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**Northern Plains Potato Growers Association to become
Northland Potato Growers Association**

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Beginning in mid-October, the more than 75-year-old [Northern Plains Potato Growers Association](#) is switching things up. It will be known as the Northland Potatoes Growers Association.

“We have had our name for a while, and as we looked through our organization, we have several components, including seed, fresh, processed, and each operates with its own name and moniker, so we wanted to find a way to create a single brand from our area in North Dakota and Minnesota,” said Donavon Johnson, president of the East Grand Forks, ND-based organization. “We received a grant and hired a marketing firm to help us go through the process of creating an umbrella identity, and we can still have the other component working underneath that.”

By bringing continuity to the potato production in the Red River Valley, the association believes it will help everyone involved.

Regardless of what it’s called, the new Northland Potatoes will continue to be a force for all of its member-growers and look out for their best interests.

“We work to move the needle on what we grow and further interest in potatoes,” Johnson said. “There is just so much we do that an individual grower wouldn’t have the ability to do, and collectively, we can make a much bigger statement.”

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