



# Consumer Media Plan & Public Relations



# Powerful National Advertising & Marketing Programs for 2020-2021



ACTIVITY	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
National TV Advertising			■	■	■	■	■					
Insta Harvest		■										
Health Halo	■			■			■			■		
Diet Identifier					■	■						
Nutrition News Nuggets	■			■			■			■		
Food Recipe Roundup			■			■			■			■
Meal Prep Playbook											■	
What's Trending Idaho <sup>®</sup> Potatoes			■	■								
Christy's Cooking Taters									■	■		
FeedFeed						■						
Spotlight On						■	■	■				
Alexa	■	■	■	■	■	■	■	■	■	■	■	■
NFL Twitter Support	■	■										
Famous Idaho Potato Bowl				■	■							
Newsletters, Social Media Campaigns, and More	■	■	■	■	■	■	■	■	■	■	■	■
AllRecipes.com			■	■	■	■	■	■				
Digital Grocery Sponsored Products/Display Ads			■	■								
Big Idaho <sup>®</sup> Potato Truck							■	■	■	■	■	■

## Engaging Consumers Through National Television Advertising



### Inventing Idaho® Potato Creations

The latest Idaho Potato Commission television commercial kicks off this fall airing nationwide on CNN, Discovery, the Food Network, FOX News, Hallmark, Headline News, the History Channel, OWN, Oxygen, TNT, Discovery Go, Hulu, and Sling beginning in November.

The appetizing ad features Farmer Mark, a real-life Idaho® potato farmer, touting all the delicious dishes one can make with Idaho® potatoes. From loaded fries, to twice baked potatoes, to decadent au gratin and much more, Idaho® potatoes are anything but a side dish. The new commercial is sure to inspire inventive Idaho® potato creations by hungry viewers across the country.



## 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](http://IdahoPotato.com)
- Follow IPC on Pinterest
- Subscribe to IPC's YouTube channel
- Follow IPC on Instagram
- Like IPC on Facebook
- Follow IPC on Twitter

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



## Idaho® Potatoes Certified as Heart-Healthy by the American Heart Association



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.



### Nutrition Facts

Serving size 1 potato (148g/5.2oz)

Amount per serving  
**Calories 110**

% Daily Value\*

**Total Fat** 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

**Cholesterol** 0mg 0%

**Sodium** 0mg 0%

**Total Carbohydrate** 28g 9%

Dietary Fiber 2g 7%

Total Sugars 1g

Includes 0g Added Sugars 0%

**Protein** 3g

Vitamin D 0g 0%

Calcium 20mg 2%

Iron 1.1mg 6%

Potassium 620mg 15%

Vitamin C 27mg 30%

Vitamin B<sub>6</sub> 0.2mg 10%

\*The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a diet of 2,000 calories a day. It is used for general nutrition advice.

### Nutrition Facts

In 2016 the FDA announced new requirements for food labeling that are based on updated scientific and nutrition information designed to help consumers make informed choices about the food they purchase and consume.

Some basic differences are the modifications to serving size, potassium and added sugars.

Manufacturers had until January 1, 2020, to comply with the final requirements, and manufacturers with less than \$10 million in annual food sales were given an additional year to make the changes.

## 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

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

### Consumers

- Target audience: Women and men (25-54)

#### Magazines

**Bloomberg**

**bon appétit**  
DEVELOPED BY THE FOOD & WINE GROUP

Festival Day  
**every day**

**FAST COMPANY**

**FORTUNE**

**Living**

**People**

**TRAVEL+  
LEISURE**



#### 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  
& RYAN**

**NBC**

**OZ**

**TODAY**

#### Internet

**CNN**

**Forbes**

**THE  
HUFFINGTON  
POST**

**MS  
NBC**

**npr**

**yahoo!**

## Encouraging Potato Sales Through National Integrated Communications



### National Trade Advertising Campaign

In the fast-paced environment of Retail, ordering decisions need to be made quickly. But sometimes it can really pay off for produce professionals to take an extra moment to look more closely at recent industry sales data. They might just see something more.

That's the whole idea behind this year's National Trade Advertising Campaign, "It Takes a Keen Eye," showcasing highly intriguing design and photography by Johannes Stöttler. The attention-getting ads are designed to encourage retailers to look closer at their order to account for changing trends in potato sales, and prompt them to maximize sales by more fully leveraging new merchandising opportunities.

Spot these ads featured in key publications, including The Packer, The Produce News, and the Produce Industry and FMI SmartBrief digital newsletters. And be sure to look closely because there may just be more to them than first meets the eye.





## 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 388 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 who are 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. This year, RODS is celebrating a special milestone—through its fundraising efforts and support from organizations like the IPC, it's been able to provide the financial

support for 50 adoptions. Up to \$11 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

It was noisy in Boise for the 7th Annual New Year's Eve Potato Drop. A giant glowing Idaho® potato was dropped in front of the state capitol building into an oversized bag of Grown in Idaho® Super Crispy Crinkle Cut Fries to ring in 2020. 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 40,000 revelers bundle up every year to enjoy the festivities, the countdown and an impressive fireworks show.



### 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.

#### Domino Idaho® Potatoes

Dress up roasted potatoes by serving them as Domino Idaho® Potatoes, where thin slices are fanned out, allowing each edge to get browned and crispy while the centers stay tender.



#### DOMINO IDAHO® POTATOES

##### INGREDIENTS

6 Idaho® russet potatoes, washed  
6 tablespoons duck fat, at room temperature\*  
½ tsp Libby's® freeze-dried garlic

##### DIRECTIONS

1. Preheat the oven to 400°F.
2. Wash and dry the potatoes. Slice the ends off and trim the potatoes to create a rectangular shape. Make sure all of the potatoes are evenly sized, trimming as needed.
3. Using a mandolin slicer, with the guard set to ⅛" thick, slice each potato.
4. Toss the potatoes in a bowl with duck fat, garlic, chives, and parmesan.
5. Add a pinch of salt, and using your hands, make sure both sides of each potato has been coated.
6. In an 8" round or square pan, assemble the potatoes, stacking as you would a row of frozen dumplings on their side. Allow the top of each to peek through before the

next is placed in line. Each potato should have ⅛" exposed. Repeat creating rows, or a spiral if using a round pan, until all the potatoes are nestled in to place.  
7. Spoon any remaining duck fat over the potatoes. Sprinkle with salt and pepper.

8. Bake 40 to 45 minutes until the edges of the potatoes are golden and crispy and the centers are fork-tender. Remove from oven and cool 5 minutes.
9. To serve, dish out portions with a serving spoon and sprinkle with additional parmesan and chives on top for a pop of fresh color.

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

# Encouraging Potato Sales Through Consumer PR Programs



## Insta Harvest

Over the past 10 years, dozens of influencers have visited Idaho during harvest time and shared their experience with their social media followers. With COVID-19 putting the brakes on travel, we've invited five influencers to share their experience in a Throwback Thursday campaign during the month of October.

**FOODDIEE** Follow

5551 posts 621k followers 888 following

FOODDIEE  
DIE STARTS TOMORROW  
NOT BASHED 1/2  
email to partner with me:  
FOODDIEE or tag to be featured  
RANKED @cosmopolitan TOP 75 food Instagrammer 🏆  
[www.cosmopolitan.com/food-cocktails/news/44226/foodstagramers-feed-doll...](http://www.cosmopolitan.com/food-cocktails/news/44226/foodstagramers-feed-doll)



**foodtravelist** Follow

2,786 posts 10.2k followers 7,200 following

Food Travelist  
We connect food travelers with the best food & travel experiences in the world. Host of #FoodTravelChat every Wednesday, 6pm ET.  
Madison, Wisconsin  
[lnkr.co/foodtravelist](https://lnkr.co/foodtravelist)

# Consumer Marketing Plan & Public Relations



## Diet Identifier

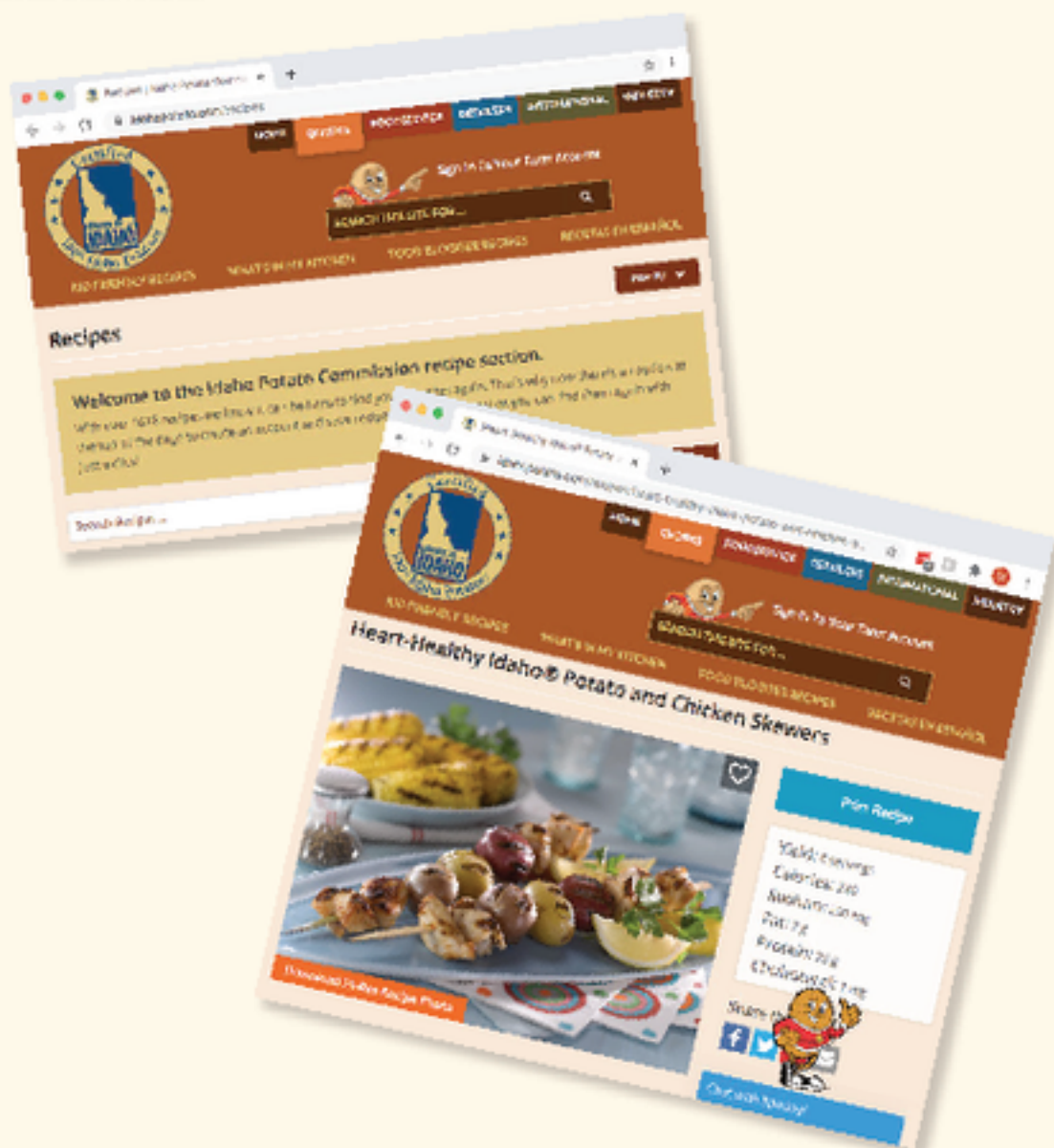
Identify recipes in the IPC recipe database that meet popular diet criteria, like:

- 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!



# Encouraging Potato Sales Through Consumer PR Programs



## Nutrition News Nuggets

Outreach to the food/nutrition media each quarter with newsworthy nuggets they can pass along to their readers:

- Q1 (Sep-Nov) — Fuel up and fill up with Idaho® potatoes (introduce satiety index)
- Q2 (Dec-Feb) — Promote the Diet Identifier to help stave off holiday pounds
- Q3 (March-May) — P is for Potatoes and Protein
- Q4 (June-Aug) — How Idaho® potatoes stack up against your favorite fruits and veggies

Use traditional PR tools like press releases, co-op SMTs, mat releases, ROPs and social media to extend reach.

