



IDAHO

IS A STATE WHERE BEAVERS HAVE LITERALLY BEEN KNOWN TO SKYDIVE, SO...
WHY ON EARTH IS IT KNOWN FOR POTATOES?

Maybe it's because of Idaho's strict quality checkpoints. Its consistent sizing standards. Or its dedicated category advisors. Truth is, there are a lot of reasons Idaho is known for its great potatoes. You can learn more about them at IDAHOPOTATO.COM/RETAIL

