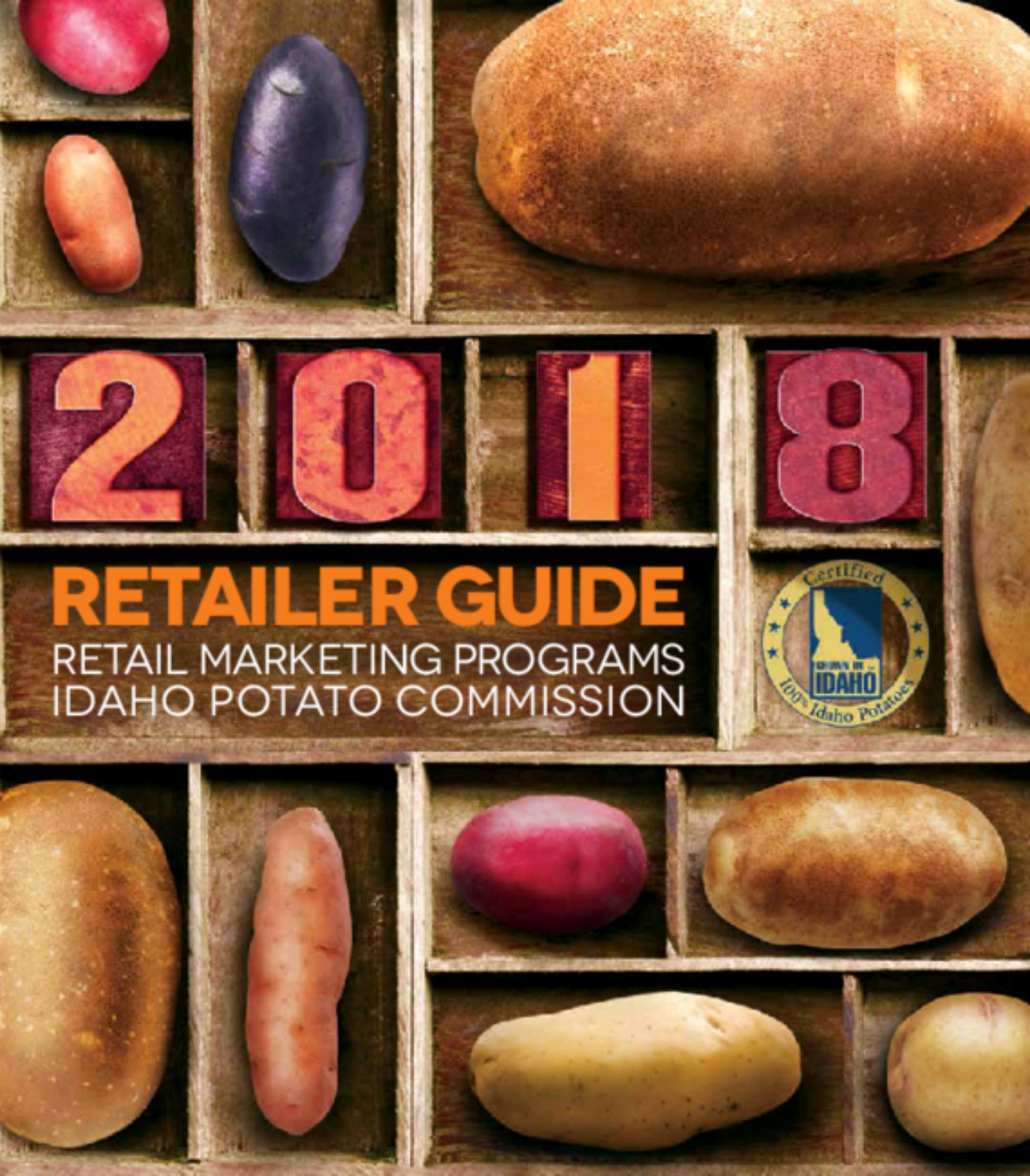
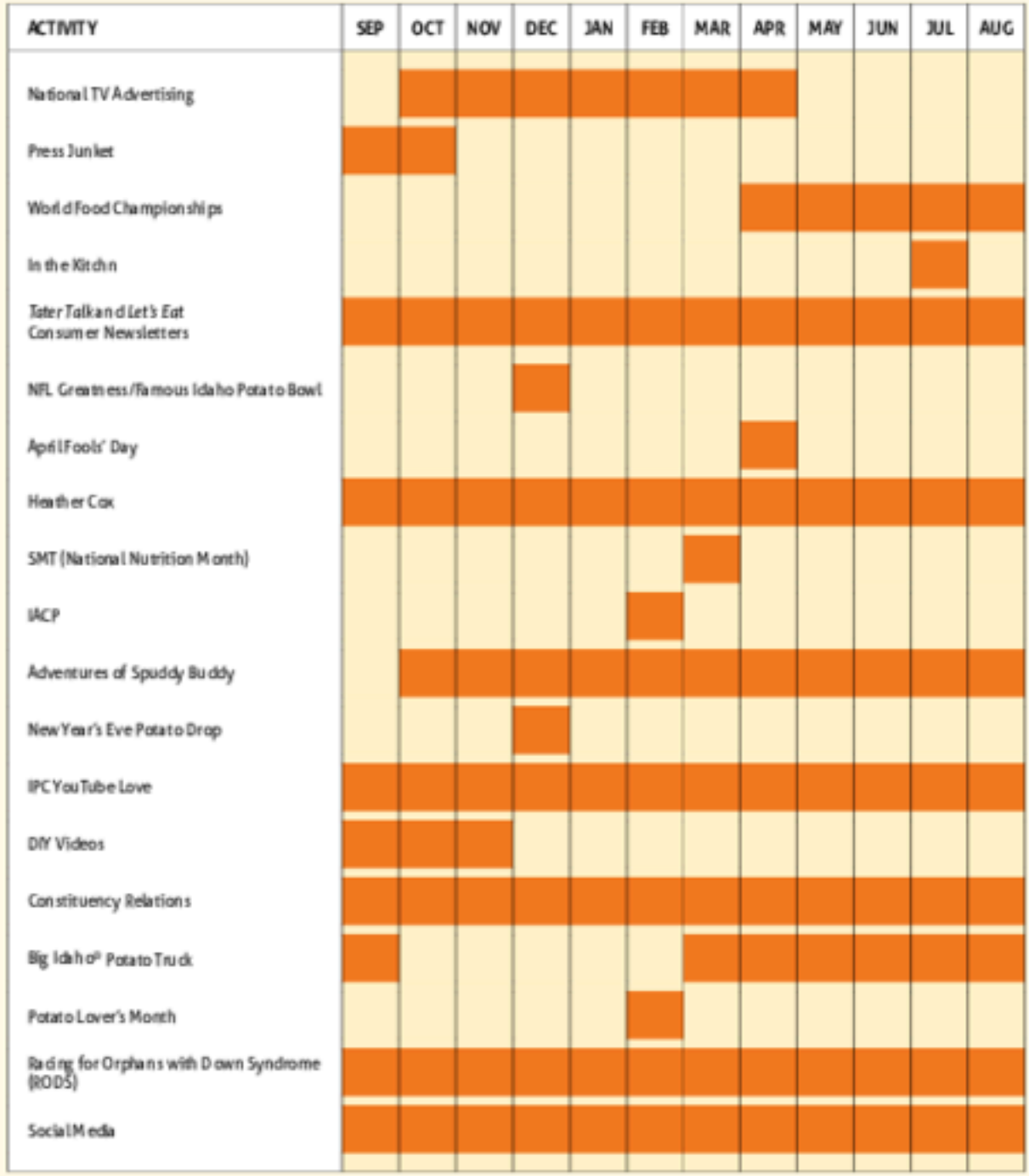
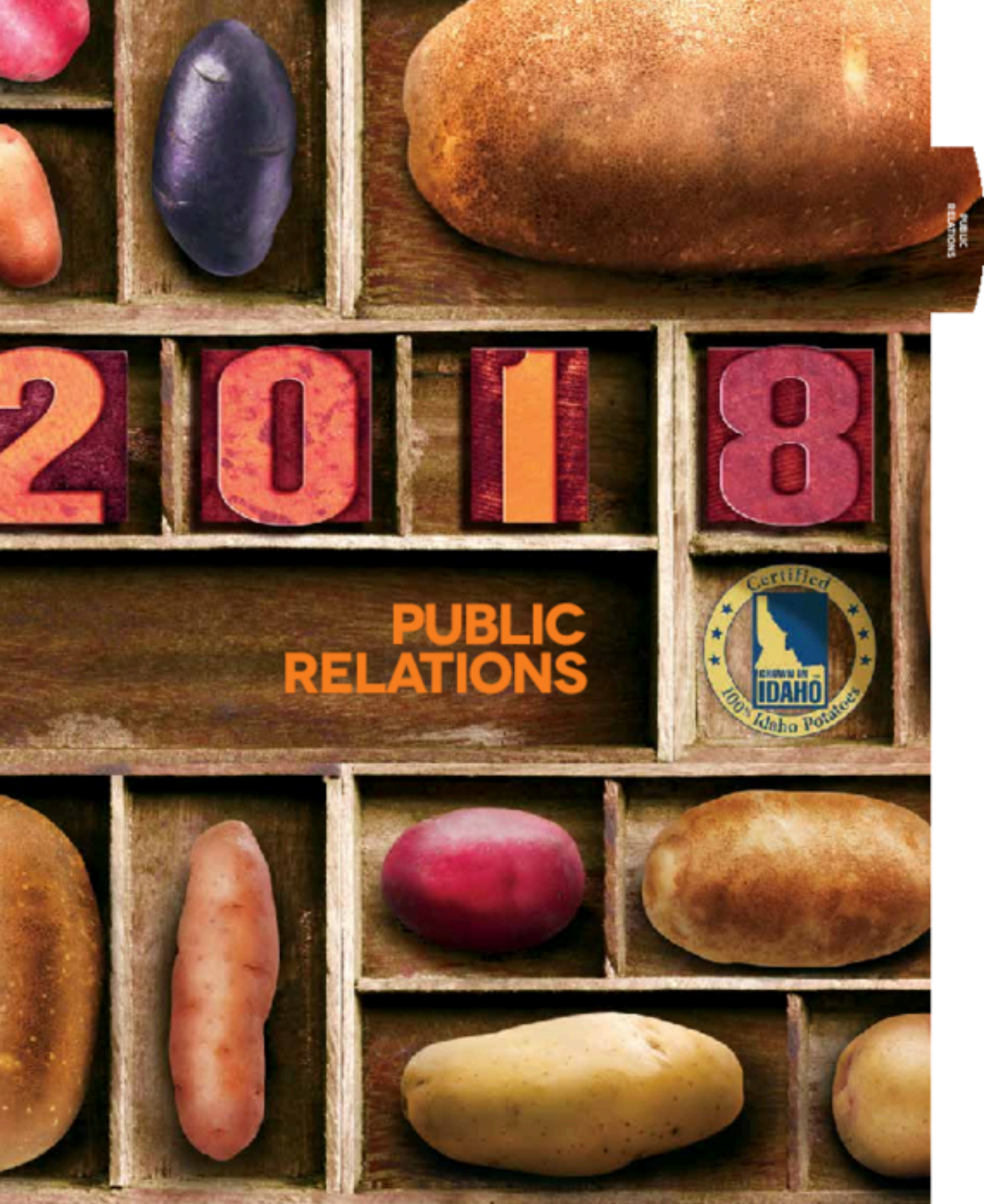

