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IPC teams with Shuman on Rooted Rivalry: Onions vs. Potatoes

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[Shuman Farms](#) is partnering with the [Idaho Potato Commission](#) and Georgia Southern University Athletics to bring an appetizing new event to fans: Rooted Rivalry: Onions vs. Potatoes.

This unique mash-up took place in Statesboro, GA, on Aug. 31 at the Eagles' football home opener against the Boise State Broncos and celebrated two beloved root vegetables and gameday staples: sweet onions and Idaho potatoes.



Rooted Rivalry: Onions vs. Potatoes featured a tailgate experience that combined culinary delight with sporting competition. Fans were invited to enjoy samples of Idaho potato chips with sweet onion dip while taking advantage of fun photo opportunities with Shuman Farms' Giant Sweet Onion, the Big Idaho Potato Truck and IPC's mascot, Spuddy Buddy. The event was a flavorful and fun celebration of these two versatile vegetables, bringing fans together for the start of the 2024-25 college football season.

"As a Georgia Southern alumnus and with our farm right in their backyard, we couldn't be more excited to partner with a university that contributes so much to the state of Georgia," said John Shuman, president and CEO of Shuman Farms. "This partnership not only allows us to support our community but also adds a fun twist to the tailgate experience by turning it into a friendly rivalry with

our friends at the Idaho Potato Commission. We can't wait to celebrate with fans and enjoy all the delicious ways these veggies can be used."



"We're always looking for new ways to engage with consumers, and the Rooted Rivalry scores a touchdown with IPC – we get to sample famous Idaho potatoes with passionate college football fans while introducing thousands to the Big Idaho Potato Truck and Spuddy Buddy," said Jamey Higham, president and CEO of the IPC.

Renowned for their unique flavor and versatility, sweet onions are no stranger to gameday menus. Whether it's topping burgers and hot dogs at a tailgate, crispy fried onion rings from the concession stand, or as an ingredient in your favorite dips and appetizers, sweet onions are sure to be the MVP of any menu lineup this season.

Often lauded as America's favorite vegetable, Idaho potatoes are versatile, healthy and most importantly, delicious any way they're prepared. The IPC has become well-known for its high-profile marketing programs like the Big Idaho Potato Truck, the Famous Idaho Potato Bowl, Idaho Potato Lover's Month, Spuddy Buddy and Frites, a French fry scented perfume. To ensure you're purchasing genuine Idaho potatoes, always look for the "Grown in Idaho" seal.

Shuman Farms, the Official Sweet Onion Grower of Georgia Southern Athletics, is a third-generation family farm based in Reidsville, GA, the heart of the Vidalia growing region. The partnership, which began in 2023, reflects Shuman Farms' commitment to educating the next generation of shoppers and promoting sweet onions as an essential ingredient. Part of this effort includes the Sweetest Ingredient campaign, partnering with chefs and restaurants throughout Georgia during peak season.

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