## Food Recipe Roundup

Each quarter, engage the food media with a collection of seasonally themed recipes they can share with their readers.

The news bureau will be promoted through social media. Let's Eat and Tater Talk. Topics include:

- Q1 (Sept-Nov) — Tailgating
- Q2 (Dec-Feb) — EZ to FreeZe potato dishes
- Q3 (Mar-May) — Protein-powered potato dishes
- Q4 (Jun-Aug) — 5 Veggie servings in one dish recipes



## Encouraging Potato Sales Through Consumer PR Programs



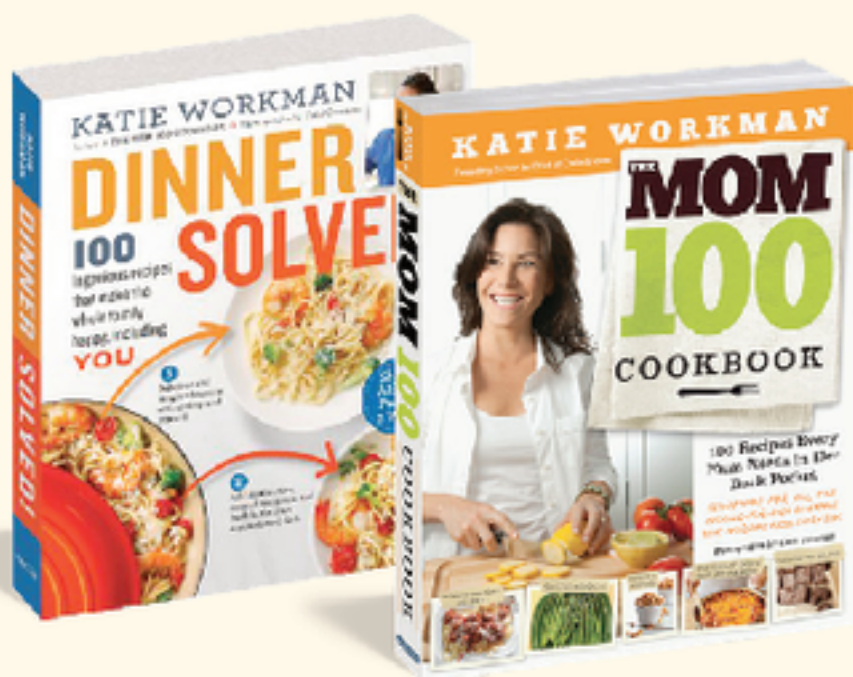
### Meal Prep Playbook

Work with popular food journalist, cookbook author and blogger Katie Workman to create a Meal Prep Playbook for a 10-pound bag of Idaho® potatoes.

Promote the Playbook to food reporters around the country during the busy back-to-school season. Recipes will also be shared through Lets Eat, Tater Talk and social media.

Katie's social stats:

- [themom100.com](http://themom100.com) — 1MM+ visitors/month
- Weekly newsletter subscribers — 10K
- Pinterest — 3MM
- Instagram — 24K
- Facebook — 10K
- Twitter — 71K



## Encouraging Potato Sales Through Consumer PR Programs



### What's Trending...Idaho® potatoes

Identify opportunities for Idaho® potatoes to be included in "What's Hot" and "What's Trending" pages in popular magazines like *US Weekly*, *Men's Health*, *New York* and *Oxygen*



## Encouraging Potato Sales Through Consumer PR Programs



### Christy's Cooking Taters

Work with Christy Carlson Romano (the voice behind popular Disney show *Kim Possible*, star of *The Princess Diaries 2* and *Even Stevens*) to create a delicious Idaho® potato recipe to air on Christy's YouTube cooking channel.

She releases a new show every week and often has celebrity guests like Danielle Fishel of *Boy Meets World*, Joey Fatone of *NSYNC*, and more!

- YouTube channel subscribers — 188K
- Most popular video has — 1.8M views





## Encouraging Potato Sales Through Consumer PR Programs

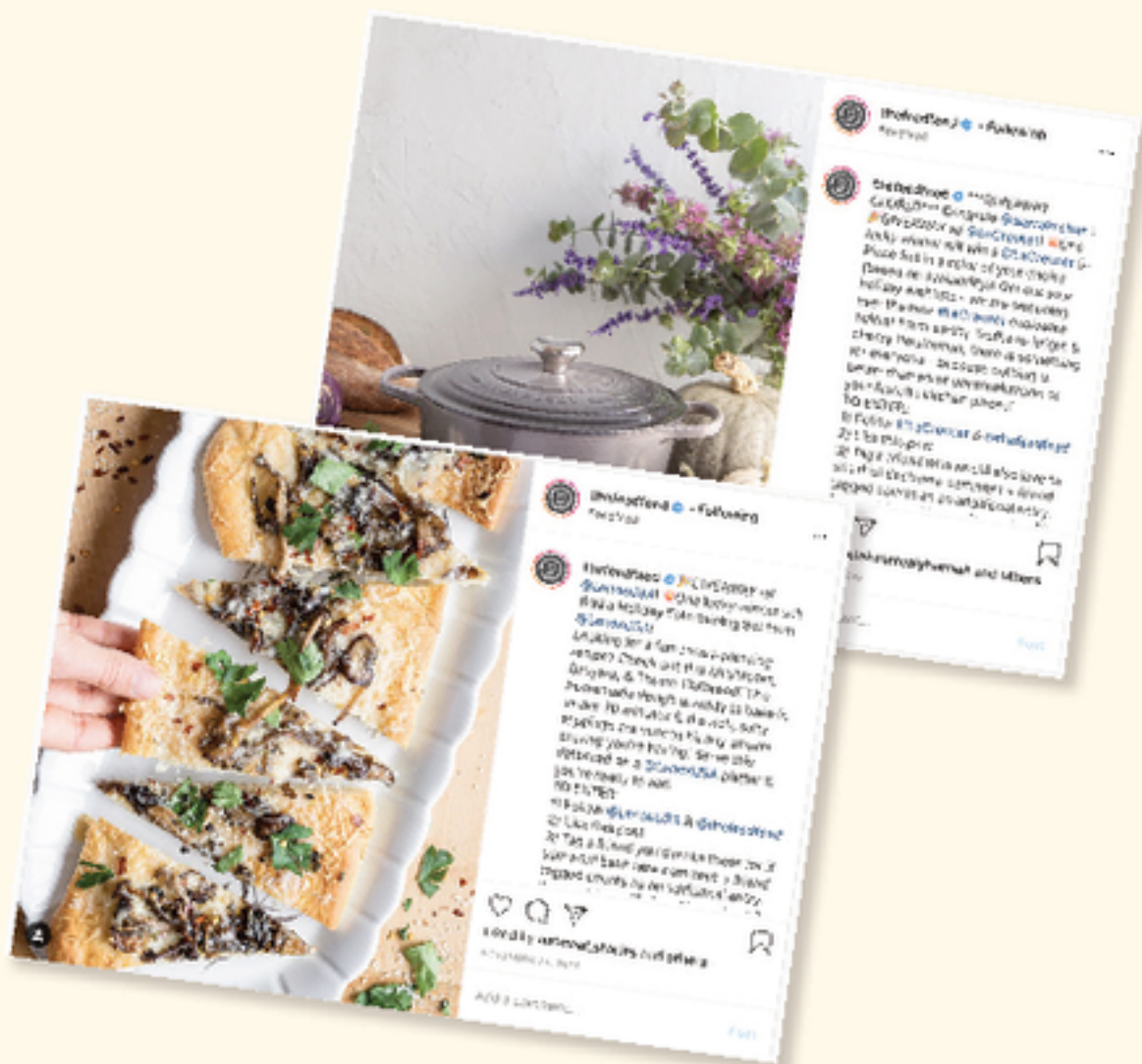


### FeedFeed

Host an Idaho® potato giveaway on one of the most popular Instagram food pages, FeedFeed. Known for its beautiful and creative photography, FeedFeed has 17 million followers who all love food!

A holiday-themed sweepstakes will run in early November, reminding folks to look for the Grown in Idaho® seal every time they purchase Idaho® potatoes.

Similar FeedFeed partners have experienced impressive increases in engagement and followers and have been able to acquire a significant number of email addresses.



## Encouraging Potato Sales Through Consumer PR Programs



### Spotlight On

Idaho® potatoes to be featured in PBS's educational series, Spotlight On. A two-minute vignette will provide an in-depth look at the Idaho potato industry from farm to fork and everything in between.

- Spotlight On generates 3-5 million national media impressions.

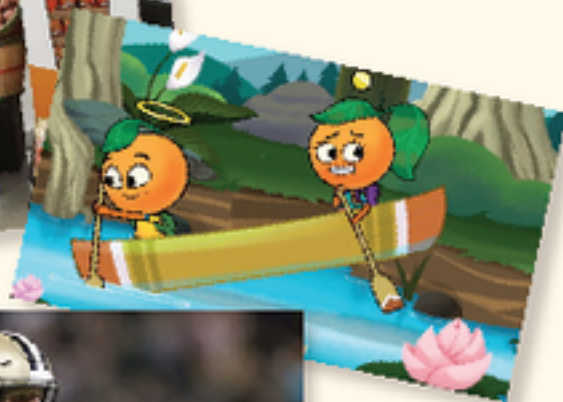


## Encouraging Potato Sales Through Consumer PR Programs



### Industry News

During the year, there are many opportunities to promote the IPC's marketing programs beyond the Consumer PR campaigns. These initiatives include the IPC's national advertising campaign, unique social media campaigns, Potato Lovers Display Contest and corporate partnerships with organizations like Chobani Litehouse, Fresh Gourmet, and Hormel, just to name a few.



## 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<sup>®</sup> 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 reach and promote the Idaho<sup>®</sup> 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).



**Kira Roberts**  
GIRL CARNIVORE  
Beef Tallow  
Furikake  
Idaho<sup>®</sup> Fries



**MinShien Denis**  
JOYOUS APRON  
Savory Breakfast Bowl



**Tina Dawson** LOVE IS IN MY TUBERY  
Vegan Sheet Pan Tacos



**Stacey Doyle**  
LITTLE RIGGY  
FOOD  
Pecorino Pancetta Garlic Mashed  
Idaho<sup>®</sup> Potatoes



# Category Management



# THE PRODUCE NEWS

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## In the Trenches: The illogical decrease of potato displays

BY RON PELGER | SEPTEMBER 24, 2020

What if you were told in a sales meeting not to make a profit by the CEO, president or company owners? What if your boss said, "We're making too much money. Cut back on profit." What if your merchandising and marketing VP told you to make 2 percent less gross profit next week instead of asking for 2 percent more?

Wale up. The dream is over. That just doesn't happen — or does it?

Every produce director or produce manager knows what the leading gross profit items are in the department. For example: onions, carrots, apples, oranges and especially potatoes deliver a high gross profit. Above all, potatoes contribute a exceptionally high profit margin into produce department performance.

Would it make any sense to take one of those categories, notably potatoes, and actually decrease the display space? If the potato category contributes and supports the majority of the bottom line, why would any retailer want to cut it back? In many instances, this is actually happening in some produce departments.

In making my rounds to super markets, it has become apparent that some potato displays have been decreased. Some stores have reduced bag sections to only three feet.

Not every single supermarket program has taken this step. Everyone is competing for a chunk of the consumer's dollar today. To achieve that goal, you have to sell the produce items that deliver the most in sales volume and profit dollars.

If the potato display space is cut back, it simply decreases sales and obviously reduces the profits. If the potato category generates up to 50 percent profit margin, why give that up by reducing the display size?

"What happened to the produce gross?" That is the most uncomfortable question a produce director ever wants to hear from upper management executives. But if the potato display that carries 40 to 50 percent margin is reduced in size allocation, that could be a big reason for part of the loss.

