

THE PRODUCE NEWS

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The universal language of the Idaho potato

Dear produce industry friends,

No matter where I travel in the world, I get the same response when I tell folks what state I'm from: "Idaho potatoes!" And it's always accompanied by a big smile.

That instant global brand recognition is just one reason we've been so successful at introducing Idaho's famous spuds to markets worldwide. From our initial launches in Mexico and Canada, we're now available in 15 to 30 countries at any one time, ranging from the Caribbean to Central America to Asia and Southeast Asia.

As the only U.S. potato with a brand name — and one of the few branded agricultural commodities anywhere — we have the enviable advantage of our well-known premium quality to help drive demand globally. The great state of Idaho may not have a port on the ocean to ease shipping costs, but distributors and consumers are willing to pay more for Idaho spuds because they know the best potatoes in the world are worth it. Idaho's ideal potato growing season and rich volcanic soil, combined with our processing and handling expertise, ensure that our product arrives in premium condition wherever it goes.

In addition to fresh Idaho potatoes, our dehy products are starting to make their way around the world too. In fact, dehy spuds are also a great way for consumers to enjoy the great taste of top-quality Idaho potatoes in parts of the world where refrigeration and shelf space are more limited.

So sit back and relax with this special Idaho potato issue of *The Produce News*, and discover the many ways in which the Idaho Potato Commission supports our global marketplaces.



Frank Muir

President and CEO
Idaho Potato Commission

LATIN AMERICA

Three branded products introduced. More than 600 sampling days. Three trade missions and four trade shows.

Those are just some of the numbers behind the expanded sales and marketing efforts for Idaho potatoes during the past year, according to Andrea Ramirez of Imalinx, the Mexico-based Idaho Potato Commission Latin America office. **PAGE 4**



Andrea Ramirez

SOUTHEAST ASIA

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Kenneth Wee

GREATER CHINA

The Idaho Potato Commission's Greater China office in Hong Kong helps create premium positioning for Idaho potato products, including dehydrated, frozen and fresh items, through its presence at regional trade shows, supermarket promotions and in-store tastings.

"With increasing incomes and a rising middle class, customers in Greater China are looking for good quality produce, and Idaho potatoes are well-known for their high quality," said Sam Kumar of Sino Hero Foods, the IPC's Greater China office. **PAGE 6**



Sam Kumar

IDAHO POTATOES AROUND THE GLOBE



Reverse trade mission participants saw the fall potato harvest up close and personal in Pingree, ID. **PAGES 10 & 11**

The Idaho potato is truly a global brand — and for good reason.



Traci Lofthus

The Idaho Potato Commission, which has served as the marketing arm for the Idaho potato industry since 1937, develops and expands the Idaho brand in global markets through its innovative international programs. 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 IPC retains full-time representative offices in Cuernavaca, Mexico (rep-

resenting Latin America), Kuala Lumpur, Malaysia (representing Southeast Asia), and Hong Kong, China (representing mainland China, Taiwan, Hong Kong and Macau). It regularly represents Idaho at international trade shows and conducts international retail promotions, trade missions, sponsored menu-promotions, chef training events, and market and trade policy research. The international team also provides support to international buyers interested in sourcing Idaho branded potato products.

"We continue to see overwhelming interest in all of the Idaho potato products in both existing and potential markets," said Idaho native Traci Lofthus, IPC International Marketing Director. "We're also excited about new international promotions and marketing projects in the works for 2018. Our international presence continues to get stronger every year as we open up more new markets to the fabulous Idaho spud."



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THE SEARCH FOR A SUPER SALES REP!

A SHOCKING DEVELOPMENT ROCKS THE FIELD FORCE!

WELL GUYS, READY FOR ANOTHER SEASON OF SUPER SALES SUPPORT?

GASP!

SORRY, MY DAYS OF POWERFULLY PROTECTING PRODUCE PROFITS HAVE COME TO AN END. I'M RETIRING!

LOOKS LIKE SOME CHANGES ARE IN STORE FOR THE IDAHO® POTATO FIELD FORCE! STAY TUNED!
IDAHOPOTATO.COM/RETAIL



IDAHO POTATO COMMISSION'S LATIN AMERICA OFFICE

Success by the numbers

Three branded products introduced. More than 600 sampling days. Three trade missions and four trade shows.

