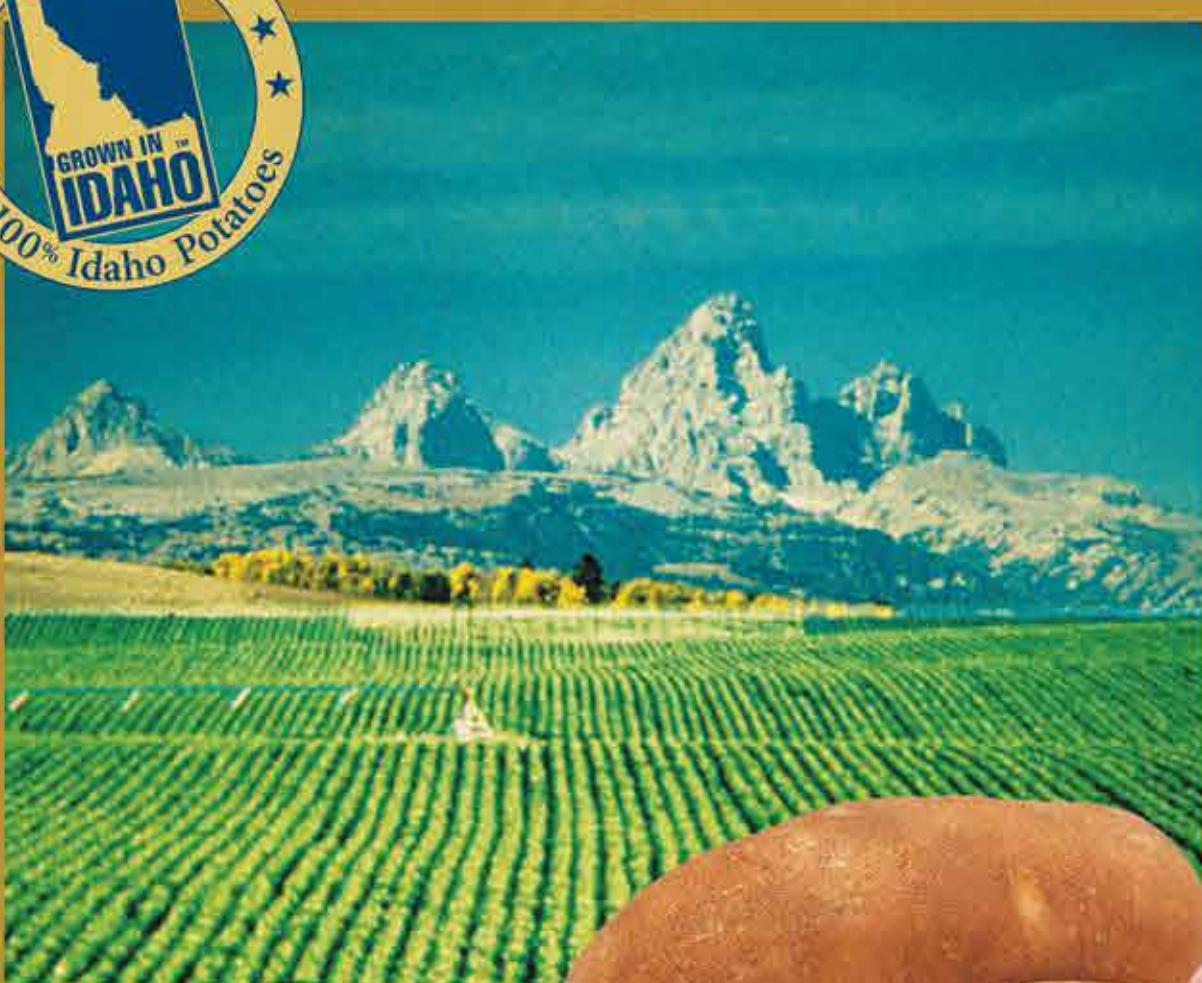


# IDAHOPOTATO

## COMMISSION



2022 RETAILER  
GUIDE  
2022 RETAIL MARKETING PROGRAMS



# CONSUMER MEDIA PLAN





## POWERFUL NATIONAL ADVERTISING & MARKETING PROGRAMS FOR 2021–2022



ACTIVITY	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
National TV Advertising												
A Cook Named Matt												
Fresh to Frozen and Back												
Star Idaho Tuberalis												
Ida-Ho-Ho-Ho												
Truly Powered by Idaho Potatoes												
Diabetes Friendly Meal Plan												
Eau de Potato												
Famous Idaho Potato Bowl												
Newsletters & Social Media Campaigns												
AllRecipes.com & Kitchn.com												
Instacart												
Big Idaho® Potato Truck												



# PUBLIC RELATIONS





## ENCOURAGING CONSUMERS THROUGH NATIONAL TELEVISION ADVERTISING

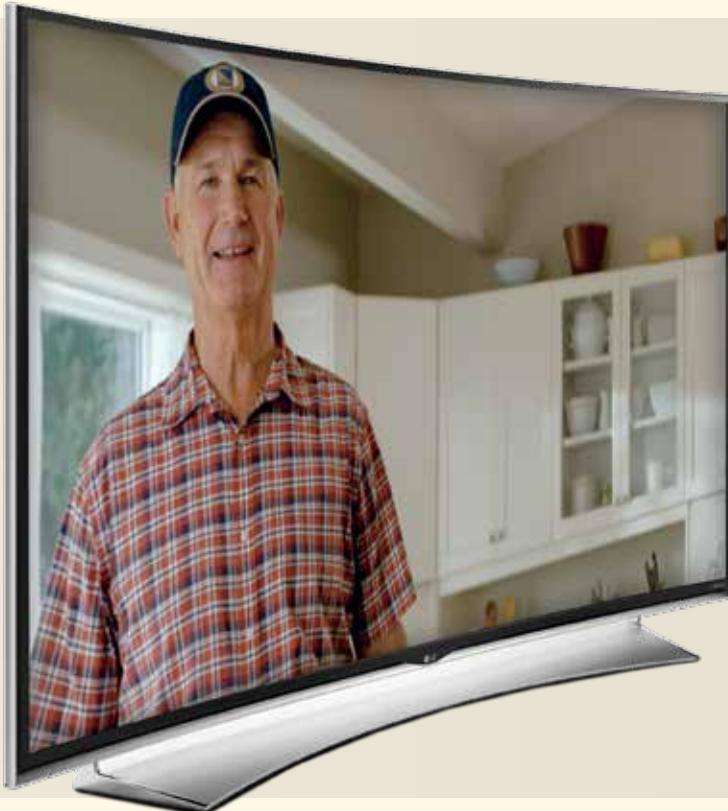


### National Television Advertising

The latest Idaho Potato Commission television commercial kicks off this fall, airing nationwide on CNN, Discovery, the Food Network, FOX News, Hallmark, Headline News, National Geographic, OWN, Discovery+, Hulu, and Sling beginning in October.

The new TV spot showcases various fun-filled hobbies Mark the Farmer has picked up while stuck at home for the last year. His latest interests range from needlepoint and origami to ice sculpting and, of course, cooking with heart-healthy Idaho® potatoes.

The new TV commercial is sure to keep Idaho® potatoes top of mind!



**Discovery**



**Hallmark**



**hulu** **sling**



## STRONG WEB AND SOCIAL MEDIA PRESENCE



### Social Media Engagement

This year's social media campaign promises to be bigger than ever before. Look for engaging posts from the popular culinary page FeedFeed and A Cook Named Matt, who is fast becoming one of the biggest foodies on Instagram and YouTube. The goal: keep our social media followers hungry for Idaho® potatoes!

#### Stay Connected!

- Visit IdahoPotato.com
- Follow IPC on Instagram
- Follow IPC on Pinterest
- Like IPC on Facebook
- Subscribe to IPC's YouTube channel
- Follow IPC on Twitter

Please visit us at [IdahoPotato.com](http://IdahoPotato.com) and follow us on:





## IDaho® POTATOES CERTIFIED BY THE AMERICAN HEART ASSOCIATION & THE AMERICAN INSTITUTE FOR CANCER RESEARCH



There's no doubt potatoes have been enjoying the spotlight—folks are realizing once again that Idaho® potatoes are healthy and should be a part of their diets.

Our 10-year partnership with the American Heart Association has no doubt elevated the potato's nutritional profile and has convinced shoppers to keep their pantry stocked with the versatile vegetable.

Idaho® potato shippers can add the well-recognized and sought-after Heart-Check mark on their bags of potatoes at no cost.

Is featuring the Heart-Check mark worth it? You bet! This mark is one of the most recognized and respected symbols in grocery stores. In fact:

- 72 million U.S. adults (30% of the population) "always" or "usually" use the Heart-Check mark to make decisions about selecting foods and beverages.
- Shoppers look for the Heart-Check mark more than any other on-packaging symbol when shopping for heart-healthy food products.
- 62% of shoppers are influenced by the mark when shopping for new heart-healthy food products.

### American Heart Association

#### CERTIFIED

Meets Criteria For Heart-Healthy Food



TM



American  
Institute for  
Cancer  
Research

### American Institute for Cancer Research

Just this spring, the American Institute for Cancer Research began recommending including a variety of plant foods, like Idaho potatoes, in your diet. One medium potato contains about 5g of dietary fiber and other vitamins and minerals that can help protect against cancer.



## EDUCATING THE MEDIA AND CONSUMERS ABOUT IDAHO® POTATOES



Whenever the IPC communicates with the media, whether it be through a press release or a phone call, pertinent key messages are skillfully woven into the copy or conversation. While there are hundreds of great things to say about Idaho® potatoes, four primary key messages are communicated:

- Idaho® potatoes are a nutritious and delicious part of a healthy and active lifestyle. They contain important vitamins and minerals, including potassium, and are naturally gluten-free.
- Fresh Idaho® potatoes are certified by the American Heart Association as a heart-healthy food.
- Not all potatoes come from Idaho; you have to look for the *Grown in Idaho®* seal. Idaho's unique growing environment makes Idaho® potatoes different from potatoes grown anywhere else in the world.
- Visit the Idaho® potato website and social media pages for more information about America's favorite vegetable and a rich selection of delicious recipes.

### The IPC's primary target audiences are:

#### Traditional and Online Media

- Newspaper, magazine, broadcast and online reporters who cover primarily food, lifestyle and health topics
- Industry trades

#### Social Media Followers

- Consumers using TikTok, Twitter, Facebook, Instagram and Pinterest
- Bloggers: Food and general lifestyle-focused blogs

#### Consumers

- Food and general lifestyle-focused blogs (ages 25-54)

#### Magazines

**Bloomberg**  
**bon appétit**  
Eat well. Live life.  
Position.

Rachael Ray  
**everyday**

**FAST COMPANY**

**FORTUNE**  
**Living**  
**People**

TRAVEL+  
LEISURE

**U.S.**

#### Newspapers

**Chicago Tribune**  
**HOUSTON CHRONICLE**

**Los Angeles Times**

**NEW YORK POST**

**The New York Times**

**USA TODAY**

**THE WALL STREET JOURNAL**

**The Washington Post**

#### Television

**abc NEWS**

**ESPN**

LIVE  
KELLY  
AND  
RYAN

**NBC**

THE DR.  
**OZ**  
SHOW

**TODAY**

#### Internet

**CNN**

**Forbes**

THE  
HUFFINGTON  
POST

**MSNBC**

**npr**

**yahoo!**



## ENCOURAGING POTATO SALES THROUGH NATIONAL INTEGRATED COMMUNICATIONS



### National Trade Advertising Campaign

Anyone who has ever been to Idaho instantly understands what an incredible place it is. It has mountains, rivers, waterfalls, national parks and more. Way more. Because it also has amazing stories of skydiving beavers, a landlocked submarine base, and laws making it illegal to fish while riding a camel. It's safe to say that Idaho could be known for a lot of different things. But it's not. It's known for its potatoes, which is a testament to how good Idaho® potatoes really are.

To keep Idaho® potatoes top of mind at retail and reinforce the message that the best potatoes come from Idaho, this year's National Trade Advertising Campaign, "Famous for a Reason," features visually striking depictions of unbelievable real-life Idaho events. They will have you in awe of the power of the Idaho® potato.

Spot these ads featured in key publications, including *The Packer*, PMG magazine, *The Produce News*, and the *Produce Industry* and *FMI SmartBrief* digital newsletters.





## ENCOURAGING POTATO SALES THROUGH COMMUNITY PARTICIPATION



### RODS—Racing for Orphans with Down Syndrome

While RODS may not be a household name yet, the impact of this small but mighty nonprofit organization is astounding. RODS consists of more than 300+ runners and triathletes who live all across the country but race for one cause—to find homes in the United States for children from other countries born with Down syndrome. Sadly, in many countries, children born with Down syndrome are often institutionalized and don't receive the care or love they need to thrive. Through its fundraising efforts and support from organizations like the IPC, RODS has been able to provide financial support for over 60 adoptions. Up to \$2 million has been raised to date. These children are no longer in orphanages but are with loving families. [rods.org](http://rods.org)

### New Year's Eve Potato Drop

Located in downtown Boise, the Annual New Year's Eve Potato Drop dazzles each year. A giant glowing Idaho® potato is dropped in front of the state capitol building into an oversized bag of Grown in Idaho® Super Crispy Crinkle Cut Fries to ring in the New Year. The IPC is a major sponsor of this local event that generates worldwide publicity. The Big Idaho® Potato Truck, the Tater Team, Spuddy Buddy, and approximately 40,000 revelers bundle up every year to enjoy the festivities, the countdown, and an impressive fireworks show. [idahopotatodrop.com](http://idahopotatodrop.com)



### Keeping Idaho® Potatoes in the News

The IPC will continue to proactively look for opportunities to promote Idaho® potatoes to journalists through hands-on learning visits to Idaho, co-branding partnerships, monthly communication to reporters, and participating in high-profile events. Leveraging holidays and special occasions is also important in creating headline-generating news.



## ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



### Idaho® Potato Recipes

The IPC continues to promote Idaho® potatoes by regularly adding new recipes in publications and online.

#### Mediterranean Fingerling Potato Salad

Using a mix of fingerling colors—red, purple and gold—really makes for an eye-catching salad. The no-mayo dressing not only keeps it light and fresh but makes it a perfect option for the summer potluck table!



#### MEDITERRANEAN FINGERLING POTATO SALAD

YIELD 4 SERVINGS

##### INGREDIENTS

1½ pounds fingerling Idaho® potatoes, cut into approximately 1½ pieces or halved if small  
½ red onion, chopped  
1 red bell pepper, roughly chopped  
½ cup pitted kalamata olives  
¼ cup feta cheese  
Parsley and basil for garnishing

##### DIRECTIONS

- In a large saucepan, place the cut potatoes in enough cold water to cover the potatoes. Bring the pot to a boil and allow the potatoes to cook for approximately 15 minutes until they are fork-tender. Drain the potatoes and place them in a bowl.
- Add the onion, red pepper, and olives to the bowl of potatoes.
- Crumble the feta cheese and sprinkle over the potatoes.

##### Lemon Vinaigrette:

4 tablespoons freshly squeezed lemon juice,  
approximately 2 lemons  
1 teaspoon Dijon mustard  
4 tablespoons olive oil  
½ teaspoon salt  
½ teaspoon ground black pepper

- Make the lemon vinaigrette by whisking the lemon juice, Dijon and olive oil together.
- Add salt and pepper to taste.
- Pour the vinaigrette over the potatoes. Gently toss the salad with the dressing.
- Garnish with parsley and basil.

**IDaho POTATO  
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[www.idahopotato.com](http://www.idahopotato.com)



## ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



### Fresh to Frozen and Back

There's still a lot of uncertainty about freezing potatoes—can you really do it?

