

The arrival of summer means new potatoes on Prince Edward Island!

(CHARLOTTETOWN, PE – June 27, 2012) Summer has arrived on Prince Edward Island and nothing says summer on the Island better than new PEI Potatoes! With advantageous growing conditions this spring, new potatoes are available earlier this year with good quality and yield reported.

Dale Jewell of Jewells of PEI Inc. in York reports that he started digging his early maturing round white varieties on June 18th. “We are about seven days ahead of schedule” notes Dale, with his potatoes available at markets and stores across the Island.

Brent and Lauren Craig of L’il Island Spuds of Tryon started digging on July 21st and delivered their washed new potatoes to Island retail locations that day. Brent adds that “we started digging a week earlier than normal this year. In the ten years we have been growing early potatoes there was only one other year that we started this early.” L’il Island Spuds are also available Island-wide.

Quality is best if new potatoes are consumed within one to two days of purchase due to the thin skins of young potatoes that are coming fresh from the field. Be sure to look for new potatoes appearing on shelves at retail locations across PEI and the Maritime provinces this summer. New Prince Edward Island potatoes are great on the barbeque, in potato salads, and in a variety of other summer meal ideas. For more information and great potato recipes, visit the PEI Potato Board website at www.peipotato.com.

Prince Edward Island potatoes are world renowned for the great taste and quality that comes from growing in the unique red soil of PEI. The potato industry in PEI creates a total economic impact of \$1.065 billion dollars and directly or indirectly employs over 12% of the Island workforce.

The **Prince Edward Island Potato Board** is a producer-controlled association dedicated to supporting the highest performance of the PEI potato industry.