2018
RETAILER GUIDE
RETAIL MARKETING PROGRAMS
IDAHO POTATO COMMISSION
Certified
GROWN IN
IDAHO
100% Idaho Potatoes


2018
CONSUMER
MEDIA PLAN
Certified
GROWN IN
IDAHO
100% Idaho Potatoes

Supporting You with Powerful National Advertising and Marketing Programs for 2017-2018




2018
PUBLIC
RELATIONS
Certified
GROWN IN
IDAHO
100% Idaho Potatoes

Engaging Consumers Through National Television Advertising

He's Back...and Still Looking for His Truck

For seven years Mark, a real Idaho® potato farmer, has been looking for the Big Idaho® Potato Truck and the traveling Tater Team. And, every year he comes oh-so close to catching up with the fun-loving trio. In this year's installment, Mark and his faithful hound, who is back by popular demand, continue their search. If you're wondering if they finally find the truck, we'll never tell! You'll just have to watch and see.

The commercial made its debut on Friday, September 22, on ESPN during the Boise State University vs. University of Virginia football game.

You can see the new commercial on CNN, FOX News, Headline News, the Weather Channel, the History Channel, the Food Network, the Cooking Channel and Hulu beginning in October. The spot is scheduled to run through early April.

You can see the new commercial and the entire "Lost" series by visiting the IPC's YouTube channel, IdahoPotatoVideos.

CNN · FOX NEWS channel · Headline NEWS · The Weather Channel · The History Channel · food network · COOKING CHANNEL · hulu

Getting Social

According to **Facebook**, in June 2017 there were 2.01 billion monthly active users.[1]
During the first quarter of 2017, there were 328 million monthly active users on **Twitter**.[2]
As of April 2017, **Instagram** had 700 million monthly active users.[3]
YouTube has 1.5 billion logged-in users visiting the site every month.[4]

Social media is bigger than ever, and the IPC's presence grows stronger every month. Over the past few years, the IPC has made great strides in creating and maintaining active and engaging social media accounts. Daily posts consist of delicious recipes, updates on local events like the solar eclipse and Idaho® Potato Marathon, chronicles of the Adventures of Spuddy Buddy, updates on the Big Idaho Potato Truck Tour, details on promotions and contests and everything tater-related you can think of! Social media creates a unique opportunity for us to talk directly with consumers, ultimately strengthening their loyalty to the Idaho® potato brand.

If you're not already doing so, be sure to follow Famous Idaho® Potatoes on Facebook, Instagram and Twitter—and subscribe to our YouTube channel, IdahoPotatoVideos. This year we're amping things up with more contests, great prizes and lots of cool information on America's favorite vegetable.

(1) zephoria.com/top-15-valuable-facebook-statistics/
(2) statista.com/statistics/282087/number-of-monthly-active-twitter-users/
(3) sproutsocial.com/insights/instagram-stats/
(4) techcrunch.com/2017/06/22/youtube-has-1-5-billion-logged-in-monthly-users-watching-a-ton-of-mobile-video/

For more information, visit IdahoPotato.com FamousIdahoPotatoes IdahoPotato IdahoPotatoes

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

This year, more than ever, the media is raving about the impressive nutritional profile of potatoes. From the esteemed *Dr. Oz Show* to *The Washington Post* to *Outside* magazine, potatoes are finally getting the recognition they deserve. The American Heart Association's well-recognized and respected Heart-Check mark is another reminder to consumers that Idaho® potatoes are indeed healthy.

- No separate fee for shippers. In the past, shippers were required to pay $1,000 (up to $4,000) a year to the AHA for each variety (reds, russets, yellows and fingerlings) they wanted certified. The IPC will now pay the significantly reduced certification fee for each participating shipper.
- Shippers will no longer need to have artwork approved by the AHA. The IPC has been entrusted to approve the use of the Heart-Check mark just as we do the *Grown in Idaho®* seal.
- Reduced rate for the IPC. Every year, the IPC is required to pay a fee to the AHA to maintain the brand's certification. This fee has been reduced by 40%.

Is adding the mark worth it? Absolutely. This mark is one of the most recognized and respected symbols in grocery stores. In fact:

- 72 million U.S. adults (30 percent 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 percent of shoppers are influenced by the mark when shopping for new heart-healthy food products.

We hope all of you consider adding this important and effective certification mark to bags of Idaho® potatoes. For more information, contact the IPC office.

American Heart Association
CERTIFIED
Meets Criteria For Heart-Healthy Food

Adhering to New Guidelines from Nutrition Labeling and Education Act (NLEA)

The Nutrition Facts Label in its current form is more than 20 years old. In 2016, the FDA announced new requirements 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 will have until July 26, 2018, to comply with the final requirements, and manufacturers with less than $10 million in annual food sales will have an additional year to make the changes.

Original

Nutrition Facts

Serving Size 1 potato (148g/5.3 oz)

Amount Per Serving

Calories 110 Calories from Fat 0

	% Daily Value*
Total Fat 0g	**0**%
Saturated Fat 0g	**0**%
Trans Fat 0g	
Cholesterol 0mg	**0**%
Sodium 0mg	**0**%
Potassium 620mg	**18**%
Total Carbohydrate 26g	**9**%
Dietary Fiber 2g	**8**%
Sugars 1g	
Protein 3g	

Vitamin A 0%	•	Vitamin C 45%	
Calcium 2%	•	Iron 6%	
Thiamin 8%	•	Riboflavin 2%	
Niacin 8%	•	Vitamin B_6 10%	
Folate 6%	•	Phosphorus 6%	
Zinc 2%	•	Magnesium 6%	
Copper 4%			

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

	Calories:	2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300mg	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrate		300g	375g
Dietary Fiber		25g	30g

Calories per gram:
Fat 9 • Carbohydrates 4 • Protein 4

New

Nutrition Facts

Serving size 1 potato (148g/5.3oz)

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 26g	**9%**
Dietary Fiber 2g	**7%**
Total Sugars 1g	
Includes 0g Added Sugars	**0%**
Protein 3g	
Vitamin D 0g	0%
Calcium 20mg	2%
Iron 1.08mg	6%
Potassium 620mg	13%
Vitamin C 27mg	30%
Vitamin B_6 0.2mg	12%

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

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 that cover primarily food, lifestyle and health topics
- Industry trades

Social Media Followers

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

Consumers

- Core: Women (25-54)
- Influencers: Men (25-54) and kids

Idaho Potato Commission Encouraging Potato Sales Through National Integrated Communications

National Trade Advertising Campaign

We have big news to share in this year's fun-filled comic book-style ad campaign. With super Retail Promotion Director Ken Tubman retiring and hanging up his cape for good, the Idaho® Potato Field Force heroes will now be joined by new hire Dynamite Dave Rhodes! Tune in as Ken and his compatriots Kent Beesley and Bill Savilonis show Dave the ropes, teaching him the special IPC skills of powerful promotions, lightning-fast responsiveness and mighty market data analysis. And follow our ten-episode storyline as Dave develops some amazing marketing "vision" of his own. Look for the ads in key publications including *The Packer*, *Produce Business*, *The Produce News*, *Produce Retailer* and the *FMI* and *PMA Smart Brief* e-newsletters.

