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Wada Farms co-brands with The Produce Moms

[Wada Farms](#), one of America's largest grower-shippers-marketers of fresh potatoes, onions and sweet potatoes for retail buyers and the food distribution industries and [The Produce Moms](#) a leading digital influencer of all things fruits and vegetables, have moved their long-time partnership onto the retail shelf with a new co-branded potato package. The new individual pack is available now for shipping.

Awareness for the new The Produce Moms X Wada Farms co-branded line is supported through a campaign of targeted social media marketing on all the digital and broadcast platforms of both brands. The new packaging features Wada Farms Russet potatoes. The triple-washed, ready-to-eat potatoes are individually wrapped in microwave-ready packaging that provides quick and easy prep for a delicious, healthy baked potato in a matter of minutes.

The package design is not only eye-catching and attractive, it features a QR code that when scanned will provide consumers with a digital experience to explore the many ways to enjoy potatoes. The Produce Moms X Wada Farms Easy-Baker will be available at Walmart and other grocers supplied by Wada Farms' distribution partners.

"The Produce Moms is a long-standing partner of Wada Farms," said Eric Beck, director of marketing for Wada Farms. "We understand and appreciate the value and connection TPM has with consumers who shop the stores where our products can be found, and we know they have a proven model co-branding with other produce brands like Crunch Pak and Applewood Fresh. We were looking for a way to provide the users of our potatoes with an interactive digital experience and that's how we decided on the concept of partnering with The Produce Moms for dynamic digital content accessible through a QR Code on package."

"Wada Farms pitched the idea of this packaging to TPM after their internal innovation and business development teams strategized about how we could co-brand in a meaningful way and deliver value to consumers and grocery retail," said Lori Taylor, founder and CEO of The Produce Moms. "With this new packaging, we're bringing Idaho potatoes to the consumer in a unique way!"

The Produce Moms had humble beginnings as a basic WordPress blog, which went live in 2012. Staying true to the mission of getting more fruits and vegetables on every table, The Produce Moms has evolved significantly. "The evolution of a brand always includes the leap into consumer packaged goods," said Taylor. "The Produce Moms logo now appears on in-store packaging alongside three of our produce partners with a commitment to educating and inspiring all who buy these products. We are so excited to enter the vegetable category with Wada Farms Potatoes, one of America's favorite foods."