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Gwillimdale Farms introduces full line of No. 2 potatoes

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April 5, 2022

[Gwillimdale Farms](#) announced the debut of a brand new and fully automated potato grading system — equipped with artificial intelligence — to its one-stop shop. This new system has multiple different parameters set to meet the required specifications of size, volume, shape, grade and deviation. This investment allows a big move toward sustainable agriculture and the production of reducing food waste for Gwillimdale and its customers.



Quinton Woods

Conscious Consumption was inspired by the age-old problem: Misunderstood potatoes ending up unused.

“We’ve had an ongoing struggle with dumping and disposing of perfectly good potatoes with minor blemishes for years. Edible food waste is bad for the environment through the decomposing of vegetables and contributes to food insecurity and equality — 15.6 percent of Canadians are living food-insecure when 400 million potatoes can be diverted to retail and onto the tables of hungry people,” said Quinton Woods, senior sales and plant operation manager for Gwillimdale Farms.

Gwillimdale’s Conscious Consumption is the solution — delicious and natural white potatoes, As Nature Intended. This new program diverts 20 percent of edible food waste from landfills and is an environmentally sustainable, completely compostable product with no plastics. The Conscious Consumption line comes in a smaller five-pound package, further contributing to the elimination of food waste in homes.

Conscious Consumption also offers consumers a cheaper alternative to fight food insecurity, while

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providing a health-conscious option. The program showcases a good, quality No. 2 product, allowing all to eat and all to make a difference. This multifaceted product is the triple threat: it diverts food waste; it's sustainable; and it's offered at a discounted price.

Visit Gwillimdale at Booth No. 1301 at the 2022 Canadian Produce Marketing Association Convention and Trade Show to learn more about the company and the Conscious Consumption full line of No. 2 potatoes.

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