Idaho Potato Commission Encouraging Potato Sales Through National Integrated Communications

Famous Idaho Potato Bowl

In the highest-scoring bowl game of the 2016 season and the third-highest-scoring game in bowl history, the University of Idaho Vandals defeated the Colorado State Rams (61-50) at the 20th Annual Famous Idaho Potato Bowl (FIPB).

While we don't know the outcome of the 2017 FIPB, there's no doubt who the naming sponsor of the premier cold-weather college football game is—Idaho® potatoes! From the title of the bowl game, to permanent signage in prominent locations throughout the stadium, to multiple broadcast mentions during the game, to ads airing on ESPN television and radio, the Idaho® potato brand can't be missed!

Throughout the year, the bowl game generates hundreds of millions of media impressions, keeping Idaho's famous spud top of mind for avid college football fans. Last year close to 25,000 die-hard fans braved the cold weather to cheer on the teams, while 1.1 million viewers (an increase of 6% over 2015) watched the game indoors on ESPN.

Heather Cox

NBC reporter Heather Cox will continue to promote Idaho® potatoes from the sidelines of some of the biggest sporting events in the world. From the Winter Olympics in Pyeong Chang, South Korea, to NFL games and maybe even the Super Bowl, Heather and the ever-popular Spuddy Buddy will capture up-close-and-personal photographs that will be shared with the IPC's tens of thousands of social media followers. Heather, who is also a busy mom of two, will participate in a back to school Twitter party with a popular mommy blogger. Heather will offer back-to-school advice ranging from time management tips to quick and easy Idaho® potato recipes.

Idaho Potato Commission Encouraging Potato Sales Through Community Participation

A Big Helping

The Big Idaho® Potato Truck has proven to be the biggest (both figuratively and literally) marketing program in the IPC's history. One contributor to its success is its charitable component, "A Big Helping." In most of the markets the Truck visits, it partners with a local charity to help raise funds and awareness for a specific cause. While in the market, the Tater Team (the group who travels with the Truck) sets up a signature board, and for every signature collected $1 (up to $500) is donated to the local charity partner.

A Big Helping has become a very meaningful part of the tour that helps improve the local communities we visit.

New Year's Eve Potato Drop

The crowds went wild this year when the new GloTato was dropped in front of the state capitol building to ring in the New Year. The IPC is a sponsor of this local event that generates worldwide publicity. The Big Idaho® Potato Truck, the Tater Team, Spuddy Buddy and 40,000 revelers from around the globe bundle up to enjoy the festivities, the countdown and an impressive fireworks show.

RODS
RACING ORPHANS 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 200 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 30 adoptions. Thirty children are no longer in orphanages but are with loving families.

Strong Social Media Presence Generated by Food Bloggers

Reaching Millions of Foodies Through Influential Food Bloggers

In just a few short years the IPC has developed relationships with more than 100 of the top food bloggers in the country. Throughout the year the bloggers provide the IPC with dozens of new and delicious recipes and photographs that are added to the IPC's rich recipe database located on its website. Several bloggers also provide videos, which are both educational and entertaining. These videos are located on the IPC's YouTube channel, IdahoPotatoVideos.

The IPC also sponsors several blogger conferences. The educational events allow the IPC to meet one-on-one with numerous bloggers who may be up-and-comers or already established with large followings. The conferences also provide an opportunity to educate the attendees about Idaho® potatoes and treat them to a few fabulous dishes.

Food bloggers have become an extremely important group of influencers who help us promote the Idaho® potato brand to millions of consumers across the country.

Check out hundreds of blogger recipes at idahopotato.com/recipes/tag/blogger.

Below are just a few of our fantastic food blogger partners and recipes!

Jonathan Melendez
THE CANDID APPETITE
Gluten-Free Idaho® Potato Pistachio Lemon Cake

Sara O'Donnell AVERAGE BETTY
Bacon Blitz Idaho® Potato Skewers

Lisa Lin HEALTHY NIBBLES & BITS
Harissa Roasted Idaho® Fingerling Potatoes

Sylvia Fountaine
FEASTING AT HOME
Balinese Fish and Idaho® Potato Curry

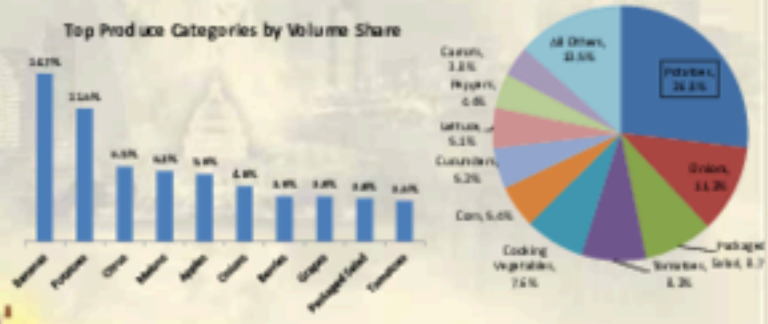

2018
CATEGORY MANAGEMENT
Certified
GROWN IN IDAHO
100% Idaho Potatoes

IPC Category Management

IPC Category Management

State of the Potato Category

- Potatoes are the second largest volume contributor in the entire produce department, and the commanding first within vegetables



3

State of the Potato Category

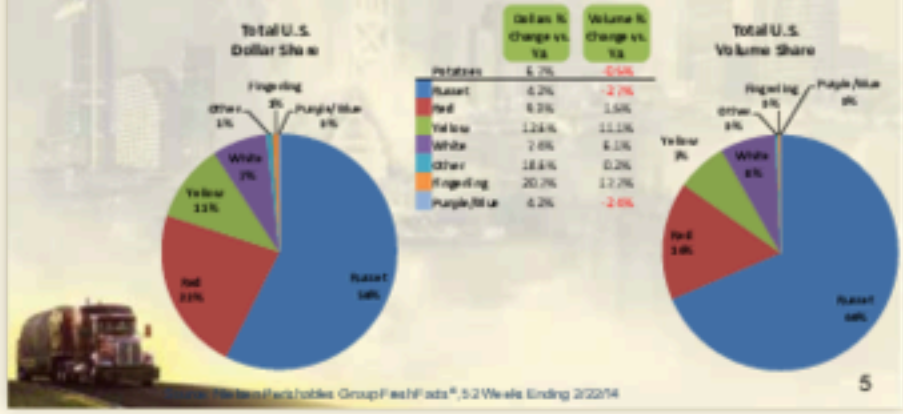
- Potatoes increased dollar sales 6.1% from the prior year. However, vegetables and total produce outpaced potatoes in dollar growth

4

IPC Category Management

Potato Performance by Type

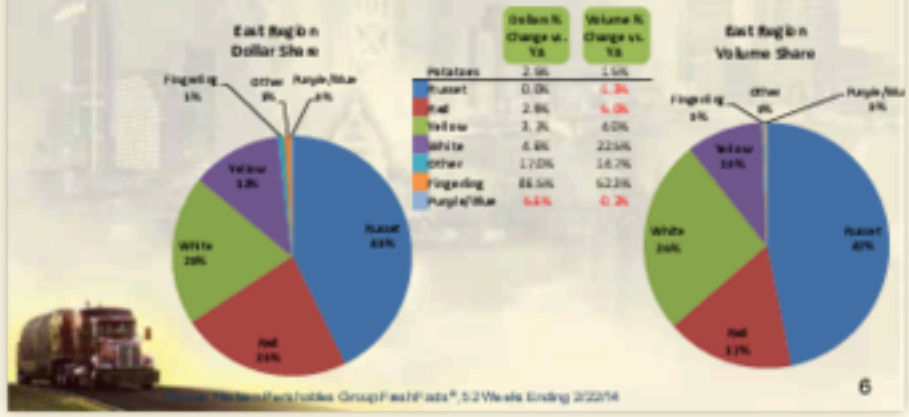
- All potato types increased dollar sales from the previous year
  - Volume sales were down slightly, driven by Russet



Source: TNS Retail Link/Idaho Group Fresh Fruits®, 52 Weeks Ending 2/22/14

Potato Performance by Type

- White potatoes make up a larger share of the category in the East and drove the positive growth of category volume, as volume sales of both Russet and red potatoes declined