Those are just some of the numbers behind the expanded sales and marketing efforts for Idaho potatoes during the past year, according to Andrea Ramírez of ImaInx, the Mexico-based Idaho Potato Commission Latin America office. And those numbers may grow even more next year, as the region benefits from a continuing slate of activities.

In September, for example, the Latin America office participated in Mexico's Food Technology Summit & Expo, together with Potatoes USA, to market and sample Idaho dehy products. The summit featured more than 350 leading suppliers of ingredients, additives and solutions for the Latin America food and beverage industry.

“Food Tech was a really good show for dehy presentation,” said Ramírez. “It was a show focused on foodservice industry, and an Idaho dehy supplier got over 25 contacts from Mexico and Central America.”



ABOUT ANDREA RAMÍREZ

Andrea Ramírez helps develop Latin American markets while creating awareness for Idaho potatoes by networking with key people in the industry, trade missions, consumer programs and coordination of point-of-sale activities.

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IDAHO POTATO COMMISSION'S SOUTHEAST ASIA OFFICE

Distributor support pays off

“We have gained a good relationship and support from our distributors, which has helped pave the way to Idaho potato success in our markets,” said Kenneth Wee of Total Agri Marketing, the Idaho Potato Commission's Southeast Asia office, which is based in Malaysia. “And we are engaging more distributors for 2018.”

Wee said his office also concentrates on marketing efforts to boost consumer awareness about Idaho potatoes. “We did product training, retail promotions, in-store demonstrations, truck advertisements and press advertisements this year,” he said. “We will be exploring new marketing avenues for 2018, such as [new] social media platforms.”

The Southeast Asia office also collaborated with the IPC and University of Idaho this year for a risk-mitigation program designed to boost the quality of Idaho potato shipments to Southeast Asia.

“We studied cold chain management for fresh potato shipment from the packinghouse to the receiving port, then the distributor's warehouse and right to the supermarket's warehouse,” said Wee.

ABOUT KENNETH WEE

Kenneth Wee has been a consultant in the commodity marketing industry since 2001, helping to build successful brands and products in Southeast Asia. He is well versed in innovative food marketing and leads a strong regional network of retail and foodservice resources.

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THE SEARCH FOR A SUPER SALES REP!

OUR HEROES CONDUCT A SEARCH FOR KEN'S REPLACEMENT!

20 YEARS SALES EXPERIENCE IN PRODUCE, A DOZEN SALES AWARDS...

...BUT CAN YOU LEAP TALL BUILDINGS IN A SINGLE BOUND?

WELL, NO...

HMM, THIS MAY TAKE A WHILE...



WILL THE IDAHO® POTATO FIELD FORCE EVER FIND A NEW SALES REP SUPER ENOUGH TO FILL KEN'S SHOES? STAY TUNED! IDAHOPOTATO.COM/RETAIL



IDAHO POTATO COMMISSION'S GREATER CHINA OFFICE Making inroads in online sales

The Idaho Potato Commission's Greater China office in Hong Kong helps create premium positioning for Idaho potato products, including dehydrated, frozen and fresh items, through its presence at regional trade shows, supermarket promotions and in-store tastings.

"With increasing incomes and a rising middle class, customers in Greater China are looking for good quality produce, and Idaho potatoes are well-known for their high quality," said Sam Kumar of Sino Hero Foods, the IPC's Greater China office. "We have had good success with the fast-growing online market in China and have been accepted by JD.com, which is a partner with Walmart.com."

Kumar said his office is also looking to increase SKUs in Carrefour grocery stores in China, as well as adding new stores next year.

"We have had in-store tastings in leading Hong Kong supermarkets as well as recipe development and tastings at Carrefour in Shanghai," he said.

The IPC expanded into the Taiwan market with fresh in late 2016, and Kumar reported that demand for Idaho potatoes there continues to expand.

"With increasing incomes and a rising middle class, customers in Greater China are looking for good quality produce, and Idaho potatoes are well-known for their high quality."

"We have had a very positive outcome in Taiwan, with good demand both from hotels as well as the leading supermarket chain in Taiwan, Wellcome," he said.



ABOUT SAM KUMAR

Sam Kumar has more than 20 years of experience launching new imported products into the China market. He is also a specialist in chilled and frozen item market entry strategies for both retail and foodservice sectors.

