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**Eagle Eye points to grower relationships as key to success**

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By

Keith Loria

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[Eagle Eye Produce](#), an Idaho Falls, ID-based grower and shipper with a strong presence in the onion and potato industry, ships more than one billion pounds of premium, fresh produce annually.

A large percentage of its operations deals with foodservice, as the company supplies to wholesalers and meal-kit companies as part of the segment. “Foodservice for Eagle Eye is crucially important; it’s about 40 percent of our overall business,” said Joe Ange, director of business development. “For foodservice, we are supplying potatoes, onions and mixed veg (Bell peppers, cucumbers, squash).”

For Eagle Eye, foodservice remains a segment that the company is looking to grow with. “With onions, they are often looked at as an ingredient in how people consume them, and it’s a large ingredient for the food service realm,” Ange said. “That’s definitely an area where we want to grow. We have some great customers nationwide and we just want to continue to grow with them.”

With summer upon us, Eagle Eye has enjoyed a strong 2024, with things being busy for the first half of the year.

“With onions, our supply and production has increased this year,” Ange said. “On the potato side, we have invested and added new technology and automation in our potato processing facility. We’ve added AI sorting and grading, and also added new, state-of-the-art automated sorters and stackers, which is really cool to see in a potato warehouse.”

Additionally, at the potato facility in Idaho Falls, the company has redesigned its red and yellow packing sheds.

“We’re really able to see increased quality and consistency and efficiencies in those sheds,” Ange said.

This year, Eagle Eye has also added to its transportation team, and expanded its fleet of trucks and trailers, so there are now more than 100 on the road delivering product to customers.

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Eagle Eye works with growers throughout the western part of the U.S. and Mexico, and has had longstanding relationships with many.

“Being a grower, packer, shipper, we look at a lot of business transactions and deals as a grower would, so the main things we do to solidify those growing relationships is understanding where they are coming from, and set up deals that have the grower in mind,” Ange said. “The cornerstone of maintaining good relationships is keeping them in mind when we are marketing, and keeping them involved with strong communication.”

Eagle Eye ships onions year-round, as it only stores onions eight months before relying on other growing regions.

“When springtime hits, we’ll transition our onion shipping regions into Texas, Southern California and Georgia, and we will go to visit with the growers we work with, and many times, we will bring our growers from the Northwest with us,” Ange said. “It’s a great opportunity to get to know each other better and see how business is done outside of just the normal areas.”

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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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