

# Testimonials

“Great American Publishing and Spudman have been eager to try new things and have been very helpful in building programs that will **help us communicate with growers**. Our reps have provided us with helpful and timely information and are willing to go outside the norm and help us push our creativity.”

Ashley Kersten  
Media Planner  
Martin | Williams Advertising  
Syngenta Crop Protection

“Spudman is a **key partner** of the United States Potato Board (USPB), delivering timely information about USPB’s demand-building programs. Our association with Spudman **enables us to convey** the many success stories affecting each segment of the U.S. potato industry, demonstrating the USPB’s realization of its goal: Maximizing Return on Grower Investment. Through our advertising program and special reports in the January and February 2008 issues, the Great American Publishing (GAP) team committed their support of the USPB as ‘the nation’s potato marketing organization, positioned as the catalyst for positive change.’ **The staffs of GAP and Spudman are valued teammates.**”

David J. Fraser  
Vice President, Industry Communications & Policy  
United States Potato Board

“For almost eight years at the USPB I had periodically written articles for Spudman, and always felt it was a **great forum** to reach out to growers and get our story out. As Spudman would hit my desk I would fan through it for articles, and hopefully mine, that were of interest. But that’s changed, as I made the move to the grower side working with Wada Farms and Farm Fresh Direct, I’m taking a great deal more time reading the publication for not just the news and the calendar of events, but for **ideas and information** to support our marketing efforts — **it’s a valuable tool and resource for our industry.**”

R. Mac Johnson,  
President/CEO  
Category Partners LLC  
A Strategic Marketing Services Arm of Wada Farms And Farm Fresh Direct

“In this ever-changing world growers must stay informed and on top of all the industry issues. Spudman has a long history of being one of the **‘must-read publications’** I look for every month. I have relied upon Spudman to provide information that has been **vital to the success of our operation**. Our customers provided positive feedback from printed advertisements placed in Spudman, which lets us know they also share our dependency upon Spudman.”

Donald Sklarczyk  
Sklarczyk Seed Farm  
Immediate Past President of the National Potato Council