The potato category provides some very strong performance and benefits, such as:

- Potatoes generate up to 50 percent gross profit
- About 86 percent of consumer households purchase potatoes
- Potatoes are more in demand since the COVID-19 pandemic emerged
- The shopping basket dollar amount averages only \$43 without a potato purchase
- The shopping basket dollar amount averages \$77 when potatoes are purchased
- A secondary potato display can increase sales by 22 percent
- Potatoes account for 25 percent of all vegetable volume and 12 percent of all vegetable dollars

Looking back to March, when the COVID-19 panic shopping period began, potatoes were the most popular item consumers purchased. I witnessed the consumer shopping activity at that time. Most potato displays were not totally empty to fully stocked when product arrived. Produce managers placed pallets of potatoes directly on the floor in the produce departments and customers were ripping open the bags and desperately grabbing several bags.

The COVID-19 shopping period proves how important potatoes are to consumers. Isn't this a good enough reason to make it a merchandising practice to display potatoes the way they were meant to be sold — massively aggressive?

Ron Pelger is the owner of RonProCon, a produce industry advisory firm. He is also a produce industry merchandising director and a freelance writer. He can be contacted at 775-843-2394 or by e-mail at [ronprocon@gmail.com](mailto:ronprocon@gmail.com).

# IPC Category Management



# IPC Category Management



## Idaho Potato Menu



Category Review



Case Study –  
“How to Maximize Potato Lovers Month”



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## Regional Performance



Source: Nielsen, 52 Weeks Ending 06/06/2020



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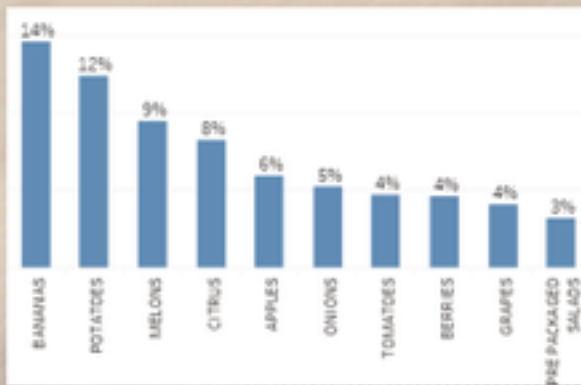


# IPC Category Management



## 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

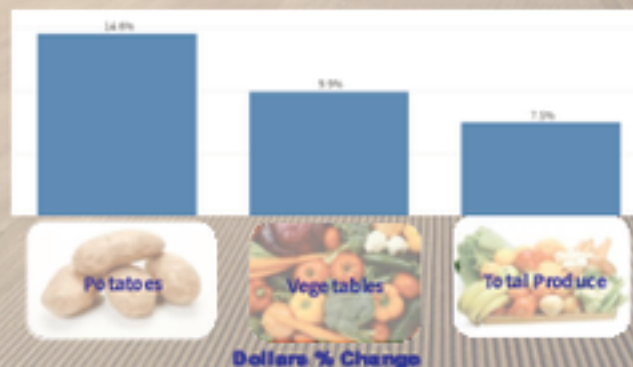


Source: Nielsen, 52 Weeks Ending 08/06/2020



## 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

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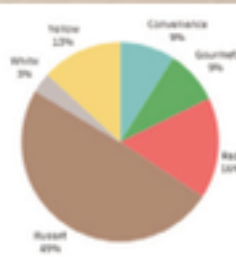
# IPC Category Management



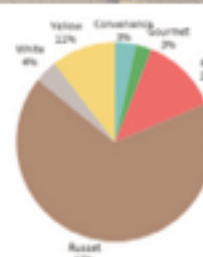
## Potato Performance by Type – US

- 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



Total U.S. Volume Share



	Dollars % Chg YoY	Volume % Chg YoY
Grand Total	+58.7%	+9.3%
Gourmet	+25.7%	+27.8%
Yellow	+23.1%	+11.7%
Russet	+14.5%	+9.2%
Red	+11.0%	-6.7%
White	+7.4%	+2.5%
Concombre	+7.8%	+6.5%

Concombre and yellow potatoes are shown as the general "Other" category. It is possible that a large single "Other" category will be created.

Source: USDA, NASS, 52 Weeks Ending 06/06/2020

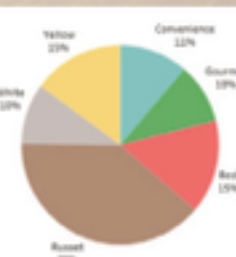
Source: Nielsen, 52 Weeks Ending 06/06/2020



## Potato Performance by Type – Northeast

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

Northeast Region Dollar Share



Northeast Region Volume Share



	Dollars % Chg YoY	Volume % Chg YoY
Grand Total	+58.5%	+8.8%
Yellow	+21.5%	+14.1%
Russet	+17.4%	+13.2%
Gourmet	+25.5%	+28.4%
Concombre	+14.0%	+14.6%
White	+8.5%	+3.4%
Red	+5.4%	-8.4%

Concombre and yellow potatoes are shown as the general "Other" category. It is possible that a large single "Other" category will be created.

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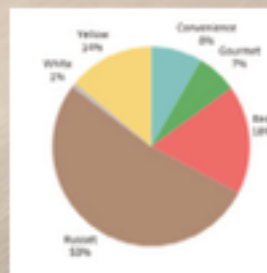
# IPC Category Management



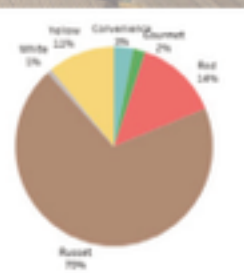
## Potato Performance by Type – Midwest

- 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



Midwest Region  
Volume Share



	Dollars % Chg YoY	Volume % Chg YoY
Grand Total	+52.4%	+6.2%
Gourmet	+36.2%	+39.4%
Yellow	+24.5%	+25.0%
Russet	+11.2%	+8.0%
Red	+18.8%	+6.5%
Conventional	+4.0%	+5.0%
White	-3.1%	-0.1%

Conventional and Red's shares are prepared to the percentage of the total (e.g., other varieties)

Source: Specialty produce data from the year-end survey, including reporting data on the web

Source: Nielsen, 52 Weeks Ending 06/06/2020

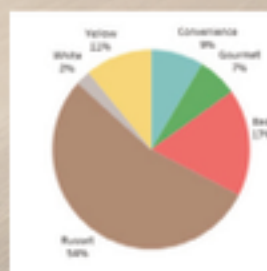
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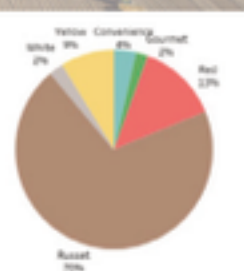
## Potato Performance by Type – South

- 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



South Region  
Volume Share



	Dollars % Chg YoY	Volume % Chg YoY
Grand Total	+58.7%	+7.2%
Gourmet	+22.6%	+23.6%
Yellow	+22.2%	+20.0%
Russet	+14.5%	+9.2%
Red	+14.0%	+6.7%
White	+0.7%	+0.2%
Conventional	+5.5%	+6.8%

Conventional and Red's shares are prepared to the percentage of the total (e.g., other varieties)

Source: Specialty produce data from the year-end survey, including reporting data on the web

Source: Nielsen, 52 Weeks Ending 06/06/2020

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# IPC Category Management



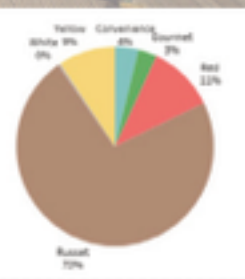
## Potato Performance by Type – West

- 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%

West Region  
Dollar Share



West Region  
Volume Share



Conventional chip size is potato that can be prepared in the package it is purchased in (e.g., whole potatoes)

Advanced Specialty potatoes like your's are, for labeling purposes, categorized as gourmet

Source: Nielsen, 52 Weeks Ending 06/06/2020

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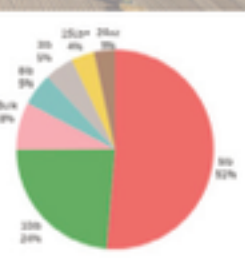
## Potato Performance by Pack Size – US (all varieties)

- 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

Total U.S.  
Dollar Share



Total U.S.  
Volume Share



Source: Nielsen, 52 Weeks Ending 06/06/2020

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# IPC 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



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

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



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# IPC Category Management



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

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



Source: Nielsen, 52 Weeks Ending 06/06/2020

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## 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 06/06/2020

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# IPC Category Management



 Category Review

Case Study –  
“How to Maximize  
Potato Lovers Month”

# IPC Category Management



## Retailer Performance Assessment Performance Based Contest

Idaho Potato Commission – Potato Category Review

### 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  
MARKET RINGS, ON AVERAGE,  
VALUE \$77 PER SHOPPING TRIP  
– NO POTATOES IN BASKET  
AVERAGE IS \$48



CONTEST PERIOD DROVE  
BANNER POTATO CATEGORY  
MARKET SHARE –  
GROWTH + 2% EACH WEEK





# IPC 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.



## 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



# IPC Category Management



## Results Reported by Retailer

District	Banner 1 Final Contest Results			
	Contract Term (in 30 Day Increments)	AOY Price YTD - 15th Aug. Wkly Sales	% Inc./Dec	District Ranking
District 02	\$ 7,827	\$ 2,214	286.54%	1
District 01	\$ 7,063	\$ 2,964	185.49%	2
District 08	\$ 7,985	\$ 3,563	182.89%	3
District 06	\$ 8,033	\$ 4,264	169.99%	4
District 05	\$ 8,751	\$ 4,968	155.59%	5
District 10	\$ 7,853	\$ 4,683	75.89%	6
District 03	\$ 9,754	\$ 4,075	68.94%	7
District 04	\$ 4,143	\$ 4,907	82.48%	8
District 07	\$ 7,377	\$ 4,983	6.79%	9
District 09	\$ 4,963	\$ 4,978	6.99%	10
District 3 Total	\$ 73,848	\$ 43,838	67.49%	78,548

69 stores – 1,066 units per store average

District	Banner 2 Final Contest Results			
	Contract Term (in 30 Day Increments)	AOY Price YTD - 15th Aug. Wkly Sales	% Inc./Dec	District Ranking
District 13	\$ 4,355	\$ 4,288	96.44%	1
District 21	\$ 5,218	\$ 3,984	76.34%	2
District 15	\$ 10,625	\$ 2,872	26.93%	3
District 17	\$ 7,111	\$ 5,613	38.79%	4
District 23	\$ 7,097	\$ 5,563	38.36%	5
District 14	\$ 4,741	\$ 4,883	38.46%	6
District 18	\$ 10,614	\$ 4,316	38.44%	7
District 11	\$ 8,170	\$ 2,800	38.36%	8
District 20	\$ 8,312	\$ 4,954	38.44%	9
District 16	\$ 5,543	\$ 4,484	38.44%	10
District 12	\$ 5,282	\$ 4,206	38.33%	11
District 22	\$ 8,441	\$ 4,983	38.44%	12
District 2 Total	\$ 82,083	\$ 78,479	95.59%	289,284

82 stores – 1,345 units per store average

◆ Simple change of space a location, with a secondary location for russets, increased sales



## Contest Winners

Banner 1 Winning Store - #102



Banner 2 Winning Store - #727



# IPC 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	+30.4%	\$3,167,810	\$658,721	+20.8%
Russet	\$551,629	\$157,989	+30.3%	\$1,649,200	\$412,072	+25.0%
Red	\$154,494	\$43,069	+30.7%	\$452,290	\$104,728	+23.2%
Yellow	\$111,436	\$30,037	+30.3%	\$372,332	\$73,432	+20.0%
Convenience	\$89,118	\$79,474	+89.4%	\$204,797	(\$44,717)	-21.8%
Gourmet	\$43,820	\$25,270	+57.7%	\$127,050	\$75,355	+59.3%
White	\$20,549	(\$1,099)	-5.3%	\$162,231	\$38,851	+23.9%

- 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 retailer averaged 30.7% of the potato market dollars
- 5lb russet ad with display drove total category sales growth 43% vs. RM 26%

Data for Weeks 5/9,2020 – 5/16,2020

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## Variety Share 13 Weeks vs 2 Weeks

### 2 Weeks



- 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

Data for Weeks 5/9,2020 – 5/16,2020

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# IPC 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: 2014 year  
N = City: 503  
Data is for dates 2 weeks prior to 11/16/2015

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## 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



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# Potato Lovers Display Contest



ENTER for a chance to

**WIN** A TRIP  
FOR 2  
TO SANCTUARY  
CAMELBACK  
MOUNTAIN RESORT  
& SPA  
PARADISE VALLEY, AZ



# 2021 DISPLAY CONTEST

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

2021 Partners



Receive a  
Nike®  
**UTILITY  
SPEED  
BACKPACK**  
Just for  
Entering!





