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**Gumz Farms updates packingshed**

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By

Keith Loria

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[Gumz Farms](#) grows red and yellow potatoes, grows and sources yellow, white, red and sweet onions and packs and ships year-round.

Brothers Roderick and Richard Gumz lead Gumz Farms, following in the footsteps of four generations of their family in the potato and onion biz, and keeping the strong legacy of the company alive.

“We try to market as much of our potato crop as locally grown as possible,” said Rodrick Gumz, co-owner of the Endeavor, WI-based company. “We also participate in the Wisconsin Healthy Grown program as well.”

Wisconsin farmers grow about 63,000 acres of potatoes annually; out of the state’s total, Gumz Farms raises about 1,200 acres of red and yellow potatoes for the fresh market.

“We feel that we have found a niche in the red potato category as our muck soil produces beautiful reds,” Gumz said. “Although, yellows are gaining in popularity.”

Despite a very dry summer, Gumz Farms has so far seen a favorable-looking harvest for the 2023 potato crop.

This year, Gumz Farms undertook a large expansion and remodel to its packaging facility to better serve its customers and meet growing demand.

With an average increase of 10 percent in annual sales, the expansion will increase existing capacity by approximately 40 percent. The updated packing facility and sustainable growing practices will allow the company to provide high-quality produce in a timely manner to its customers. Gumz hopes to have the expansion complete sometime this fall.

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## About Keith Loria |

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

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