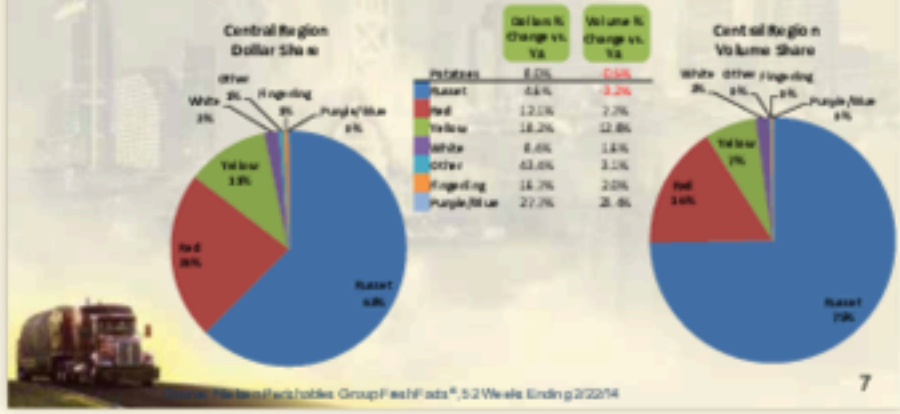


Source: TNS Retail Link/Idaho Group Fresh Fruits®, 52 Weeks Ending 2/22/14

IPC Category Management

Potato Performance by Type

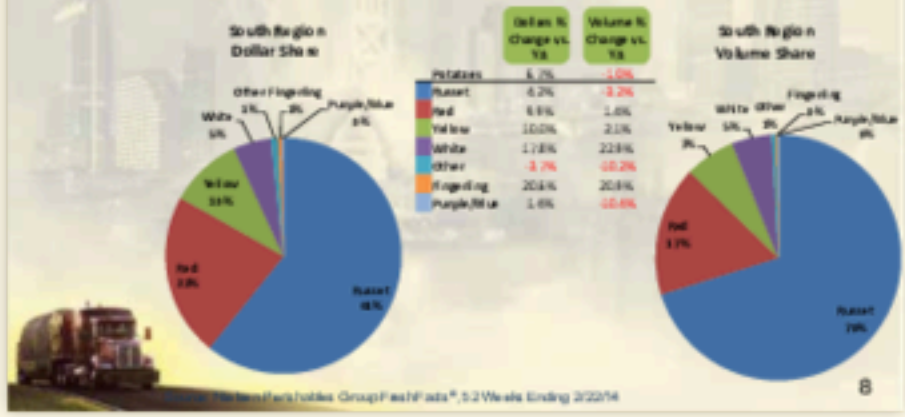
- Russet was the only potato type to have a negative volume trend, which resulted in a negative trend for the entire category



Source: TNS Retail Link/Idaho Group Fresh Data®, 52 Weeks Ending 2/22/14

Potato Performance by Type

- All potato types, with the exception of 'other', increased dollar sales from the previous year in the South region

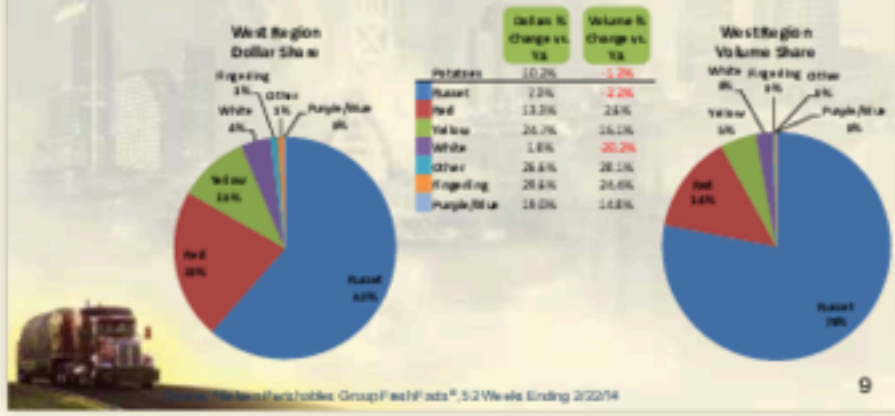


Source: TNS Retail Link/Idaho Group Fresh Data®, 52 Weeks Ending 2/22/14

IPC Category Management

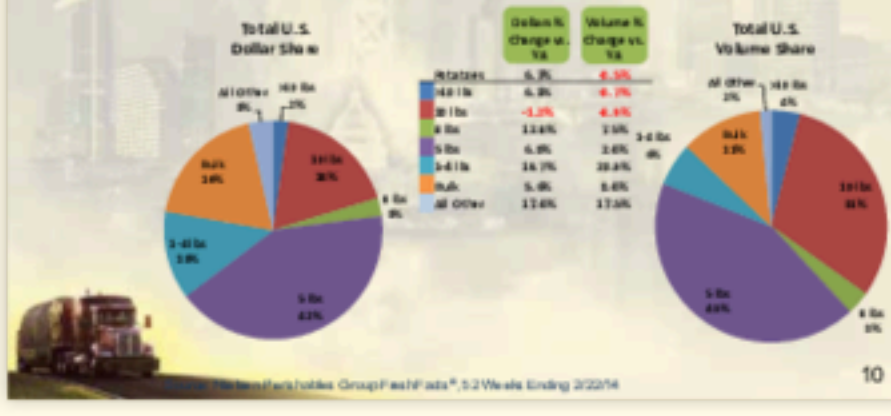
Potato Performance by Type

- Of all of the regions, the West had the largest increase in total potato dollar sales



Potato Performance by Size

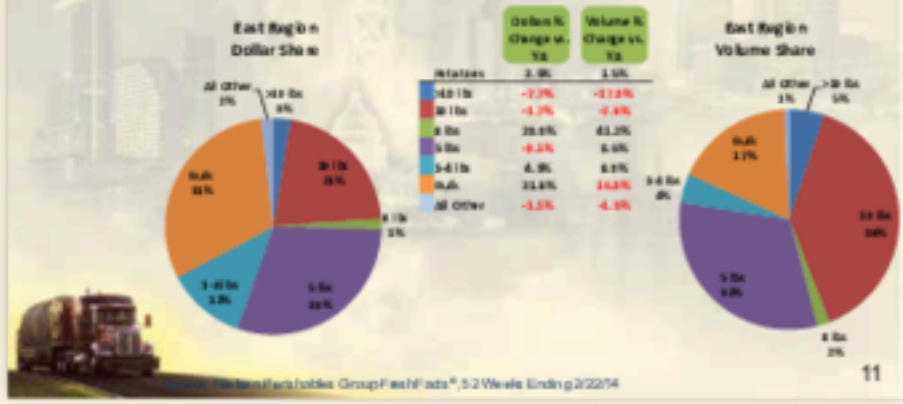
- All package size groups increased dollar sales from the prior year, with the exception of the 10-lbs bag



IPC Category Management

Potato Performance by Size

- 8-lbs and 1-4-lbs were the only package size groups in the East to increase both dollar and volume sales from the previous year



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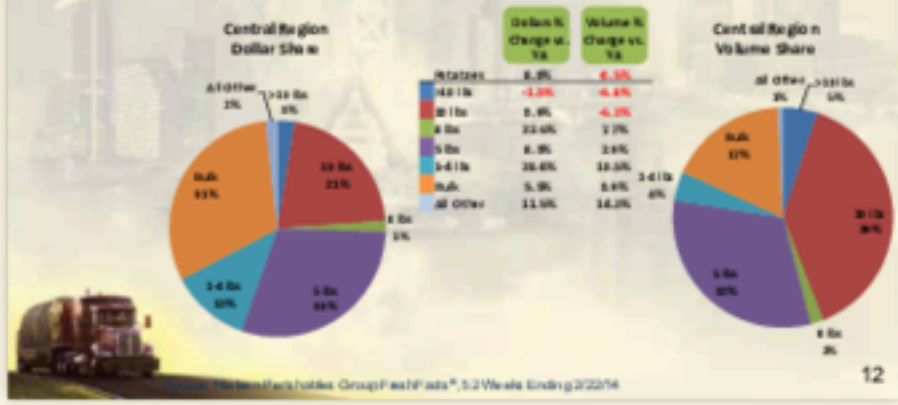
Potato Performance by Size

- In the Central region, the 1-4-lbs size group had double-digit growth in both dollars and volume



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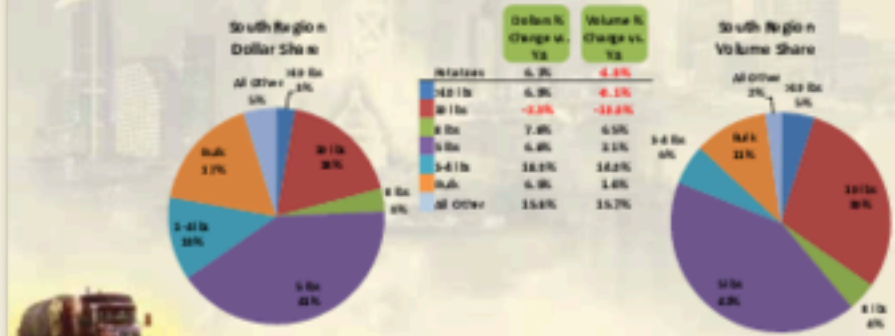
IPC Category Management

Potato Performance by Size

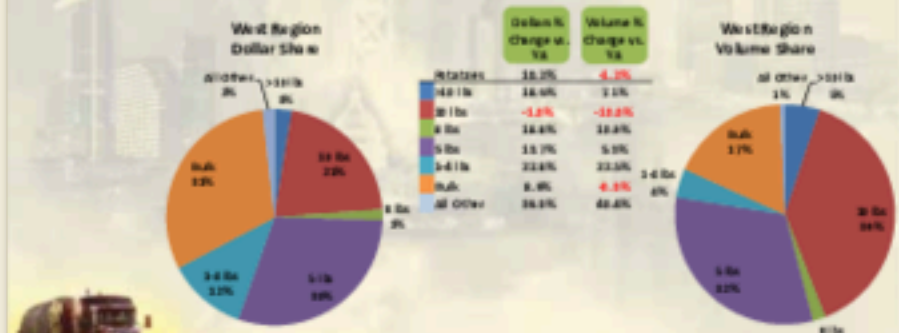
- In the South region, all bagged potatoes increased dollar sales compared to the previous year. And 1- to 4-pound, 8-pound and 10+-pound had double-digit volume increases