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Dehy promoted in Mexico

Variety of Idaho dehy products featured at Mexico's Food Technology Summit & Expo

September 2016 was also a busy month for the IPC Latin America office, with an Idaho media harvest tour for regional bloggers and food editors. Social media postings reached more than 50,000 people during the tour. In October 2016, the IPC sponsored a booth with frozen and dehy products at Expo Sanborns in Mexico City, to help strengthen business relationships with the Mexican restaurant chain. And in June 2016, the Latin America office sampled Idaho potato dishes at the Chamber of Food Marketing, Industry & Distribution (MIDA) convention in Puerto Rico.



Idaho dehy products were sampled at the Potatoes USA booth at Mexico's Food Technology Summit & Expo.

Among the other highlights of the Latin America office's marketing efforts during the past year were:

- Foodservice trade mission in Guatemala with chefs from other Latin American countries, who developed six new regional recipes featuring Idaho potatoes.
- Mexican border trade mission to Tijuana and Mexicali for meetings with importers, distributors and buyers.
- Training for Mexico Chef Consuelo Herrera, who shared her new found knowledge about how to use dehy Idaho products in foodservice and bakery settings with other Latin American chefs.
- Sampling, cooking demos and more at the first culinary festival in Central America to promote the U.S. Foreign Agricultural Service Sabor USA logo as a symbol of top-quality imported food products.
- Introduction of branded frozen Idaho potatoes in a major membership club chain in Mexico.

THE SEARCH IS OVER!

AFTER AN INTENSIVE SEARCH, THE IDAHO[®] POTATO FIELD FORCE FINDS THE PERFECT CANDIDATE TO REPLACE KEN...DYNAMITE DAVE RHODES!

I'M GLAD YOU'RE TAKING OVER MY LEGACY, DAVE! I'M LEAVING THE FORCE IN GOOD HANDS!

THANKS! WHEN DO I GET MY OFFICIAL FIELD FORCE UNIFORM AND SPECIAL POWERS?

NOT SO FAST, ROOKIE!

YOU'LL HAVE TO UNDERGO SUPER SALES REP TRAINING FIRST!

STAY TUNED FOR OUR NEXT EXCITING EPISODE, AS DAVE RHODES' CHALLENGING TRAINING BEGINS! IDAHOPOTATO.COM/RETAIL



IDAHO POTATOES 101

Proper TLC key for maximum appeal of these prized spuds

When Idaho potatoes hit the trail for global sales, they need just the right amount of TLC to arrive at their destinations in tip-top condition, ready to be displayed for maximum appeal to local shoppers.

That's why the Idaho Potato Commission provides top-to-bottom training programs on optimal handling, education, merchandising and more for retailers and distributors involved in selling Idaho potatoes around the world.

"Not everyone knows how to merchandise or sell an Idaho potato, so we train them in how to sell, how to handle, cold chain, how do you import them," said Traci Lofthus, IPC International Marketing Director.

For example, several years ago the IPC created a seminar on optimal handling and merchandising practices for the largest retail chains in Singapore, Malaysia, El Salvador and Guatemala, which has been very successful, said Lofthus.

"Because the Idaho potato is a different product than they're normally carrying, they usually send everybody for training — sometimes every produce manager from every store," she added.



A HERO IN THE MAKING!

IN HIS FINAL ACT BEFORE RETIREMENT, KEN TRAINS HIS REPLACEMENT TO PROVIDE SUPER SALES SERVICE!

ONE OF YOUR NEWFOUND STRENGTHS WILL BE MIGHTY MARKET DATA ANALYSIS, DAVE!

ARRGH! SOLIND'S LIKE A GREAT WAY TO HELP RETAILERS STRETCH THEIR SALES!

STAY TUNED FOR OUR NEXT EPISODE, AS KEN TRAINS DAVE IN POWERFUL PROMOTIONAL ABILITIES!
IDANOPOTATO.COM/RETAIL



Field Days

IPC Reverse Trade Mission hosts global visitors

Industry members from around the world spent five days in Idaho potato country this fall, finding out firsthand what makes the super spud unique and cultivating new ideas for expanding Idaho potatoes' global market presence.

