

# IDAHO POTATO PULSE



Brought to you by the Idaho Potato Commission

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

## Idaho Potato Industry.....

Thanks to all who participated in this year's Whistlestop tour. We had 2 great meetings this year and I think both had to be close for attendance records. I counted over 85 people at the first meeting with United Potato Growers of Idaho and our second meeting with the Idaho Grower Shippers Association brought in around 110 people. The industry is excited about the programs we have in place this year.

We hope you all know that we take this assessment very seriously and have just a few hours every year to share all we do with the industry. We hope you enjoyed it. Idaho is #1 because of our continued support of the Growers, Shippers and Processors we have in this great State of Idaho and we thank you for it.

One of the ideas that was brought to our attention after the meetings this year was to send a re-cap of the Whistlestop Tour out via our Potato Pulse. See that re-cap below. If you have any questions, please contact us. If you happened to miss this meeting, please let me know and I would be happy to come over and present this information to you.

Thanks and have a great Thanksgiving!

## Key Takeaways - Idaho Potato Commissions Whistle Stop Tour

- **Don't Panic!! IPC will listen to Idaho potato Industry input and adjust programs accordingly.**
  - Lessons from the past indicate that no one knows what will happen with Potato Crop from year to year. Many variables and Mother Nature plays too big of a role here! No need to give the crop away. Retailers continue to sell Idaho Potatoes at a premium price.
  - Be careful what is said to the media. All calls are encouraged to be sent to the IPC office. That number is 208-334-2350.
- **Long term focus on the following:**
  - Consistent Reasonable Prices, Quality Service and Product
- **Recent survey of Idaho's target market indicates:**
  - Idaho still means **Quality** and **Premium**.
  - 81% of Americans believe that Idaho = Quality.
  - IPC's advertising is working, 60% of Americans have seen our ads.
  - The state best known for growing a commodity is Idaho with over 98% of Americans agreeing.
  - State best known for growing potatoes is Idaho, 98.2% agree here. 2<sup>nd</sup> place is "I Don't Know".

- **The [Big Idaho Potato Truck](#) continues to be a HUGE SUCCESS.**
  - Key changes made to the truck this year:
    - Adding pictures of fries, colored varieties, new circle seal and many nutritional facts about potatoes.
    - Messaging includes telling consumers to “look for the seal”.
    - New partner is “[Go Red for Women](#)” and “[American Heart Association](#)”. Shippers, please use this heart check mark on your packaging!
    - Truck will be on the road for at least 2 more years promoting Idaho Potatoes.
    - Continue building on the truck success. People love this and love the [new commercial!](#)
- **IPC will continue working on the hot industry topics like PCN, Zebra Chip, WIC and more access to shipping potatoes into Mexico.**
- **[Famous Idaho Potato Bowl](#) continues to be a success. For tickets please call the office at 208-334-2350 or Travis Blacker at 208-360-9560.**
- **Potato Lovers Month will be 8 weeks this year. This will help minimize the carton build up that was experienced last year.**
- **International Shipment continue to grow. 1 out of every 6 rows planted in Idaho ship internationally. IPC will continue to promote internationally working with the USPB as markets open.**
- **Stay involved..... There are always opportunities to serve. Call Travis Blacker for more information.**
  - IPC Marketing Committee
  - IPC AG Affairs Committee
  - IPC R&E Committee
  - US Potato Board
  - National Potato Council