

SECONDARY IDAHO® POTATO DISPLAYS GROW SALES!

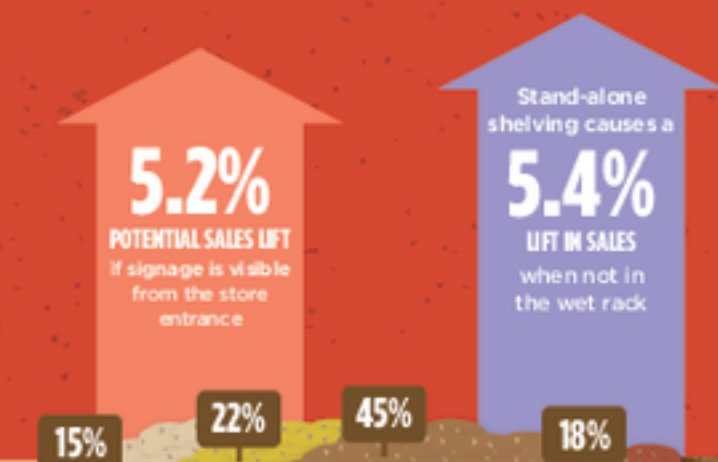
PROMOTION

- **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



86%

of households purchase potatoes

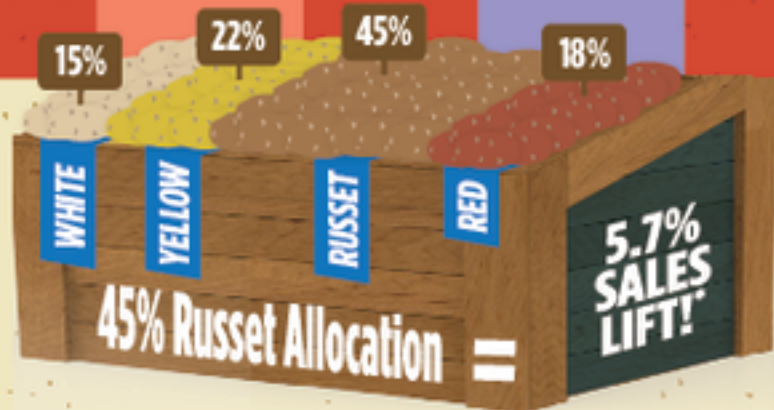
25%

of all fresh vegetable volume is potatoes

12%

of all fresh vegetable dollars are potatoes

ASSORTMENT



Vertical shelf blocking creates the potential for a

3.6%
TOTAL POTATO SALES LIFT

*When the Russet is allocated as the Category Anchor