Diane Hendricks will show her viewers how to safely freeze their Idaho® potato dishes and reheat them so they taste just as good, if not better than when they were first made. Her popular show streams on Amazon and Roku.

### The Most Popular Potato in the Universe

On October 20, 2021, the world will experience a harvest moon. Let's give stargazers another object to look for in the sky. We'll work with International Star Registry to identify and officially register a shining star representing the most famous potato in universe, but first we'll host a national contest to find a name for it. News of the contest will be promoted on social media and pitched to local Idaho reporters.





## ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



### Ida-Ho-Ho-Ho Potato Holiday Scratch-Stakes

The IPC will be whipping up holiday excitement with its Holiday Scratch-Stakes. Between November 22 and December 31, the IPC will give away \$10,000 in cash and prizes to help folks enjoy the last few weeks of 2021. Folks will link to the contest page through the IPC's website and social media pages and "scratch off" a digital playing piece that will reveal their prize (e.g., Spuddy Buddies, gift cards, potatoes). If they are not an instant winner, they will be entered to win one of five \$1,000 cash prizes.



### Powered by Idaho® Potatoes

There's no shortage of YouTube videos on potato batteries, but few make you say "wow." The IPC will power up the potato battery video collection by using potato power to start the Big Idaho® Potato Truck engine.

This multiday project would be fueled by a potato power expert based in Buffalo, New York.

Video of the process will be shared on IPC's social media platforms and sent to TV stations across the country on Earth Day.





## ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



### Diet Identifier

Identify recipes in the IPC recipe database that meet popular diet criteria, like:

- Mediterranean
- Weight Watchers
- Whole30

and make them easy to find!

Distribute information to both consumers and food/nutrition reporters about this revamped resource.

Highlight a diet-friendly recipe on IPC's social media once a month and show followers how they can access these recipes!

The image displays two screenshots of the Idaho Potato Commission's recipe database website. The top screenshot shows the homepage with a search bar for "Find a recipe!" and dropdown menus for "Or browse categories" and "Any ingredient". The bottom screenshot shows a detailed view of a specific recipe titled "Harissa Roasted Potatoes with Preserved Lemon Gremolata", featuring a photo of the dish, ingredient lists, cooking instructions, and sharing options.



## ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS

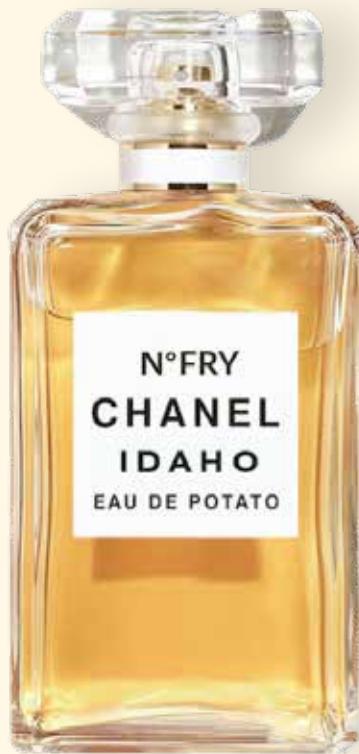
### Diabetic Friendly Meal Plan

This year, another new eating plan will be added to the IPC's popular Diet Identifier search tool on the website—Diabetic Friendly Recipes. We'll work with a nutritionist or diabetic-friendly recipe bloggers to create videos of Idaho® potato dishes that are delicious and suitable for a diabetic lifestyle. The campaign will launch in early November for National Diabetes Awareness Month. This new recipe collection will be promoted on social media through traditional PR and newsletters.





## ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



### Eau de Potato

Capitalize on America's favorite food across all generations by releasing a limited edition Idaho® potato french fry fragrance. The limited edition perfume will be sold on IPC's website leading up to Valentine's Day. The launch will also be supported by a robust social media and PR campaign utilizing video and faux magazine ads.



## ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



### The Famous Idaho Potato Bowl

The Famous Idaho Potato Bowl (FIPB) continues to be one of the most exciting college bowl games, with records being set and broken every year. Anyone who tunes in to the game (or even hears about it) knows exactly who the title sponsor is. From the name of the bowl game to permanent signage in prominent locations throughout the stadium to multiple broadcast mentions during the game to ads airing on ESPN television and radio, the Idaho® potato brand can't be missed! In addition, the FIPB logo will be prominently featured in the center of the field, promising even more awareness of the naming sponsor.

The bowl game generates hundreds of millions of media impressions throughout the year, keeping Idaho's famous spud top of mind for avid college football fans.





## ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



### Consumer Newsletters

Each month, the IPC emails two letters to approximately 100,000 subscribers.

- *Tater Talk* is a roundup of all that's happening with the Idaho Potato Commission. The newsletter is distributed mid-month and features: articles about current IPC promotions, an Idaho® potato farmer and his family, recipes, and videos. [idahopotato.com/subscribe-to-tater-talk](http://idahopotato.com/subscribe-to-tater-talk)
- Welcome to *Let's Eat with Idaho® Potatoes*—a new monthly newsletter featuring a delicious Idaho® potato recipe! Because when you grow up surrounded by potatoes, you learn a thing or two about how to eat them. Every month we'll share our favorite recipe of the moment featuring Idaho® potatoes to provide some serious inspiration. [idahopotato.com/subscribe-to-lets-eat](http://idahopotato.com/subscribe-to-lets-eat)





## ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



### AllRecipes.com

This fall, the Idaho Potato Commission will continue having a presence on AllRecipes.com, the #1 recipe site with 51 million estimated monthly visitors and food enthusiasts. This will include recipe integrations, digital banner ads, and social media recipe videos starring Idaho® potatoes.

The screenshot shows the AllRecipes.com homepage with a navigation bar at the top. Below it, a section titled "Idaho® Potatoes" features the text "America's favorite potatoes for over 85 years." A "Share" button and the Idaho state seal are also present. The "Staff Picks" section displays three recipes with images: "Basic Hasselback Idaho® Potatoes" (two hasselback potatoes), "Heart-Healthy Idaho® Potato Salad" (a bowl of potato salad), and "Potato Dogs" (potato skins filled with meat and cheese). Each recipe has a star rating and a brief description.

### Kitchn.com

The IPC will also partner with [Kitchn.com](#), which has 24 million unique monthly visitors and averages 65 million page views per month. In addition, the Kitchn Thanksgiving Food Fest will feature a delicious Idaho® potato recipe in an Instagram Story video leading up to the Thanksgiving holiday.

The screenshot shows the Kitchn.com website with a header "COOKING LESSONS FROM THE KITCHN | CHRISTMAS | DINNER | DINNER FOR A CROWD". The main title is "How To Make Perfect Mashed Potatoes for Thanksgiving" by Dana Velden. Below the title are links for "COMMENTS", "JUMP TO RECIPE", and "PRINT RECIPE". The main image is a close-up of a red casserole dish filled with creamy mashed potatoes, with a spoonful being lifted.

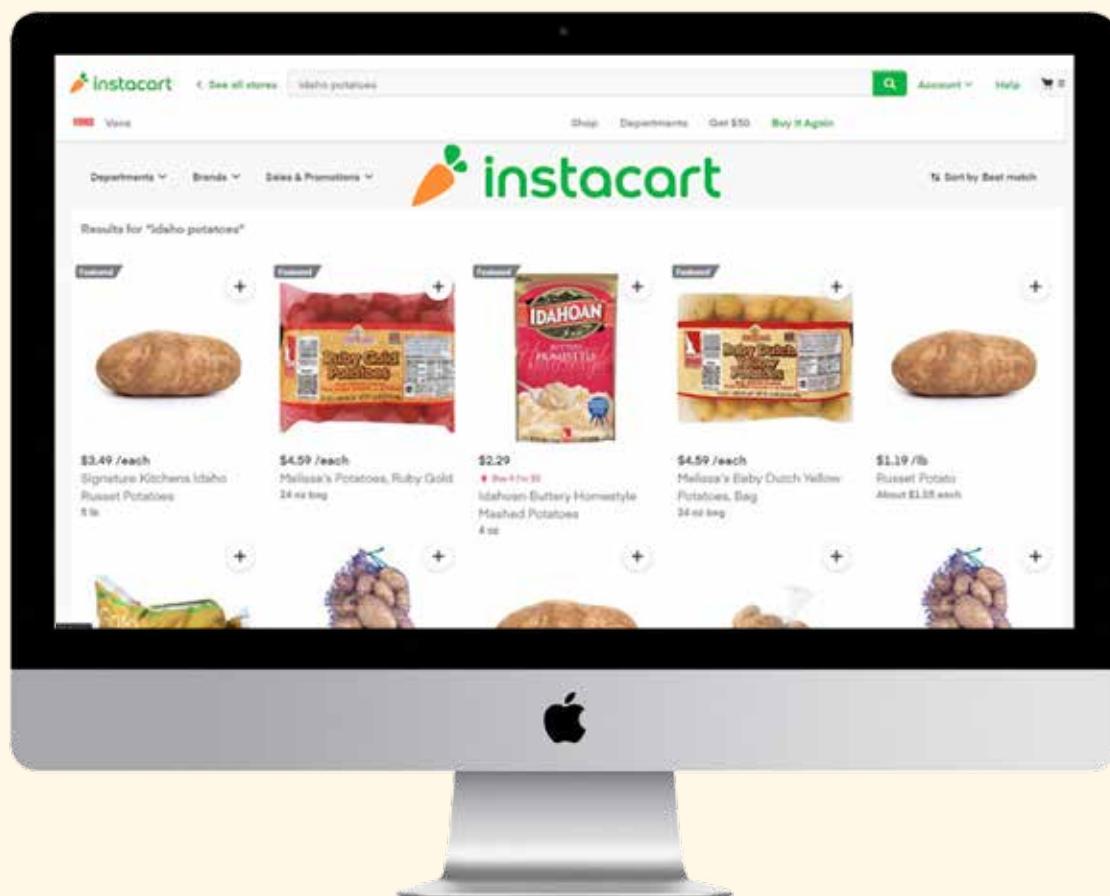


## ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



### Idaho® Potatoes and Instacart

Grocery e-commerce is still going strong over a year after pandemic restrictions started. As online shopping has remained an attractive way for consumers to buy groceries, we will continue to have a presence in digital grocery moving into the coming year. We will partner with Instacart during the high purchase periods of November–March.





## ENCOURAGING POTATO SALES THROUGH SOCIAL MEDIA



### A Cook Named Matt

Matt, a.k.a. the "Most Fun Chef on TikTok," will partner with the IPC with his new mouth-watering Idaho® potato recipes for his millions of followers. In addition, Matt will support other IPC partnerships, including Spiceology and Melissa's Produce.



### Potato Pizza

During National Pizza Month in October, the IPC will showcase different ways to enjoy Idaho® potatoes—on pizza!

The IPC will leverage its rich collection of Idaho® potato pizza recipes that are available on the website, by working with influencers to create and release recipe videos each week. Videos can be based on the existing recipes or can be developed around new Idaho® potato pizza recipes.

### Idaho® Potato Spud Spa

Build on the IPC's existing spa video collection by inviting four beauty influencers to indulge in some Idaho® potato pampering that's shared with their followers.





## STRONG SOCIAL MEDIA PRESENCE GENERATED BY FOOD INFLUENCERS



### Reaching Millions of Foodies Through Influencers

The IPC is proud to have developed relationships with more than 100 influential food bloggers. These writers and photographers provide us with dozens of new and delicious ideas, which are added to the rich recipe collection on the website. Video bloggers, or vloggers, also create video content, housed on our YouTube page, which is instructional, educational and entertaining. These recipes and videos provide eye-catching and engaging content for the IPC's social media channels.

The IPC sponsors and attends influencer conferences each year. These events give us a chance to meet face-to-face and form relationships with well-established bloggers with large followings and identify up-and-comers. We sit in on classes to absorb what the next trends will be and learn about changes in technology. These conferences also provide an opportunity to get Idaho® potatoes in front of people who are passionate about food and educate them on what makes our potatoes special.

Partnering with food influencers is a valuable tool in keeping us contemporary as well as helping us promote the Idaho® potato brand to millions of consumers across the country and beyond each year.

Below are just a few of our fantastic food bloggers and their recipes! See all our influencers at [idahopotato.com/recipes/tag/blogger](http://idahopotato.com/recipes/tag/blogger).



**Cheryl Bennett**  
**POOK'S PANTRY**

Fingerling  
Potatoes with  
Shishito Peppers  
and Asian Spices



**Katie Workman**  
**THE MOM 100**  
Skillet Cottage Pie for Idaho® Potatoes



**Love Keil**  
**MUNCHKIN TIME**

Potato Quesadillas with Ham and Cheese



**Anushree Shetty**  
**SIMMER TO  
SLIMMER**

Indian Bread Rolls with Spicy Idaho®  
Potato Filling





# CATEGORY MANAGEMENT





## CATEGORY MANAGEMENT



**IDAHOTATO  
COMMISSION**





## CATEGORY MANAGEMENT



### Idaho Potato Menu



Category Review



Case Study –  
“How to Maximize Potato  
Lovers Month”

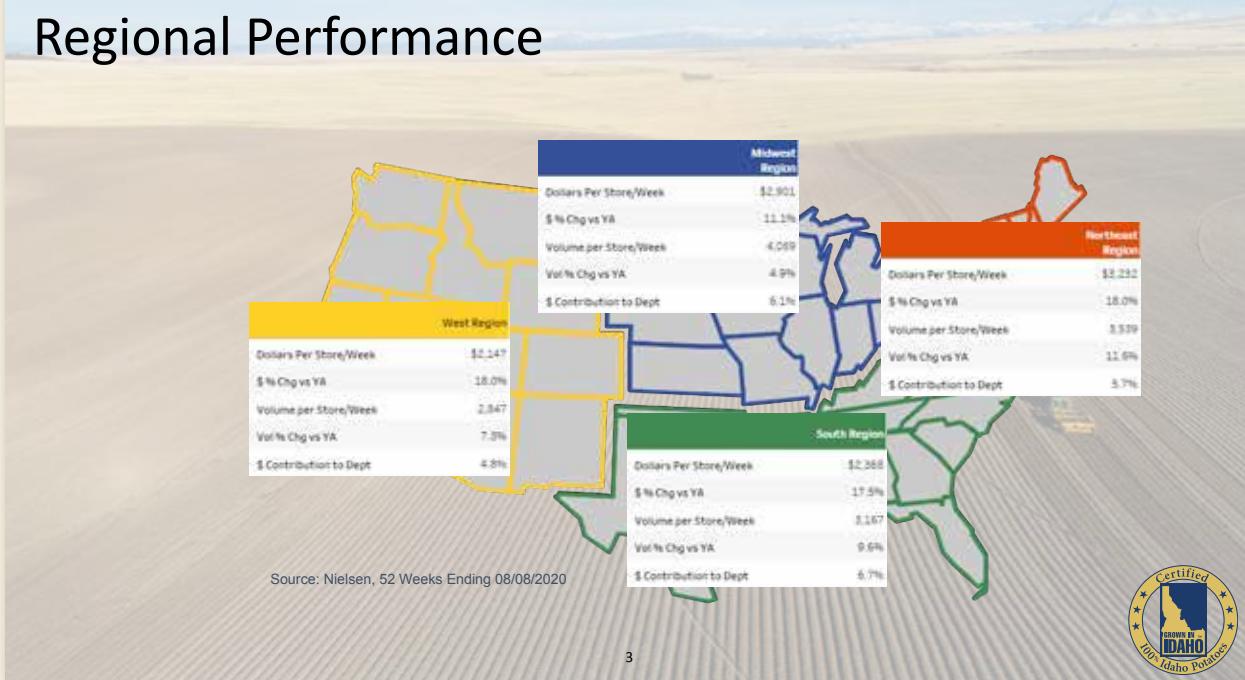




## CATEGORY MANAGEMENT



### Regional Performance



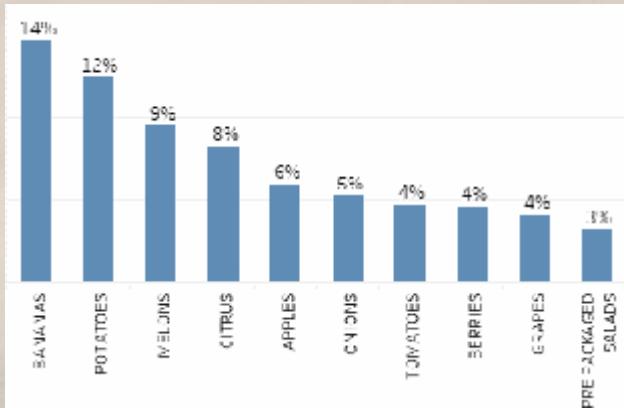


## CATEGORY MANAGEMENT

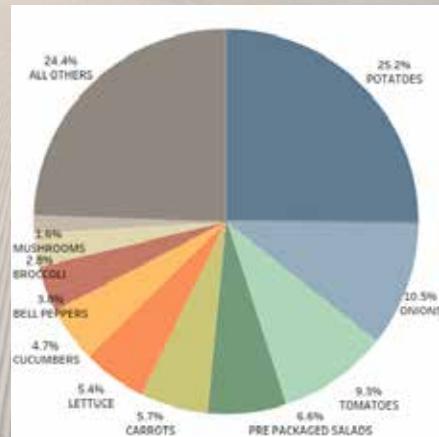


### State of the Potato Category – Total US

- Potatoes are the second largest volume contributor in the entire produce department, and the commanding first within vegetables



