

10 WAYS TO DRIVE POTATO CATEGORY SALES



1 ADVERTISE RUSSETTS

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



2 SECONDARY DISPLAYS DRIVE SALES

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

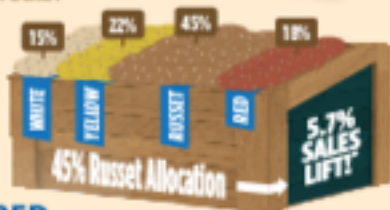


3 USE PICTURES OF BAGS IN YOUR ADS

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



4 MERCHANDISE BASED OFF OF DOLLARS GENERATED



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

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



6 STOCK IDAHO® POTATOES

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



7



UTILIZE IPC ASSETS

idahopotato.com/retail

8

IDAHO® POTATO LOVERS DISPLAY CONTEST INCREASES IN-STORE ENGAGEMENT

Make merchandising fun!



9

IDAHO® POTATOES MEANS MORE THAN JUST RUSSETS

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



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



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