

PEI Potato Industry Supports Fort McMurray

(CHARLOTTETOWN, PE - July 4, 2016) The Prince Edward Island Potato industry is proud to add its support to those affected by the devastating wild fires in Fort McMurray. A full tractor trailer load of fresh Island potatoes will be leaving PEI on Wednesday, July 6, 2016 to make the trip out west that's been made by many Islanders and other Atlantic Canadians for decades.

The load will contain 20 pallets, which is approximately 50,000 pounds of fresh spuds with a value of about \$30,000. The potatoes are being donated by many packers and growers from tip to tip on PEI. "We have an industry of very generous people. This is the best way we know how to help," says Alex Docherty, Chairman of the PEI Potato Board. "We reached out to help when the fires were burning, and were told that the food need would be greatest when people were moving back to their homes. We were very pleased to pull this together when the folks from Alberta contacted us last week."

The PEI Potatoes will be distributed through the Alberta Food Bank and the Salvation Army in Fort McMurray, and will help families get back on their feet as they make their move back to their homes and communities. "The Salvation Army is thrilled to be able to work with the PEI Potato industry to bring much needed resources from our Island to the people who have been impacted by the terrible devastation of the Fort McMurray fires. We appreciate the opportunity to share concern and hope with people who need it the most," says Major Daniel Roode, of the Salvation Army.

The load of potatoes will be shipped via Intermodal and will take approximately 8 days to make the trip. The freight for the trip is being generously donated by Cavendish Farms.

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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 Prince Edward Island Potato Board represents the 200+ family farms that specialize in growing top quality potatoes for fresh, seed and processing markets in Canada and around the world. Our farms are dedicated to supporting the highest performance of an economically and environmentally sustainable potato industry.

For more information on this release, please contact:

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