Source: Nielsen, 52 Weeks Ending 08/08/2020



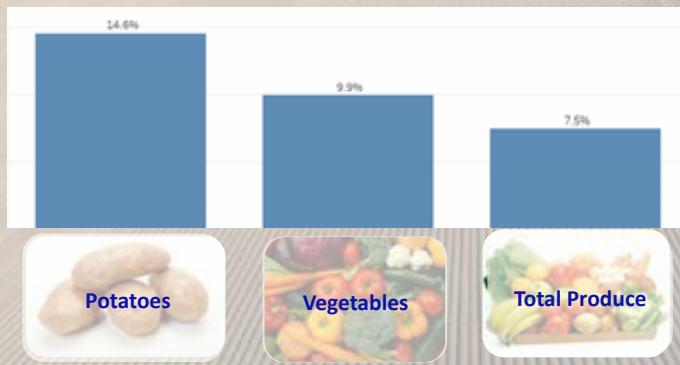


## CATEGORY MANAGEMENT



### State of the Potato Category

- Potatoes have increased dollar sales 14.6% from prior year through 8/8/20



Source: Nielsen, 52 Weeks Ending 08/08/2020

5





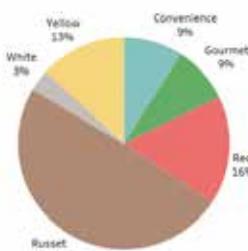
## CATEGORY MANAGEMENT



### Potato Performance by Type – US

- All varieties trending well in 2020
- Volume sales are also up significantly
- Russet volume share is up from 63% in 2019

Total U.S.  
Dollar Share

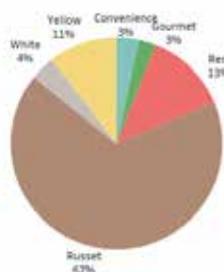


Convenience: Any fresh potato that can be prepared in the package it is purchased in (e.g., microwavable)

Gourmet: Specialty potatoes 24oz pack size, including fingerling, baby or mixed

Source: Nielsen, 52 Weeks Ending 08/08/2020

Total U.S.  
Volume Share





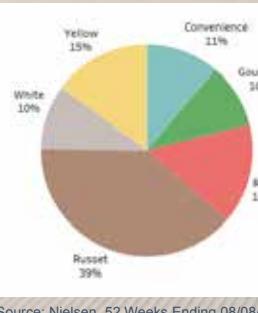
## CATEGORY MANAGEMENT



### Potato Performance by Type – Northeast

- Russet potatoes dollar share grew 2%, compared to 2019
- Volume share for russet potatoes also grew 5% from 2019

Northeast Region  
Dollar Share

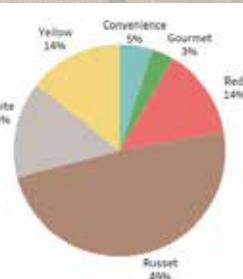


Convenience: Any fresh potato that can be prepared in the package it is purchased in (e.g., microwavable)

Gourmet: Specialty potatoes 24oz pack size, including fingerling, baby or mixed

Source: Nielsen, 52 Weeks Ending 08/08/2020

Northeast Region  
Volume Share



7





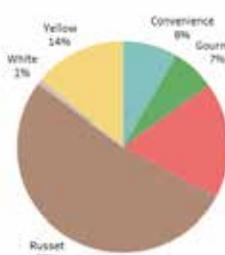
## CATEGORY MANAGEMENT



### Potato Performance by Type – Midwest

- Russet dollar share is up from 50% in 2019
- Russet volume share is up from 63% in 2019
- Yellow potato dollar share decreased 2% from 2019
- Red potato dollar share increased 2% from 2019

Midwest Region  
Dollar Share

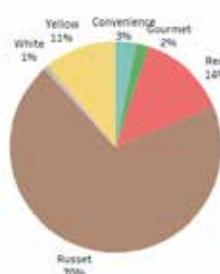


Convenience: Any fresh potato that can be prepared in the package it is purchased in (e.g., microwavable)

Gourmet: Specialty potatoes 24oz pack size, including fingerling, baby or mixed

Source: Nielsen, 52 Weeks Ending 08/08/2020

Midwest Region  
Volume Share



8





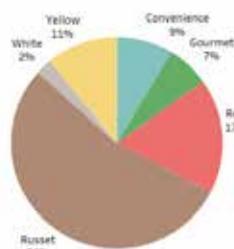
## CATEGORY MANAGEMENT



### Potato Performance by Type – South

- Russet dollar share decreased by 1% compared to 2019, with volume gaining 3%
- Yellow dollar share decreased by 3% compared to 2019
- Red dollar and volume share increased 3% compared to 2019

South Region  
Dollar Share

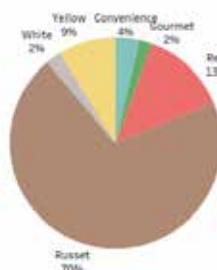


Convenience: Any fresh potato that can be prepared in the package it is purchased in (e.g., microwavable)

Gourmet: Specialty potatoes 24oz pack size, including fingerling, baby or mixed

Source: Nielsen, 52 Weeks Ending 08/08/2020

South Region  
Volume Share



9



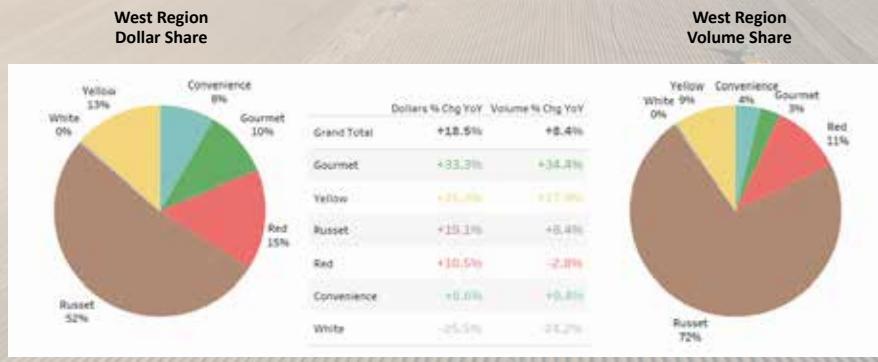


## CATEGORY MANAGEMENT



### Potato Performance by Type – West

- Russets increased dollar share 2% compared to 2019, with volume also gaining 2%
- Yellow lost 2% of dollar share in 2019, with volume remaining even
- Red increased dollar share 4% compared to 2019, with volume losing 2%



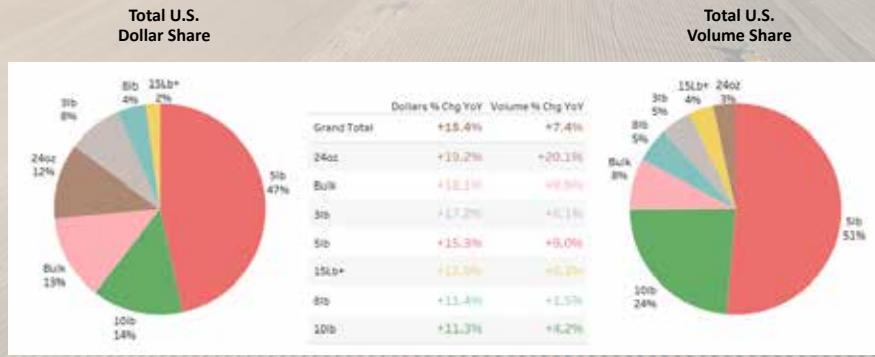


## CATEGORY MANAGEMENT



### Potato Performance by Pack Size – US (all varieties)

- 10lb pack size volume share grew from 5% in 2019
- 5lb pack dollar share grew from 39% in 2019
- Bulk saw the largest decrease, down from 21% of dollars in 2019



Source: Nielsen, 52 Weeks Ending 08/08/2020

11





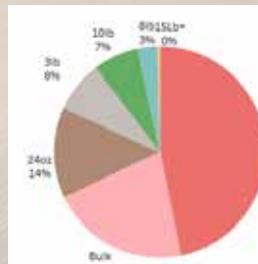
## CATEGORY MANAGEMENT



### Potato Performance by Size – Northeast (all varieties)

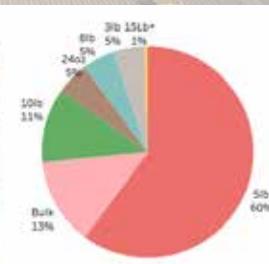
- 5lb and Bulk dollar share are both up by 2%
- 10lb dollars and volume up for the first time in multiple years

Northeast Region  
Dollar Share



Northeast Region  
Volume Share

	Dollars % Chg YoY	Volume % Chg YoY
Grand Total	+15.2%	+8.6%
5lb	+22.3%	+0.0%
10lb	+17.5%	+11.0%
8lb	+16.7%	+7.9%
5lb	+15.7%	+8.0%
Bulk	+12.4%	+0.2%
24oz	+12.6%	+33.2%
15lb+	+11.2%	+42.0%



Source: Nielsen, 52 Weeks Ending 08/08/2020

12





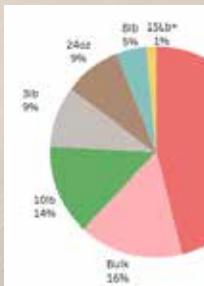
## CATEGORY MANAGEMENT



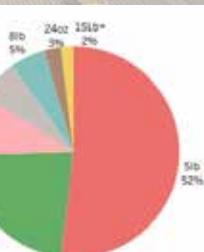
### Potato Performance by Size – Midwest (all varieties)

- 5lb dollar share down 4% compared to 2019
- 10lb dollar share also down from 23% in 2019

Midwest Region  
Dollar Share



Midwest Region  
Volume Share



Source: Nielsen, 52 Weeks Ending 08/08/2020

13





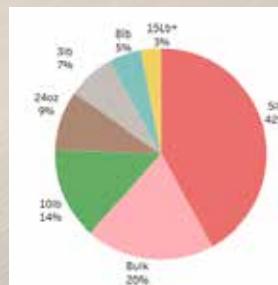
## CATEGORY MANAGEMENT



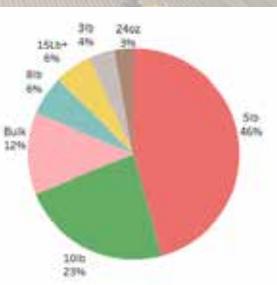
### Potato Performance by Size – South (all varieties)

- All categories showing positive growth
- 10lb volume share up from 6% in 2019

South Region  
Dollar Share



South Region  
Volume Share



Source: Nielsen, 52 Weeks Ending 08/08/2020

14



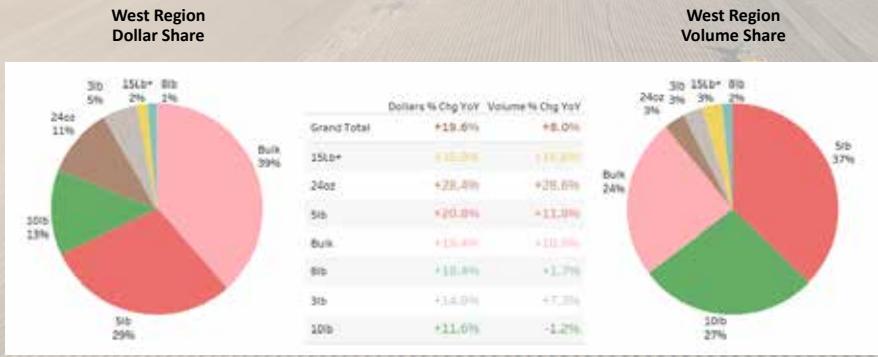


## CATEGORY MANAGEMENT



### Potato Performance by Size – West (all varieties)

- 5lb and Bulk account for 68% of all variety dollars
- 5lb volume share up 6% from 2019
- 10lb volume share up 4% from 2019



Source: Nielsen, 52 Weeks Ending 08/08/2020

15





## CATEGORY MANAGEMENT



### Category Review





## CATEGORY MANAGEMENT



An aerial photograph showing a vast, rolling landscape of agricultural fields, likely Idaho's famous potato fields, under a clear sky.

### Case Study – “How to Maximize Potato Lovers Month”



## CATEGORY MANAGEMENT



### Retailer Performance Assessment Performance Based Contest

Idaho Potato Commission – Potato Category Review



## CATEGORY MANAGEMENT



### Summary



ASSESSMENT DEMONSTRATES HOW ADVERTISING THE MOST POPULAR CATEGORY ITEM DRIVES TOTAL CATEGORY GROWTH



84% OF SHOPPERS KNOW THEY ARE BUYING POTATOES BEFORE THEY GO SHOPPING



TOTAL US AVERAGE POTATO BASKET RINGS, ON AVERAGE, VALUE \$77 PER SHOPPING TRIP  
– NO POTATOES IN BASKET AVERAGE IS \$43



CONTEST PERIOD DROVE BANNER POTATO CATEGORY MARKET SHARE – GROWTH +5% EACH WEEK





## CATEGORY MANAGEMENT



### Contest Overview

The figures shown are results of a retailer-specific promotion run with the Idaho Potato Commission. Promotions are developed to help achieve specific retailers' goals and objectives. Retailers are encouraged to use the following case study to develop their own contests and drive category success. Reach out to your Director for more information on how to partner with the Idaho Potato Commission to drive produce sales growth, department creativity, and personnel engagement.

#### Example Contest Detail

-The top five performing stores, with the highest percent growth against prior year sales performance, of participating items, won Visa gift cards as outlined in the next page. There was one additional winner, per banner, for the best display that received a \$100 Visa gift card.