13

Potato Performance by Size

- With the exception of 10-lbs and bulk, all package size groups had double-digit growth in dollar sales from the previous year



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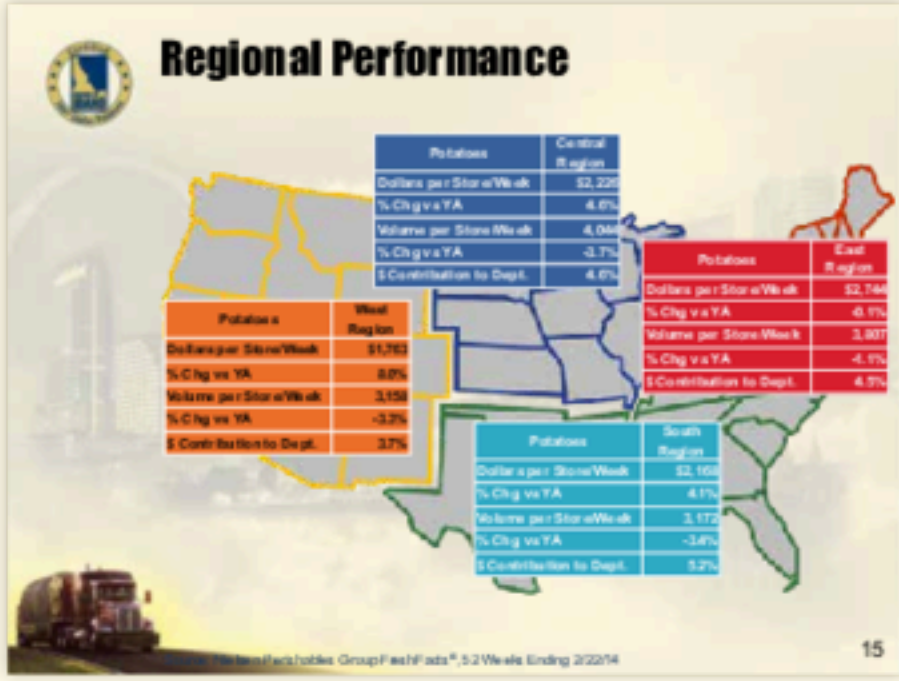
IPC Category Management



IPC Category Management

Potato Shoppers..

Spend More Money!

All Transactions

$464*

With Potatoes

$543*

Monthly Basket Dollars

Buy More Groceries!

17*

All Transactions

33*

With Potatoes

Average Basket Item Count

Because Idaho Potato Shoppers are more aware of quality, their baskets are probably even bigger!

17

More Shopper Insights

The top two factors contributing to an unplanned fresh potato purchase are:

- The potatoes "looked tasty"
- The shopper "thought of a meal idea"

Potato buyers are more likely than average shoppers to buy **more than they had planned** on purchasing and are more likely to get **meal inspiration** while in the store

Opportunity to increase incremental purchases throughout the store!

18

IPC Category Management

IPC Category Management

CATEGORY BEST PRACTICES

Assortment

Maintain a year-round assortment of potatoes to consistently appeal to a wide range of shoppers

- **Gourmet/Trendy Shopper**
  - Unique and innovative offerings (ex: Steamer bags, or purple/blue potatoes)
- **Quality Shopper**
  - High quality offerings, loose and small bags
- **Family/Traditional Shopper**
  - All types and 5-pound bags
- **Price Conscious Shopper**
  - 10- and 10+-pound bags

Consumers will pay for quality, specific sizes and varieties. It's important to make sure your assortment attracts all potato shoppers

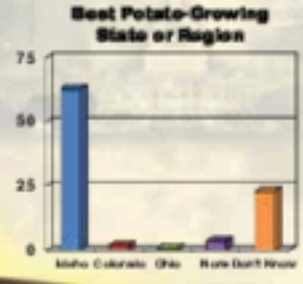
20

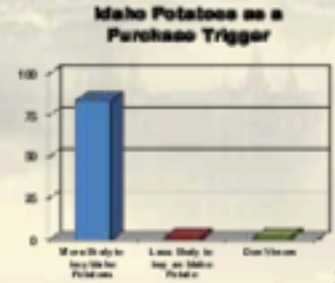
IPC Category Management

Assortment

An Idaho offering for each segment is critical to your category assortment

- Among those with a preference, **84% of consumers said they are more likely to purchase Idaho potatoes**, if given a choice
- When asked about who grows the best potatoes, 8 out of 10 consumers responded **Idaho**





21

Pricing

Maintain a consistent, segmented pricing strategy that communicates a clear value proposition

- ✓ Keep the **price gap** between products consistent
  - Customers can quickly find the value they are looking for
- ✓ **Don't give potatoes away!** Price for a good margin
  - 80% of consumers plan to purchase potatoes before they enter the stores; as a result potato pricing is relatively inelastic and deep discounts are not needed to sell product*

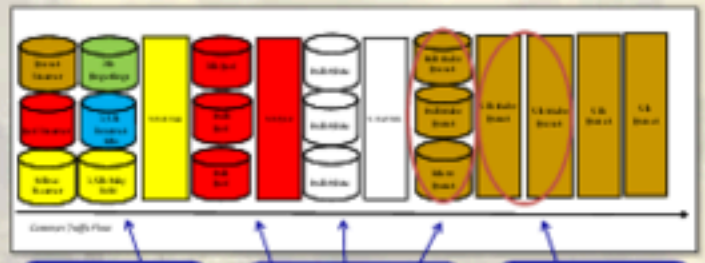
Consumers associate Idaho Potatoes with high quality products and will pay a premium price for the Idaho Brand!

22

IPC Category Management

Merchandising

Merchandise all potato items together by type for better impact and easy convenience for consumers



Set the **higher-priced, specialty** offerings first in the consumer traffic flow to take advantage of impulse sales

Merchandise items **by potato type then size**, to ensure all category offerings are communicated to the consumer

Make Idaho Russets the **focus of the Russet section**, as they convey quality and consistency

Merchandising

It is important to educate your customers

- ✓ Differences in potato types
  - Encourage specialty types along with traditional
- ✓ New preparation ideas
  - Offer on-the-spot meal solutions
- ✓ Health benefits
  - Potatoes are one of the best nutritional values of the entire produce department

POS materials with nutrition information provide consumers with reasons WHY they should eat potatoes…and feel good about it.

Coupling nutrition with usage information (recipes/menu plans) shows consumers HOW they can enjoy potatoes.

IPC Category Management

Merchandising

Numerous industry studies have shown that point of sale materials boost sales

- Make sure **Idaho potatoes are properly identified**, so customers know they are getting the quality brand they know and trust
- It is also very important to **place pricing signage adjacent to the product** to which it is referring

IPC can provide marketing support to make your potato category the best around!

25

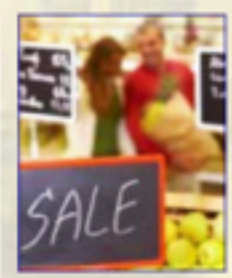
Promotion

Use promotions to attract customers and drive incremental sales – these guidelines can help make your promotions more effective

✓ **Discount**
- Peak Potato Periods (Nov.-Jan): Don't discount too deeply, consumers are already buying potatoes
- Non-Peak Potato Periods: Promotions are more important to generate potato item lift
- Remember to maintain the category pricing structure

✓ **Mix**
- Promote a mix of bag and bulk items
- When promoting organics, pair with at least one conventional item

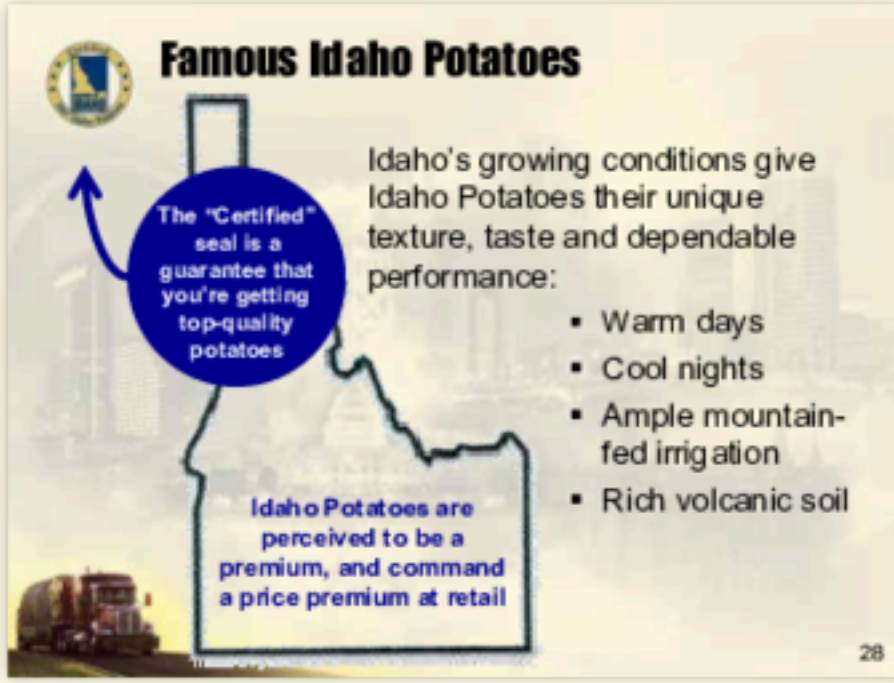
✓ **Displays**
- Use secondary displays or end caps to bring attention to the promotion



Displays drive sales! Increase display size or implement a secondary display to drive purchase

26

IPC Category Management



IPC Category Management

Why Idaho

Idaho is the only brand in potatoes. It's the way to tell your consumers you care…and because consumers will pay more, by carrying Idaho Potatoes, you can enhance your potato category profitability.

