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From: "Dwight Freeman" <dwight@unitedpotatoco.com>
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Subject: Fresh Facts.doc
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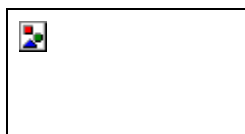
March 10, 2006

Dwight Freeman, CEO

Fresh Facts

Editor: Lyla Davis Volume 1 No.

9



95% of UNITED members reported their stocks to Dwight!
He is "crunching the numbers" to determine where Colorado stands in the market.

Inspection informational meeting on March 21st at 7:00 p.m. in the CPAC conference room.
Tracy Vanderpool will be presenting Shipping Point Inspections and Contract Specifications, Terminal Market Inspections: What are they are and who initiates them, Understanding Certificates and Market Strategy. These are important topics for all growers.

April 11th at 7:00 p.m. in the CPAC conference room, UNITED will be host a PACA speaker who will discuss topics such as:

- What are the PACA payment requirements for the receiver to broker, broker to grower in days
- Explain the difference between Prompt Payment and Prompt Accounting.
- Listing of responsibilities for the agent, receivers, growers
- Are trucking companies covered in PACA?
- Is every broker required to be licensed by PACA?
- Use of website to determine valid PACA license and any judgments against a broker. How to use information.
- Ideas for managing "kickback" loads.
- Value of written and oral contracts in conjunction with using PACA to the growers' benefit.
- Templates for a standard contract or any documentation listed above.

Bulk prices continue to increase! Looking for more base acreage? Do you have excess base for rent?

Contact the UNITED office for information on E-Base.

Chuck Howey has updated the web site (www.unitedpotatoco.com)

Spring is in the air...get your planting intentions to Dwight as soon as possible so the board can determine where Colorado is at in 2006 potato acreage. If reductions need to be made, let's take care of it before the planters are in the fields!



February 23, 2006

Dear Fellow Potato Grower:

My family and I have been growing potatoes in Southeastern Idaho for more than 60 years. The world has changed a lot in that time; unfortunately, the potato grower segment of the agricultural industry has been slow to adapt to a new world of mega-consolidations in the potato buying industry and the current situation of potato over-production.

Changing the industry

I'm writing this letter to invite you to join an effort to improve the way we potato growers go to market each year. About 12 months ago, hundreds of potato growers joined together to form UNITED Potato Growers of America—a not-for-profit, grower-owned, grower-governed cooperative.

Today, through UNITED Potato Growers of America, potato growers have an unprecedented opportunity. If we will rise above our independent and regional thinking and recognize the importance of a national supply strategy for potato growers, we can unite as a grower industry to be able to manage our industry for sustainable profitability.

Managing the market

What do I mean by uniting our industry? As growers we are independent and entrepreneurial which is good, but fragmented and unorganized, which is bad. Today, virtually every industry downstream from the growing industry has consolidated and changed while we have for the most part been resistant to significant change. Some production segments are doing better than others, but we are all subject to unmanaged supply, price risks, and the lack of information. It is time we adjust to the globally competitive consumer-driven economy by rationalizing our production and market management.

The free market system is the model of economic success. But within the free market system, as it pertains to production agriculture, we need a method to identify and quantify in order to manage our collective production and individual markets. An industry that has excessive productive capability selling to just a few customers is a recipe for economic loss of value to producers, in which case, growers can independently do little to coordinate national production and markets.

UNITED has been developed by growers for growers, as a Capper-Volstead protected grower's cooperative that empowers growers across the U.S. to communicate and coordinate supplies and pricing interstate and internationally. Congress enacted the Capper-Volstead Act in 1922, recognizing that individual growers needed the ability to organize and share information in order to protect themselves from possible unfair and predatory practices of buyers. Fair and consistent return on investment to growers while assuring our customers high-quality, stable supply and fairly priced potatoes is what we all want. UNITED gives us the collective ability to

attain this goal.

UNITED is the right grower-owned solution at the right time for potato growers. I invite you to consider this extraordinary opportunity to be part of this common sense, logical solution to our oftentimes unstable and unprofitable potato growing industry. A small investment and your involvement in UNITED can be the best money you will ever spend to protect your investment, equity, and your future in the potato growing business.

Join United Potato Growers of America

To learn how you can unite with us and together create a future of sustainable profitability for potato growers, call Buzz Shahan, UNITED Potato Growers of America Chief Operations Officer, (480) 296-6675 or go to our webpage at www.unitedpotatousa.com, or call me at (208) 681-9232.

Sincerely,

**Albert Wada
Chairman, UNITED Potato Growers of America
President, Wada Farms, Inc.**