



LET'S DIG DEEPER.



REDS



We're the potato industry leader that digs deeper to grow the fresh-quality red potatoes consumers can't get enough of. As a global farming, distribution and marketing organization we aspire to be the most helpful, grateful food company there is. Digging deeper is more than words—it's a way of life.



Selling red potatoes year-round.

Growing spuds in 10 states.

Shipping over 500-million pounds of potatoes yearly.

We don't mind if you call us

The Red Experts.

SELL MORE REDS, ENJOY MORE GREEN.

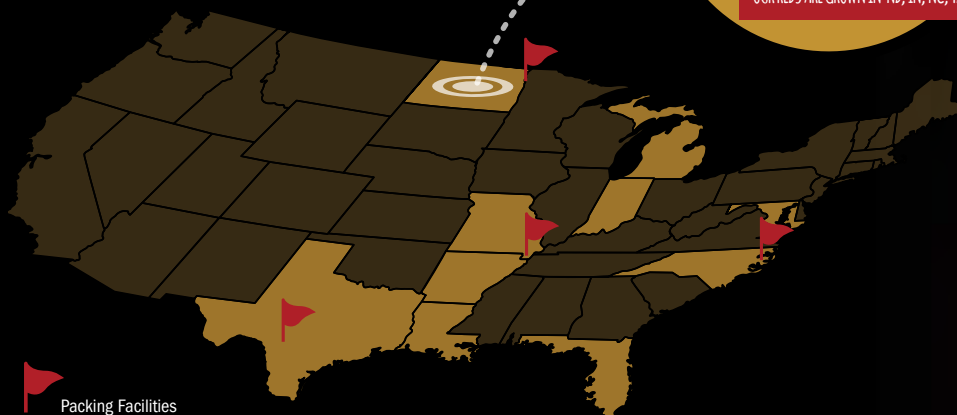
Partner with The Red Experts:

- Quality reds all year-round
- Shopper data you need
- Online, in-print education about reds
- Promotions like never seen before
- Locally grown opportunities

Black Gold FARMS

NORTH DAKOTA MICHIGAN
TEXAS INDIANA
MISSOURI MARYLAND
ARKANSAS NORTH CAROLINA
LOUISIANA FLORIDA

OUR REDS ARE GROWN IN ND, IN, NC, TX, MO, AR



Packing Facilities

For more information on individual promotions or to talk about how you can dig deeper, contact us today.

LEAH BRAKKE, DIRECTOR OF MARKETING, 701-772-2620



WWW.BLACKGOLDFARMS.COM

SPUD SHOPPERS SPEND MORE.

78% of consumers buy potatoes.

Source: U.S. Potato Board

Potato shoppers spend double the dollars of an average shopping trip.

Source: Nielsen Perishables Group Shopper Insights powered by Spire, 52 wks thru 3/23/13; USPB Shopper Study 2011

MORE REDS, MORE DOLLARS.

Research trends show spud shoppers are buying more red and specialty potatoes.

Today's red potato shopper picks up more fresh ingredients than other potato consumers.

Source: U.S. Potato Board

RED SPUD SHOPPERS WANT:

- Healthy, fresh and natural food
- Easy-prep, quick-cook meals and sides
- Variety—the crockpot's making a comeback
- Delicious pairings—poultry's a big mealtime fave

RED SPUD SHOPPERS NEED:

- Inspiration; they're finding it in social media
- Meals that the whole family will love
- Versatile foods every day, that are on-hand and affordable
- Time-saving recipe ideas: low-prep, quick-cook

Source: U.S. Potato Board