## CATEGORY MANAGEMENT



### Prizes

Place	Gift Card Value	Gift Card Type	Recipient
1	\$300	Visa	Produce Manager
2	\$250	Visa	Produce Manager
3	\$100	Visa	Produce Manager
4	\$100	Visa	Produce Manager
5	\$100	Visa	Produce Manager
Best Display	\$100	Visa	Produce Manager

Prize offerings are based on a retailer's size  
(number of stores) and can be discussed  
with your promotion director





## CATEGORY MANAGEMENT



### Results Reported by Retailer

Banner 1 Final Contest Results					
District	Contest Item \$s Avg Wkly Sales	Adj Prior Year - Min Avg Wkly Sales	% Inc/Dec	District Ranking	Units Sold
District 02	\$ 7,397	\$ 2,211	234.59%	1	4,333
District 01	\$ 7,043	\$ 2,996	135.09%	2	6,450
District 08	\$ 7,595	\$ 3,669	107.00%	3	6,068
District 06	\$ 8,033	\$ 4,186	91.92%	4	7,781
District 04	\$ 8,731	\$ 4,559	91.51%	5	7,693
District 10	\$ 7,898	\$ 4,493	75.80%	6	8,799
District 03	\$ 5,736	\$ 4,095	40.06%	7	8,018
District 05	\$ 6,519	\$ 4,907	32.84%	8	7,947
District 07	\$ 7,177	\$ 6,539	9.75%	9	8,952
District 09	\$ 4,963	\$ 4,678	6.09%	10	7,544
<b>Division 1 Total</b>	<b>\$ 71,092</b>	<b>\$ 42,333</b>	<b>67.94%</b>		<b>73,585</b>

69 stores – 1,066 units per store average

Banner 2 Final Contest Results					
District	Contest Item \$s Avg Wkly Sales	Adj Prior Year - Min Avg Wkly Sales	% Inc/Dec	District Ranking	Units Sold
District 13	\$ 6,554	\$ 4,238	54.63%	1	7,967
District 21	\$ 5,218	\$ 3,596	45.11%	2	6,536
District 15	\$ 10,526	\$ 7,872	33.71%	3	11,950
District 17	\$ 7,633	\$ 5,819	31.19%	4	8,934
District 23	\$ 7,457	\$ 5,684	31.18%	5	10,164
District 14	\$ 6,381	\$ 4,884	30.66%	6	7,494
District 18	\$ 10,836	\$ 8,339	29.93%	7	10,088
District 19	\$ 9,670	\$ 7,480	29.29%	8	10,948
District 20	\$ 8,962	\$ 6,951	28.93%	9	10,873
District 16	\$ 5,583	\$ 4,418	26.36%	10	6,481
District 12	\$ 5,242	\$ 4,204	24.71%	11	7,116
District 22	\$ 8,661	\$ 6,989	23.93%	12	11,734
<b>Division 2 Total</b>	<b>\$ 92,723</b>	<b>\$ 70,475</b>	<b>31.57%</b>		<b>110,284</b>

82 stores – 1,345 units per store average

- ❖ Simple change of space allocation, with a secondary location for russets, increased sales





## CATEGORY MANAGEMENT



### Contest Winners

Banner 1 Winning Store - #102



Banner 2 Winning Store - #727



Category Partners, LLC





## CATEGORY MANAGEMENT



### Retailer All Varieties 13 Weeks vs 2-Week Contest Period

2 Weeks 5/9-5/23

	Dollars	\$ Chg YoY	Dollars % Chg YoY	RM Dollars	RM Dollars Chg YoY	RM Dollars % Chg YoY
Grand Total	\$971,046	\$293,768	+43.4%	\$3,167,910	\$659,721	+26.3%
Russet	\$551,629	\$157,989	+40.1%	\$1,649,200	\$412,072	+33.3%
Red	\$154,434	\$43,069	+38.7%	\$452,290	\$104,728	+30.1%
Yellow	\$111,436	\$39,037	+53.9%	\$372,332	\$73,432	+24.6%
Convenience	\$89,118	\$29,474	+49.4%	\$204,797	(\$44,717)	-17.9%
Gourmet	\$43,820	\$25,270	+136.2%	\$327,059	\$73,355	+29.9%
White	\$20,549	(\$1,069)	-4.9%	\$162,231	\$38,851	+21.5%

- During this promotion, the retailer only advertised 5lb russets
- During the prior 13 weeks, retailer averaged 29% of potato category market dollars – 2-week contest time frame the banner averaged 30.7% of the potato market dollars
- 5lb russet ad with display drove total category sales growth 43% vs. RM 26%

Data is for dates 2 weeks 5/9/2020 – 5/16/2020

24





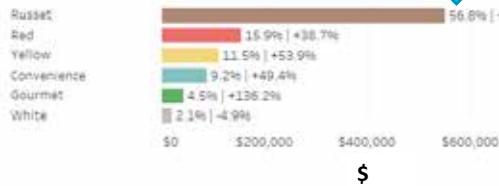
## CATEGORY MANAGEMENT



### Variety Share 13 Weeks vs 2 Weeks

2 Weeks

Variety Share of category dollars -



- Growth compared to same two weeks last year



\$ RM \$

- Merchandising decisions should be based on sales dollars to keep fresh product on the shelf
- Space to sales allocation for russet potatoes should be almost 60% of shelf to avoid OOS

Category Partners, LLC

Data is for dates 2 weeks 5/9/2020 – 5/16/2020

25

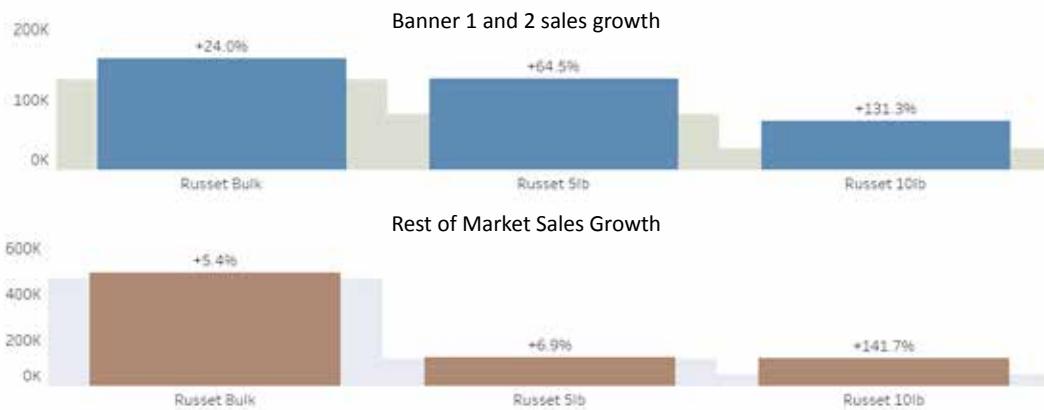




## CATEGORY MANAGEMENT



### Item sales growth, measured in dollars, compared to prior year



- Banner 1 and 2 only advertised their markets' most popular russet pack size (5lb russet) and still achieved category growth across all pack sizes compared to rest of market
- Retailer advertising focus may need to shift toward larger pack sizes with economic shifts

Background = Last year

% = Chg. YoY

Data is for dates 2 weeks 5/9/2020 – 5/16/2020

26





## CATEGORY MANAGEMENT



### Conclusion



Communicate with your Retail Promotion Director to develop ad promotions and Potato Lovers Month promotions



Total US average potato basket rings, on average, value \$77 per shopping trip – no potatoes average is \$43



Having a russet potato promotional strategy can boost TOTAL category growth



IPC Retail Promotion Directors will work with you to help you achieve your goals





# POTATO LOVERS DISPLAY CONTEST



Potato Lovers  
Display Contest



# 2022 DISPLAY CONTEST

Every qualified participant  
is entered into a random  
drawing to win 7 days' / 6 nights'  
accommodations plus a dining  
allowance at the  
**CASA MARINA**  
A WALDORF ASTORIA® RESORT  
Visit [casamarinaresort.com](http://casamarinaresort.com)  
for more information.



**Receive a FREE  
Idaho® Potato  
Manchurian Ash 6-Piece  
Steak Knife Set  
Just for Entering!**

With More Than  
**\$150,000**  
in Cash & Prizes!



## 2022 Partners



The maker of  
**Real Bacon**  
Bacon Toppings

Fresh Gourmet  
CRISPY  
TACOES



With More Than  
**\$150,000**  
in Cash & Prizes!



ENTER for a chance to  
**WIN A TRIP FOR 2**  
**TO CASA MARINA**  
IN BEAUTIFUL KEY WEST, FL

Every participant is entered into a random drawing to win:  
• Roundtrip airfare for 2 to Casa Marina  
• 7 days' / 6 nights' accommodations  
• \$300 per day for food & drink

## PUT YOUR CREATIVITY ON DISPLAY!

**Get Your Customers Excited** to buy Idaho® Potatoes, HORMEL® Bacon Toppings, and Fresh Gourmet® Crispy Veggies when you create a sales-driving product display with custom point-of-sale (POS) materials and recipes.

1. Build an attractive and memorable display with Idaho® Potatoes, HORMEL® Bacon Toppings, and Fresh Gourmet® Crispy Veggies.
2. Incorporate the website addresses below into your display—giving your customers access to other great recipes and information.
3. Order POS materials from [idahopotato.com/plm-pos](http://idahopotato.com/plm-pos) or through your category manager.
4. Display your creative masterpiece in the produce section of your store for at least 1 week during the contest period of February 1 through April 15, 2022.
5. **It's easy!** Just submit your entry online at [idahopotato.com/plm-enter-now](http://idahopotato.com/plm-enter-now), or make use of the entry form on the back of this brochure along with photos of your display.



**Receive a FREE**  
**Idaho® Potato Manchurian Ash**  
**6-Piece**  
**Steak Knife Set**  
**Just for Entering!**



**2022**  
Partners



**Small Display? It's OK!** Seriously, the size of your display doesn't matter. Not all stores have room for a big display. Based on your creativity, you can still win! Smaller displays have the same chance of winning as larger displays.

## Category Managers Win, Too

Our Category Manager Match Program makes it easy for category managers to win, too! If your store is a 1st- through 5th-place winner, you win the equivalent in prizes, including the trip to Florida! So encourage your stores to participate and send in their entries. It's a win-win situation!

**Winners on Display** Check out last year's winners at [idahopotato.com/plm-past-winners](http://idahopotato.com/plm-past-winners). This year's Idaho® Potato Lovers Display Contest winners will be posted online by June 15, 2022.

**Play by the Rules** Read and follow the Display Contest Rules on the back page carefully—then get ready to exercise your creativity with a winning entry!



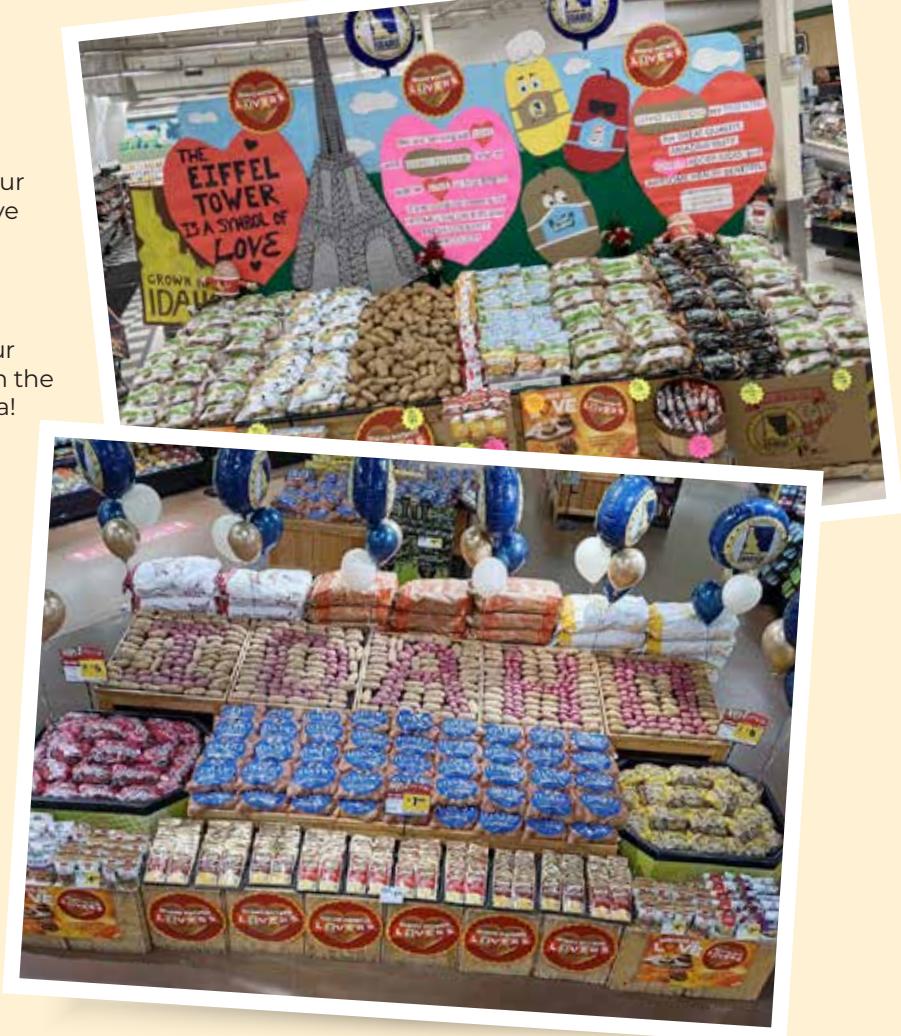
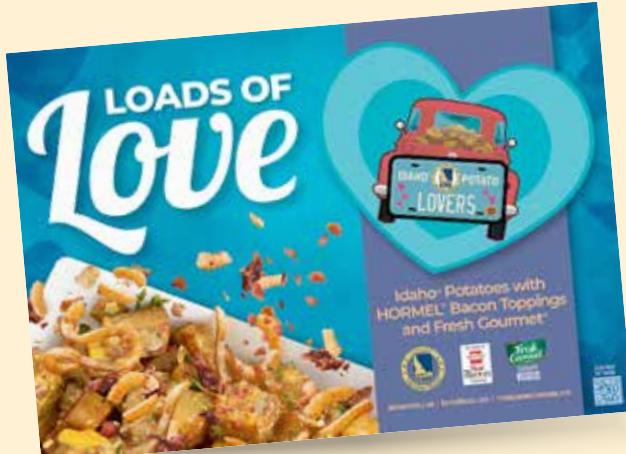
## POS Kits Are Available! Get Started with a Free POS Kit!

Order POS materials from [idahopotato.com/plm-pos](http://idahopotato.com/plm-pos) or through your category manager.

The Idaho® potato 2022 display kit includes:

- 2 double-sided Idaho® Potato Lovers logo display signs
- 1 large and 2 small double-sided signs featuring an appetizing photo to decorate your display
- 2 inflatable Mylar® Idaho® potato-branded balloons

Clip art and delicious recipes are available from the Idaho® potato website at [idahopotato.com/retail](http://idahopotato.com/retail).