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



ENTER for a chance to  
**WIN A TRIP FOR 2**  
**TO SANCTUARY®**  
**CAMELBACK**  
**MOUNTAIN RESORT & SPA**  
**PARADISE VALLEY, AZ**

Every participant is entered into a random drawing to win

- Roundtrip airfare for two to Sanctuary Camelback Mountain Resort & Spa
- 6 days / 5 nights' accommodations
- Daily spa treatments
- \$400 per day for food & drink
- Plus \$1,000 spending money

## 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 one week during the contest period of February 1 – March 31, 2021.
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 Nike®  
**UTILITY SPEED BACKPACK**  
 Just for Entering!

- Internal sleeve stores a laptop up to 15".
- Side sleeve holds a 32-ounce water bottle.
- Durable straps let you attach accessories.
- Includes a sternum strap.
- 18" H x 11" W x 6" D

**2021 Partners**



[idahopotato.com](http://idahopotato.com) | [hormelfoods.com](http://hormelfoods.com) | [freshgourmetcompany.com](http://freshgourmetcompany.com)

**Small Display? It's OK!** Seriously, the size of your display does n'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 Arizona! 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 May 21, 2021.

**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 2021 display kit includes:

- Two double-sided Idaho® Potato Lovers logo display signs
- One large and two small double-sided signs featuring an appetizing photo to decorate your display
- Two inflatable Mylar® IPC-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 ..... \$1500
- 2nd Place ..... \$1000
- 3rd Place ..... \$750
- 4th Place ..... \$500
- 5th Place ..... \$250



Plus, 100 Honorable Mention Prizes of \$50 Each (selected from the remaining entries) **PLUS, one random entrant and their category manager will win a spa trip for two to Paradise Valley, Arizona.**

## Store Categories

Category 1	Category 2	Category 3
1-5	6-9	10+
Registers	Registers	Registers





# DISPLAY CONTEST RULES

- Your Idaho® Potato, Hormel® Bacon Toppings, and Fresh Gourmet® Crispy Veggies display must be in place for at least one 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 Crown in Idaho® seal
  - A clearly marked Idaho® dehydrated potato product
  - Any variety of Hormel® Real Bacon toppings
  - Any variety of Fresh Gourmet® Crispy Veggies
 Displays may not include potato products from other states.
- Display point-of-sale (POS) materials must include 2021 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 one 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, 2021. Top winners will be notified by May 1, 2021, and all winners will be posted by May 21, 2021, 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 June 15, 2021, 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 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.
- Sanctuary Camelback Mountain Resort & Spa Sweepstakes Brochure Rules: All Idaho® Potato Lovers Display Contest entries will be automatically entered into the sweepstakes portion of this promotion. Grand prize consists of a round trip airfare for two, 6 days / 5 nights' accommodations at the Sanctuary Camelback Mountain Resort & Spa, your choice of either the Mountain Suite or Spa Suite, meal allowance of up to \$400 per day including taxes and gratuities, daily spa treatments for two, plus \$1,000 to cover miscellaneous recreation and ground transportation costs. Approximate retail value (ARV) \$1700. 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 to confirm that your entry was received. Or you may fill out and mail the form below along with your display photo(s).

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



## 2021 Idaho® Potato Lovers DISPLAY CONTEST ENTRY FORM

Enclosed is my qualified entry for the display contest.  
Please send me the Nike® Ultra Speed backpack!

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

Entrant Name (one name only, please) \_\_\_\_\_

Company or Store Name \_\_\_\_\_ Store Number \_\_\_\_\_

Title \_\_\_\_\_

Category Manager \_\_\_\_\_

Business Phone Number \_\_\_\_\_

Company or Store Address **(No PO boxes allowed)** \_\_\_\_\_

Email Address \_\_\_\_\_

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, 2021, to Idaho Potato Commission, PO Box 1670, Eagle, ID 83616, or if using an overnight mail service, send to 661 South Riverstone Lane, Suite 210, Eagle, ID 83616.

[IDAHOPOTATO.COM/RETAIL](http://idahopotato.com/retail)

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# Potato Lovers Display Contest





# 2021

## IDAHO POTATO® MILITARY COMMISSARY DISPLAY CONTEST

### PRIZES! PRIZES! PRIZES!

Prizes are awarded by sales band group.

Two winners per group:

1-2, 3-4, 5, 6-7, 8-9, and 10-14.

### 1<sup>ST</sup> PLACE

\$300 in commissary gift cards  
and a trophy!

### 2<sup>ND</sup> PLACE

\$150 in commissary gift cards  
and a trophy!

### CONTEST RULES

- Create excitement in your department by building an eye-catching display featuring Idaho® Potatoes, Hormel® Bacon Toppings, and Fresh Gourmet® Crispy Veggies.
- Displays must contain Idaho® Potato materials, which will be provided by your produce supplier.
- Displays must be in place from February 22-28, 2021.
- Entries must be received by March 31, 2021.

### ENTER NOW!

Submit your photos to this folder:  
[producepromotions@deca.mil](mailto:producepromotions@deca.mil)



The maker of



[idahopotato.com](http://idahopotato.com) | [hormelfoods.com](http://hormelfoods.com) | [freshgourmetcompany.com](http://freshgourmetcompany.com)

# 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 CK Mondavi wine, Magic Seasoning Blends and Flat Top Hills wine by placing displays with \$4, \$2, and \$1 off coupons as a holiday promotion. The national program is featured on 175,000 neckers and runs September 1 through December 30, 2020



# Idaho® Potato Tie-Ins



## Idaho Potato Commission Tie-In Partners

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# International Programs

International  
Programs



# Idaho Potato Commission International Programs



## The Idaho Potato Commission's International Programs Focus on Developing and Expanding *Grown in Idaho*® in International Markets

Fresh, frozen and dehydrated products carrying the Idaho® seal can be found around the world, and international buyers, chefs and consumers have come to recognize the seal as a symbol of quality.

The Idaho Potato Commission is committed to assisting its members in gaining market share in international markets. The Commission retains full-time representative offices in Cuernavaca, Mexico (representing Latin America), Kuala Lumpur, Malaysia (representing Southeast Asia), and Hong Kong, China (representing mainland China, Hong Kong, Macau and Taiwan). They regularly represent Idaho at international trade shows and conduct international retail promotions, trade missions, sponsored menu promotions, chef-training events, and market and trade policy research.

If you are an Idaho shipper interested in exploring a new international market or expanding in an existing market, please contact:

Ross Johnson  
International Marketing Director  
Office: 208.334.2350 x228  
Cell: 208.484.5767  
Ross.Johnson@potato.idaho.gov

for additional information on the Idaho Potato Commission's international programs and resources.

### Why Export?

- Did you know that one in every five rows of potatoes grown in Idaho is shipped internationally?
- Idaho® potato brand awareness continues to grow throughout the globe, and consumers demand Idaho quality.
- International markets are the fastest-growing segments of the potato category.
- Greater demand internationally supports pricing.

### WHY IN THE WORLD EXPORT?

**TOP SIX REASONS TO BE AN EXPORTER**

- 1** Idaho Potato Commission has your back – The strength of our brand is recognized all over the world. The IPC will continue to grow the famous Idaho® potato brand and support you and your export partners in markets around the world.
- 2** Reaching Idaho's potential – The U.S. exports 1 in 5 rows of potatoes. Idaho's exports are underdeveloped, with only 1 in 6 rows going abroad. There's the potential to increase exports by 20%!
- 3** Diversification – Customers in international markets mean your business will be less vulnerable to downturns in the U.S.
- 4** Improve profits – Idaho® potatoes have the potential to command a higher price in export markets.
- 5** Long-term security – The U.S. is a mature market with increasing yields and intense domestic competition. Establishing export business can reduce U.S. supply.
- 6** Increase sales – 2/3 OF THE PURCHASING-POWER AND 90% OF THE WORLD'S POPULATION ARE OUTSIDE THE U.S.

### TOP TEN EXPORT MARKETS FOR FRESH IDAHO® POTATOES

1. Mexico
2. Malaysia
3. Singapore
4. Taiwan
5. Philippines
6. Guatemala
7. El Salvador
8. Caribbean
9. Panama
10. Hong Kong

Questions? For info on how you can become an exporter, contact **Ross Johnson** 208.334.2350 x228  
Ross.Johnson@potato.idaho.gov  
IdahoPotato.com

Please visit [www.idahopotato.com](http://www.idahopotato.com) for more than 100 varieties and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on [Facebook](#), [Instagram](#), [LinkedIn](#), [Pinterest](#), [Snapchat](#), and [YouTube](#).



# Idaho Potato Commission International Programs



# Idaho Potato Commission International Programs



Idaho Potato Commission  
International Programs



# Idaho Potato Commission International Programs



## Promotional Materials—Latin American Markets



# Idaho Potato Commission International Programs



## Promotional Materials—Asian Markets



# Idaho Potato Commission International Programs



## POS Promotions



**Sampling US Potato (Idaho)**

Date	27 & 28 July 2019	3 & 4 Aug 2019
Stalls	Salgado XO Chu Ampung CocoQemas	Tj. Pring Sj. Potok Eksotikah Sajipang
	10 Aug 6:15pm - 10pm	7 & 8 Aug 10am
Stalls	Ona-Turhan Wahid Sukir-mahdi Rampur	Makara Rahma-Selviyng Puchang Dua-Murham

Only at selected **TESCO** Stores

**Tesco Malaysia**  
 Published by Raja Muzfar Bin  
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**Get Recipe Galeri:**  
 Vegan Hesseback Potatoes with Red Pepper Jelly and  
 Caramelized Onions  
<http://tesco.com.my/#/food/recipe/Local-Design-Vegan-Hesseback-Potatoes-with-Red-Pepper-Jelly-and-Caramelized-Onions-Recipe/Galeri/>

**Baked Potato with Tomato-Cheese Relish and  
 Balsamic Onions**  
<http://tesco.com.my/#/food/recipe/Local-Design-Baked-Potato-with-Tomato-Cheese-Relish-and-Balsamic-Onions-Recipe/Galeri/>

Log in to see more

Like Comment Share

Write a comment...

## Idaho Potato Commission International Programs



### International Offices Contact Information



Seth Pemsler  
Vice President, Retail/International  
Office: 208.514.4210  
Cell: 208.830.8384  
Fax: 208.334.2274  
Email: [sethpemsler@potatoidaho.gov](mailto:sethpemsler@potatoidaho.gov)



Ross Johnson  
International Marketing Director  
Office: 208.514.4228  
Cell: 208.484.5767  
Fax: 208.514.4245  
Email: [rossjohnson@potatoidaho.gov](mailto:rossjohnson@potatoidaho.gov)



Inés Masallach Armijo  
Latin America Marketing Director  
Office: +52 777 102-3333, ext. 104  
Email: [ines.masallach@malinx.com](mailto:ines.masallach@malinx.com)



Kenneth Wee  
Southeast Asia  
No. 10, Plaza Seri Kubu  
Jalan Tan Chay Yan,  
75300 Melaka, Malaysia  
Office: 6062836500  
Cell: 011 60 12 601 7709  
Fax: 6062813843  
Email: [kennethwee@tamjsc.com](mailto:kennethwee@tamjsc.com)

# 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).






# 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.



- Our title sponsorship has the **lowest cost** of all 13 ESPN-owned bowls
- The average televiewing audience is **2.2 million**
- Links Potato Bowl with other well-known bowls: Orange, Rose, Cotton, Peach



## A FULL YEAR OF NATIONAL EXPOSURE

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



This potato-based local New Year's event makes national and even global news. Rated as one of the Top 5 Things to see dropped on New Year by USA Today.



## RODS RACING

Athletes racing all over the country to support adoption of Down Syndrome children is a **win-win**. So far we've helped get 35 orphans to their forever families.

