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Eagle Eye shines light on trailblazing grower

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In its latest Grower Spotlight feature, [Eagle Eye Produce](#) celebrates Reed Searle, an integral part of its varietal potato program. When most potato farmers in Idaho were focused on russet potatoes, Searle saw an opportunity to do something different. As a true trailblazer, he focused on growing red and yellow potatoes and the risk paid off: Over the years, the industry has seen the popularity of red and yellow potatoes rise thanks to growers like him.

Searle has been farming his entire life and has been with Eagle Eye for over 20 years. He loves the challenge of growing quality spuds and truly loves what he does.

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