

ALASKA GROWN

Farmer Profile



Palmer Produce Digs Alaska Grown

BUTTE—Farming has changed a lot in the 85 years Paul Huppert has been alive. Farms are now much larger on average, food safety standards are stricter and technology is more advanced.

“When I was a kid, there were no fertilizers,” said Huppert.

The progressive nature of farming requires constant learning, he said, a skill he used to farm successfully for over 30 years.

Huppert arrived in Alaska as a homesteader in 1952 and began employment in a coal mine. Originally from a farm family in Washington, however, Huppert returned to his roots and began working for Matanuska Maid as their

produce manager. After the co-op’s produce segment closed, Huppert launched his own marketing brand: Palmer Produce.

Nowadays, Huppert spends more time on his computer than out in the field. He focuses on running Palmer Produce, which markets the produce his progeny and other farmers raise.

Paul Huppert’s son, Jerry Huppert, raises two varieties of white potatoes with his partner at Butte Farms. Jerry enjoys farming

because it gives him a chance to get out of the office and into the fields, but he says it’s a “glad business- you’re glad to start, and glad when it’s over.”

Paul’s daughter Paula raises green (which encompasses several varieties of lettuce, cabbage, carrots, and broccoli) on fields that spread out beneath the shadow of Pioneer Peak.

Marketing produce requires the Huppert patriarch to comply with strict regulations for

handling, storing and transporting. Huppert said Palmer Produce has built a good reputation for meeting these expectations.

At the end of the day, Huppert said, it’s the quality that matters. “We just try to do a... good job,” he said. “We just try to do what the market requires.”



This farmer profile is brought to you by the
Division of Agriculture
Please contact Amy Pettit with
questions or comments.
907-761-3864
amy.pettit@alaska.gov