

MEET REX.

Rex Calloway grows Russet potatoes with his brother, Ross, on their family farm near Quincy. His grandfather, Roy, started the farm back in 1951—the same year irrigation water first flowed through Grand Coulee Dam, turning the dry Columbia Basin into productive farmlands. So productive, Washington state now produces more potatoes per acre than anywhere else in the world. Favored by restaurants and food processors for their consistent shape and firm, meaty texture, Washington potatoes are perfect baked, mashed, fried, or made into that snack we all love—potato chips. Rex credits the volcanic soil for making his potatoes special, but it could be his innovative farming practices—like using computers to help place fertilizer only where needed. Or, it could be his inherited love for the land, shared by his brother working alongside him. So the next time you crave a baked potato with all the trimmings, remember the Calloway Brothers ... they're a part of the Heart of Washington.

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