



Grower Profile

Bula Farm

Interviewed: Gary Bula



Grower's Picture

Stats

Size- 750 acres

Crops- Reds, Yukon
Golds, Sierra Golds, Gol-
drush, Freedom Russets,
Snowdens

Location



Bula Farms
P.O. Box 127
Grand Marsh, WI 53936
(608) 339-2083

Gary Bula grew up in his family's potato business and started raising potatoes as a junior in high school. It was in 1970 that he moved from his home town of Antigo to Grand Marsh, Wisconsin to start his own business. The business is family run, with Gary's wife Lynda, his two sons, Bryan and Nathan, and his son-in-law, Mike Holly.

The Bula Farm is a newly certified member of "Healthy Grown," becoming first certified for the 2004 growing season. When asked what was behind their decision to join "Healthy Grown," Gary answers simply that they wanted "to start working with chemicals that are less hazardous and more environmentally sound, especially because we have to work with them and my son Bryan does the spraying."

Gary goes on to say that "the concept of 'Healthy Grown' is the way that I would like to see all produce being grown. I think that people would feel better about buying the product that they know is grown under such strict regulation."

Aside from the actual challenge of following the strict regime of being "Healthy Grown" certified, Gary notes that the biggest complication is getting the consumer aware of the product. In their short time with "Healthy Grown," we "have sold very little product as 'Healthy Grown' and I am disappointed in response to 'Healthy Grown' and with the extra cost, we deserve a premium for our product. In general, the response from the consumer is much less than what we were expecting."

Gary is confident that "Healthy Grown" is a product that will be successful in both the fresh and processed markets. He says "I'd like to see consumers look at the 'Healthy Grown' products in a better light; I would like to see it as a third option between organic and conventional techniques. They would see that 'Healthy Grown' is the best both health wise and environmentally."