



What Does It Take to Grow a Quality Potato?

FOR IMMEDIATE RELEASE

(CHARLOTTETOWN, PE - October 27, 2017) The PEI Potato Industry is excited to release for the first time a thirty second commercial highlighting the industry. The farmers are so proud of what they do, and want to showcase the positive work being done in the industry and share that with our friends and neighbours here on PEI and beyond.

The project was filmed over the summer and early fall on different farms and field locations all over Prince Edward Island. It was directed and produced by Furrow Creative in Charlottetown PEI. The video features Island potato farmers and their families doing what they do best – growing the best quality potatoes in the world.

“We have so much to be proud of and thankful for in our potato industry here on PEI. It’s the backbone of our economy, it’s a major part of our culture and PEI wouldn’t be the same without it.” says Rodney Dingwell, Chairman of the PEI Potato Board.

The video is cut in a :30 second for TV, and a longer version will be produced for online. It will air primarily on local television with a digital campaign airing in the Ontario and Atlantic Canadian markets.

So what does it take to grow a quality potato? For the PEI Potato industry, it takes an Island!