29

Why Idaho

- When you buy Idaho potatoes you're also getting the nation's oldest and most powerful potato promotion program
  - National TV advertising
  - Potato Lovers Display Contest
  - Promotional support $$
  - Point-of-sale materials
  - Tie-in promotions

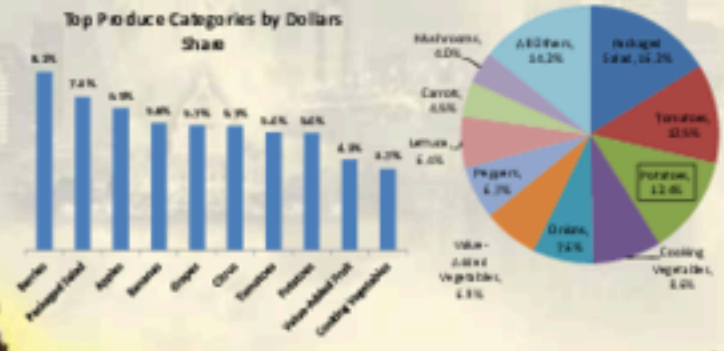
30

IPC Category Management

APPENDIX

State of the Potato Category

- Potatoes are in the top 10 largest contributors to dollar share for the produce department, and the third largest within vegetables



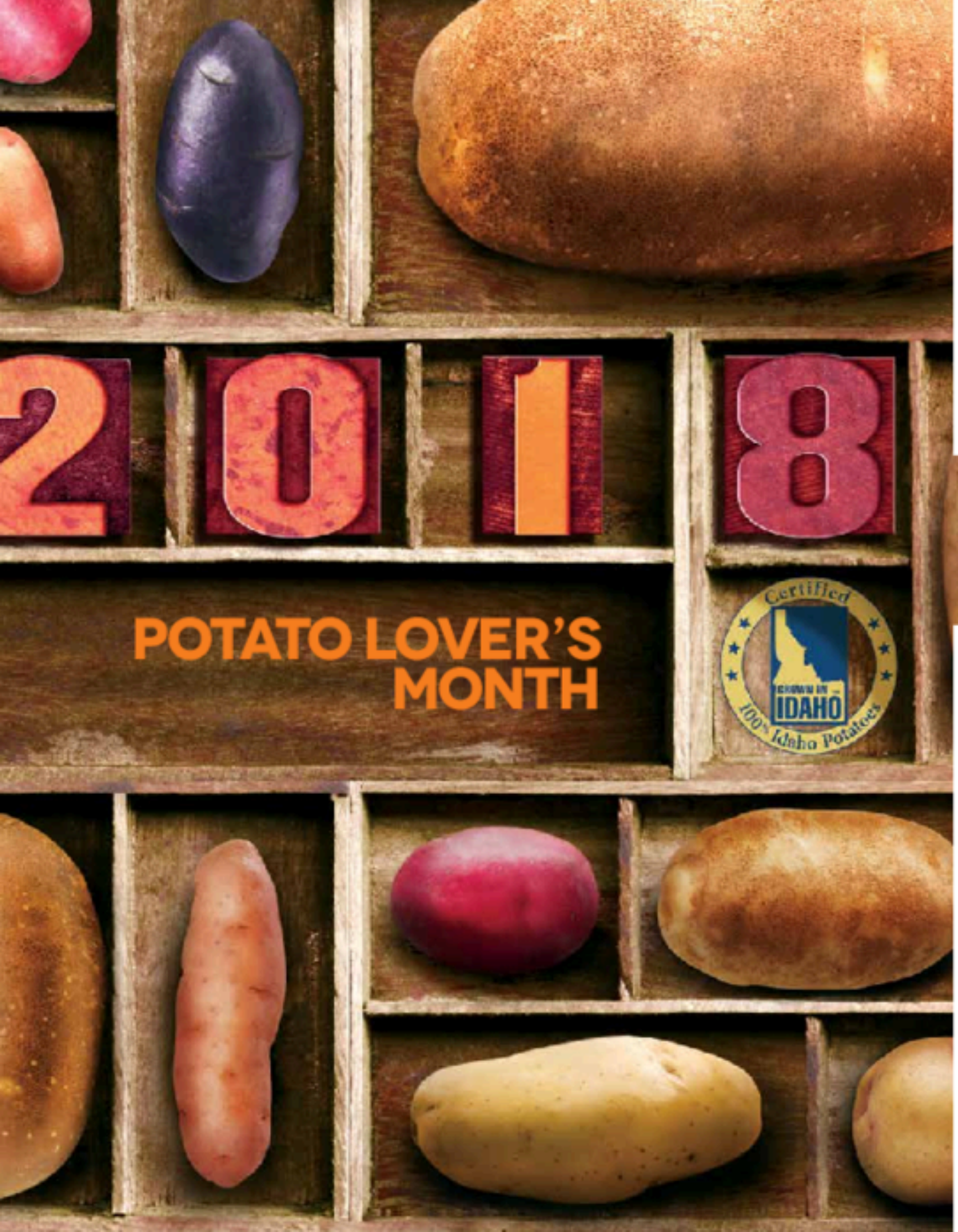
32

IPC Category Management

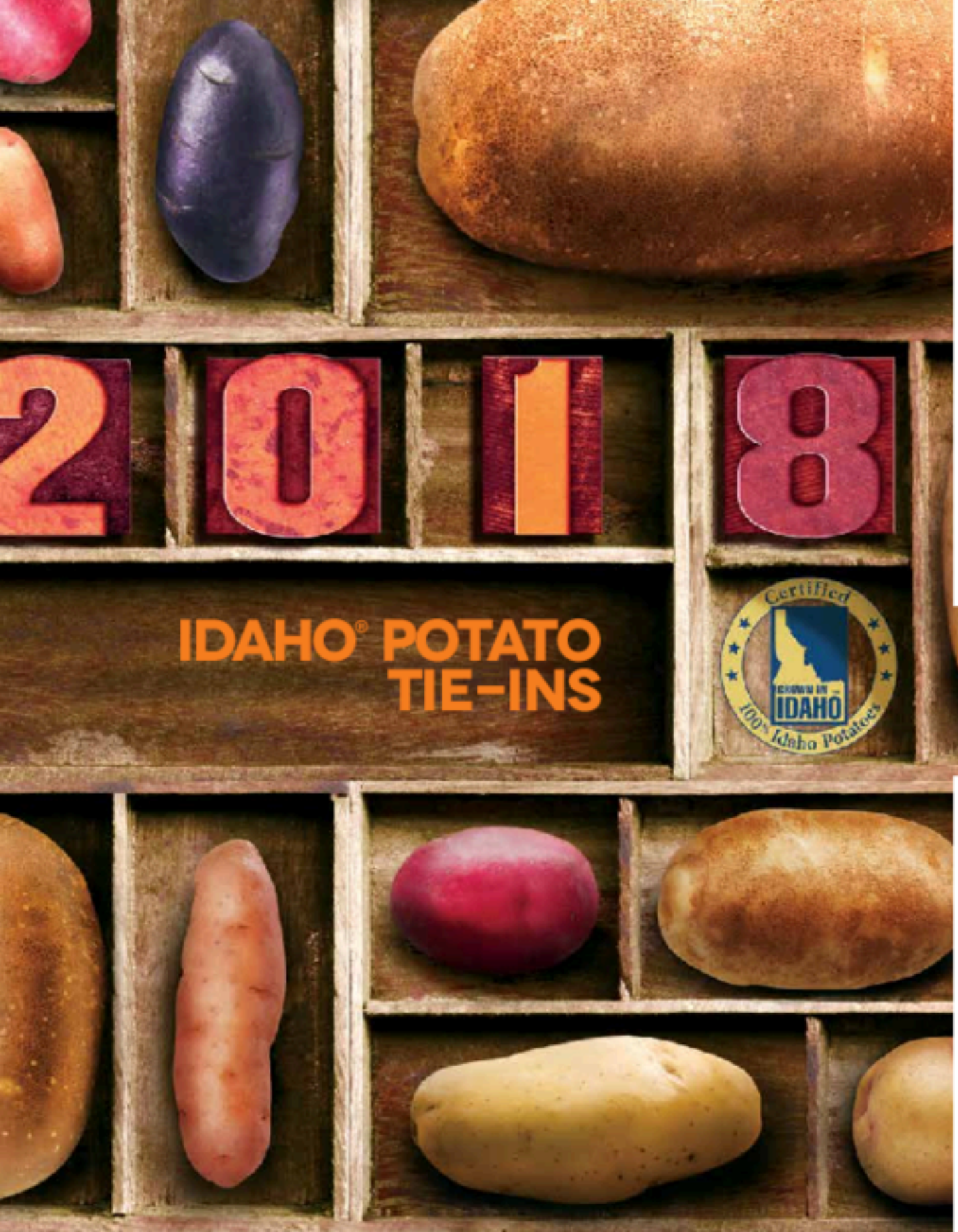
FreshFacts® Data Overview

- **Data includes retail census sales data for key Food, Club and Mass/Supercenter store chains across the U.S., with more than $2 million annual ACV* sales per store**
  - ~18,000 stores nationwide
  - Data by week, by store, by item
    - Custom time periods available
    - 3 years of history
  - Data is for all products sold in the fresh departments