## Show Me the Prizes!

Each of the 3 store categories receives the following cash prizes:

1st Place .....	\$1,500
2nd Place.....	\$1,000
3rd Place.....	\$750
4th Place .....	\$500
5th Place.....	\$250



Plus, 100 Honorable Mention Prizes of \$100 Each (selected from the remaining entries)

Enter for a chance to win a trip for 2  
**to Casa Marina**  
in beautiful Key West, FL

## Store Categories

### Category 1

**1–5**  
Registers

### Category 2

**6–9**  
Registers

### Category 3

**10+**  
Registers





# DISPLAY CONTEST RULES

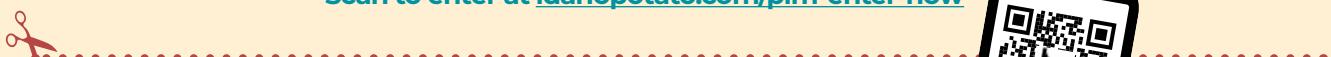
- Your Idaho® Potato, HORMEL® Bacon Toppings, and Fresh Gourmet® Crispy Veggies display must be in place for at least 1 week during the contest period.
- Displays must be in the produce section of the store. Qualifying displays must include ALL of the following products:
  - Fresh Idaho® potatoes (bag, bulk, or both) that have a clear label showing the Idaho® name and the Grown in Idaho® seal
  - A clearly marked Idaho® dehydrated potato product
  - Any variety of HORMEL® Real Bacon toppings
  - Any variety of Fresh Gourmet® Crispy VeggiesDisplays may not include potato products from other states.
- Display point-of-sale (POS) materials must include 2022 special-themed POS material from the Idaho Potato Commission. You may create your own display support materials as well. Creativity is encouraged!
- Display entries are limited to 1 per store and can be any size. It's not about how large or small, it's about the creativity.
- Display entries will be judged and prizes awarded by the Idaho® Potato Lovers Display Contest Review Committee. Displays are judged on a point system, based on the following criteria:
  - 1) creativity of the display,
  - 2) incorporation of HORMEL® Bacon Toppings and Fresh Gourmet® Crispy Veggies,
  - 3) salability of the display, and
  - 4) Idaho® Potato Lovers Display Contest signage.The committee's decisions are final.
- All entries must be received by the Idaho® Potato Lovers Display Contest Review Committee no later than April 15, 2022. Top winners will be notified by May 15, 2022, and all winners will be posted by June 15, 2022, on our website: [idahopotato.com/retail](http://idahopotato.com/retail).
- Prizes will be awarded subject to your company's policies regarding distribution of such awards. Void where prohibited by company policy. Taxes are the sole responsibility of prize winners.
- Prizes will be awarded to winning entrants by July 15, 2022, subject to verification by the Idaho Potato Commission of all completed entry documents and applicable information.

- All entries must include an official entry form or photocopy of same. If entering by postal mail, entry photos should have entrant's name, address, store name, email address, and business phone number on the back of each photo. Digital photo submissions are preferred, but you may submit printed photos.
- Displays are judged by the photos received—up to 5 photo submissions accepted. We are looking for quality photography (THINK QUALITY, NOT QUANTITY). That flip phone is just not going to cut it, so be sure to use a good camera on its highest-quality photo setting to show off all your hard work.
- The Idaho® Potato Lovers Display Contest Review Committee is not responsible for lost, misplaced, or stolen entries. Entries become the property of the Idaho Potato Commission and cannot be returned. Please keep a copy for your records. By entering, you give the Idaho Potato Commission your permission to use your entry for publicity or advertising purposes. Contest is void where prohibited.
- Prize consists of roundtrip airfare for two and 7 days', 6 nights' accommodations at the Casa Marina Resort, a Waldorf Astoria Resort. Includes a meal allowance of up to \$300 per day including taxes and fees and \$200 for ground transportation. Prize consists of roundtrip coach air transportation for up to 2 people from a major U.S. city nearest the winner's home residence. Entire trip must be completed 2 years from when it's awarded and must be booked at least 30 days in advance of travel date. Blackout dates or other restrictions may apply as dictated by airline or hotel. All hotel arrangements are subject to availability. Travel must begin and end with the same major U.S. airport, with the same service. Once the airline tickets are issued to the winner, any fee associated with flight changes is the responsibility of the winner. Winner will be responsible for ground transportation to and from the airport at point of origin. Winner is responsible for all other expenses associated with his/her use of the prize not specified here; actual value may vary depending on number of guests, departure city, and dates of travel. Winner and guests must travel on same itinerary and possess required travel identification documents prior to ticketing. Odds depend on number of entries. Limit 1 prize per household. No substitution of prizes. If any prize becomes unavailable, Sponsor may award substitute of equal or greater value. Allow 5-7 weeks after validation for receipt of prize. Approximate retail value (ARV) \$9,500. See complete details and official rules at [idahopotato.com/retail](http://idahopotato.com/retail).

## It's Easy to Enter Online!

Submit your Display Contest entry and high-quality photos online at [idahopotato.com/plm-enter-now](http://idahopotato.com/plm-enter-now). Click on Idaho® Potato Lovers Display Contest/Entry, complete the entry form, upload up to 5 quality photo files when prompted, and submit. An email message will be sent to you confirming that your entry was received. Or you may fill out and mail the form below along with your display photo(s).

Scan to enter at [idahopotato.com/plm-enter-now](http://idahopotato.com/plm-enter-now)



## 2022 Idaho® Potato Lovers DISPLAY CONTEST ENTRY FORM

Enclosed is my qualified entry for the display contest.  
Please send me the Idaho® Potato Manchurian Ash 6-Piece Steak Knife Set!

TO BE CONSIDERED FOR IDAHO® POTATO LOVERS DISPLAY CONTEST CASH AND PRIZES, ALL FIELDS MUST BE COMPLETED.

Entrant Name (one name only, please)

Title

Business Phone Number

Email Address

Company or Store Name

Store Number

Category Manager

Company or Store Address **(no PO boxes allowed)**

City

State

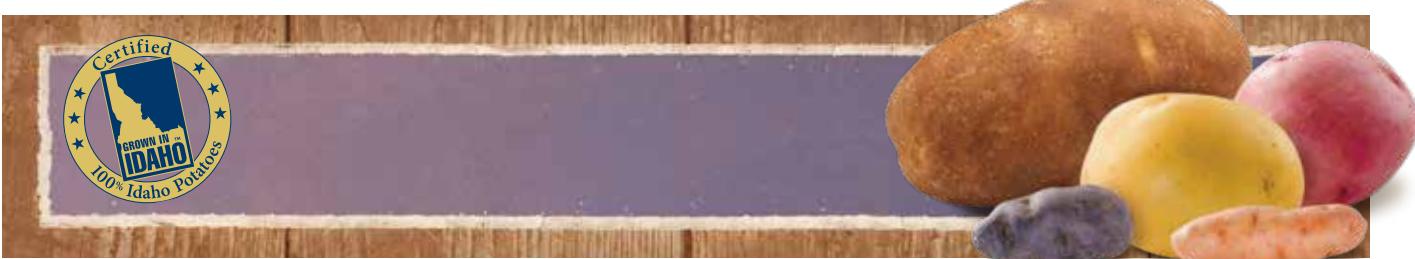
ZIP

Number of Cash Registers in Your Store:  Category 1 (1-5 registers)  Category 2 (6-9 registers)  Category 3 (10+ registers)

Enter at [idahopotato.com/plm-enter-now](http://idahopotato.com/plm-enter-now), and follow instructions to enter online. Or enter by mail by completing the Official Idaho® Potato Lovers Display Contest Entry Form. All entries must include a photo of your display, along with the official entry form or photocopy of the same no later than April 15, 2022, to Idaho Potato Commission, PO Box 1670, Eagle, ID 83616, or if using an overnight mail service, send to 661 South Rivershore Lane, Suite 230, Eagle, ID 83616.

**IDAHOPOTATO.COM/RETAIL**

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# IDAHO® POTATO TIE-INS



Idaho® Potato  
Tie-Ins



## IDAHO® POTATO TIE-INS



### Idaho Potato Commission Tie-In Partners

The Idaho Potato Commission is partnering with French Blue wine by placing displays with \$1 off coupons. The national program is featured on 175,000 bottle neckers.



©2021 French Blue Wine. Please enjoy our wines responsibly.



# MARKETING MATERIALS & INFOGRAPHICS



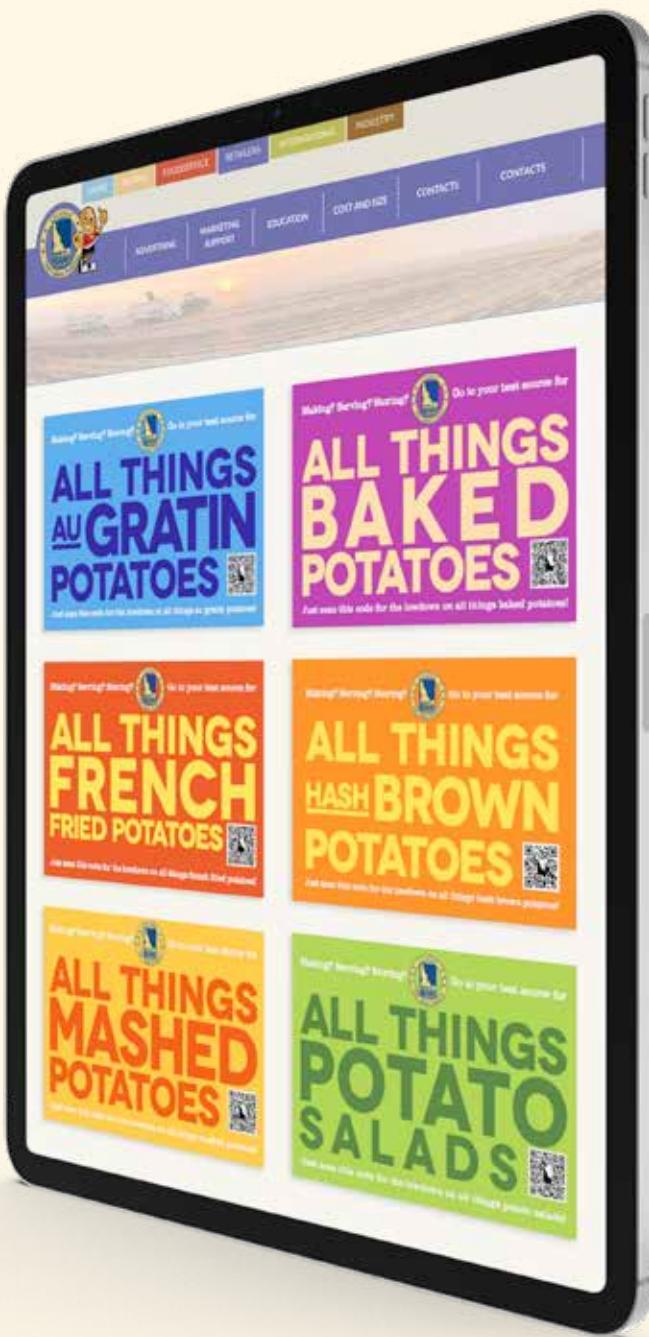


## MARKETING MATERIALS



### Idaho Potato Commission— Providing You with Retail Marketing Support Materials

Your one-stop shop for logos, clip art, recipe photos and other Idaho® potato downloads!  
Visit [idahopotato.com/retail/retail-marketing-programs](http://idahopotato.com/retail/retail-marketing-programs).



# 10 WAYS TO DRIVE POTATO CATEGORY SALES



## 1 ADVERTISE RUSSETS

Gain shopper traffic by promoting the most popular potato. Russet ads have proven to drive dollar growth [up to 13% higher than the competition].



## 2 SECONDARY DISPLAYS DRIVE SALES

The IPC has proven secondary displays drive an incremental 22% sales dollar growth vs. comparable stores.

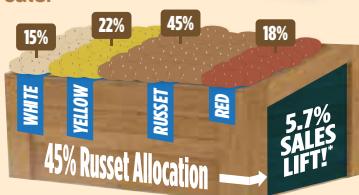


## 3 USE PICTURES OF BAGS IN YOUR ADS

Don't use bulk-only images in a bag ad, as this gives consumers the perception that bulk is on sale. Make sure your circular images reflect the product on sale.



## 4 MERCHANDISE BASED OFF OF DOLLARS GENERATED



## 5 INCLUDE PREPARED IMAGES IN YOUR ADS TO INCREASE TOTAL BASKET RINGS

Shoppers who purchase potatoes spend an average of \$85 per trip compared to \$43 when potatoes are not purchased.



## 6 STOCK IDAHO® POTATOES

90% of consumers think Idaho when they think potato — Utilize IPC signage in store.



## 7



## UTILIZE IPC ASSETS

[idahopotato.com/retail](http://idahopotato.com/retail)

## 8

## IDAHO® POTATO LOVERS DISPLAY CONTEST INCREASES IN-STORE ENGAGEMENT

Make merchandising fun!



## 9

## IDAHO® POTATOES MEANS MORE THAN JUST RUSSETS

Idaho shippers also supply high-quality Yellows, Reds, and Gourmet potatoes.



## 10

## REACH OUT TO YOUR EXPERIENCED PROMOTION DIRECTOR FOR A CUSTOMIZED CATEGORY ANALYSIS



**Kent Beesley**

RETAIL PROMOTION DIRECTOR  
WESTERN U.S. AND CANADA

**208-631-9760**

[kent.beesley@potato.idaho.gov](mailto:kent.beesley@potato.idaho.gov)



**Mark Daniels**

RETAIL PROMOTION DIRECTOR  
SOUTHERN U.S.

**912-944-8260**

[mark.daniels@potato.idaho.gov](mailto:mark.daniels@potato.idaho.gov)



**Mike Krage**

RETAIL PROMOTION DIRECTOR  
MIDWESTERN/NORTHEASTERN U.S.

**904-553-4548**

[mike.krage@potato.idaho.gov](mailto:mike.krage@potato.idaho.gov)

# Maximize Your Idaho® Potato Sales by Following These Advertising Guidelines



## HOW TO BUILD THE PERFECT AD



### BANNER

A solid color banner is the perfect place to put the ad copy in a contrasting color for clarity

### LOGO

Ads must feature the Certified Grown in Idaho® logo with the stars

### IMAGE

Make sure that the photography matches featured item  
(i.e. 5 lb. bag in ad with 5 lb. image)



### MESSAGING OPTIONS

- Fat Free, Gluten Free
- Good Source of Potassium, Vitamin C, Vitamin B6
- Big Taste, Big Nutrition
- Famous Idaho® Potatoes

visit [idahopotato.com/retailad](http://idahopotato.com/retailad) for more information & to build your perfect advertisements with our library of resources

# IDAHOKNOWS POTATOES!



**OVER 13 BILLION POUNDS  
OF POTATOES GROWN EVERY YEAR**

**Russets:** Farmers have been perfecting these beauties since the 1880's.



**Yellows:** Idaho is the #1 volume supplier in the U.S.

**Reds:** Our high-quality Reds are available in a wide variety of packs and sizes.



**Gourmet:** We have Fingerlings, Creamers, or Baby potatoes, etc. Your shipper can add these to any load.

**IDAHO IS A ONE-STOP-SHOP FOR MANY VARIETIES OF POTATOES.**

Contact your shipper for all of your Idaho® potato needs: [www.idahopotato.com/shippers](http://www.idahopotato.com/shippers)

661 South Rivershore Lane, Suite 230 | Eagle, ID 83616 | Phone: 208-334-2350 | Fax: 208-334-2274

# IDaho® POTATO BEST PRACTICES



## STORAGE

- Store in a cool, dry, and dark space
- Storage temperatures should be between 45°F and 55°F, do NOT refrigerate potatoes
- Ensure there is air circulation around shipping bales or cartons to allow the potatoes to breathe
- Store potatoes away from other vegetables because they can absorb those flavors
- Carefully place cartons or boxes into your storage area, as dropping may cause bruises
- Refrain from washing potatoes until ready to prepare
- Place newer stock in the back and older stock in the front for proper rotation

## PREPARATION

- Simply wash the potatoes with water, no soap needed
- Peel potato, dice or cut into desired sizes and immediately place cut potatoes into ice-cold water
- To prevent browning, use a mixture of concentrated lemon juice or vinegar (Ratio is one tablespoon for each one gallon of water)
- Cut potatoes can be stored in the water solution at 45°F for up to 24 hours

### When Potatoes Turn Green:

This is caused by too much exposure to natural or fluorescent lighting. Good news, the potatoes are still usable. Peel and discard the green skins and continue preparing potatoes as desired.



