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Vidalia Onion Committee teaming with Certified Angus Beef

By

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The Vidalia Onion Committee is responsible for overseeing FMO No. 955 and funding various programs such as production research, marketing research, development and marketing promotion. This federal program, along with Georgia state laws, ensures that the Vidalia trademark is safeguarded through a well-established legal structure for the industry.

The Vidalia Onion Committee will be teaming up once again with Certified Angus Beef for a sizzling summer grilling series via social media this year. This marks the second year of the partnership between the two renowned brands.

The content series will once again focus on the unique, sweet flavor of Vidalia onions and tap into the desire to discover new recipes that take the outdoor grilling experience to the next level. As they did last year, the Certified Angus Beef chef team is creating three videos with stunning open-fire visuals that incorporate Vidalia onions into the best beef recipes.

“The collaboration is a perfect fit, as there’s no better combination than beef and Vidalia onions,” said Chelsea Blaxton, interim executive director of the Vidalia, GA-based organization.

Vidalia onions have been in demand for several years, with a consistent growth in sales. However, in 2023, the supply was impacted by unexpected weather conditions.

“Nevertheless, we are fully committed to ensuring a robust supply in 2024, enabling us to offer even more attractive promotions to our valued retailers,” Blaxton said. “The Vidalia onion crop reports for this season have been consistently favorable. The registered acreage for Vidalia onions has increased to 11,000 acres, up slightly from 2023. These positive trends suggest a promising yield, and the outlook for Vidalia onion production looks optimistic.”

Vidalia Onion’s reputation for delivering a premium product consistently has resulted in its strong brand recognition and the product is well known among most consumers. Retailers can improve their marketing of Vidalia onions by utilizing in-store displays, advertisements, and promotional offers, Blaxton said.

One of the most pressing challenges faced by Vidalia onion growers is the constant uncertainty surrounding labor.

“In the case of Vidalia onions, the planting and harvesting processes are carried out by hand, which means that labor is a crucial requirement for our product,” Blaxton said. “Furthermore, the impact of weather on our crops can be particularly significant due to the limited geographic area in which we operate.”

The Vidalia Onion Committee continues to increase brand awareness through social media and marketing campaigns.

It also funds research grants through the University of Georgia to improve quality, flavor, and yield.

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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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