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A REVOLUTIONARY NEW POTATO VARIETY ARRIVES

First Harvest of SunLite™ Potatoes Now Available in Grocery Stores

HASTINGS, Fla. – Feb. 23, 2005 – Breaking news! The potato is back. In fact, it’s making a dramatic comeback in the form of a brand new variety -- SunLite™ potatoes. These new gourmet potatoes have recently arrived in stores fresh from the ground with 30 percent fewer carbohydrates and 25 percent fewer calories than traditional potatoes. SunFresh of Florida Marketing Cooperative, Inc., a group of Florida potato farmers, chose this new variety because of taste and appearance. The first crops of SunLite™ potatoes are now available in grocery stores across the Southeast.

“In taste tests, people have selected the SunLite™ potato for texture, quality and freshness hands down over other varieties,” said Wayne Smith, president of SunFresh of Florida Marketing Cooperative, Inc. “We plan to bring our potatoes from the field to the dinner table as quickly as possible because a potato that is farm fresh tastes much better than a potato that has been in storage for eight months.”

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For the past five years, Chad Hutchinson, professor in the horticultural sciences department at the University of Florida and potato specialist for the state, has been working with SunFresh members in search of a better tasting potato for Florida growers. Hutchinson and his team at the University of Florida Institute of Food and Agricultural Sciences research farm in Hastings, Fla., screen about 400 new varieties of potatoes a year for taste, shape, color and skin quality.

They eventually tested the SunLite™ variety developed by HZPC, a Netherlands-based seed company, which consistently led all others in taste and appearance. Hutchinson and the Cooperative learned about the potato's low-carbohydrate properties after it was chosen for taste and appearance.

“Consumers are going to love the flavor and freshness of the SunLite™ potato,” said Hutchinson. “Along with having no fat, being low in sodium and high in Vitamin C, a 5.2-oz. serving of a SunLite™ potato contains 18 grams of carbohydrates compared with about 27 grams in the same size serving of a Russet Burbank potato, making them better for you.”

About SunFresh of Florida Marketing Cooperative, Inc.

SunFresh of Florida Marketing Cooperative, Inc. is a group of farmers whose families have been growing potatoes for up to six generations. The SunFresh of Florida Marketing Cooperative, Inc. has exclusive rights to grow and market the SunLite™ potato in the United States.

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