## FAMOUS IDAHO® POTATO TOUR



**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!

## QUESTION ON THE STREETS



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

For more information on our programs, visit [IdahoPotato.com/industryrelations](http://IdahoPotato.com/industryrelations)

Please visit [IdahoPotato.com](http://IdahoPotato.com) for more than 1,300 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:



- A Closer Look at the Value of -

# IDAHO<sup>®</sup> POTATOES

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

## 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.

## THE STUDY FOUND THAT IDAHO<sup>®</sup> 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<sup>®</sup> Russets.



INCREASED PRICE

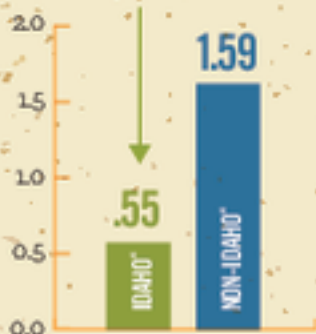
STABLE DEMAND/VOLUME



THE FINDINGS SUGGEST

that retailers don't need to discount Idaho<sup>®</sup> Russets to the same degree as non-Idaho<sup>®</sup> Russets for fear of a decline in volume.

BASED ON 5lb BAGS  
of russet potatoes.



Like in golf, the lower the score the better.



## 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<sup>®</sup> 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 40 potato varieties.  
Category: Potatoes.  
Compliance: 100% Idaho russet, 50/50 mix.  
Retailer: Walmart and K-M.  
Level of Retail: Single store, 100 stores, and 1000 stores.  
ID: Idaho - 100%.  
The study found that 100% Idaho russet potatoes have a higher profit margin than 50/50 mix.  
Category: Potatoes, 100% Idaho russet, 50/50 mix, 100% Idaho russet, 100% Idaho russet.

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

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# 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)

# 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



### BONUS TIP!

Always look for the seal to know they are REAL Idaho® potatoes!

## 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."



## 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!



## FIFO = FIRST IN, FIRST OUT

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



## 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.

@farm2idahofoods @idahopotatoes @idahopotato idahopotato Idaho Potato! videos

# IDAHO® POTATOES ARE BIG

## On Nutrition!

### VITAMINS & MINERALS

VITAMIN

**C**

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 B<sub>6</sub>, which plays an important role in helping your body metabolize protein and carbohydrates.

VITAMIN

**B6**



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 [idahopotatoes.com](http://idahopotatoes.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



@idamou idahopotatoes



@idahopotatoes



@idahopotatoes



idahopotatoes



idahopotatoes

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”**

- Stephen Guyre, PhD 11/17

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

- PREVENTION MAGAZINE 2017

**“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 3/2017



**POTATOES ARE A KITCHEN STAPLE WORTH BEFRIENDING**

- PREVENTION MAGAZINE 3/2017

# 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 [idaho potato.com](http://idaho potato.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.



## 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.



# 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

Spuddy Buddy is a more active and contemporary character. He enjoys activities such as basketball, golf, hockey, surfing, tennis, and more!



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.

# 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 the 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 [idaho.gov](http://idaho.gov) 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:





# FAMOUS IDAHO® POTATO TOUR

## TOURING SINCE 2012

and it is still TRUCKING ALONG stronger than ever!



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

*thanks*  
TO THE TRUCK

### 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

Traveled approx. 25,000 miles per year

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

Events held in

369 cities & towns

Traveled through more than 4,000 cities & towns

Visited all the lower

48 STATES\*

We get **APPEARANCE REQUESTS DAILY** from fairs, 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...by awesome!*



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

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

**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!**



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 [idaho.gov](http://idaho.gov) for more than 1,300 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:

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# Points for the IDAHO® Potato!

SURVEY ENLIGHTENS AMERICANS ON THE IDAHO® POTATO DIFFERENCE

## TATER NATION

97%



230 million Americans eat POTATOES

4 out of 5 eat potatoes once a week or more

4/5

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?

24%



potatoes

20%



leafy greens

14%



broccoli

13%



tomatoes

11%



corn

8%



green beans

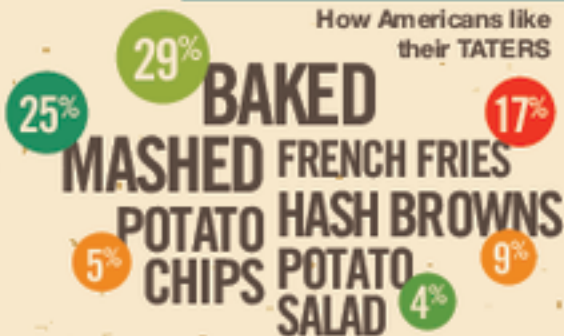
7%



carrots

## POTATO PREPARATION

How Americans like their TATERS



## IT'S GOTTA BE IDAHO

When I Say Potato, You Say Idaho!



9/10

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

72%

72% (170 million) of Americans would be inclined to eat Idaho® potatoes over potatoes from other states



## WHAT AMERICANS DON'T KNOW

78%

78% don't know potatoes have more POTASSIUM than bananas.

93%

93% don't know potatoes have more VITAMIN C than bananas.



Survey not conducted until 2014 among U.S. adults aged 18 and older. American ages 18 and over, surveyed online. Includes information on survey methodology.

Idaho is a leading potato producer among all potato producing states. Idaho's potato crop is based on the russet, long, spud-shaped variety. For more information about Idaho, please call 1-800-842-1339 or visit [www.idahopotatoes.com](http://www.idahopotatoes.com).

Please visit [idahopotatoes.com](http://idahopotatoes.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:

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 @idaho\_potatoes
 idahopotatoes
 IdahoPotatoIdeas

# 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 Westlin.

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® 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

## IDAHO® POTATO TRANSPORT



**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 **♥**s Idaho® potatoes the most? New York! Followed by Ohio, Florida, Pennsylvania and Texas.

\*February 2014. Data used by Keller Research

potatoes 26%

corn 19%

broccoli 17%

## 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.



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:

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 idahopotatovideos



## 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. Wolfe JA. *The Potato in the Human Diet*. Cambridge University Press, Great Britain, 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.

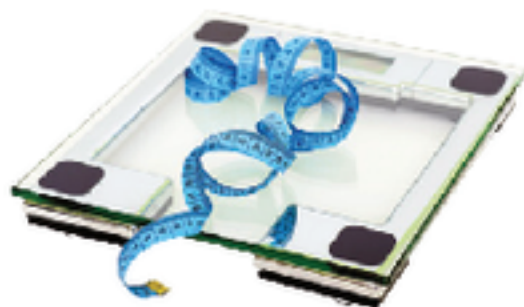
- In fact, a study published in the *Journal of the American College of Nutrition* demonstrates that people can eat potatoes and still lose weight.<sup>1</sup>

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



## 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/ba/bhrrc/nd/](http://www.ars.usda.gov/ba/bhrrc/nd/)

# 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. Wolfe 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 Dietitians 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;75(1):290S-85S.
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/).

# PROTEIN

✓ FACT CHECK



## 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, Kurlich 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.

## 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%.

**22%**  
SALES INCREASE  
WITH SECONDARY  
DISPLAYS



### 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

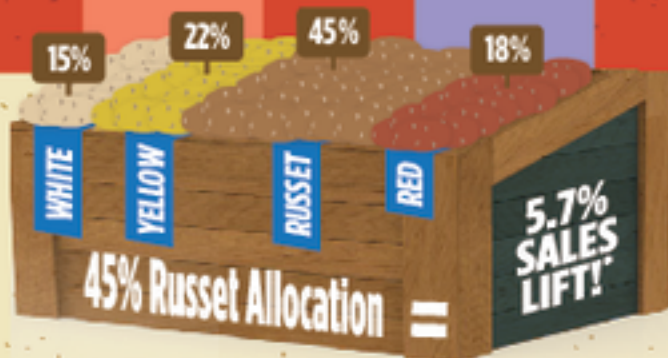
**25%**

of all fresh vegetable  
volume is potatoes

**12%**

of all fresh vegetable  
dollars are potatoes

### ASSORTMENT



When Russet is used as  
the Category Anchor

Vertical-shelf blocking  
creates the potential for a

**3.6%**

TOTAL POTATO SALES LIFT



# INCREASE YOUR SUPPLY OF IDAHO® POTATOES TODAY!



- Restaurant sales are down dramatically causing more availability of quality foodservice bulk Idaho® potatoes.
- Idaho shippers/packers are unable to keep up with increased demand for bagged retail product.

- Solution**
1. **Reallocate** some of your merchandising space from bags to bulk. This will take pressure off the lack of supply for bags, while giving you, the retailer, and your customers, quality Idaho® potatoes on display to purchase.
  2. Save time and labor by displaying **bulk** in their boxes while still creating a well-merchandised display.
  3. Work with your suppliers today to use bulk as a solution for your Idaho® potato needs.



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

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# THERE'S NO SUMMER BREAK WHEN IT COMES TO STOCKING IDAHO® POTATOES



## POTATO SALES ARE UP, ON AVERAGE, 61%!



**DON'T GET CAUGHT SHORTHANDED WITH POTATOES**



**SOLVE OUT OF STOCKS**

### TOP 12 PRODUCE ITEMS IN ABSOLUTE DOLLAR GROWTH Week ending vs. comparable growth in 2019

	3/15	3/22	3/29	4/5	4/13	4/19	4/26	5/3	5/10	Average Growth
Potatoes	72%	115%	65%	67%	74%	15%	51%	47%	41%	61%
Oranges	64%	58%	43%	61%	58%	59%	71%	68%	69%	61%
Onions	99%	69%	31%	30%	37%	13%	43%	29%	29%	38%
Lemons	37%	43%	33%	42%	44%	19%	49%	42%	40%	39%
Mushrooms	35%	31%	18%	26%	30%	22%	46%	38%	39%	31%
Peppers	33%	33%	12%	22%	24%	17%	37%	31%	28%	27%
Tomatoes	44%	34%	15%	21%	22%	19%	33%	29%	28%	26%
Broccoli	34%	29%	12%	17%	23%	9%	32%	29%	21%	22%
Cucumber	34%	20%	9%	17%	20%	11%	30%	23%	20%	20%
Berries	33%	24%	4%	13%	20%	-2%	27%	22%	16%	17%
Lettuce	29%	16%	1%	7%	8%	7%	20%	12%	14%	13%
Melons	11%	-2%	-10%	-12%	-8%	-9%	-1%	10%	14%	-2%

Source: IRI, Inc. 52 Weeks ending 5/10

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# MEETING CUSTOMER NEEDS WHILE MAXIMIZING POTATO SALES



## WATERFALLING

- Retail fresh potato dollar sales are up 72%, and continuing to surge (w/e 3/15 IRI)
- Retailers are purchasing cartons to mitigate supply chain constraints

### Solution

1. **Waterfall** your potatoes to help displays look fuller and last longer
2. **Save time** and labor by displaying bulk in their boxes while still creating a well-merchandized display
3. Work with your suppliers today to use bulk as a solution for your Idaho® potato needs



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# IDAHO KNOWS 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)

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# 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.

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# The Famous Idaho® Potato Tour



# The Famous Idaho® Potato Tour



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

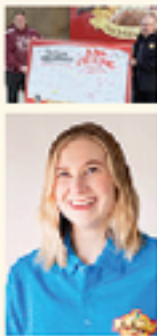
The Big Idaho® Potato Tour started 2020 and its ninth tour with a new Tater Team. After the Tater Twins retired, we went through a long process of finding new team members, and from 300+ applicants we were super excited to find two wonderful ladies who happened to be SISTERS!

We are thrilled to introduce the Spud Sisters, Alex, and Erin, who joined our now-seasoned driver, Melissa, aka Spud Racer!

The Tater Team had so much fun training for the tour and set out on their new adventure on February 28 to head to Florida for their first event, the Strawberry Festival, where they were challenged by the Weinermobile's Holdoggers to a strawberry pie eating contest.

Shortly after this event, we had to make the difficult decision to bring the truck and team back to Idaho in an unprecedented decision due to COVID-19. The decision was necessary and the Tater Team safely made it back and continued to keep the tour alive through social media and fan interaction.