All three Idaho Potato Commission regional offices invited buyers to the annual IPC Reverse Trade Mission on Sept. 17-23 to explore Idaho potato harvesting and processing, with plenty of delicious samples of Idaho potatoes at every meal. The educational and relationship-building meeting kicked off with a session introducing the 15 international guests to the Idaho potato industry, featuring presentations by representatives from all of the IPC international offices about their activities and the resources they provide in markets worldwide. The University of Idaho, the Idaho state department of agriculture and representative Idaho shippers then teamed up to explain the different elements that make an Idaho potato superior to other spuds.

Next up, the global group got to see and experience those elements for themselves, spending days out in the field and touring Idaho potato warehouses, packing facilities, and frozen and dehydrated processing plants. Along the way they also laid the groundwork for relationships with members of Idaho's grower and shipper community.

"Our goal was to create excitement and a better understanding of Idaho potatoes and potato products, leaving them with a lasting positive impression of why Idaho potatoes are so different from all other potato products," said IPC International Marketing Director Tracy Loftus. "They learned a lot from each other too, and came away with great business ideas and possible ventures with one another."



Darlin Chang



Jorge Cabrera



Celina de Agreda from El Salvador found some moose love outside a Jackson Hole, WY gift shop.



Gaston Duran



Angie Ong



Sherry Ng



After a tour of the Idahoan dehydrated facility in Lewisville, ID, trade mission guests chomped down on several Idahoan retail products.

The participants were overwhelmingly enthusiastic about the reverse trade mission, and many conveyed their feelings to the IPC after they returned home.

"It's interesting to learn about new promotion techniques, and especially useful to understand potato diseases."

—Angie Ong, SINGAPORE

"We usually mix origins of potatoes. But after understanding the supervision, maintenance and care they put in the Idaho fields and facilities, it makes me think and evaluate increasing volumes of Idaho potatoes to bring into Guatemala."

—Jorge Cabrera, GUATEMALA

"My visit to Idaho was just simply a one-of-a-kind experience. I brought home with me good memories of all the places we visited, but above all the excellent product you make in Idaho and the entrepreneurial people I met."

—Gastón Durán, MEXICO

"I managed to meet a few of the growers, and we are in the midst of discussions with a local importer."

—Sherry Ng, MALAYSIA

"It is an impressive process that an Idaho potato has to go through to get to our markets. I promise I will start working to bring Idaho potatoes to Panama. I am falling in love!"

—Darlin Chang, PANAMA



Eagle Eye Produce CEO Neamen Giles explained the potato packaging process to the group at the company's Idaho Falls, ID, facility.



Reverse Trade Mission participants saw the Wicks Farms fall potato harvest up close and personal in Pagle, ID.



The group took a break at an artier arch in downtown Jackson Hole, WY, before heading to nearby Grand Teton National Park.

Sight, smell & taste of Idaho

There's no substitute for the sight, smell and taste of an Idaho potato, especially for shoppers looking for new spud options.

Sampling, demos and other types of promotions are especially important in international markets where consumers may not be familiar with spuds that aren't local, and may not understand how different the premium Idaho potato brand is from other potatoes. In-store and local events that showcase Idaho potatoes help reinforce the premium brand value for both retailers and shoppers.

➤ CONTINUED ON PAGE 14



A HERO IN THE MAKING!

KENT TRAINS HIS NEW COHORT IN THE WAYS OF STRENGTHENING SPUD SALES!



TOP-OF-MIND AWARENESS FROM THE BIG IDAHO® POTATO TRUCK IS ONE OF THE WAYS WE HELP PUSH SALES!



COOL!
NOW THAT'S WHAT I CALL A POWERFUL PROMOTION!

STAY TUNED FOR OUR NEXT EPISODE, AS BILL TEACHES DAVE LIGHTNING FAST RESPONSIVENESS!
IDAHOPOTATO.COM/RETAIL



Sight, smell & taste of Idaho



A HERO IN THE MAKING!

IT'S BILL'S TURN TO TRAIN THE NEW RECRUIT IN THE WAYS OF POWERING POTATO PROFITS!

YOU'LL NEED TO PROVIDE LIGHTNING FAST RESPONSIVENESS TO RETAILERS' NEEDS, DAVE!

PUFF! PUFF!
I'LL ALWAYS RESPOND WITH SUPER SPEED!

