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Gumz Farms invests in operations, expands its packingshed

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 all year-round.

“Wisconsin potatoes are a smart option because we are able to fulfill the consumer’s demand for local produce,” said Cassie Krebs, administrative and marketing assistant and food-safety coordinator for the Endeavor, WI-based company. “Wisconsin potatoes have continued to gain recognition in the marketplace as a quality choice for red and yellow potatoes.”

While Wisconsin farmers grow approximately 63,000 acres of potatoes annually, Gumz Farms raises about 1,200 acres of red and yellow potatoes for the fresh market.

“We continue to see success because we have been able to supply high-quality products on a consistent basis,” Krebs said. “We are excited for the upcoming season. Each year is a chance to prove Wisconsin potatoes are a good option in the market. We have continued to see the yellow market grow; this has been promising for us as we have grown with it.”

Gumz Farms’ customers are mostly in the retail and foodservice sectors, and they value trustworthy suppliers.

“They count on a consistent supply that won’t let them down,” Krebs said. “The consumer values knowing who is supplying their food, and we are always looking for ways to share our story with them.”

Over the past year, Gumz Farms has made investments to its operation by adding an expansion to its packingshed, which provided an additional 20,000 square feet of capacity. 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.

“We are also building a new onion storage,” Krebs said. “With this new space in our shed, our goal is to keep up with demand by continuing to add to and improve our packaging equipment.”

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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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