



## Grower Profile

Plover River Farms

Interviewed: Nick Somers



### Grower's Picture

### Stats

Size- 400 acres

Crops- Norkotas, Gold Rush, Silvertons

### Location



Plover River Farms  
5972 Hwy 10E  
Stevens Point, WI 54481

The Plover River Farms that you see today has evolved over the years as the Somers have acquired more and more land. Nick Somers, a third generation farmer and the only farming family member left, along with the help of his wife, is in charge of the ever growing business. Nick is also a member of the National Potato Council.

Nick has been a part of "Healthy Grown" from the beginning; he recognized the importance of incorporating environmental issues with the daily operation of farms. It was after the 1980's pesticide scare, where the negative impact of their pesticide use became obvious, that Somers and fellow sympathizers realized that something needed to be done. After preliminary work with University of Wisconsin experts, circumstance brought the fledgling program together with the World Wildlife Fund; "we found out we had similar interests, so we started talking."

Nick was present for the drafting of the standards that are crucial to "Healthy Grown's" success. He said that "it was a longer process than anyone was expecting and ended up taking one, to one and a half years, of meetings and discussions. Coming up with the standards and having the WWF accept the standards and how to work through them, how to be certified, how to sell the potatoes, and what the brand should look like were all a part of that process."

The trials that come with the adoption of the standards are something that Nick recognizes; "I think that we've accepted a challenge and that we can do it, we've set up the program to do it. We are all hoping for awards to come down the road, for the environment and by selling more potatoes."

More specifically, "the benefit to me is to go out and see wildlife and see nature. For those of us that grew up on the land, I feel like I have a responsibility to keep it in a natural state."

With his work on the National Potato Council, Nick has brought "Healthy Grown" to the wider agricultural world, in the hopes for it to be adopted on a nationwide scale.