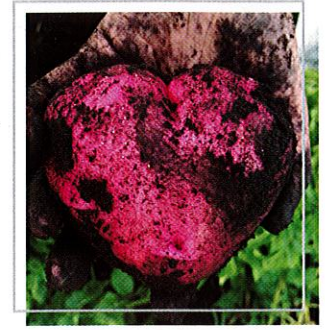


## Peak of the Market Celebrates Manitoba Growers and Beyond



**P**eat of the Market CEO Pamela Kolochuk is putting focus back on the roots of the nearly 80-year-old not-for-profit: growers. “Manitoba vegetable growers are very forward-thinking,” she says. “They use technology to cultivate vegetables sustainably.” Throughout the province, more than 20 commercial vegetable farms and 300 market gardeners grow over 110 different types of vegetables, from asparagus to zucchini. This local produce meets the highest quality and safety standards.

With one of North America's most technologically-advanced storage programs, Manitoba growers are year-round suppliers of vegetables to the food industry in Manitoba and beyond.

For instance, every Mary Brown's restaurant across Canada uses fresh southern Manitoba potatoes.


The venerable tuber has also been the star of **Potato Week**, returning **February 4-14, 2022**. Four years ago, Peak of the Market started promoting the potato's healthy and versatile qualities. In 2019, 85 individual restaurants participated, with offerings across breakfast, lunch, and dinner. Some even designed entire menus around the potato, from appetizer to main course to dessert. Kolochuk still remembers Chaeban's delicious potato ice cream at Chaeban and Across the Board's potato donut holes.

Diners vote online for their favourite creation. “Potato Week helps promote

restaurants both large and small,” says Kolochuk. The 2022 event will encompass Valentine's Day, giving restaurants the opportunity to prepare a special celebratory dish. More information is available at [www.potatoweek.com](http://www.potatoweek.com).

Participation is free and restaurants receive a complimentary 100 lbs of potatoes – red, white, yellow, russet, creamers, fingerlings, or assorted. “Growers want to give back,” says Kolochuk, who knows some of them firsthand from her formative years on a dairy farm in St. Claude.

In fact, joining Peak of the Market as the Chief Financial Officer in 2017 was a true homecoming. Now the CEO, Kolochuk is proud to say, “Growers are at the heart of everything we do.”



**Potato Week runs February 4-14, 2022 and celebrates Manitoba potatoes, the growers who expertly produce them and the restaurants who creatively prepare them.**

