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Their Chips Are Made From 'Ugly' Potatoes

Dieffenbach's Potato Chips Inc. sources second-grade potatoes to make potato chips.

"Uglies Kettle Chips are made by Dieffenbach's Snacks, a family-owned company in Womelsdorf, Pa.," says Director of Marketing Bob Zender. "Founder Mark Dieffenbach started making his own chips on his kitchen stove in Berk's County, Pa., in 1964. He found demand for his homemade recipe at local farm markets and quickly outgrew his kitchen.

"Dieffenbach built his own kettle cookers and expanded into the garage. As success continued, he built a small factory that grew across generations. Mark's son, Elam, and now his grandson, Nevin, have remained faithful to the family recipe for over 60 years, and produce their small-batch kettle chips right in the same Berk's County factory."

For decades, the Dieffenbach family assisted farmers with "imperfect-graded" crops by purchasing what they could and processing and selling these seconds as potato chips.

"He sold the chips locally to help farmers minimize their losses," Zender says. "But supply was always greater than demand. It was a shame to see such waste over minor cosmetic concerns."

The family decided to formalize their compassion through Uglies Kettle Chips.

"This amplified their efforts to reduce food waste and help these farmers make ends meet," Zender says. "The brand is also dedicated to giving back a portion of profits to charity."

Grade A chipping potatoes are free of blemishes and irregular shapes and are used for standard chips. Uglies uses seconds, which are perfectly fine except for their appearance. These upcycled potatoes have slight imperfections, including irregular shapes or sizes, varied colors, or sugar content that doesn't

meet manufacturers' beauty standards. Zender emphasizes that they're not diseased, rotting or unripe.

"Regarding production, the primary difference comes down to the extra TLC required for sorting and sizing imperfect potatoes to make these beautifully delicious kettle chips," Zender says. "But it's a labor of love, and with the resulting chips, everyone wins."

Today, Dieffenbach's Potato Chips Inc. operates nine chip lines across three facilities, totaling 252,000 sq. ft. of space, including a distribution center and additional production lines. Uglies Kettle Chips offers nine flavors of white and sweet potato chips: Sea Salt, Bar-B-Que, Salt & Vinegar, Jalapeno, Buffalo Ranch, Cheddar & Sour Cream, Original Sweet Potato, Hot Honey Sweet Potato, and Spicy BBQ Sweet Potato.

"Uglies Kettle Chips are immensely popular and outsell the flagship Dieffenbach's brand 5 to 1," Zender says. "They benefit from its community-focused mission and growing national presence, not to mention its fun and trendy packaging and flavors."

Uglies Kettle Chips has rescued over 32 million pounds of potatoes from food waste.

"We're helping to fulfill the Uglies mission to 'Support Farmers, Reduce Food Waste, and Give Back,'" Zender says.

Uglies chips are available nationwide at hundreds of retailers. The brand is certified by the Upcycled Food Association.

"Dieffenbach's Snacks partners with EK Bare, a Pennsylvania-based potato broker who continually sources potatoes of all types and grades for the company. Interested growers can contact EK Bare at 717-397-0351."

Contact: FARM SHOW Followup, Dieffenbach's, 51 Host Rd., Womelsdorf, Pa. 19567 (ph 610-589-2385).

Jack Runs On Battery Power

The GarageMax low-profile EJack is a 3-ton heavy-duty steel jack designed to slide under vehicles with limited clearance and lift with a simple push-button action rather than traditional pumping.

With a lifting range from 3 3/4 in. to 20 in., the EJack weighs just over 75 lbs. It uses an internal 600-watt motor powered by an included 4Ah 20V lithium-ion battery and charger. The battery provides 15 to 30 lifts per charge, depending on vehicle weight.

It's made from aluminum and steel and features composite, non-marking wheels and a removable handle for storage. The jack uses up-and-down function buttons and also has a manual release.

Priced at \$400, it's available on the RoadTek site. Shipping is included for most U.S. states. Replacement batteries are \$56 for a 4Ah 20V model, and extra chargers are \$26 each.

The EJack was awarded a Best New Product award at the SEMA auto show and is ASME PASE-certified, with a 1-year warranty.



EJack runs on a 20V battery (included) and can lift up to 3,000 lbs.

Contact: FARM SHOW Followup, RoadTek, Bellingham, Wash. (ph 888-742-3162; support@shoproadtek.com; www.shoproadtek.com).

Decorative Rock Cover

Decorative rocks for landscaping can be expensive and difficult to move. Sporty's Tool Shop offers a Decorative Rock that's a weather-ready solution for concealing lawn-side pipes, meters and utility boxes in yards while blending with natural landscapes.

The rock is designed to cover pipes or utility boxes up to 22 in. tall. Weighing 5 lbs., the cover is easy to install and features rugged construction.

Unlike painted decorative pieces, where color and texture are applied as a surface coat, the color and texture are embedded in the recycled material, helping resist fading or cracking.

The included stakes help secure the cover to the ground, keeping it in place through wind and thaw cycles. Dimensions are 15 in. by 14 in. by 23 in.

The Decorative Rock is a practical option for homeowners seeking curb appeal without compromising access to underground utilities. It's priced at \$110 plus S&H and is made in the U.S.

"It's very sturdy and weather-resistant. I



Cover is designed to look like a landscape rock and cover up utilities.

live in Florida, and this holds up well in the sun," says Lisa S. on the Sporty's Tool Shop website.

Contact: FARM SHOW Followup, Sporty's Tool Shop, 2001 Sportys Dr., Batavia, Ohio 45103 (ph 800-776-7897; toolshop@sportys.com; www.sportystoolshop.com).



Unlike traditional water sourcing methods, WaterCube uses Genesis Systems' patented AWG technology to extract water vapor directly from the air.

Revolutionizing Sustainable Water Access

Genesis Systems is addressing the world's need for sustainable drinking water by delivering scalable, alternative solutions tailored to the residential, commercial, humanitarian, government and military sectors.

Genesis WaterCube systems harness atmospheric water generation (AWG) technology to deliver a reliable, clean and potable water supply.

Unlike traditional water sourcing methods, WaterCube uses Genesis Systems' patented AWG technology to extract water vapor directly from the air.

A company spokesperson says, "This vapor is condensed, filtered and purified through a 3-stage filtration process before being dispensed as clean, potable drinking water that meets and even exceeds NSF/EPA drinking standards, regardless of the challenges posed by local infrastructure or environmental conditions."

The WaterCube product line is designed to meet a wide range of needs. The Model 10 produces over 10 gal. per day and is well-suited to a typical family's potable water needs. The WaterCube 100 delivers

120 gal. per day and is ideal for households and small businesses. For larger operations, the WaterCube 1000 delivers more than 1,000 gal. per day, meeting commercial and industrial-scale demands. The systems are conveniently modular.

"Users can stack, mix or match units to create customized water solutions, from on-the-go hydration to comprehensive industrial sources," the spokesperson says.

A Genesis Systems mobile app provides real-time monitoring and remote control. The only maintenance required for WaterCube systems is filter replacements, which the app tracks.

Genesis equipment is manufactured in the U.S. to Department of Defense engineering standards.

Prices for the entry-level model start at \$6,600, plus Care Plan and S&H. Upgrade packages are also available.

Contact: FARM SHOW Followup, Genesis Systems, 3108 N. Boundary Blvd., Building 926 #186, Tampa, Fla. 33621 (ph 877-692-8375; sales@genesissystems.com; www.genesissystems.com).

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