Go to [www.idahopotato.com/foodservice](http://www.idahopotato.com/foodservice) for more tips.

661 South Rivershore Lane, Suite 230 | Eagle, ID 83616 | Phone: 208-334-2350 | Fax: 208-334-2274

## SECONDARY IDAHO® POTATO DISPLAYS GROW SALES!

### PROMOTION

- Test stores that exhibited the secondary displays of Idaho® russets delivered a nearly 10x growth advantage.
- Idaho Potato Commission study confirmed that secondary displays generate positive impact on potato category sales.
- Increasing Idaho® russet space did not cannibalize other potato sales.
- Comparison stores with no secondary display only achieved an average category growth of 2.5%.



### VISIBILITY

**5.2%**  
POTENTIAL SALES LIFT  
if signage is visible  
from the store  
entrance

Stand-alone  
shelving causes a  
**5.4%**  
LIFT IN SALES  
when not in  
the wet rack

86%  
of households  
purchase potatoes

25%  
of all fresh vegetable  
volume is potatoes

12%  
of all fresh vegetable  
dollars are potatoes

### ASSORTMENT



Vertical shelf blocking  
creates the potential for a

**3.6%**  
TOTAL POTATO SALES LIFT

\*when the russet is used as  
the Category Anchor

Idaho Potato Commission  
[Idahopotato.com](http://Idahopotato.com)



CP CATEGORY  
PARTNERS    nielsen

- A Closer Look at the Value of -

# IDAHO® POTATOES

A RECENT STUDY BY ARIZONA STATE UNIVERSITY LOOKED AT  
VALUE AND PRICE ELASTICITY

http://www.investopedia.com/terms/p/priceelasticity

## PRICE ELASTICITY

is the value that helps determine the relationship between a change in the quantity demanded of a particular good, and a change in its price.<sup>1</sup>



**BASED ON 5lb BAGS**  
of russet potatoes



Like in golf, the lower the score the better.

## THE STUDY FOUND THAT IDAHO® RUSSETS

are much less elastic than russet potatoes from elsewhere. This means that when the price goes up, the resulting lost volume is significantly less than non-IDAHO® Russets.

INCREASED PRICE



STABLE DEMAND/VOLUME

## THE FINDINGS SUGGEST

that retailers don't need to discount

IDAHO® Russets to the same degree as non-IDAHO® Russets for fear of a decline in volume.

**LOWEST**

vulnerability to competitive pricing.

**HIGHEST**

potential for increased profit margins.

*"The fact is that even if you pay 10 cents per bag more for Idaho® Russets, you can charge 20 cents per bag more at retail."*

**SETH PEMSLER**  
Vice President,  
Retail and International Programs  
Idaho Potato Commission

Study Info provided by:  
The study was conducted using IRI syndicated data  
Category: Potatoes  
Timeframe: 104 weeks ending 4/17/2016  
8 Regions and Total U.S.  
Level of Detail: Weekly data broken out by variety and pack  
EQ Volume = Lbs  
Timothy Richards, Ph. D. with Badger Metrics, LLC using his proprietary price elasticity model provided the statistical results reported.  
Category Partners, LLC, in concert with Dr. Richards, provided the conclusions and takeaways reported.

Please visit [idahopotato.com](http://idahopotato.com) for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:



# POTATO STORAGE & HANDLING TIPS

## STORAGE & ROTATION

### WHAT MAKES A GREAT POTATO STORAGE AREA?

- A cool, dry, dark, and clean space
  - Disinfect both storage and display areas
- Air circulation around boxes allows potatoes to breathe
  - Don't stack too many boxes
- Do not drop cartons or bags, it will break potatoes or cause bruising

### ROTATE THE DISPLAY

- Potatoes should be stocked first-in/first-out
- Keep some distance
  - If potatoes are displayed near other fruits and veggies, they can absorb those flavors
- No wet racks
  - Wet potatoes are more prone to disease
  - Do not mist or spray water on potatoes

- If potatoes are too cold, their starch content will convert to sugar. Potatoes will taste sweet if stored below 42° F
- Place newer stock in the BACK; move the older stock to the FRONT
- Rotating potatoes provides an opportunity to remove the bad ones. Leaving potatoes with defects will cut down on impulse sales

### *Put Them to Bed at Night*

Covering potatoes at night with burlap bags or a fabric wrap protects them from the light. Potatoes turn green when exposed to light.

## HANDLING POTATOES

### *The Sensitive Tuber*

These **FOUR PHYSICAL FACTORS** are very meaningful to potatoes:

- TEMPERATURE
- HUMIDITY
- LIGHT
- HANDLING

Potatoes stored in warm temperatures and bright light will turn green and sprout.

### POTATOES ARE MORE DELICATE THAN THEY LOOK!

You put them on the shelf and they sell themselves, right? Well, there's actually more to it than that. Potatoes should always be treated with the utmost respect:

- If potatoes are not stored and handled properly, it can affect their quality
- Put potatoes into proper storage immediately

**Idaho Potato Commission**



[www.idahopotato.com](http://www.idahopotato.com)



### Q. WILL CONSUMING IDAHO® POTATOES WITH GREEN PATCHES MAKE YOU SICK?

**A.** No. Green spots or patches on potatoes (known as "greening") are a natural result of chlorophyll production in the tuber from being exposed to light.<sup>1</sup>

## FACTS

**Greening and glycoalkaloids are naturally occurring in potatoes.** Exposure of potatoes to light, either in the field, in storage, on grocery store shelves or at home, can cause green pigmentation to form on the surface of the potato. This "greening" is due to the formation of chlorophyll, a pigment that is found in many plant foods, including lettuce, spinach and broccoli.<sup>1</sup>

**Potatoes as typically consumed contain little solanine.** The highest levels of glycoalkaloids are typically found in the sprouts, flowers, leaves or other actively growing areas of the tuber, which are not the parts of potatoes that people typically consume. Concentrations of glycoalkaloids are higher in immature potatoes and are diluted as the tuber grows and matures.<sup>1</sup> It should also be noted that potato breeding programs have resulted in the commercial release of only potato lines with very low levels of solanine.<sup>2</sup>

**Acceptable limits.** The FDA considers the maximum acceptable glycoalkaloid content to be 20-25mg/100g fresh potato weight (or 200-250 parts per million [ppm]). For example, the mean toxicity response in humans for glycoalkaloids is 3mg/kg body weight (range 1-5mg/kg body weight). Assuming that a potato contained glycoalkaloids at the advisory level of 200 ppm, an 80kg (176 lb.) person would have to consume an entire kilogram of the affected areas of a potato in a serving to trigger a toxic response. Also note that potatoes with this high a level of glycoalkaloids would have a bitter, burning taste that would be unpleasant to consume.<sup>3</sup>

**Minimizing glycoalkaloid formation.** Strategies can be employed at harvesting and post-harvesting to reduce glycoalkaloid formation in potatoes.<sup>4</sup>

- Store in cool, dark place
- If you see a spot of green on a potato, cut it out and eat the remainder



## REFERENCES

1. Woolfe JA. *The Potato in the Human Diet*. Cambridge University Press, Great Brittan. 1987. pp 162-181.
2. University of Nebraska Institute of Agriculture and Natural Resources. "Greening Potatoes: The Problem; The Solution." Cropwatch. [www.cropwatch.unl.edu/potato/greening](http://www.cropwatch.unl.edu/potato/greening). Accessed October 10, 2017.
3. Dolan LC, Matulka RA, Burdock GA. "Naturally Occurring Food Toxins." *Toxins*. 2010;2:2289-2332.
4. Friedman M. "Potato Glycoalkaloids and Metabolites: Roles in the Plant and in the Diet." *J Agric Food Chem*. 2006;54:8655-8681.

# POTATOES AND WEIGHT LOSS



FACT CHECK



## Q. IF I AM TRYING TO LOSE WEIGHT, DO I NEED TO AVOID IDAHO® POTATOES?

A. No. Research demonstrates that people can eat Idaho® potatoes and still lose weight.

## FACTS

There is no evidence that Idaho® potatoes, when prepared in a healthful manner, impede weight loss.

- In fact, a study published in the Journal of the American College of Nutrition demonstrates that people can eat potatoes and still lose weight.<sup>1</sup>

The study, a collaborative effort between the University of California at Davis and the Illinois Institute of Technology, sought to gain a better understanding of the role of calorie reduction and the glycemic index (GI) in weight loss when potatoes are included in the diet. Ninety overweight men and women were randomly assigned to one of three groups:

1. Reduced calorie/high GI
2. Reduced calorie/low GI
3. Control group with no calorie or GI restrictions

All three groups were provided potatoes along with healthful recipes and instructions to consume five to seven servings of potatoes per week. All 90 participants were involved in light to moderate exercise. At the end of the 12-week study period, the researchers found that all three groups had lost weight and there was no significant difference in weight loss between the groups.

STUDY SHOWS YOU CAN EAT IDAHO® POTATOES AND STILL LOSE WEIGHT.



## REFERENCES

1. Randolph JM, Edirisinghe I, Msoni AM, Kappadoda T, Burton-Freeman B. "Potatoes, Glycemic Index, and Weight Loss in Free-Living Individuals: Practical Implications." *J Am Coll Nutr.* 2014; 33(5): 375-384. DOI: 10.1080/07315724.2013.875441

# NUTRITION IN SKIN VS. FLESH



FACT CHECK



## Q. ARE ALL THE NUTRIENTS IN THE SKIN OF THE POTATO?

- A.** No. While the skin does contain approximately half of the total dietary fiber, the majority (> 50%) of the nutrients are found within the potato itself.

## FACTS

The only nutrient significantly lost when the skin is removed is fiber.

- A medium (5.2 oz) Idaho® potato contains 2 grams of fiber with the skin and 1 gram of fiber without the skin.<sup>1</sup>

Potassium and vitamin C are found predominantly in the flesh of the potato.

- A medium (5.2 oz) potato with the skin contains 620mg of potassium and 27mg of vitamin C.<sup>1</sup>



## REFERENCES

1. U.S. Department of Agriculture, Agricultural Research Service, Nutrient Data Laboratory. "USDA National Nutrient Database for Standard Reference, Release 28 (Slightly revised)." Version Current: May 2016. [www.ars.usda.gov/bhnrc/ndl](http://www.ars.usda.gov/bhnrc/ndl)

# CARBOHYDRATE

FACT CHECK



## Q. ARE IDAHO® POTATOES HIGH IN CARBS?

A. Yes. Idaho® potatoes are a carbohydrate-rich vegetable.

## FACTS

A medium, 5.2 ounce Idaho® potato with the skin on contains 26 grams of carbohydrates.

The predominant carbohydrate in potatoes is starch, which is considered a complex carbohydrate.<sup>1</sup>

Carbohydrate is the primary fuel for your brain and a key source of energy for muscles and is important for optimal physical and mental performance.<sup>2</sup>

Because of their high carb content, potatoes are often categorized with grains like rice, pasta and bread, but they are officially vegetables, as classified by both the USDA's MyPlate guidelines and the 2015-2020 Dietary Guidelines for Americans, which is jointly published by the USDA and the U.S. Department of Health and Human Services.<sup>3</sup>

Potatoes are an excellent source of vitamin C (45% of the DV), a good source of vitamin B6 (10% of the DV) and a good source of potassium (18% of the DV). They are also fat-, cholesterol- and sodium-free and contribute 7% of the daily value of fiber.

Currently, consumption of all vegetables—including “starchy” vegetables—is about 80% below the intake levels recommended in the most recent (2015-2020) Dietary Guidelines for Americans.<sup>3</sup>



## REFERENCES

1. Woolfe JA. *The Potato in the Human Diet*. New York: Cambridge University Press. 1987, pp10.2.
2. “Nutrition and Athletic Performance.” Position of the Academy for Nutrition and Dietetics, American College of Sports Medicine and the Dieticians of Canada. *Med Sci Sports Exerc.* 2015;48:543-568.3.
3. U.S. Department of Health and Human Services and U.S. Department of Agriculture. “2015-2020 Dietary Guidelines for Americans.” 8th Edition. December 2015. Available at [www.health.gov/dietaryguidelines/2015/guidelines](http://www.health.gov/dietaryguidelines/2015/guidelines).

# IDAHO® POTATOES VS. SWEET POTATOES



FACT CHECK



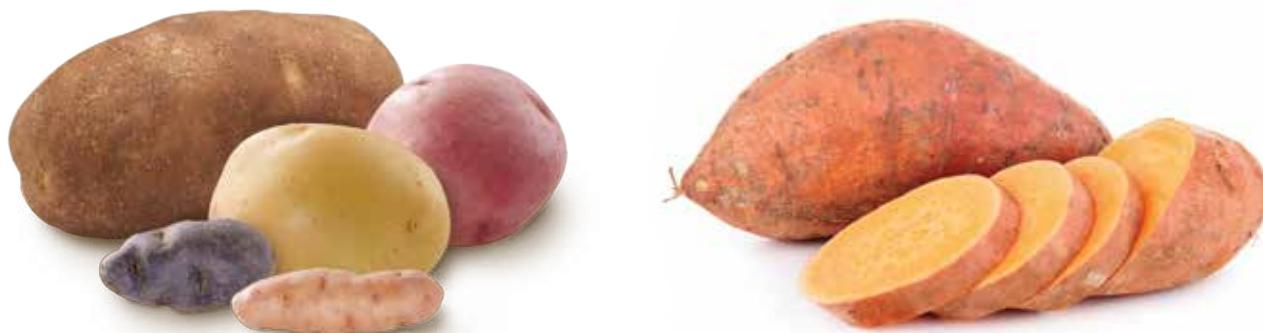
## Q. HOW DO SWEET POTATOES AND IDAHO® POTATOES COMPARE WHEN IT COMES TO THEIR NUTRITION PROFILES?

- A. Both sweet and Idaho® potatoes provide similar amounts of key nutrients, including protein (2g and 3g respectively), potassium and vitamin B<sub>6</sub>, all of which contribute to a well-balanced, nutrient-dense diet.

## FACTS

The FDA's nutrient analysis of the Top 20 Raw Vegetables indicates the following:<sup>1</sup>

- Both Idaho® potatoes and sweet potatoes are good sources of potassium. A medium-size Idaho® potato offers 620mg of potassium, while a medium-size sweet potato offers 440mg of potassium.
- Both Idaho® potatoes and sweet potatoes are excellent sources of vitamin C. A medium-size Idaho® potato provides 45% of the daily value, which is more vitamin C than one medium-size sweet potato. Both Idaho® potatoes and sweet potatoes are a good source of vitamin B<sub>6</sub>.
- Idaho® potatoes are similar in calories and carbohydrates when compared to sweet potatoes. One medium-size Idaho® potato contains 110 calories and 26 grams of carbohydrate. Similarly, one medium-size sweet potato contains 100 calories and 23 grams of carbohydrates.