33


2018
POTATO LOVER'S MONTH
Certified
GROWN IN
IDAHO
100% Idaho Potatoes

Potato Lover's Month


2018
IDAHO® POTATO
TIE-INS
Certified
GROWN IN
IDAHO
100% Idaho Potatoes

Idaho® Potato Tie-Ins

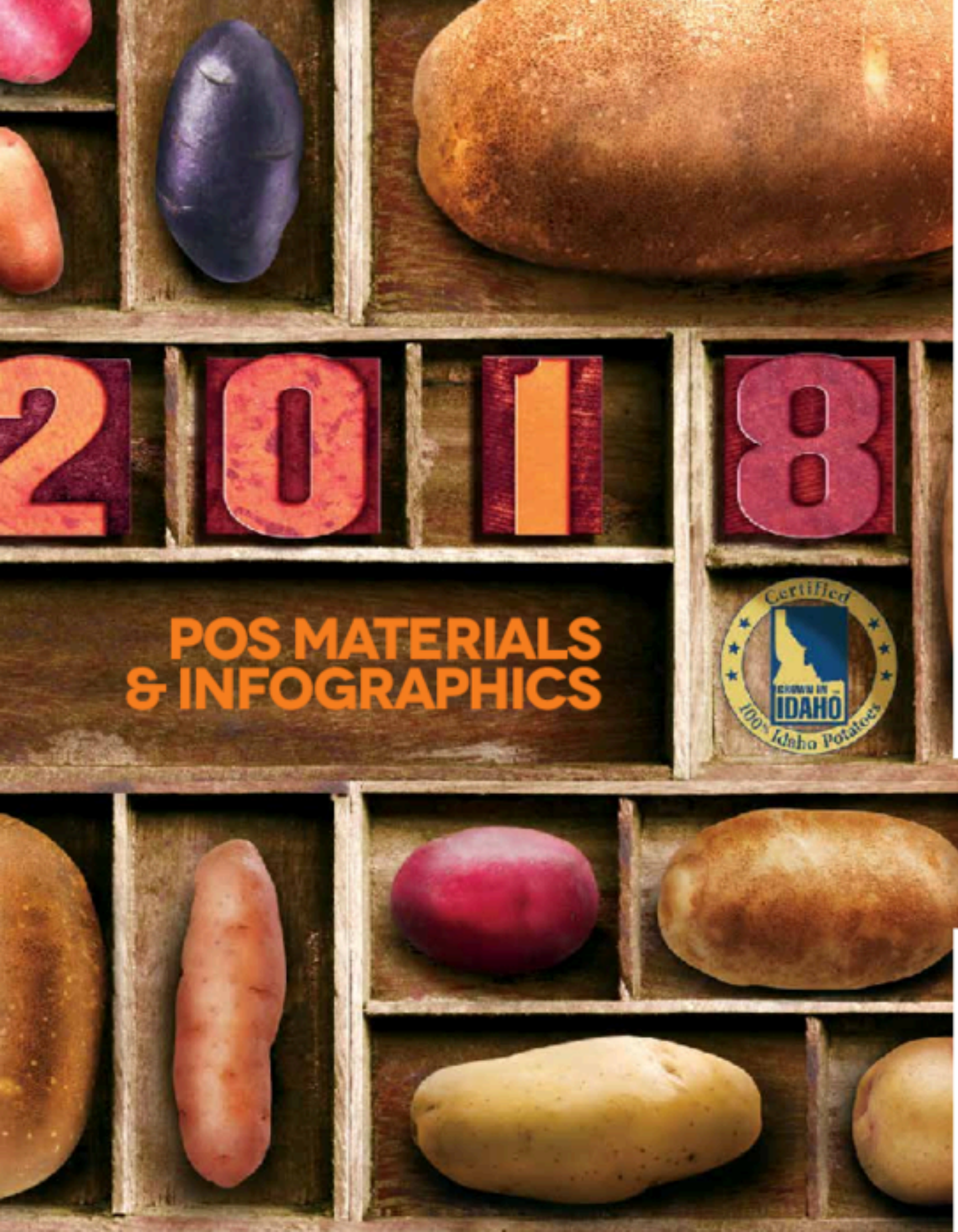
Idaho Potato Commission Partners with Irony® Wine Cellars

The Idaho Potato Commission is partnering with Irony® Wine Cellars, offering Idaho® potato coupons on bottle neckers placed on bottles of its wines in various retail locations.

Idaho® Potato Tie-Ins

Idaho Potato Commission Partners with Excelsior Wine Company/Frontera Wines

The Idaho Potato Commission is partnering with Excelsior Wine Company by placing 250,000 Idaho® potato coupons on Frontera wine bottles in various retail locations.


2018
POS MATERIALS
& INFOGRAPHICS
Certified
GROWN IN
IDAHO
100% Idaho Potatoes

Idaho® Potato Bulk Bin POS

Idaho® Potato Nutrition POS Materials

– A Closer Look at the Value of –

IDAHO® 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.[1]

THE STUDY FOUND THAT IDAHO® RUSSETS

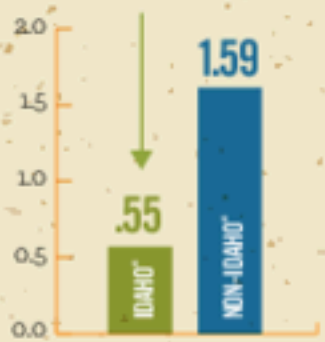
are much less elastic than russet potatoes from elsewhere. This means that when the price goes up, the resulting lost volume is significantly less than non-Idaho® Russets.

THE FINDINGS SUGGEST

that retailers don't need to discount Idaho® Russets to the same degree as non-Idaho® 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® Russets, you can charge 20 cents per bag more at retail."

SETH PEMSLER
Vice President, Retail and International Programs Idaho Potato Commission

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 40°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 because they are **STILL ALIVE**

Certified GROWN IN IDAHO 100% Idaho Potatoes

Idaho Potato Commission www.idahopotato.com

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 B6, 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!

Learn more at IdahoPotato.com/nutrition_education

facebook.com/FamousIdahoPotatoes twitter.com/IdahoPotato

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	EVENTS WITH OVER 100,000 IN ATTENDANCE	EVENTS WITH OVER 350,000 IN ATTENDANCE
5	31	19

That many people would fill up

102 NFL FOOTBALL STADIUMS

Traveled approximately 25,000 miles per year → That's enough miles to circle the world **EVERY YEAR!**

We get **APPEARANCE REQUESTS DAILY** from fans, 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 Kissie Wolfe answer that?

It's real...by awesome!

IMMEASURABLE

We can't even begin to measure how many people have a picture of the Big Idaho Potato Truck on their mobile devices.

LOCAL, NATIONAL, AND EVEN GLOBAL RECOGNITION

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

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 drivers!)

*One persistent ladywrites as all of the trips to see if we can get the truck to Hawaii and Alaska!

Points for the IDAHO® Potato!

SURVEY ENLIGHTENS AMERICANS ON THE IDAHO® POTATO DIFFERENCE

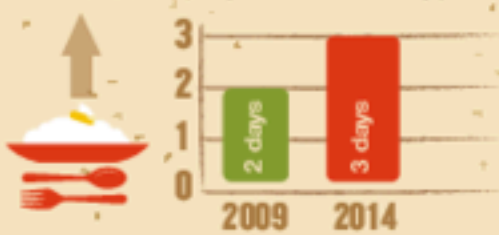
TATER NATION

97% — **230 million** Americans eat POTATOES

4/5

4 out of 5 eat potatoes once a week or more

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

- **29%** BAKED
- **25%** MASHED POTATO
- **17%** FRENCH FRIES
- **9%** HASH BROWNS
- **5%** POTATO CHIPS
- **4%** POTATO SALAD

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 was conducted in 2014 among 1,000 nationally representative Americans ages 18 and over, using an email invitation and an online survey.
Nielsen is a leading global insights firm serving as a partner to more than 100 of the Fortune 500 and thousands of smaller companies and organizations.
For more information about Nielsen, please call 1-800-NIELSEN or visit www.nielsenglobal.com.

www.idahopotato.com

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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 Gaynor, EdD 9/5/17*

