



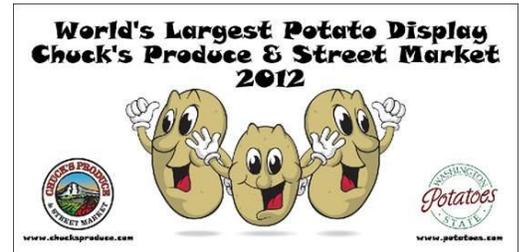
WASHINGTON STATE POTATO COMMISSION  
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**FOR IMMEDIATE RELEASE**

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**Chuck's Produce Sets Record with Washington State Potatoes**

The Washington State Potato Commission (WSPC) is excited to announce that a new record setting display of potatoes will be on exhibit beginning November 11, 2012 at Chuck's Produce and Street Market in Vancouver, WA. The display consists of 133,000 pounds of Washington state grown potatoes and takes over the title as unofficially the largest amount of potatoes ever used in one retail exhibit. This effort surpasses the previous informal record created by a grocer in Canada earlier this year, where 92,500 pounds of potatoes were used.

The display will be anchored by an assortment of Washington grown varieties in 50-pound cartons but will be accompanied by loose potatoes that customers can choose from. The exhibit will initiate a pre-Thanksgiving sale of potatoes that shoppers throughout the Vancouver area can take advantage of for their holiday meal.

"We're excited to break the current world record, promote Washington state potatoes and give our customers a fantastic deal just in time for the holiday season," Says Paul Todak, Produce Manager at Chuck's Produce & Street Market.

"We are thrilled to be able to support Chuck's Produce and Street Market with their record breaking display," says WSPC Executive Director, Chris Voigt. "Washington state has the highest potato yielding fields in the world and it only makes sense that potatoes that were grown in our state would be used to construct the largest potato display ever."

Chuck's Produce & Street Market is committed to providing fresh, organic and natural products at the best prices, as well as providing education to the community about leading a healthy lifestyle. Chuck's Produce is located at 13215 SE Mill Plain Blvd. in Vancouver, WA 98684.

Potatoes are the perfect vegetable to complement Chuck's Produce & Street Market's goal of delivering quality, cost effective and nutritious products to their shoppers. A single medium sized potato is packed with many vitamins and minerals people need and that numerous individuals are deficient in. For just 110 calories a 5.3 ounce potato with skin provides:

- Nearly half of the daily value for vitamin C (45%)
- An assortment of B vitamins
- Numerous minerals including thiamin, riboflavin, folate, magnesium, phosphorous, iron and zinc
- Nearly as much protein as a half a glass of milk
- 2 grams of fiber (*In fact, with 2 grams of fiber per serving, a potato equals or exceeds that of many "whole" grain products-whole grain bread, whole wheat pasta and many cereals*)
- More potassium than a banana (*Over 600 mg per serving, potassium can help lower blood pressure by diminishing the negative effects of sodium*)

- Naturally high levels of antioxidant compounds including carotenoids and anthocyanin compounds (*it has been shown that the consumption of foods rich in these compounds are associated with a reduced risk of cardiovascular disease and various forms of cancer*)

Potatoes also represent Washington State's third largest agricultural crop and are known around the world for the quality, consistency, and taste. The potato industry in Washington state provides an economic impact of \$4.6 billion and is responsible for 23,500 jobs throughout the state.

To learn more about Chuck's Produce please visit: [www.chucksproduce.com](http://www.chucksproduce.com). For more information about the WSPC, Washington potatoes or other general inquiries please visit [www.potatoes.com](http://www.potatoes.com) or call 509.765.8845.

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