## REFERENCES

1. "FDA Top 20 Raw Vegetables." [www.fda.gov/Food/LabelingNutrition/ucm114222.htm](http://www.fda.gov/Food/LabelingNutrition/ucm114222.htm)

# GLYCEMIC INDEX



FACT CHECK



## Q. DO POTATOES HAVE A HIGH GLYCEMIC INDEX (GI)?

- A. The GI of potatoes is highly variable and depends on a variety of factors, including the potato type, origin, processing and preparation.<sup>1</sup>

## FACTS

The GI is a very complex mathematical measure and is defined as the “incremental area under the blood glucose response curve of a 50 gram portion of available carbohydrate from a test food expressed as a percentage of the response to the same amount of available carbohydrate from the reference food, e.g., white bread or glucose.”<sup>2,3</sup>

Research shows that the GI is not a reliable measure.<sup>4</sup>

Despite claims that potatoes have a high GI, the fact is that the GI of potatoes is highly variable and depends on a number of factors, including:<sup>1,5,6</sup>

- Processing and preparation
- Variety, origin and maturation
- With what they are consumed, e.g., protein and fat

Both the 2010 and the 2015 Dietary Guidelines committees concluded that there is no evidence indicating that GI aids in weight loss or weight loss maintenance, or aids in the prevention or treatment of cardiovascular disease.<sup>7,8</sup>



## REFERENCES

1. Fernandes G, Velangi A, Wolever TMS. “Glycemic index of potatoes commonly consumed in North America.” J Am Diet Assoc. 2005;105:557-562.
2. Jenkins DJ, Wolever TM, Taylor RH, et al. “Glycemic index of foods: A physiological basis for carbohydrate exchange.” Am J Clin Nutr. 1981;34:362-366.
3. Pi Sunyer FX. “Glycemic index and disease.” Am J Clin Nutr 2002 Jul;76(1):290S-8S.
4. Mattan NR, Ausman LM, Meng H, et al. “Estimating the reliability of glycemic index values and potential sources of methodological and biological variability.” Am J Clin Nutr. 2016;104:1004-1013.
5. Henry CJ, Lightowler HJ, Kendall FL, Storey M. “The impact of the addition of toppings/fillings on the glycaemic response to commonly consumed carbohydrate foods.” Eur J Clin Nutr. 2006 Jun;60(6):763-9. 8.
6. Henry CJ, Lightowler HJ, Strik CM, Storey M. “Glycaemic index values for commercially available potatoes in Great Britain.” Br J Nutr. 2005 Dec;94(6):917-21.9.
7. U.S. Department of Health and Human Services and U.S. Department of Agriculture. *Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010*. Available at [www.health.gov/dietaryguidelines/2010](http://www.health.gov/dietaryguidelines/2010).
8. U.S. Department of Health and Human Services and U.S. Department of Agriculture. “2015-2020 Dietary Guidelines for Americans.” 8th Edition. December 2015. Available at [www.health.gov/dietaryguidelines/2015/guidelines/](http://www.health.gov/dietaryguidelines/2015/guidelines/).



## Q. DO IDAHO® POTATOES CONTAIN PROTEIN?

- A. Yes. Idaho® potatoes have a high protein content compared to other plant-based protein sources.

The Dietary Guidelines for Americans recommend eating a variety of plant-based foods to improve overall health.<sup>3</sup>

## POTATO PROTEIN BASICS

1. Protein is an important component of almost every cell and tissue in the body.
2. One medium-size 5.2-ounce Idaho® potato with skin on provides 3 grams of plant-based protein.
3. Potato protein provides 9 essential amino acids.

## FUNCTIONS OF PROTEIN

**Providing structure:** Protein is a key component of muscle, tendons, ligaments and connective tissues like collagen.

**Regulating metabolic processes:** Enzymes that catalyze chemical reactions, hormones that regulate metabolic processes and cytokines that bind to the surface of cells and influence their functions are all proteins.

**Transporting substances:** Transport proteins carry important vitamins and minerals in the body.

**Balancing fluid and electrolytes:** Proteins, especially those found in the blood, help regulate fluid balance. Amino acids can be either positively or negatively charged.

**Providing energy:** Protein provides 4 calories per gram (similar to carbohydrate).<sup>4</sup>

## PROTEIN RECOMMENDATIONS

Current dietary guidance, including the Dietary Guidelines for Americans, recommends substituting plant-based proteins for some animal-based proteins to improve overall health and support the environment.<sup>3</sup>



## REFERENCES

1. Woolfe JA. *The Potato in the Human Diet*. 1987. Cambridge University Press.
2. McGill CR, Kurilich AC, Davignon J. "The role of potatoes and potato components in cardiometabolic health: A review." *Ann Med*. 2013;45(7):467-73.
3. U.S. Department of Health and Human Services and U.S. Department of Agriculture. "2015-2020 Dietary Guidelines for Americans." 8th Edition. December 2015. Available at <https://health.gov/dietaryguidelines/2015/guidelines/>.
4. Gropper SS, Smith JL, Carr TP. *Advanced Nutrition and Human Metabolism*. 7th ed. 2018. Boston, MA: Cengage Learning.

# FIVE TIPS FOR STORING IDAHO® POTATOES

We asked our in-house expert, Dr. Potato, for his top tips on keeping Idaho® potatoes the freshest.

## STORAGE TEMPERATURE

### COOL, NOT COLD

TOO HOT

Above 55°F causes the potatoes to dehydrate more quickly (potatoes are about 80% water!)

JUST RIGHT!

Store potatoes between 45-55°F in a dry place and never, ever put them in the refrigerator

TOO COLD

Below 41°F the starch will convert to sugar, affecting taste and cooking performance



### FIFO = FIRST IN, FIRST OUT

Place fresher potatoes under any existing potatoes you have to ensure that the older potatoes are used first.



### DON'T BE AFRAID OF THE DARK

Too much light (sunlight or indoor lights) over time will cause the potato skins to turn a greenish color and the potato may also begin to sprout.

It's still safe to eat these potatoes – just peel and discard any green skin, knock off the sprouts and fix your favorite way!



### DON'T WASH...YET

Wait to wash until you're ready to use the potatoes. It's okay to store them in the plastic bags in which they came, but they will hold up better if removed and placed in a well-ventilated basket or bowl. This will allow them to "breathe."



### HANDLE WITH CARE

Potatoes may appear tough; however, they should be treated gently. Rough handling will cause bruising and cracking.

Please visit [idahopotato.com](http://idahopotato.com) for more potato tips and 1,500+ delicious Idaho® potato recipes.

@famousidahopotatoes @idahopotatoes @idahopotato idahopotato IdahoPotatoVideos

# IDaho® POTATOES ARE BIG

## On Nutrition!

### VITAMINS & MINERALS



One potato provides  
**45%**  
of your daily needs!

### Potassium

There is more potassium per serving in a potato than in a banana!



Potatoes are a good source of Vitamin B6, which plays an important role in helping your body metabolize protein and carbohydrates.



Potatoes contain powerful phytochemicals and antioxidants!



### HEALTHY BENEFITS



### POTATOES ARE HEART HEALTHY!

- FAT FREE
- CHOLESTEROL FREE

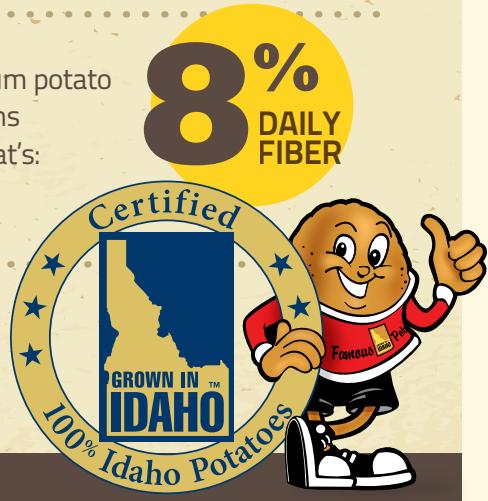
*Gluten Free!*  
plus, a potato has only about  
**110 CALORIES**

Potatoes contain both SIMPLE AND COMPLEX CARBOHYDRATES } UTILIZED FOR ENERGY!

One medium potato has 2 grams of fiber, that's:

**8%** DAILY FIBER

Look for the seal!



Please visit [idahopotato.com](http://idahopotato.com) for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:



@famousidahopotatoes



@idahopotatoes



@idahopotato



idahopotato



IdahoPotatoVideos

THE MEDIA IS RAVING  
**ABOUT IDAHO® POTATOES BEING A SUPERFOOD!**



## HEART HEALTHY

One study discovered the consumption of potatoes, two times a day, assists with the lowering of blood pressure, and reduces risk of heart disease and stroke. - CNN 5/18/17

**"POTATOES ARE A GOOD PART OF A HEALTHY PLANT-BASED DIET"**

- Jeff Novick, MS, RD 9/13/16

**"POTATOES ARE A SURPRISINGLY NUTRITIONALLY COMPLETE FOOD. THE HUMBLE SPUD IS THE REAL SUPERFOOD"**

- Stephan Guyenet, PhD 6/15/17

**CLOCKING IN AT 110 CALORIES PER 5 OZ POTATO, SPUDS ARE AN EXCELLENT SOURCE OF FIBER**

- PREVENTION MAGAZINE 3/20/17

**"I'M BRINGING POTATOES BACK!"**

THESE GOOD OLE IDAHO® POTATOES ARE 110-CALORIE WONDERS. AND YOU SHOULD BE EATING THEM AGAIN!

- DR. OZ 3/23/17



**THEY CONTAIN HIGH-QUALITY CARBOHYDRATES THAT FUEL THE BRAIN & MUSCLES WITH ENERGY**

- PREVENTION MAGAZINE 3/20/17



**POTATOES ARE A KITCHEN STAPLE WORTH BEFRIENDING**

- PREVENTION MAGAZINE 3/20/17

# POTATOES BEAT PASTA

in the ability to satiate hunger for a prolonged period of time. The longer you feel satisfied, the less likely you are to eat more during the day. - CNN 5/18/17

Please visit [idahopotato.com](http://idahopotato.com) for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:



## OUR FAVORITE PAL



## THROUGH THE YEARS

# 1983

A STAR IS BORN!

A Western version of a cartoon-style potato character begins to be used by the Idaho Potato Commission.

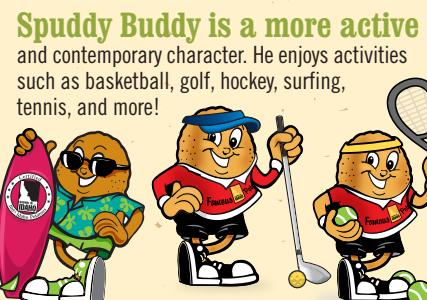


# 1996



**IPC's chairman**, Don Dixon, officially changes the name of "Potato Buddy" to "Spuddy Buddy" while being interviewed by Willard Scott on the set of the *Today Show* in New York City.

# TODAY



He can be seen in a variety of settings: on packaging, in advertising, on promotional items and premiums, on websites and social media, and even in blogs.

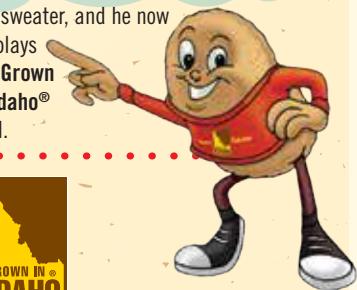
**1980s Potato Character Retail Ads**

are popping up to tell people about the Idaho® potato difference!

# 1993

Named "Potato Buddy,"

- the previously used character is given a permanent smile, tennis shoes, and a red sweater, and he now displays
- the **Grown in Idaho®** seal.



# 1997



**Spuddy Buddy becomes a premium** that consumers can purchase at a reduced cost by sending in money plus the *Grown in Idaho®* seal from any Idaho® potato product, such as instant mashed potatoes or fresh 5 lb. bags.

In the foodservice world, a one-piece drawing box and supplies of entry forms are produced. Restaurant chains use Spuddy Buddy dolls as prizes, attracting more kids to their establishments.

A Spuddy Buddy coloring book is also developed. PR releases allow newspaper readers to send away for their own copy.



**SPUDDY BUDDY PLUSH TOYS**

are so popular, they've been shared all over the world!

**Spuddy Buddy is featured on our famous Big Idaho® Potato Truck** that has traveled through all

48 contiguous states. He's been everywhere, man!



Please visit [idahopotato.com](http://idahopotato.com) for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:



@famousidahopotatoes



@idahopotatoes



@idahopotato



idahopotato



IdahoPotatoVideos

# FAMOUS IDAHO® POTATO TOUR



People of all ages relate to the Idaho seal more than ever

**thanks**  
TO THE TRUCK

## TOURING SINCE 2012

and it is still TRUCKING ALONG stronger than ever!

### TOUR STATISTICS

AVERAGE MONTHS ON TOUR

**5**

EVENTS WITH OVER 100,000 IN ATTENDANCE

**31**

EVENTS WITH OVER 350,000 IN ATTENDANCE

**19**

That many people would fill up

**102**  
NFL FOOTBALL STADIUMS



That's enough miles to circle the world **EVERY YEAR!**

Traveled through more than  
**4,000 cities & towns**

We get **APPEARANCE REQUESTS DAILY** from fans, festivals, and events all over the country.  
(Let's just say the truck is in BIG demand.)

**16,000+ FANS ON FACEBOOK**



**Is it  
REAL?**  
(seriously)

**THE NUMBER 1 QUESTION**

How did Tater Team alum Kristie Wolfe answer that?

*It's real...ly awesome!*



**IMMEASURABLE**

We can't even begin to measure how many people have a picture of the Big Idaho Potato Truck on their mobile devices.

**GO HOME!**



**LOCAL,  
NATIONAL,  
AND EVEN  
GLOBAL  
RECOGNITION**

TV, Radio, Newspapers, Blogs,  
Social Media, Magazines

People always identify with the national commercial and tell the Tater Team to "go home" because the farmer is looking for them.

(Even truck drivers tell them to go home over the CB. ...Truckers are SO jealous of our driver!)

\*One persistent lady writes us all of the time to see if we can get the truck to Hawaii and Alaska!

Please visit [idahopotato.com](http://idahopotato.com) for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:



@famousidahopotatoes



@idahopotatoes



@idahopotato



idahopotato



IdahoPotatoVideos

# Points for the IDAHO® Potato!

SURVEY ENLIGHTENS AMERICANS ON THE  
IDAHO® POTATO DIFFERENCE

## TATER NATION

97%



230 million Americans eat POTATOES

4/5

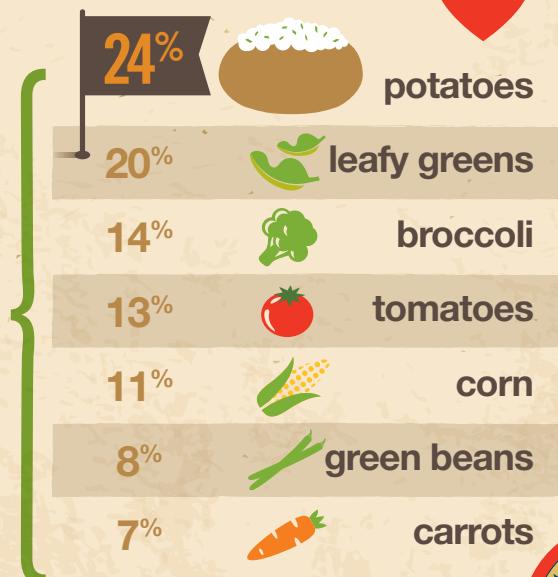
4 out of 5 eat potatoes once a week or more

In the last five years, this figure has increased by one additional day per week



## THE POTATO OF MY EYE

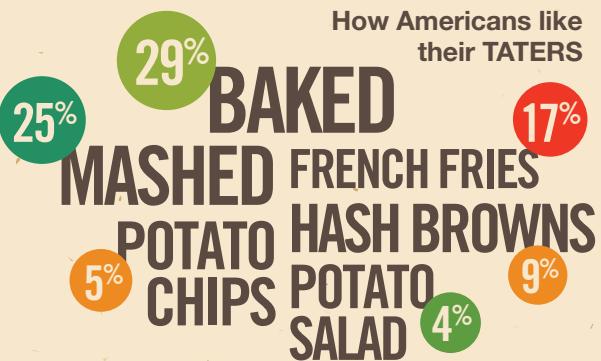
What veggie do Americans crave most often?



potatoes

## POTATO PREPARATION

How Americans like their TATERS

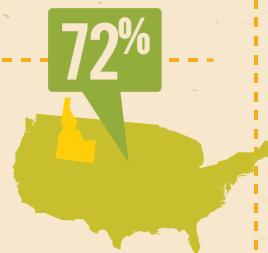


## IT'S GOTTA BE IDAHO

When I Say Potato,  
You Say Idaho!



