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Side Delights showcasing organic potatoes and onions at the Organic Produce Summit

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[Fresh Solutions Network](#) announced its in-person exhibit for [Side Delights](#) organic potatoes and onions at the Organic Produce Summit trade show, July 13 and July 14, in Monterey, CA. It will be represented by Basin Gold Cooperative of Pasco, WA, and Sterman Masser Farms of Sacramento, PA.

The Organic Produce Summit celebrates the organic produce industry, while sharing information about the success and insights of this rapidly growing, multi-billion-dollar food sector.

“We have exhibited at OPS since it began in 2016. We are proud to participate in this show, and feature our organic, non-GMO potatoes and onions,” said Kathleen Triou, president and CEO of Fresh Solutions Network. “Organic consumers desire purity in the food they eat, and we satisfy these consumers with transparency of where these quality potatoes were grown, and how the potatoes were treated all the way to their store.”

Side Delights organic potatoes are 100 percent, non-GMO, USDA and state certified organic. The shopper and retail-friendly packaging includes red, yellow and russet varieties of potatoes — available in paper and combo mesh poly bags (three pounds and five pounds. New this year, we are also packing 1.5-pound mesh pouches of organic yellow petites. Packaging for distribution in Canada (bilingual in English and French) is also available. Organic onions are also covered under the Side Delights Farmer’s Table brand including colossal, jumbo and medium sizes of red, yellow and white onions.”

The organic segment for potatoes continues to grow, representing 3.4 percent of the potato category, up 2.6 percent in volume and 9 percent in dollars. Post-pandemic, consumers are looking for organic, local and areas of growing location when shopping for produce. Gen Z is associating “organic” as a more sustainable product characteristic. Sustainability drives 21 percent of consumer choices, per 2021 IRI and FMI’s Fresh Trends Report.

“We invite attendees to visit us at booth 215,” said Triou. “We are also showcasing our new and improved Side Delights organic packaging and discussing the unique design features that appeal to organic shoppers.”

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