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 3/30/17*

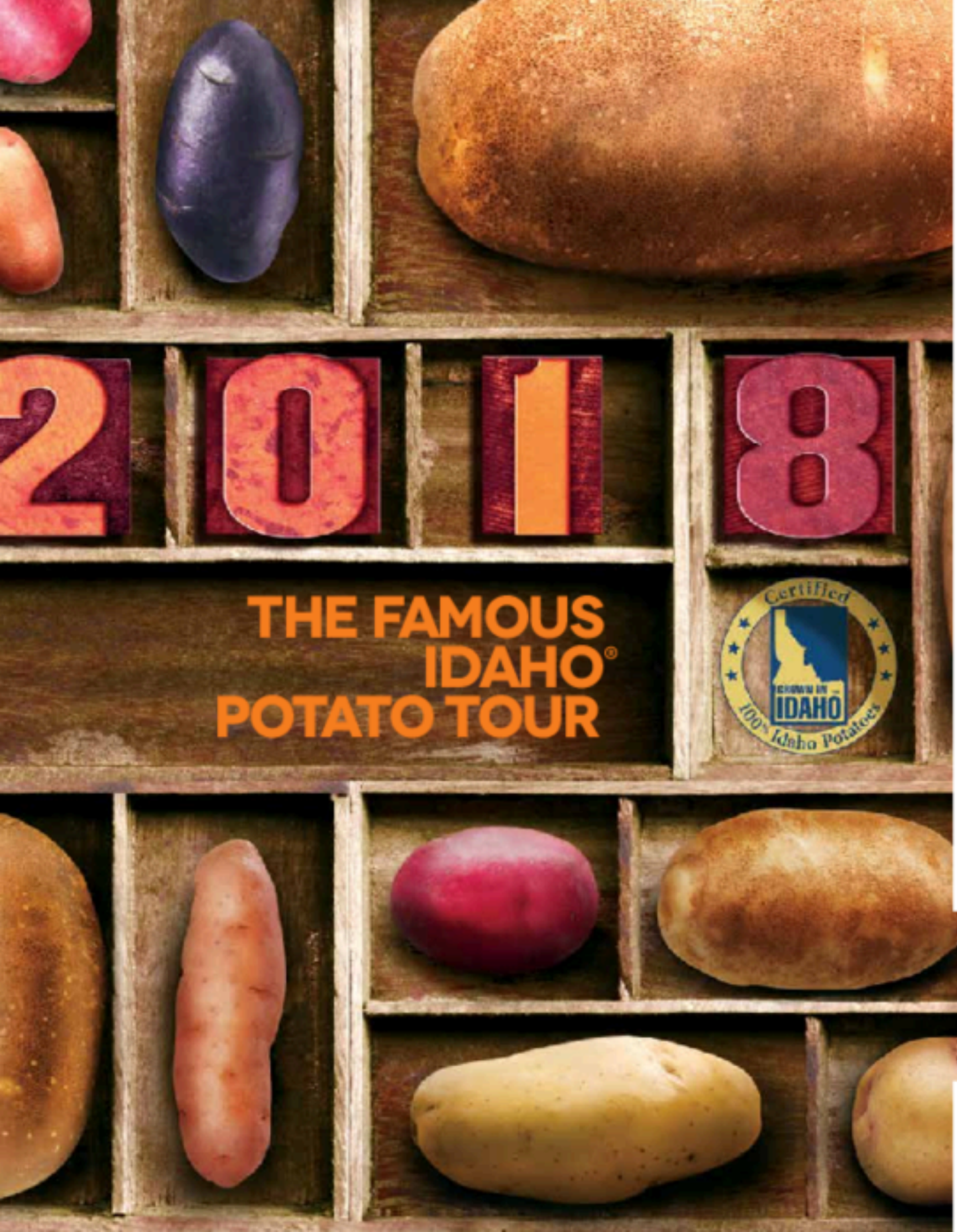
Certified GROWN IN IDAHO 100% Idaho Potatoes

POTATOES ARE A KITCHEN STAPLE WORTH BEFRIENDING

– *PREVENTION MAGAZINE 3/30/17*

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*


2018
THE FAMOUS
IDAHO®
POTATO TOUR
Certified
GROWN IN
IDAHO
100% Idaho Potatoes

The Big Idaho® Potato Truck—Is It Real?

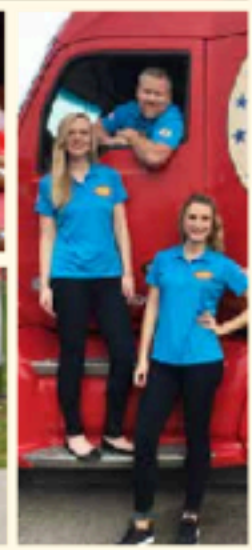
After six years on the road, countless public appearances and a national television advertising campaign supporting it, this is still the number one question people ask when they see the Big Idaho® Potato Truck for the first time.

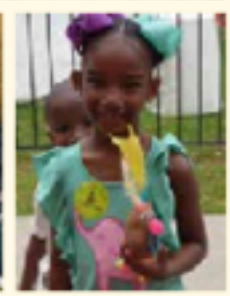
To date, the Truck has traveled 150,000 miles, has driven through over 7,000 cities, and has had its picture taken millions of times.

Every year the Truck's popularity increases exponentially and the appearance requests keep flooding in. This summer the Truck was invited to take a lap on the Poconos Raceway, attend the Potato Chip Festival in Saratoga Springs, New York, and be a part of the Houston Children's Festival. This is in addition to dozens of other events it attended.

The 2018 Tour is scheduled to start in March. To find out where it's going or to request an event appearance, visit bigidahopotato.com.

So is it real? We'll never tell... wink, wink.






2018
RETAIL
PROMOTION
DIRECTORS
Certified
GROWN IN
IDAHO
100% Idaho Potatoes

Retail Promotion Director—Western United States and Canada

Kent Beesley

Retail Promotion Director, Western United States and Canada

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Email: kbeesley@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

Retail Promotion Director—Southern United States

Bill Savilonis

Retail Promotion Director, Southern United States

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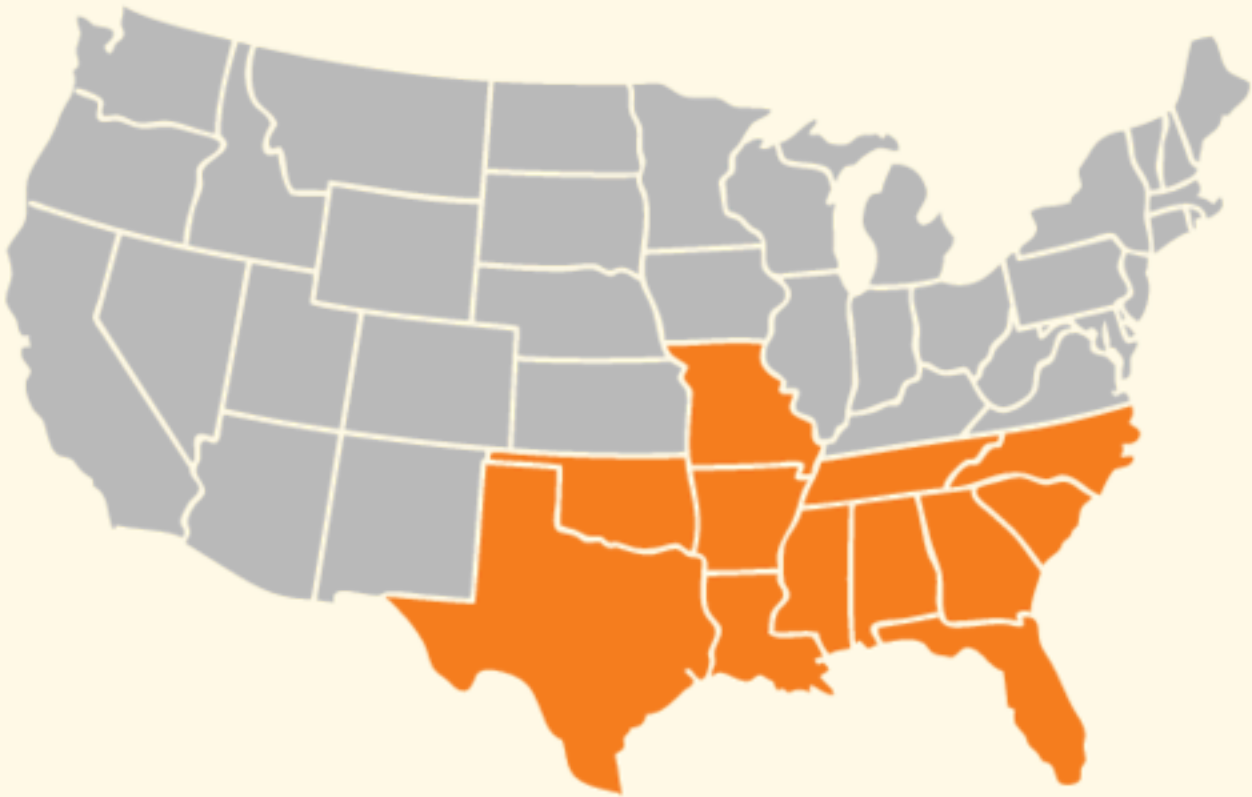
Alabama, Arkansas, Florida, Georgia, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas



Retail Promotion Director—Northeastern United States

Dave Rhodes
Retail Promotion Director, Northeastern United States

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Connecticut, Delaware, District of Columbia, Illinois, Indiana, Kentucky, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, Virginia, West Virginia, Wisconsin