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Bushwick Potato Commission revamps Guarantee brand packaging

By

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The Bushwick Potato Commission, based in Farmingdale, NY, supplies potatoes all across the United States and Canada. As a family-run business for more than six decades, Bushwick's dedication to quality has spanned the generations.

"As New Yorkers, there's certainly pride in place, but for us, that pride extends up and down the East Coast where we take great pride in growing and sourcing local potatoes," said Marc Turner, general manager of the Bushwick Potato Commission.



“That sense of local pride and place extends to our retail customers and our consumers who want to know where their produce comes from, they want fresh products and they want a good value,” he added.

Despite the metropolitan cities of the Northeast, Turner noted there is rich and abundant agricultural land. In fact, the proximity of that land to urban areas is a distinct advantage for offering locally grown promotions, especially today when freight rates are spiking and truck availability for long haul is in shorter supply.

“We have offered our Guarantee brand potatoes since 1934,” Turner said. “Our packaging says it all — it is our guarantee of quality.”

Bushwick ships its four primary varieties of potatoes — russet, white, red and yellow — from its various farms and packing shed operations.

“We’re fortunate that we have a very steady, regular customer base that we have serviced and supplied year-round for many years, some many decades and many generations, which is really fantastic,” Turner said.

This season, consumers can expect to see a fresh facelift for the Guarantee brand packaging.

“The guarantee and date seal are still part of the design, as is the farm scene, which is a reminder that food comes from the earth, not a factory,” Turner said. “Our packaging has a bold, new look with

updated graphics, fonts and colors meant to provide a 'pop' on-shelf and inspire consumers to purchase. These modernized graphics, when combined with our locally grown promotions, are sure to help inspire consumers looking for fresh food for home-cooked meals."

The Bushwick Potato Commission recognizes that each customer has their own take on locally grown and it stands ready to accommodate existing retail programs and offer customization for all retailers to drive locally grown promotions in stores with POS or special offers.

"Promotions, especially those with locally marked signage, are the key to helping drive in-store sales for locally grown products," Turner said.

Bushwick potatoes are packed and shipped on an as-needed basis and all potatoes are stored under optimum conditions in an atmosphere-controlled environment, ensuring that when Guarantee brand potatoes arrive on the shelves, they're always fresh.

Potatoes were a hot commodity during the pandemic, especially when they were highlighted as locally grown. In New York, that generally means a start date in late August.

"We focus on as much locally sourced products as we can," said Turner. "They're not always available, of course for seasonal reasons, but when they are, we do our best to maintain that and continue that. So between now and then, we really are bringing in ideas from other places of the country to serve as customers in New York."

Looking ahead, he sees a lot of "hope and happiness" not just for Bushwick, but for its farmers and growers as things return to a state of normalcy.

"Whether those growers are in New York state or in surrounding local regions like New England or New Jersey, they need all the help they can get on any given year, and this year has been one of the most challenging of all," Turner said.

"A lot of them really had to suffer, and thankfully we're kind of all coming out the other end of the tunnel."

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