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 Spud Sisters and Spud Racer are committed and ready to continue our 2021 and 10th Anniversary Tour!



THE WORD ON THE STREET ABOUT THE

# BIG IDAHO POTATO!

IT TAKES 2 YEARS TO GROW

IT WOULD TAKE 1 BILLION FRENCH FRIES \$20,217 SERVINGS OF FRENCH POTATOES!

IT WOULD TAKE 7,000 YEARS TO GROW

IT WOULD TAKE 202 TIMES LONGER TO GROW

IT WOULD TAKE 4 TONS TO GROW

A red truck is carrying a large potato on a trailer. There are people on ladders next to the potato.

# Retail Promotion Directors



## Retail Promotion Director— Western United States and Canada



### **Kent Beesley**

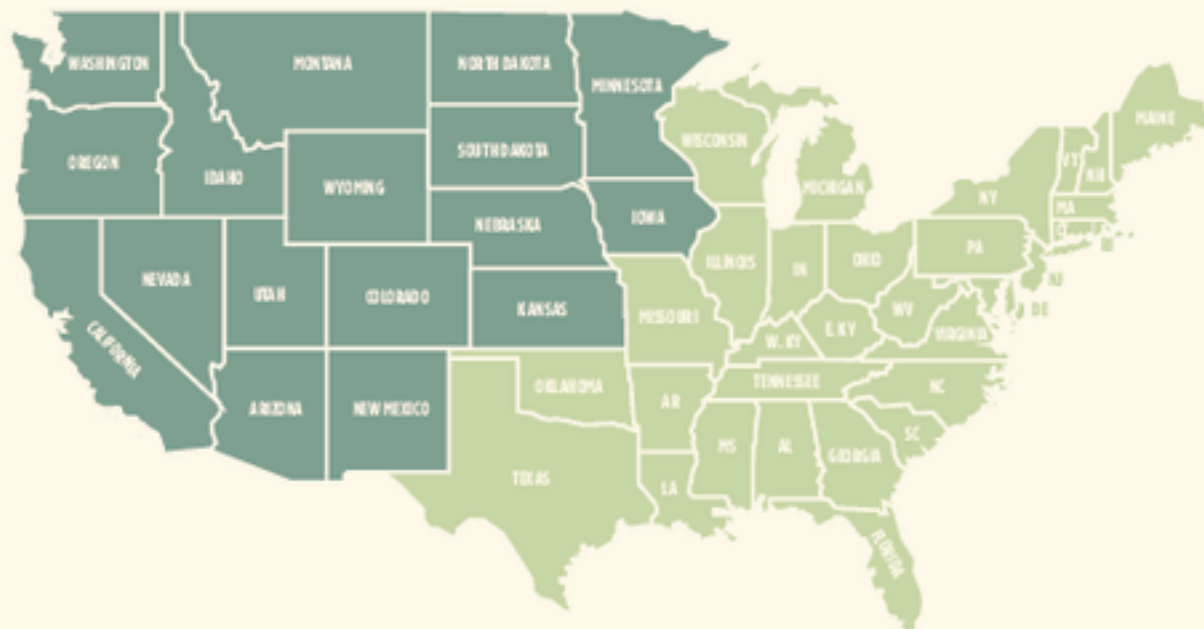
Retail Promotion Director—Western U.S. and Canada

(208) 631-9760

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



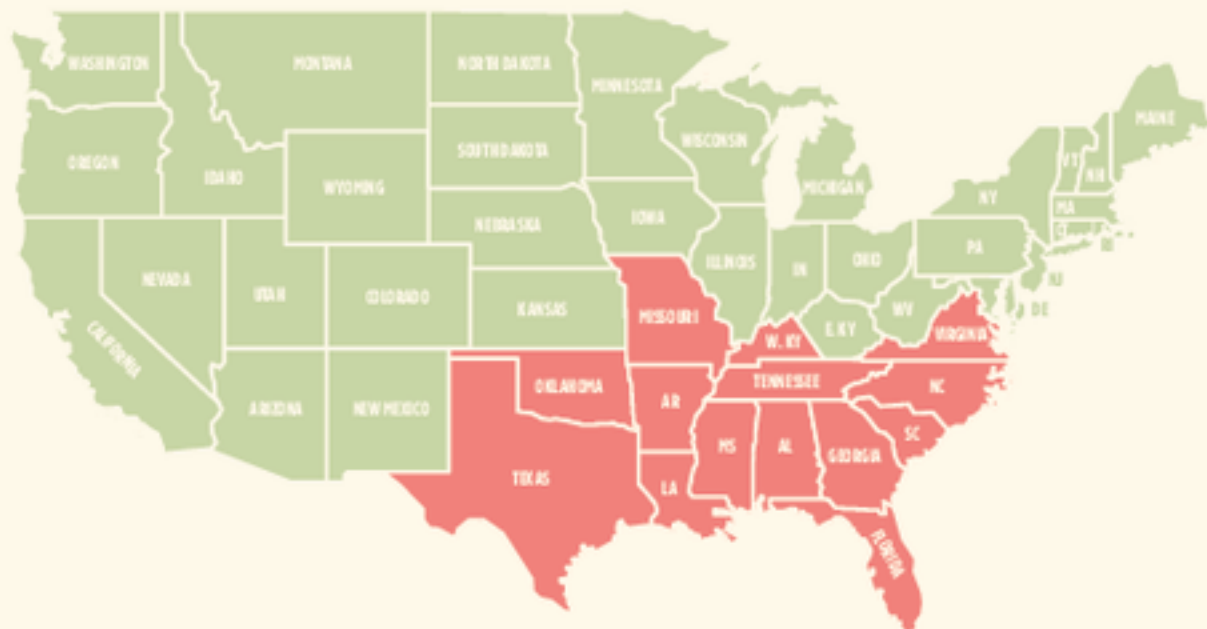
### **Mark Daniels**

Retail Promotion Director—Southern U.S.

(912) 944-8260

[markdaniels@potatoidaho.gov](mailto:markdaniels@potatoidaho.gov)

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



## Retail Promotion Director— Northeastern/Midwestern United States



### **Mike Krage**

Retail Promotion Director—Northeastern/Midwestern U.S.

(904) 553-4548

mikekrage@potatoIdaho.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, Wisconsin



# Retail Customers with Promotions



## Retail Customers with Promotions



Company Name	City	ST	Promotion Director
Mitchell Grocery Corp.	Albertville	AL	Bill Savlonis
Piggly Wiggly AL Distributing Co.	Bessemer	AL	Bill Savlonis
Food Giant	Geneva	AL	Bill Savlonis
Bagland Brothers / Lucky's	Huntsville	AL	Bill Savlonis
Greer's Markets	Mable	AL	Bill Savlonis
Harps Food Stores	Springdale	AR	Bill Savlonis
CV's Family Foods	Subaco	AR	Bill Savlonis
Food Giant	Warren	AR	Bill Savlonis
Basher's Food Stores	Chandler	AZ	Kent Beesley
Albertson's Safeway	Phoenix	AZ	Kent Beesley
Sprouts	Phoenix	AZ	Kent Beesley
Jetro Cash and Carry	Andham	CA	Kent Beesley
Bristol Farms	Carson	CA	Kent Beesley
Cost Less Foods	Ceres	CA	Kent Beesley
99 Cent Only Stores	Commerce	CA	Kent Beesley
Smart and Final	Commerce	CA	Kent Beesley
North State Grocery, Inc.	Coltonwood	CA	Kent Beesley
Grocery Outlet	Emeryville	CA	Kent Beesley
Ro Ranch Market	Fontana	CA	Kent Beesley
Albertson's Safeway	Fulerton	CA	Kent Beesley
Super King Markets	Los Angeles	CA	Kent Beesley
Save Mart, Inc.	Madesto	CA	Kent Beesley
Gardena's Market	Ontario	CA	Kent Beesley
El Super	Paramount	CA	Kent Beesley
Albertson's Safeway	Pleasanton	CA	Kent Beesley
Stater Bros. Market	San Bernardino	CA	Kent Beesley
Getson's	Santa Fe Springs	CA	Kent Beesley
Superior Grocers	Santa Fe Springs	CA	Kent Beesley
Food 4 Less	Stockton	CA	Kent Beesley
Vallarta Supermarkets	Sylmar	CA	Kent Beesley
Big Saver Foods	Vernon	CA	Kent Beesley
Jrns Marketplace	Vernon	CA	Kent Beesley
Raley's Supermarkets	West Sacramento	CA	Kent Beesley
H Mart	Whittier	CA	Kent Beesley
Northgate Market	Andham	CA	Kent Beesley

Company Name	City	ST	Promotion Director
Albertson's Safeway	Englewood	CO	Kent Beesley
Lucky's Market	Nivot	CO	Kent Beesley
Bozzuto's, Inc.	Cheshire	CT	Mike Krage
FreshPoint	Hartford	CT	Mike Krage
Hitchcock's Markets	Alachua	FL	Bill Savlonis
Sedano's Supermarkets	Hialech	FL	Bill Savlonis
Southeastern Grocers	Jacksonville	FL	Bill Savlonis
Public Super Markets -- Corp.	Lakeland	FL	Bill Savlonis
Collins Brothers Produce	Adel	GA	Bill Savlonis
Wayfield Foods, Inc.	Lithia Springs	GA	Bill Savlonis
Farway Stores, Inc.	Boone	IA	Kent Beesley
Hy-Vee Food Stores	West Des Moines	IA	Kent Beesley
Albertson's Safeway	Boise	ID	Kent Beesley
WinCo Foods	Boise	ID	Kent Beesley
Super 1 Foods	Hayden	ID	Kent Beesley
Aldi	Balavia	IL	Mike Krage
Caputo's Fresh Markets	Carol Stream	IL	Mike Krage
Kirby Foods	Champaign	IL	Mike Krage
Pete's Fresh Market	Chicago	IL	Mike Krage
Fresh Thyme	Downers Grove	IL	Mike Krage
Jewel Osco Food Stores	Itasca	IL	Mike Krage
Berkof's Super Foods	Joliet	IL	Mike Krage
Namann Foods, Inc. / CountyMart	Quincy	IL	Mike Krage
AWG -- Midwest	Woodridge	IL	Mike Krage
Indiana Grocery Group, LLC	Highland	IN	Mike Krage
Fresh Encounter	Indianapolis	IN	Mike Krage
Buehler / Hauchens	Jasper	IN	Mike Krage
Martin's Supermarkets	South Bend	IN	Mike Krage
Associated Wholesale Grocer	Kansas City	KS	Kent Beesley
AWG Kansas City	Kansas City	KS	Kent Beesley
Price Chopper Enterprises	Overland Park	KS	Kent Beesley
Hauchens Industries, Inc.	Bowling Green	KY	Mike Krage
Food Giant	Madsenville	KY	Bill Savlonis



## Retail Customers with Promotions



Company Name	City	ST	Promotion Director
Associated Grocers – Baton Rouge	Baton Rouge	LA	Bill Savlonis
AVG – Gulf Coast	Pearl River	LA	Bill Savlonis
Rouse's Market	Thibodaux	LA	Bill Savlonis
Market Basket	Andover	MA	Mike Krage
CLS Wholesale Grocers, Inc.	Hatfield	MA	Mike Krage
Stop & Shop	Quincy	MA	Mike Krage
Big Y	Springfield	MA	Mike Krage
Roche Brothers	Walden Hills	MA	Mike Krage
Show's Supermarkets, Inc.	West Bridgewater	MA	Mike Krage
Safeway	Lanham	MD	Mike Krage
Hannaford Bros. / Delhaize America	Portland	ME	Mike Krage
Busch's Fresh Food Market	Ann Arbor	M	Mike Krage
Hollywood Super Markets	Bloomfield Hills	M	Mike Krage
Spartan-Nash Stores	Grand Rapids	M	Mike Krage
Meijer Supermarkets, Inc.	Lansing	M	Mike Krage
Harding's Market	Plainwell	M	Mike Krage
Gordan Foodservice / Corporate	Wyoming	M	Mike Krage
Super One Foods	Herronstown	MN	Kent Beesley
UNFI	Hopkins	MN	Kent Beesley
SpartanNash	Minneapolis	MN	Kent Beesley
Super Target	Minneapolis	MN	Kent Beesley
Gobarn's	St. Cloud	MN	Kent Beesley
Cub Foods	Stillwater	MN	Kent Beesley
Derbergs	Chesterfield	MO	Bill Savlonis
Ball Food Stores	Independence	MO	Kent Beesley
McKeever's Rice Chopper	Independence	MO	Kent Beesley
Schnuck's Markets, Inc.	Saint Louis	MO	Bill Savlonis
Food Grant	Stewarton	MO	Bill Savlonis
AVG – Springfield, MO	Springfield	MO	Bill Savlonis
Save A Lot Food Stores	St. Ann	MO	Bill Savlonis
Food Grant	Columbus	MS	Bill Savlonis
AVG – Memphis	Southaven	MS	Bill Savlonis
Food Grant	Tylertown	MS	Bill Savlonis

