

PRO*ACT

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Crop Update

September 10, 2025

Idaho Potatoes: A Promotable Start to the Season

Idaho's new crop is off to a strong start, with early signs pointing to a season full of opportunity. Growers are reporting excellent quality, solid yields, and a well-balanced size profile, making this year's crop highly promotable across a wide range of packs and programs.

Most harvesting right now is focused on keeping sheds supplied, with the shift to filling long-term storage expected toward the end of the month. While Norkotahs are leading the charge, Burbanks have not started shipping yet. Those will come later in the fall, once they have had time to sweat and stabilize in storage, typically by October.

Idaho growers continue to favor Norkotahs for their consistent sizing, clean appearance, and improved cooking performance. This season's fresh-run Norkotahs are showing excellent quality, with strong skin set and good internal condition. A slight white blush may appear as potatoes cool and release moisture, but it is purely cosmetic and fades quickly. No. 2 grade supplies are still limited, though those will improve once storages open later this fall.



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Markets are gradually easing as more volume comes online in Idaho and Washington. Colorado and Wisconsin are running slightly behind, with harvests ramping up in September and larger sizes not expected in volume until late September or early October. For now, Idaho and Washington remain the most consistent options for promotable quality and supply.

Looking ahead, it is a great time to connect with your growers and start planning. With excellent early quality and a well-rounded size structure, this season is shaping up to be one of the more promotable crops in recent years. Just keep in mind that as we approach Q4, seasonal freight pressure often puts upward momentum on delivered pricing, especially when paired with low FOBs. Building in lead time and staying close to the field will help keep programs on track through the fall and beyond.

