

# IDAHO POTATO PULSE



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## Industry Relations Report By Travis Blacker

### Three month retail audit confirms value of Idaho Brand to the consumer

Last year a question arose from the IPC Marketing Committee as to whether consumers are still willing to pay more for the Idaho brand and seal. To answer this question, the retail field team audited all retailers that carry both Idaho and non-Idaho russets over a one week period. The result of that one week audit was a retail price premium of 20%. If either product was at a special price we did not include it in the analysis unless a clear regular price shelf tag was visible.

Following this audit, we decided to conduct a much more extensive analysis of the premium over a full three month period. Since pricing tends to be volatile during the beginning of a new crop year, we audited from October through December. Note again that special prices and offers were not included so that we could identify the true premium. The results of this audit showed a premium for an Idaho branded product of 24% ranging from 5% to 56%. Typical premiums were between 10 and 25%.

Given the volatility of this year's pricing, and some of the huge gaps found at discount retailers, we do not believe nor suggest that the typical premium is as high as 24%. It is more likely that the premium is in the teens; however, this analysis clearly confirms that retailers and consumers do value the Idaho brand. Also very significant is that out of 67 stores that carry both Idaho and non-Idaho russets, not a single store priced Idaho at the same or below non-Idaho. Idaho was always priced at a premium.