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L&M continues to spread word of new partnership with High Country Potato

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“I like the new timing of the New York Produce Show and Convention,” said Carrie Smith, marketing manager for L&M Cos. Inc., a diversified produce growing, shipping and marketing organization headquartered in Raleigh, NC. “It falls between the PMA Fresh Summit and the Christmas business rush. The show is growing and everyone has heard of ‘Christmas in New York,’ not ‘in the spring’



or ‘in the summer.’ “
manager of L&M’s potatoes and onions division.

Tracy Fowler, general

L&M Cos. will be exhibiting at booth No. 323 at the New York show. The company is continuing its introduction and promotion of the L&M-High Country Potato partnership. High Country is a potato grower and shipper located in Rexburg, ID.

Ms. Smith explained that under the new long-term partnership, L&M is the exclusive marketer for High Country Potato.

“We will be displaying our ‘Nature’s Delight’ and ‘Family Farms’ retail brands at the show, as well as our ‘Nature’s Delight’ foodservice cartons for Burbank potatoes,” said Ms. Smith. “We will also display our year round onion program, including retail and foodservice packs.”

She also announced that Bob Conger is L&M’s newest employee.

Mr. Conger is a part owner in High Country Potato. He began working with L&M on June 15, and is highly instrumental in the smooth transition for the L&M/High Country Potato partnership.

High Country is one of Idaho’s larger packers, currently shipping about 1.5 million sacks [hundredweight] annually, which the company shared in a press release in June.

In the release, Todd Cornelison, president of High Country Potato said, “L&M was looking for an Idaho source to complete its potato program, and High Country needed an experienced marketing arm. It was perfect timing. L&M becomes a solid industry leader in russet potatoes and completes its year-round program.”

Ms. Smith noted that High Country left Potandon/Green Giant to come on board with L&M.

L&M Cos. was founded in 1964. In 1973 it began farming cabbage in north Florida, Ms. Smith said.

“Today we operate from coast to coast and grow cabbage, greens, broccoli, potatoes, onions, melons, apples, bell peppers, cucumbers and more,” said Ms. Smith. “With nearly 50 years in the industry, L&M has been grounded in helping our customers succeed by giving them control throughout the supply chain — farming, packing, logistics and sales. Getting the right product to the right person at the right time is what drives every member of the L&M team, every day.”

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