Company Name	City	ST	Promotion Director
Ingles Supermarket	Asheville	NC	Bill Savlonis
Earth Fare	Fletcher	NC	Bill Savlonis
Merchants Distributors, Inc.	Hickory	NC	Bill Savlonis
Piggly Wiggly Retail	Kinston	NC	Bill Savlonis
Harris Teeter, Inc.	Matthews	NC	Mike Krage
Food Lion, Inc.	Salisbury	NC	Bill Savlonis
Lowes Food Stores	Winston Salem	NC	Bill Savlonis
AVG Nebraska	Norfolk	NE	Kent Beesley
Wakefern Food Co.	Elizabeth	NJ	Mike Krage
Alegiance / Foodtown	Iselin	NJ	Mike Krage
Tri-State Coop	Lindenwald	NJ	Mike Krage
H Mart (East Coast)	Lynchhurst	NJ	Mike Krage
Kings Supermarkets, Inc.	Parlisspany	NJ	Mike Krage
Tops Markets	Arnhem	NY	Mike Krage
King Kullen Grocery Co., Inc.	Bethpage	NY	Mike Krage
Jetco Cash & Carry	College Point	NY	Mike Krage
America's Food Basket	Lake Success	NY	Mike Krage
DiGiorgino Markets	Larchmont	NY	Mike Krage
Western Beef	Ridgewood	NY	Mike Krage
Wagmans Food Markets	Rochester	NY	Mike Krage
Price Chopper	Schenectady	NY	Mike Krage
Key Food	Staten Island	NY	Mike Krage
Alpha 1 Marketing	White Plains	NY	Mike Krage
Frod W Albrecht Grocers	Akron	OH	Mike Krage
Kroger	Cincinnati	OH	Mike Krage
Eagle Supermarket	Cuyahoga HTS	OH	Mike Krage
Fisher's Food	N. Canton	OH	Mike Krage
Bi-Rite Supermarkets	Navarre	OH	Mike Krage
MGI Produce (Marcs)	Parma	OH	Mike Krage
Resbeck's	Saint Clairsville	OH	Mike Krage
Laurel Grocery Company	Versailles	OH	Mike Krage
Hanen's Markets	Warrenville Heights	OH	Mike Krage
Buehler's Markets	Wooster	OH	Mike Krage
Laurel Grocery Company	Versailles	OH	Mike Krage

## Retail Customers with Promotions



Company Name	City	ST	Promotion Director
Great Foods	Edmond	OK	Bill Savlonis
ANG – Oklahoma City	Oklahoma City	OK	Bill Savlonis
Homeland Foods	Oklahoma City	OK	Bill Savlonis
Reason's, Inc.	Tulsa	OK	Bill Savlonis
Warehouse Markets	Tulsa	OK	Bill Savlonis
Albertson's Safeway	Ockonomas	OR	Kent Beesley
Ahold	Carlisle	PA	Mike Krage
McAnery Brothers, Inc.	Ebensburg	PA	Mike Krage
Retail Marketing Group (RMG)	Horsham	PA	Mike Krage
Acme Markets	Malvern	PA	Mike Krage
Supervalu – New Stanton	New Stanton	PA	Mike Krage
Giant Eagle Markets	Pittsburgh	PA	Mike Krage
Kuhns	Pittsburgh	PA	Mike Krage
Redner Warehouse Mkts	Reading	PA	Mike Krage
Gemity's Supermarkets	Scranton	PA	Mike Krage
Weis Markets, Inc.	Sunbury	PA	Mike Krage
Dave's Marketplace	East Greenwich	RI	Mike Krage
W Lee Flowers & Co.	Lake City	SC	Bill Savlonis
United Grocery Outlet	Athens	TN	Bill Savlonis
ANG – Nashville	Goodlettsville	TN	Bill Savlonis
Dollar General Market	Goodlettsville	TN	Bill Savlonis
Kroger Co. Nashville Division	Nashville	TN	Bill Savlonis
McCarthey Produce Company	Paris	TN	Bill Savlonis
Affiliated Foods – Amario	Amario	TX	Bill Savlonis
Albertson's – Southern Division – DFW	Arlington	TX	Bill Savlonis
Brenham Wholesale	Brenham	TX	Bill Savlonis
Festa Mart, LLC	Houston	TX	Kent Beesley
Low's Supermarkets	Littlefield	TX	Bill Savlonis

Company Name	City	ST	Promotion Director
United Supermarkets LLC / Albertson's	Lubbock	TX	Bill Savlonis
HEB Produce Procurement	San Antonio	TX	Bill Savlonis
Brookshire Grocery	Tyler	TX	Bill Savlonis
Associated Food Stores	Farr West	UT	Kent Beesley
Smith's Food Store	Soft Lake City	UT	Kent Beesley
Smith's Food Store	Soft Lake City	UT	Mike Krage
Reams	West Jordan	UT	Kent Beesley
Harmons	West Valley City	UT	Kent Beesley
Rancho Markets	West Valley City	UT	Kent Beesley
Food Country USA	Abingdon	VA	Bill Savlonis
KVA-T / Food City Stores	Abingdon	VA	Bill Savlonis
Lidl US, LLC	Arlington	VA	Bill Savlonis
Kroger Co. Mid-Atlantic Division	Roanoke	VA	Bill Savlonis
Albertson's Safeway	Bellevue	WA	Kent Beesley
The Markets	Bellingham	WA	Kent Beesley
Costco Wholesale	Issaquah	WA	Kent Beesley
Amazon	Seattle	WA	Kent Beesley
Harvest Marketing	Spokane	WA	Kent Beesley
Rosaars Supermarkets	Spokane	WA	Kent Beesley
URM Stores, Inc.	Spokane	WA	Kent Beesley
Yale's	Spokane	WA	Kent Beesley
North West Grocers	Tukwila	WA	Kent Beesley
Skogen's Festival Foods	De Pere	WI	Mike Krage
Woodman's	Janesville	WI	Mike Krage
Roundy's Supermarket, Inc.	Milwaukee	WI	Mike Krage
SandK's Food Markets	Milwaukee	WI	Mike Krage
Piggly Wiggly Midwest	Sheboygan	WI	Mike Krage

# Foodservice Customers with Promotions



## Foodservice Customers with Promotions



Company Name	City	ST	Promotion Director
Wood Fruitfischer Co.	Birmingham	AL	Stanley Trout
Sysco / Central Alabama	Colera	AL	Stanley Trout
Ben E Keith Southeast	Elba	AL	Stanley Trout
Sysco / Gulf Coast	Geneva	AL	Stanley Trout
US Foods / Montgomery	Montgomery	AL	Stanley Trout
PFG / Little Rock	Little Rock	AR	Stanley Trout
Sysco / Arkansas	Little Rock	AR	Stanley Trout
Ben E Keith	North Little Rock	AR	Stanley Trout
US Foods / Little Rock	North Little Rock	AR	Stanley Trout
Grand Avenue	Peoria	AZ	Armand Lobato
Podder's Son	Phoenix	AZ	Armand Lobato
Shamrock Phoenix	Phoenix	AZ	Armand Lobato
Stem Produce	Phoenix	AZ	Armand Lobato
US Foods Phoenix	Phoenix	AZ	Armand Lobato
WF Williams	Phoenix	AZ	Armand Lobato
PFG / Phoenix	Tempe	AZ	Armand Lobato
Sysco Phoenix	Tolleson	AZ	Armand Lobato
Merit Foods	Tucson	AZ	Armand Lobato
Fresh Point	City of Industry	CA	Armand Lobato
PFG / Southern California	City of Industry	CA	Armand Lobato
US Foods Corona	Corona	CA	Armand Lobato
ProPacific Fresh	Durham	CA	Armand Lobato
Shamrock LA Eastvale	Eastvale	CA	Armand Lobato
Sysco San Francisco	Fremont	CA	Armand Lobato
Sunrise Produce	Fullerton	CA	Armand Lobato
PFG / Gilroy	Gilroy	CA	Armand Lobato
LA Specialty San Francisco	Hayward	CA	Armand Lobato
US Foods La Mirada	La Mirada	CA	Armand Lobato
US Foods San Francisco	Livermore	CA	Armand Lobato
Worldwide Produce LA	Los Angeles	CA	Armand Lobato
Sysco Modesto	Modesto	CA	Armand Lobato
West Central LA	Norwalk	CA	Armand Lobato
Sysco Ventura / Oxnard	Oxnard	CA	Armand Lobato
Sysco Sacramento	Pleasant Grove	CA	Armand Lobato

Company Name	City	ST	Promo San Director
Sysco San Diego	Poway	CA	Armand Lobato
Sysco LA Riverside	Riverside	CA	Armand Lobato
General Produce	Sacramento	CA	Armand Lobato
Jardone's, Inc.	Santa Barbara	CA	Armand Lobato
LA Specialty	Santa Fe Springs	CA	Armand Lobato
Fresh Point	Turlock	CA	Armand Lobato
Daylight Foods	Union City	CA	Armand Lobato
US Foods San Diego	Visita	CA	Armand Lobato
Sysco LA - Walnut	Walnut	CA	Armand Lobato
US Foods Denver	Centennial	CO	Armand Lobato
Shamrock Denver	Commerce City	CO	Armand Lobato
Fresh Point	Denver	CO	Armand Lobato
Sysco Denver	Denver	CO	Armand Lobato
PFG / Denver	Henderson	CO	Armand Lobato
FSA Colorado	Loveland	CO	Armand Lobato
US Foods / Southern New England	Norwich	CT	Matt Ingotti
Sysco / Connecticut	Rocky Hill	CT	Matt Ingotti
US Foods / South Florida	Boca Raton	FL	Stanley Trout
PFG / Florida	Dover	FL	Stanley Trout
Gordon Foodservice / Henry Lee	Miami	FL	Matt Ingotti
Sysco / Central Florida	Ocoee	FL	Stanley Trout
Fresh Point	Orlando	FL	Stanley Trout
Sysco / West Coast Florida	Palmello	FL	Stanley Trout
US Foods / Mid Florida	Port Orange	FL	Stanley Trout
US Foods / Tampa	Tampa	FL	Stanley Trout
Sysco / Southeast Florida	West Palm Beach	FL	Stanley Trout
Sysco / Atlanta	Atlanta	GA	Stanley Trout
PFG / Powell	Cairo	GA	Stanley Trout
Fresh Point	Fairburn	GA	Stanley Trout
US Foods / Atlanta	Fairburn	GA	Stanley Trout
PFG / Milton	Oakwood	GA	Stanley Trout
Rainhart / Valdosta	Valdosta	GA	Stanley Trout

