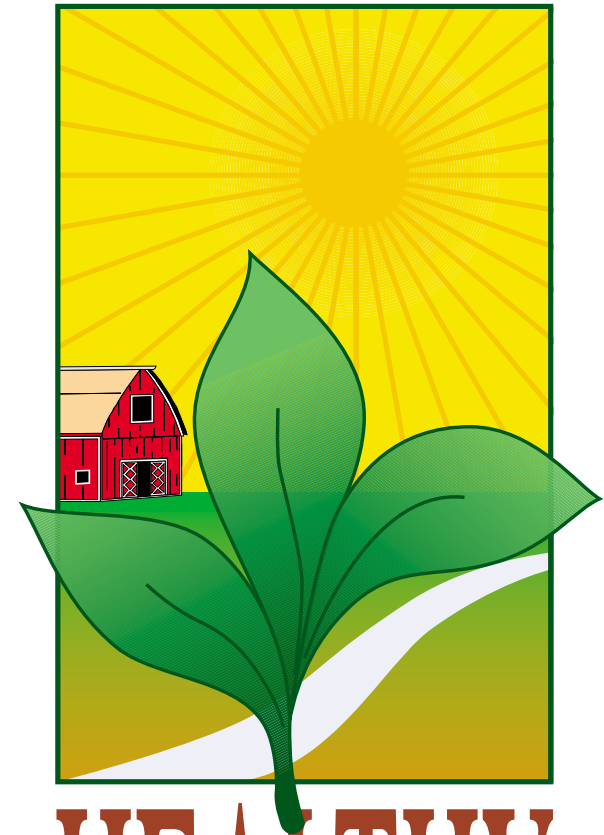


Protected Harvest is the non-profit organization that independently certifies farmers' use of stringent environmental growing standards.



WPVGA

PO Box 327
Antigo, WI 54409
715-623-7683
Fax: 715-623-3176



HEALTHY GROWN





The customer is always right

Retail Trends

- Retail sales of natural foods is the fastest growing segment of the grocery industry, increasing over 20% a year.
- Food safety concerns impact 88% of buying decisions.
- Three out of four shoppers consider pesticide use in producing foods a serious issue – making **Protected Harvest** certified **Healthy Grown** potatoes powerfully appealing.
- One in two Americans switches product brands based on environmental friendliness.
- Nearly 50% of consumers look for environmental labeling on products.

Bottom-line business sense dictates – give your customers what they want. And for more of your shoppers, that's environmentally friendly produce.

Taking potatoes from commodity to premium product



Healthy Grown potatoes, the only fresh-packed potato endorsed by the World Wildlife Fund, are the perfect opportunity for retailers to add value to their potato category. Because not only do more of your shoppers want produce like **Healthy Grown** potatoes, those shoppers tend to be your premium product customers willing to pay more for foods that meet their health and environmental concerns.

Healthy Grown brand gives you a premium product with superior retail margins. At the same time, **Healthy Grown** is priced lower than organic potatoes – letting you capture a larger share of the health-conscious market.

At the same time, by offering the **Healthy Grown** brand, you'll also create brand recognition and store loyalty.



Healthy Grown equals healthy sales

Healthy Grown is a complete brand concept designed to help produce departments realize the full profit potential of potato sales.

- Strong brand appeal makes **Healthy Grown** potatoes ideal for cross-merchandising with other natural food products.



- Supplier retail sales advisors together with a selection of POP materials and consumer promotions will help you sell more.
- **Healthy Grown** potatoes are produced under stringent, verifiable growing standards with chain of custody maintained from field to retailer.
- **Healthy Grown's** exclusive Potato Profits™ retail management reports provide you comparative sales data and consumer research for measuring the performance of your store and further increasing sales.

Order Now

The **Healthy Grown** label will be available its first year in *Russets* (Wisconsin Premium UPC codes), *Reds* (All-Area Premium UPC codes) and *Whites* (All-Area Premium UPC codes).

For more information, contact the WPVGA: 715-623-7683; fax: 715-623-3176

or on the web:
<http://ipcm.wisc.edu/bioipm/>
www.protectedharvest.org