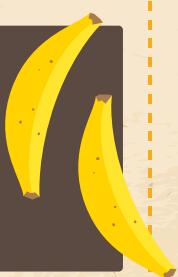
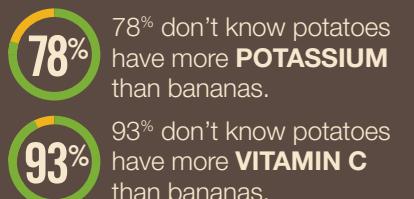
9 in 10 Americans say they associate potatoes with Idaho more than any other state in the nation



72%



## WHAT AMERICANS DON'T KNOW



Survey was conducted in 2014 among 1,000 nationally representative Americans ages 18 and over, using an email invitation and an online survey.



Kelton is a leading global insights firm serving as a partner to more than 100 of the Fortune 500 and thousands of smaller companies and organizations. For more information about Kelton, please call 1 (888) 8.KELTON or visit [www.keltonglobal.com](http://www.keltonglobal.com).

Please visit [idahopotato.com](http://idahopotato.com) for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:



# IDaho POTATO COMMISSION'S POTATO HARVEST

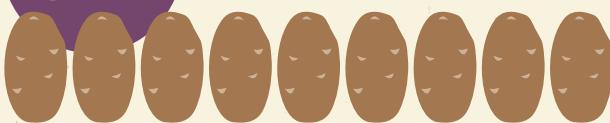


**320,000 acres**

of Idaho® potatoes are harvested per year. That's about 13 BILLION pounds of potatoes!

**94%**

of those 320,000 acres will grow russet potatoes such as Burbank, Norkotah, Ranger, and Western.



About 6% grow niche varieties such as golds, reds, fingerlings and more.



Visit [idahopotato.com/directory](http://idahopotato.com/directory) for more potato variety information.

#### IDaho® POTATO TRANSPORT:



..... **65%**



..... **35%**

**IDAHo'S** rich volcanic soil, warm days, cool nights, and clean water from the majestic Idaho mountains provide Idaho® potatoes with the unique texture, taste, and dependable performance.

The average American eats approximately **111 pounds** of potatoes each year!



#### POTATOES ARE AMERICA'S FAVORITE VEGETABLE!\*

Who ❤️ Idaho® potatoes the most? New York! Followed by Ohio, Florida, Pennsylvania and Texas.

potatoes 26%

corn 19%

broccoli 17%

\*February 2014, Conducted by Kelton Research

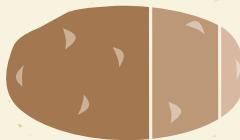


**IDAHo® POTATOES** and the **GROWN IN IDAHo®** seals are federally registered certification marks that belong to the **Idaho Potato Commission**. You know you're getting the consistent quality and taste of Idaho® potatoes when you see the seal.

**WHAT A BOOST!** The Idaho® potato industry contributes about \$4 billion to Idaho's economy and provides more than 30,000 jobs.

**\$4 BILLION +  
30,000 JOBS!**

#### Idaho® potato harvests deliver!



- 62% are used in processed products (frozen and dehydrated)
- 29% are fresh
- 9% are grown for certified seed



#### HISTORICAL POTATO FACTS

**1872** The Russet Burbank potato was developed by American horticulturist Luther Burbank. He sold the rights to his namesake potato for \$150. By the early 1900s this variety, a Russet Burbank, began appearing throughout Idaho.

**1937** The Idaho Potato Commission (IPC) was founded as the Idaho Fruit and Vegetable Advertising Commission. IPC is a state agency responsible for promoting and protecting the famous Grown in Idaho® seal—assuring consumers they are purchasing genuine, top-quality Idaho® potatoes.

**2012** IPC celebrated its 75th Anniversary in 2012 in a big way! The Big Idaho Potato Truck rolled out the world's largest potato and toured the continental U.S.



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@famousidahopotatoes



@idahopotatoes



@idahopotato



idahopotato



IdahoPotatoVideos



# CONSUMER MARKETING PROGRAMS OVERVIEW

**One Marketing Budget = Many Successful Marketing Programs**  
See what the Idaho Potato Commission is up to!

## NATIONAL COMMERCIAL



So effective that hundreds of thousands of people all over the country are still telling the Big Idaho Potato Truck to go home because the farmer is looking for it! With **550 million media impressions**, it's no wonder.



### A FULL YEAR OF NATIONAL EXPOSURE

JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TRUCK ON THE ROAD	COMMERCIAL AIRING										

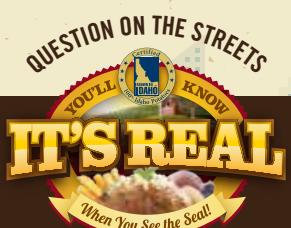
## A BIG HELPING

**A BIG HELPING** is the Idaho Potato Commission's chance to help local communities all over the country. For every signature added to our "Big Helping" sign board, \$1 is donated (up to \$500) to a local charity in the community that the Big Idaho Potato Truck visits.



THAT'S  
**83**  
YEARS

The Big Idaho Potato Truck is directly compared to the success of the Oscar Mayer Wienermobile that has been around since **1935!** ❤️  
People love the truck!



**IT'S REAL**  
When You See the Seal!

Since 2012 the number one question we still get about the Big Idaho Potato Truck – “Is that potato real?”



# THE FAMOUS IDAHO® POTATO TOUR



The Famous  
Idaho® Potato Tour



## THE FAMOUS IDAHO® POTATO TOUR



### The Big Idaho® Potato Truck—Big Potato, Big Impact

The Big Idaho® Potato Tour started in 2012 and will celebrate its 10th anniversary in 2022!

The Tater Team had so much fun training for the tour and will set out on their new adventure in February 2022.

We are forever hopeful and steadfast in our commitment to the health and happiness of our fans, as well as delivering the incredible message of Idaho® potatoes. The Tater Team is committed and ready to continue our mission to spread the branding and fun of Idaho® potatoes throughout our 10th Anniversary Tour!



### The Famous Idaho® Potato Tour

#### TRUCK VITAL STATS:





# RETAIL PROMOTION DIRECTORS





## Retail Promotion Director— WESTERN UNITED STATES AND CANADA



**Kent Beesley**

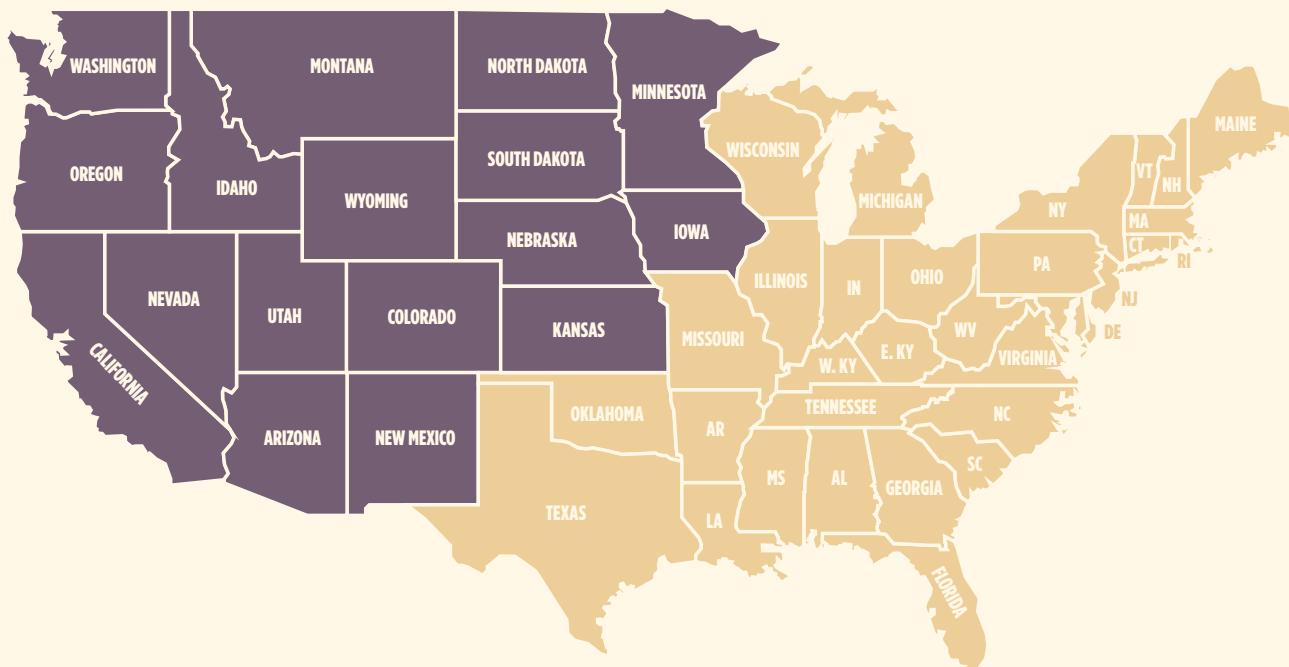
Retail Promotion Director—Western U.S. and Canada

(208) 631-9760

kent.beesley@potato.idaho.gov

Arizona, California, Colorado, Idaho, Iowa, Kansas, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington, Wyoming and Canada

### WESTERN U.S. & CANADA





## Retail Promotion Director— SOUTHERN UNITED STATES



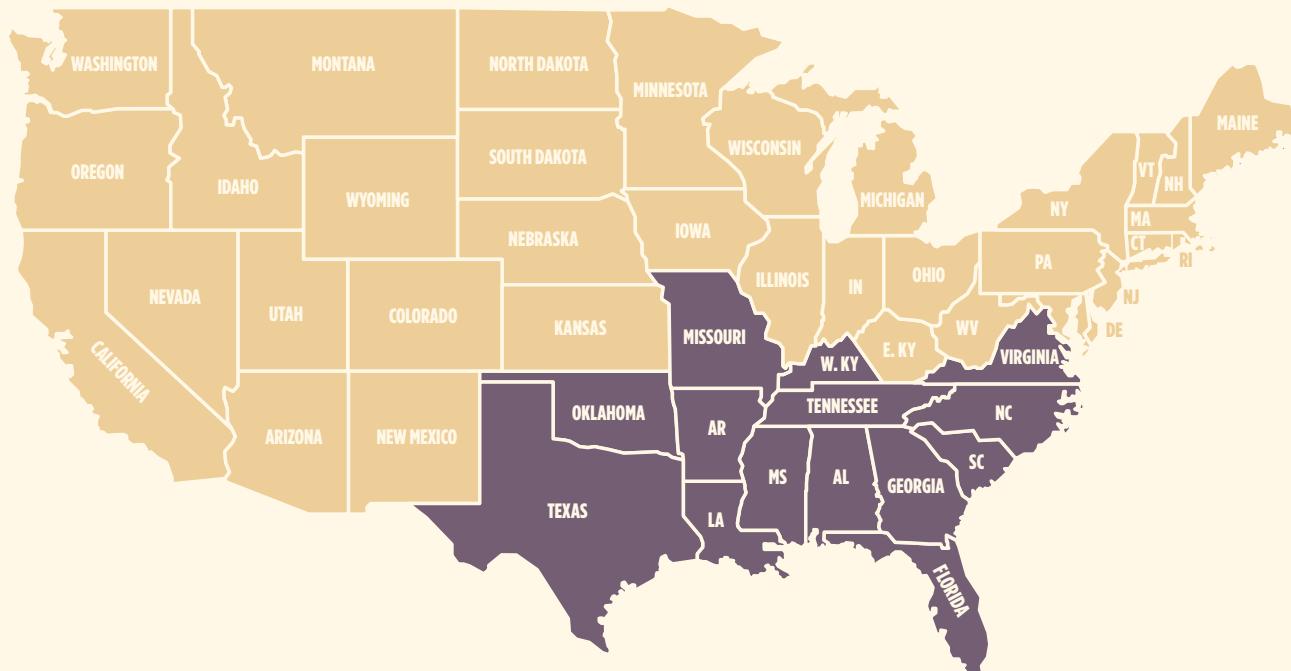
**Mark Daniels**

Retail Promotion Director—Southern U.S.

(912) 944-8260

[mark.daniels@potato.idaho.gov](mailto:mark.daniels@potato.idaho.gov)

Alabama, Arkansas, Florida, Georgia, Western Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas and Virginia





## RETAIL PROMOTION DIRECTOR— NORTHEASTERN/MIDWESTERN UNITED STATES



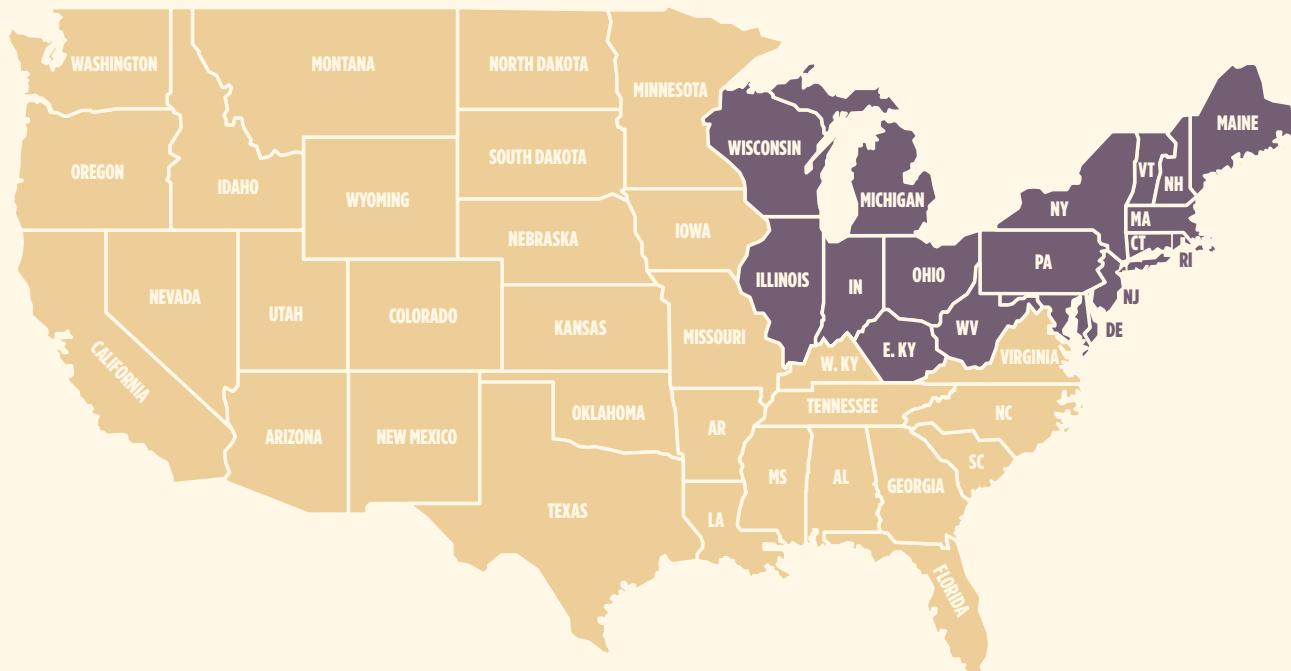
**Mike Krage**

Retail Promotion Director—Northeastern/Midwestern U.S.

(904) 553-4548

mike.krage@potato.idaho.gov

Connecticut, Delaware, District of Columbia, Illinois, Indiana, Eastern Kentucky, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, West Virginia and Wisconsin





### IDAHOTATO COMMISSION

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