# Foodservice Customers with Promotions



Company Name	City	ST	Promotion Director
Sysco / Iowa	Ankeny	IA	Matt Begotti
Martin Brothers	Cedar Falls	IA	Matt Begotti
Rainhart / Cedar Rapids	Cedar Rapids	IA	Matt Begotti
US Foods / Iowa	Corchville	IA	Matt Begotti
Loffredo	Des Moines	IA	Matt Begotti
Charlie's Produce Base	Base	ID	Armand Lobato
Grasmick Produce	Base	ID	Armand Lobato
Sysco Base	Base	ID	Armand Lobato
FSA Base	Meridan	ID	Armand Lobato
Shamrock Base	Meridan	ID	Armand Lobato
Sysco Post Falls	Post Falls	ID	Armand Lobato
US Foods / Chicago	Bensenville	IL	Matt Begotti
Sysco / Chicago	Des Plaines	IL	Matt Begotti
Sysco / Central Illinois	Lincoln	IL	Matt Begotti
PPG / Fox River Foods	Montgomery	IL	Matt Begotti
PPG / TPC	Rock Island	IL	Matt Begotti
MJ Kellner Co.	Springfield	IL	Matt Begotti
US Foods / Streator	Streator	IL	Matt Begotti
US Foods / Indianapolis	Fishers	IN	Matt Begotti
McFaling Foods	Indianapolis	IN	Matt Begotti
Razza Produce	Indianapolis	IN	Matt Begotti
Sysco / Indianapolis	Indianapolis	IN	Matt Begotti
EVCO	Emporia	KS	Armand Lobato
Liberty Fruit	Kansas City	KS	Armand Lobato
Sysco Kansas City	Olathe	KS	Armand Lobato
Mannan's, Inc.	Pittsburg	KS	Armand Lobato
US Foods KC / Topeka	Topeka	KS	Armand Lobato
Sysco / Louisville	Louisville	KY	Stanley Trout
PPG / Caro	Hauma	LA	Stanley Trout
Rainhart / New Orleans	New Orleans	LA	Stanley Trout
Sysco / New Orleans	New Orleans	LA	Stanley Trout
Rainhart / Shreveport	Shreveport	LA	Stanley Trout

Company Name	City	ST	Promotion Director
Sheehan Brothers, Inc.	Amesbury	MA	Matt Begotti
Costa Fruit & Produce	Chichestown	MA	Matt Begotti
Sysco / Boston	Plympton	MA	Matt Begotti
PPG / Springfield	Springfield	MA	Matt Begotti
Gordon Foodservice / Perkins	Toanton	MA	Matt Begotti
Rainhart / Boston	Toanton	MA	Matt Begotti
Sysco / Baltimore	Jessup	MD	Stanley Trout
Eastern Foodservice	Laurel	MD	Stanley Trout
PPG / Maryland	New Windsor	MD	Stanley Trout
Sysco / Eastern Maryland	Pocomoke City	MD	Stanley Trout
PPG / Northcenter	Augusta	ME	Matt Begotti
Sysco / Northern New England	Westbrook	ME	Matt Begotti
Sysco / Detroit	Canton	MI	Matt Begotti
Sysco / Grand Rapids	Grand Rapids	MI	Matt Begotti
Van Eerden Co.	Grand Rapids	MI	Matt Begotti
Rainhart / Marquette	Marquette	MI	Matt Begotti
Rainhart / Marshall	Marshall	MN	Armand Lobato
US Foods / Minneapolis	Minneapolis	MN	Matt Begotti
PPG / Roma / MN	Rice	MN	Matt Begotti
Rainhart / Twin Cities	Rogers	MN	Matt Begotti
Sysco / Western MN	Saint Cloud	MN	Matt Begotti
Sysco / Minneapolis	Saint Paul	MN	Matt Begotti
C&C Produce	Kansas City	MO	Armand Lobato
Rainhart / Kansas City	Lee's Summit	MO	Armand Lobato
Sysco / St. Louis	Saint Charles	MO	Stanley Trout
PPG / Middendorf	Saint Louis	MO	Stanley Trout
US Foods / Salem	Salem	MO	Stanley Trout
US Foods / St. Louis	St. Louis	MO	Stanley Trout

# Foodservice Customers with Promotions



Company Name	City	ST	Promotion Director
PPG / Batesville	Batesville	MS	Stanley Trout
US Foods / Jackson	Flowood	MS	Stanley Trout
MERCHANTS Foodservice	Jackson	MS	Stanley Trout
Sysco / Jackson	Jackson	MS	Stanley Trout
Sunrise Produce	Jackson	MS	Stanley Trout
Sysco Billings	Billings	MT	Armand Lobato
US Foods Billings	Billings	MT	Armand Lobato
Sysco / Charlotte	Concord	NC	Stanley Trout
PPG / Hickory & Florence	Hickory	NC	Stanley Trout
FreshPoint / Raleigh	Montville	NC	Stanley Trout
Sysco / Raleigh	Selma	NC	Stanley Trout
US Foods / Raleigh	Zebulon	NC	Stanley Trout
CashWa ND	Fargo	ND	Armand Lobato
FSA Fargo	Fargo	ND	Armand Lobato
Sysco Fargo	Fargo	ND	Armand Lobato
US Foods Fargo GFG	Grand Forks	ND	Armand Lobato
CashWa	Healey	NE	Armand Lobato
Sysco Lincoln	Lincoln	NE	Armand Lobato
Greenberg Fruit	Omaha	NE	Armand Lobato
Reinhart / Omaha	Omaha	NE	Armand Lobato
US Foods Omaha	Omaha	NE	Armand Lobato
US Foods / Boston	Seabrook	NH	Matt Begotti
US Foods / Philadelphia	Bridgeport	NJ	Matt Begotti
Orsatti Foods	Clifton	NJ	Matt Begotti
PPG / ARI	Elizabeth	NJ	Matt Begotti
Sysco / Metro NY	Jersey City	NJ	Matt Begotti
US Foods / Metro NYC	Perth Amboy	NJ	Matt Begotti
PPG/Roma / NJ	Swedesboro	NJ	Matt Begotti
US Foods Swedesboro NJ	Swedesboro	NJ	Matt Begotti
Ben E. Keith	Abuquerque	NM	Stanley Trout
Shamrock Abuquerque	Abuquerque	NM	Armand Lobato
Sysco Abuquerque	Abuquerque	NM	Armand Lobato
US Foods Abuquerque	Abuquerque	NM	Armand Lobato

Company Name	City	ST	Promo Sen Director
Get Fresh	Las Vegas	NV	Armand Lobato
Sysco Las Vegas	Las Vegas	NV	Armand Lobato
West Central Las Vegas	Las Vegas	NV	Armand Lobato
Worldwide Produce Vegas	Las Vegas	NV	Armand Lobato
US Foods Las Vegas	North Las Vegas	NV	Armand Lobato
US Foods Reno	Reno	NV	Armand Lobato
Tarantho Foods, LLC	Buffalo	NY	Matt Begotti
US Foods / Buffalo	Buffalo	NY	Matt Begotti
Sysco / Long Island	Central Islip	NY	Matt Begotti
Sysco / Albany	Clifton Park	NY	Matt Begotti
US Foods / Albany	Clifton Park	NY	Matt Begotti
Maines Paper & Foodservice	Conklin	NY	Matt Begotti
Antonucci's Wholesale Produce	Gloversville	NY	Matt Begotti
DiCarlo Distributors	Holtsville	NY	Matt Begotti
J Kings	Holtsville	NY	Matt Begotti
Palmer Food Services	Rochester	NY	Matt Begotti
Sysco / Syracuse	Warrens	NY	Matt Begotti
Atlantic Food Distributors	Canton	OH	Matt Begotti
Reinhart / Cincinnati	Cincinnati	OH	Matt Begotti
Sysco / Cincinnati	Cincinnati	OH	Matt Begotti
US Foods / Cincinnati	Cincinnati	OH	Matt Begotti
Sysco / Cleveland	Cleveland	OH	Matt Begotti
Simo & Sons Produce	Ravenna	OH	Matt Begotti
Gordon Foodservice / Ohio Valley	Springfield	OH	Matt Begotti
US Foods / Cleveland	Twinsburg	OH	Matt Begotti
PPG / Cincinnati	Fairfield	OH	Matt Begotti
Ben E. Keith	Edmond	OK	Stanley Trout
Sysco Oklahoma	Norman	OK	Stanley Trout
US Foods / Oklahoma City	Oklahoma City	OK	Stanley Trout
Sysco Portland	Wilsonville	OR	Armand Lobato
FSA Oregon	Woodburn	OR	Armand Lobato
US Foods Oregon	Woodburn	OR	Armand Lobato

## Foodservice Customers with Promotions



Company Name	City	ST	Promotion Director
US Foods / Allentown	Allentown	PA	Matt Belgotti
US Foods / Albano / Greensburg	Greensburg	PA	Matt Belgotti
Sysco / Pittsburgh	Hamory	PA	Matt Belgotti
Sysco / Central PA	Harrisburg	PA	Matt Belgotti
Rainhart / Pittsburgh	Mount Pleasant	PA	Matt Belgotti
Sysco / Philadelphia	Philadelphia	PA	Matt Belgotti
Dentini's Foodservice	Sellersville	PA	Matt Belgotti
Rainhart / Eastern PA	Shamokin	PA	Matt Belgotti
Sysco / Columbia	Columbia	SC	Stanley Trout
US Foods / Ft Mill	Ft Mill	SC	Stanley Trout
US Foods / Lexington	Lexington	SC	Stanley Trout
Cash Wa	Aberdeen	SD	Armand Labato
US Foods / Alcoa	Alcoa	TN	Stanley Trout
Rainhart / Johnson City	Johnson City	TN	Stanley Trout
Sysco / Knoxville	Knoxville	TN	Stanley Trout
PPG / Lester	Lebanon	TN	Stanley Trout
Rainhart / Knoxville	Louisville	TN	Stanley Trout
Sysco / Memphis	Memphis	TN	Stanley Trout
US Foods / Memphis	Memphis	TN	Stanley Trout
PPG / Hiale	Monticello	TN	Stanley Trout
Sysco / Nashville	Nashville	TN	Stanley Trout
Ben E. Keith	Amarillo	TX	Stanley Trout
US Foods / Austin	Buda	TX	Stanley Trout
Fresh Point	Dallas	TX	Stanley Trout
PPG / Legacy Roma / Dallas	Dallas	TX	Stanley Trout
Ben E. Keith	Ft Worth	TX	Stanley Trout
US Foods / Garland	Garland	TX	Stanley Trout
Gordon Foodservice / Houston	Houston	TX	Matt Belgotti
PPG / Roma of Houston	Houston	TX	Stanley Trout
Sysco / Houston	Houston	TX	Stanley Trout
US Foods / Houston	Houston	TX	Stanley Trout

Company Name	City	ST	Promo En Director
Sysco / East Texas	Longview	TX	Stanley Trout
Sysco / West Texas	Lubbock	TX	Stanley Trout
US Foods / Lubbock	Lubbock	TX	Stanley Trout
William George Co, Inc.	Lufkin	TX	Stanley Trout
Ben E. Keith	Missouri City	TX	Stanley Trout
Sysco / Central Texas	Nav Broungals	TX	Stanley Trout
Ben E. Keith	San Antonio	TX	Stanley Trout
Labatt Foodservice	San Antonio	TX	Stanley Trout
PPG / Temple	Temple	TX	Stanley Trout
Sysco / North Texas	The Colony	TX	Stanley Trout
PPG / Victoria	Victoria	TX	Stanley Trout
US Foods Salt Lake City	Ogden	UT	Armand Labato
Kessimakis	Salt Lake City	UT	Armand Labato
Muir Copper Canyon	Salt Lake City	UT	Armand Labato
Nicholas	Salt Lake City	UT	Armand Labato
Sysco Salt Lake City	West Jordan	UT	Armand Labato
Sysco Virginia	Harrisonburg	VA	Stanley Trout
US Foods / Manassas	Manassas	VA	Stanley Trout
PPG / Virginia	Richmond	VA	Stanley Trout
US Foods / Roanoke	Salem	VA	Stanley Trout
Sysco / Hampton Roads	Suffolk	VA	Stanley Trout
Rainhart / Burlington	Essex	VT	Matt Belgotti
US Foods Seattle	Fife	WA	Armand Labato
Sysco Seattle	Kent	WA	Armand Labato
US Foods Spokane	Spokane	WA	Armand Labato
Sysco / Baraboo	Baraboo	WI	Matt Belgotti
Sysco / Eastern Wisconsin	Jackson	WI	Matt Belgotti
Rainhart / La Crosse	La Crosse	WI	Matt Belgotti
US Foods / Milwaukee	Menomonee Falls	WI	Matt Belgotti
Rainhart / Milwaukee	Oak Creek	WI	Matt Belgotti
Rainhart / Shevono	Shevono	WI	Matt Belgotti