

Pugly Potatoes from Fraserland Organics

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In an area that offers endless options for freshly grown produce, Lower Mainlanders are becoming more aware of how their food is grown and where it comes from. But we're also a nation famous for wasting food, a statistic that doesn't only hurt our planet but damages our pocketbooks as well. And the waste doesn't start at home. Did you know that 26 per cent of all produce doesn't make it to grocery stores? That's because we've grown up in a world of genetically modified foods, and when our fruits and veggies don't meet our aesthetic requirements, we discard them. But no longer! Fraserland Organics is a fifth generation family farm in Delta, growing certified organic crops since 1995. Their potato production is generally quite hardy, but many are cast aside by grocery stores for shape, size and skin defects that do not affect the quality of the vegetable. To put an end to waste, Fraserland started the Pugly Potato, a program that offers No. 2 grade organic potatoes in local grocery stores near you. Stop in and buy some long-lasting potatoes today!

Fraserland Organics presents
the **PUGLY POTATO**



**Pick a Pugly
Don't Waste Great Taste**

I'm very a-peeling!

Each year 25% of our organic potatoes are culled due to minor skin defects or unique shapes and sizes. Let's change the way we think about produce.

Fraserland Organics growing certified organic potatoes in Delta, BC since 1995
Follow Pugly Potatoes on Facebook www.fraserlandorganics.com