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## **Potandon to focus on Green Giant brand, healthy, convenient product lines**

By

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The theme for Potandon Produce at the forthcoming Southeast Produce Council Southern Exposure show in Orland, FL, will be The Health Potato Company, according to Glen Reynolds, vice president of variety sales and business development for the Idaho Falls, ID-based company.

“We are going to feature our Green Giant Fresh Minute Mashers and Green Giant Fresh One Stop ... Done! Microwavable potato products along with Potandon’s proprietary CarbSmart low carbohydrate potato and proprietary Klondike potato varieties,” he said. “In addition to that, we will be featuring our branded Green Giant commodity program in both potatoes and onions. We are the largest packer and marketer of fresh potatoes and onions in the United States.”



Potandon's newest addition to its line of convenient, healthy potato products is Green Giant Fresh Minute Mashers, which consists of one pound of seasoned whole fresh Klondike mini potatoes in a microwavable bag. "They are the only skin-on fresh mashed mini-potato in the marketplace today," Reynolds said. "They take seven minutes in the microwave. Literally, it is a one-touch process. Put your product in the microwave, heat it for seven minutes, take the package out, put on the oven mitts, mash the potatoes to the consistency of your choice, and you have a pre-seasoned, ready-to-eat, skin-on mashed potato."

Minute Mashers come in three flavor profiles: red potatoes with buttery sea salt and pepper, yellow potatoes with buttery chive and dill and red potatoes with roasted garlic. All three are flavors that, "fit the needs and desires of the consumers right now," Reynolds said.

Minute Mashers come in a gusseted microwavable pillow-pack bag. "It is a shelf-stable product, so it does not require refrigeration. It is an item that consumers can keep in their pantry or their cabinet and pull out and use for a side dish at any point in time," he said.

The product was introduced last fall, yet with travel limitations, "it has been a little bit challenging to see a lot of retailers and do a lot of cuttings and tastings, but even so, the product is doing extremely well," Reynolds said. He expects market expansion to accelerate as travel restrictions ease up.

The Minute Mashers rollout follows Potandon's earlier introduction of the Green Giant Fresh One Step ... Done! product line which consists of one pound of either red or yellow Klondike whole mini-potatoes and a patented seasoning disk in a patented two-chamber gusseted microwave bag. The line, which is available in an assortment of seasoning flavors, has been well received at retail.

Like Minute Mashers, One Step ... Done! is "a shelf-stable quick and health product," Reynolds said. It cooks in the microwave in six minutes.

The two products work well together on the retail shelf. What consumers like about both is that they are convenient, healthy and great tasting fresh products, Reynolds said.

"Potandon is always trying to meet the ever-changing demands of the consumer. We will continue to look at new products when opportunities present themselves," he added.

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In addition to the convenience lines, Potandon has “a diverse portfolio of products in the Green Giant brand,” Reynolds said. In the potato category, they consist of Idaho and non-Idaho Russets as well as reds, yellows, whites, and other specialty varieties including the Klondike Rose and Klondike Goldust. “We have all pack sizes available. We do foodservice count cartons plus retail packs,” he said.

In onions, Potandon offers year-round programs in both sweet and regular onions. Currently, “we are kick starting our Vidalia Sweet Onions program which we will be presenting at the SEPC expo”, he said.

“We own the Green Giant brand of fresh potatoes and onions in the United States and pack the Green Giant brand to a higher standard than USDA No. 1. We also have the ability to pack private label,” he said.

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