STAY TUNED FOR OUR NEXT EPISODE, AS DAVE COMPLETES HIS SUPER SALES TRAINING!
IDAHOPOTATO.COM/RETAIL



Idaho potatoes hit the shows

Staking out a presence at trade shows worldwide has boosted visibility for Idaho potatoes, from Mexico to Central America to Asia



Taipei Food in Taiwan



ANTAD in Mexico



Alimentaria in Mexico



HOFEX in Hong Kong



Taiwan Fruit & Vegetable Show in Kaohsiung



MIDA in Puerto Rico

A HERO IS BORN!

DAVE RECEIVES HIS SUPER SUIT!
IT'S THE MOMENT EVERY IDAHO®-POTATO PROMOTION DIRECTOR DREAMS OF.



CONGRATULATIONS, DAVE! HOW DOES THE SUIT FIT?

PERFECT! I'LL WEAR IT WITH PRIDE!

JUST REMEMBER—DRY CLEAN ONLY!



STAY TUNED FOR OUR NEXT EPISODE, AS DAVE DISCOVERS HIS OWN UNIQUE SUPER POWER!
IDAHOPOTATO.COM/RETAIL



Show and tell in Idaho

Seeing is believing when it comes to Idaho's robust reverse trade missions program, launched five years ago.

"We've found that when decision-makers in other countries don't know much about Idaho potatoes, the best way to help them sell 'Why Idaho?' is to bring them to Idaho," said Traci Lofthus, Idaho Potato Commission International Marketing Director. "They can experience our climate, our technology, our storage facilities, and see for themselves what makes the Idaho potato so great in any market around the world."

The state of Idaho had hosted its own reverse trade missions for the past decade, but the IPC wanted to expand the time participants spent with potato programs and meetings with shippers through its own spud-specific sessions. "When you spend three to four days with the guests, and host them and interact with them, you create relationships," said Lofthus.

The IPC hosted industry buyers from four companies on its first reverse trade mission, and within six months was selling spuds to all four, said Lofthus. "That's why we made it a cornerstone of our program," she added. "It's still our most effective sales tool for international markets."

"We've found that when decision-makers in other countries don't know much about Idaho potatoes, the best way to help them sell 'Why Idaho?' is to bring them to Idaho," said Traci Lofthus, Idaho Potato Commission International Marketing Director.



International buyers network and discover Idaho's unique climate and terrain firsthand during the Idaho Potato Commission's annual reverse trade missions.

The advertisement features a young man in a white shirt and patterned tie standing next to a truck. The truck wrap is designed to look like a window into a potato field. The text "IDAHO POTATOES" is prominently displayed in a stylized, outlined font. To the right, a circular logo contains the text "YOU'LL KNOW IT'S REAL" and "When You See the Seal!" with an image of a potato. The background shows a lush green potato field with rows of plants stretching into the distance under a blue sky with light clouds.

Keep on **TRUCKIN'**

Distributors in the Philippines and other international markets use Idaho potato truck wraps to create visibility and awareness for the premium spuds, promoting the strong value the Idaho brand adds to their selling efforts.

A HERO IS BORN!

DEEP IN THE SPUDCAVE, DAVE DISCOVERS HIS NEW SUPER POWER!

WHOA!
DO YOU GUYS
SEE WHAT I SEE?

WELL, NO,
DAVE. WE'LL
HAVE DIFFERENT
POWERS!

AS A
RESULT OF YOUR
TRAINING, YOU'VE
DEVELOPED SUPER
SALES VISION!



STAY TUNED FOR OUR NEXT EPISODE, AS THE NEW IDAHO® POTATO FIELD FORCE TAKES FLIGHT!
IDANOPOTATO.COM/RETAIL

HEROES TAKE FLIGHT!

IT'S A NEW ERA FOR THE IDAHO® POTATO FIELD FORCE AND THEIR NEWEST MEMBER, DAVE!



WE'RE UP, UP
AND AWAY TO POWER
POTATO PROFITS
NATIONWIDE!

WOW!
WE CAN
FLY!

OF COURSE, DAVE!
WHAT DID YOU THINK
WE'D DO? TAKE
A CAB?

THE NEW IDAHO® POTATO FIELD FORCE IS ALWAYS HERE TO POWER POTATO SALES NATIONWIDE!
DON'T HESITATE TO CALL ON THEM! IDANOPOTATO.COM/RETAIL

