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Every month is Idaho Potato Lovers Month with Melissa's Idaho-grown Dutch potatoes

February 13, 2024

While February is officially Idaho Potato Lovers Month, [Melissa's](#) celebrates the humble spud every day. For over 30 years, the company has partnered with its trusted grower in Idaho's Magic Valley to bring customers the most flavorful, high-quality potatoes, grown where they grow best.



“Potatoes are America’s favorite vegetable,” said Robert Schueller, Melissa’s public relations director. “Retailers need a strong potato program year-round, and Melissa’s is here to ensure they are well-prepared to meet shoppers’ demands. For decades, we’ve worked closely with our Idaho grower to bring the finest petite potatoes to our customers. Our single-origin seed and closed-loop supply chain means we own the entire experience from the grower to the consumers’ kitchen tables. This guarantees year-round availability, superb quality and ultimately YoY growth for the potato category.”

The company boasts a diverse selection of baby potatoes originating from heirloom seeds known for their creamy flavor and silky skin — and, the ideal growing environment promotes natural resistance to greening and sprouting, translating to better shelf-life and less shrink. From their signature Baby Dutch Yellow potato with its buttery taste to the vibrant Dutch Blue potato with its earthy notes and stunning color to the value-added convenience of Dutch potatoes in sauce, Melissa’s offers a diverse range of potatoes to meet the needs of any retailer.

Melissa’s offers retailers a well-rounded menu of marketing support: POS, culinary-minded display bins, recipes, photography, cookbooks, merchandising guides, product education and social media support and contests to attract and retain customers.

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