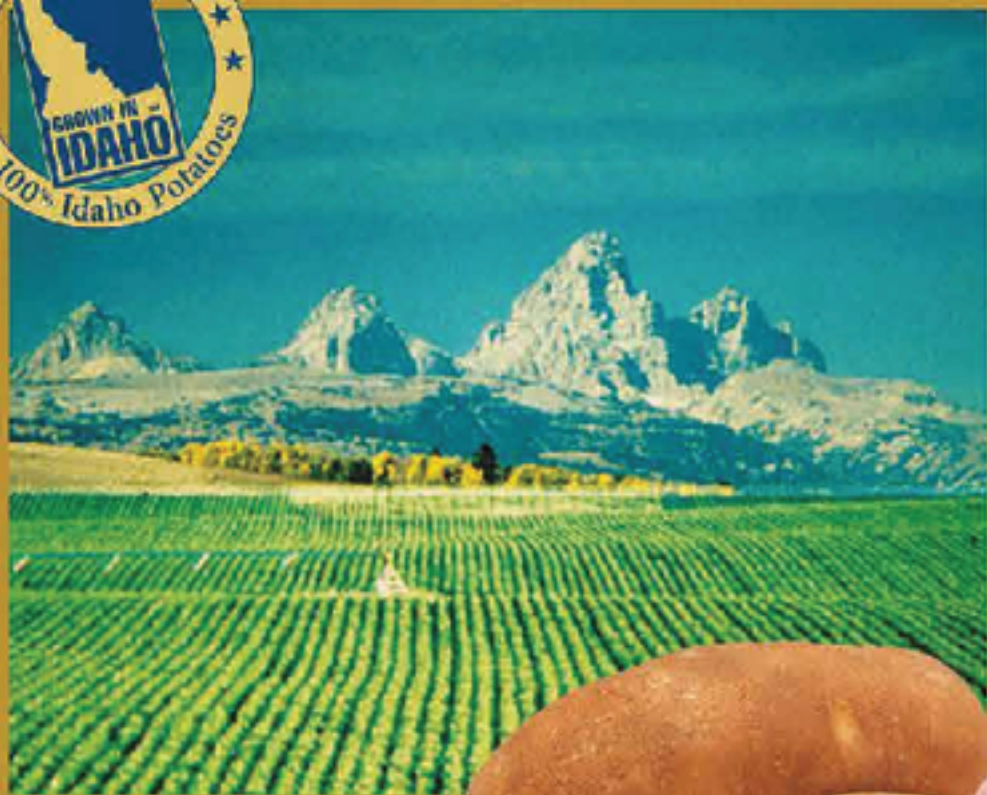


IDAHO POTATO COMMISSION



2022
**RETAILER
GUIDE**

2 RETAIL MARKETING PROGRAMS



CONSUMER MEDIA PLAN





POWERFUL NATIONAL ADVERTISING & MARKETING PROGRAMS FOR 2021-2022



ACTIVITY	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
National TV Advertising		■	■	■	■	■	■					
A Cook Named Matt		■			■			■			■	
Fresh to Frozen and Back									■			
Star Idaho Tubercalis		■										
Ida-Ho-Ho-Ho			■	■								
Truly Powered by Idaho Potatoes								■				
Diabetes Friendly Meal Plan			■									
Eau de Potato						■						
Famous Idaho Potato Bowl				■	■							
Newsletters & Social Media Campaigns	■	■	■	■	■	■	■	■	■	■	■	■
AllRecipes.com & Kitchen.com			■	■	■	■	■					
Instacart			■	■	■	■						
Big Idaho® Potato Truck	■	■	■				■	■	■	■	■	■



PUBLIC RELATIONS





ENCOURAGING CONSUMERS THROUGH NATIONAL TELEVISION ADVERTISING



National Television Advertising

The latest Idaho Potato Commission television commercial kicks off this fall, airing nationwide on CNN, Discovery, the Food Network, FOX News, Hallmark, Headline News, National Geographic, OWN, Discovery+, Hulu, and Sling beginning in October.

The new TV spot showcases various fun-filled hobbies Mark the Farmer has picked up while stuck at home for the last year. His latest interests range from needlepoint and origami to ice sculpting and, of course, cooking with heart-healthy Idaho® potatoes.

The new TV commercial is sure to keep Idaho® potatoes top of mind!



Discovery





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
- 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 and follow us on:



@famousidahopotatoes



@idahopotatoes



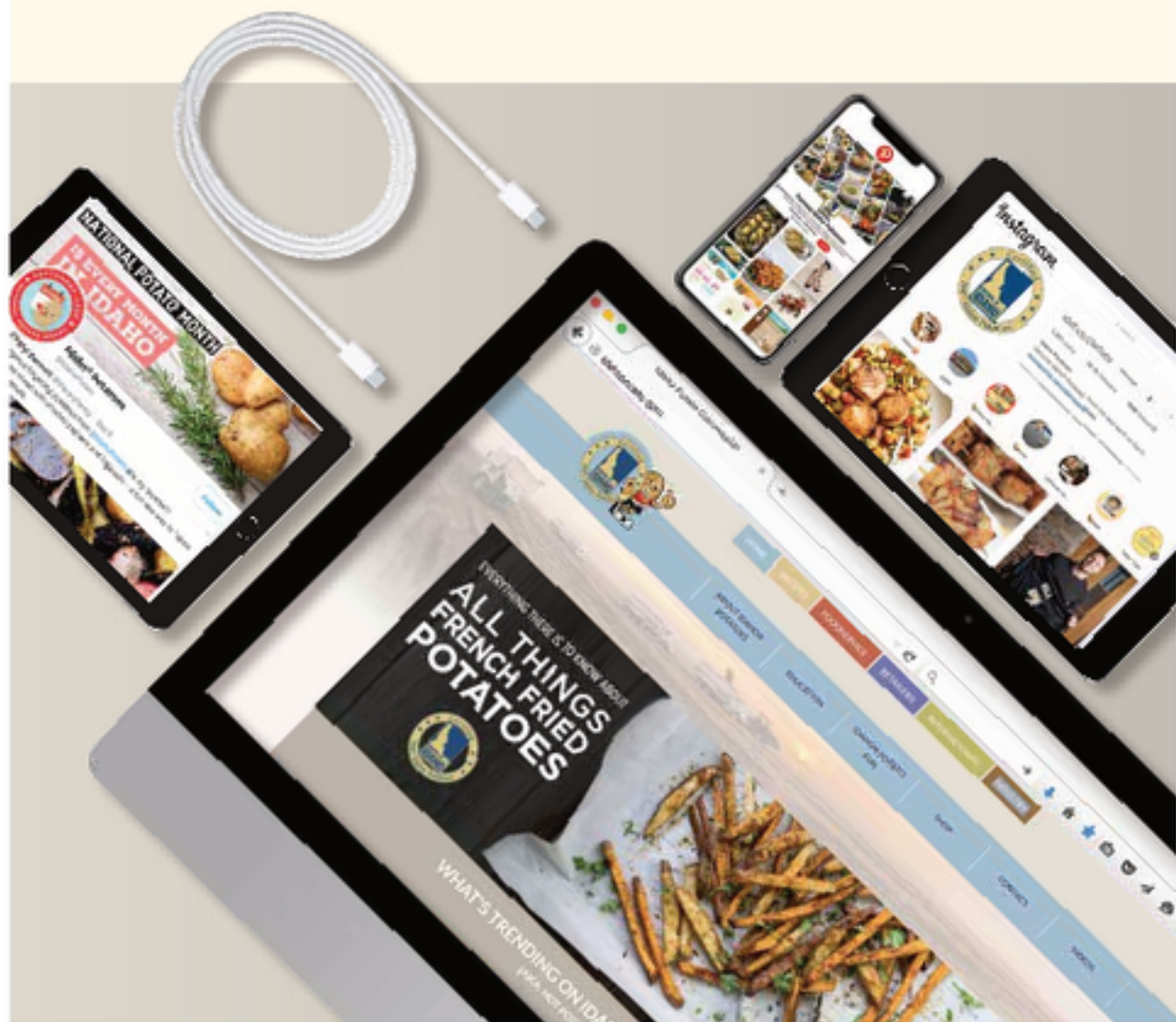
@idahopotato



idahopotato



idahopotatovideos





IDAHO® POTATOES CERTIFIED BY THE AMERICAN HEART ASSOCIATION & THE AMERICAN INSTITUTE FOR CANCER RESEARCH



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.



**American
Institute for
Cancer
Research**

American Institute for Cancer Research

Just this spring, the American Institute for Cancer Research began recommending including a variety of plant foods, like Idaho potatoes, in your diet. One medium potato contains about 5g of dietary fiber and other vitamins and minerals that can help protect against cancer.



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

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

Consumers

- Food and general lifestyle-focused blogs (ages 25-54)

Magazines

Bloomberg

bon appétit
Expert. Local. Oh, the Foodies.

Realize. Eat.
everyday

FAST COMPANY

FORTUNE

Living
WITH A FEELING

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**

**M
NBC**

n p r

yahoo!



ENCOURAGING POTATO SALES THROUGH NATIONAL INTEGRATED COMMUNICATIONS



National Trade Advertising Campaign

Anyone who has ever been to Idaho instantly understands what an incredible place it is. It has mountains, rivers, waterfalls, national parks and more. Way more. Because it also has amazing stories of skydiving beavers, a landlocked submarine base, and laws making it illegal to fish while riding a camel. It's safe to say that Idaho could be known for a lot of different things. But it's not. It's known for its potatoes, which is a testament to how good Idaho® potatoes really are.

To keep Idaho® potatoes top of mind at retail and reinforce the message that the best potatoes come from Idaho, this year's National Trade Advertising Campaign, "Famous for a Reason," features visually striking depictions of unbelievable real-life Idaho events. They will have you in awe of the power of the Idaho® potato.

Spot these ads featured in key publications, including *The Packer*, *PMG* magazine, *The Produce News*, and the *Produce Industry* and *IMI SmartBrief* digital newsletters.





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 300+ 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 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. Through its fundraising efforts and support from organizations like the IPC, RODS has been able to provide financial support for over 60 adoptions. Up to \$2 million has been raised to date. These children are no longer in orphanages but are with loving families. rods.org

New Year's Eve Potato Drop

Located in downtown Boise, the Annual New Year's Eve Potato Drop dazzles each year. A giant glowing Idaho® potato is dropped in front of the state capitol building into an oversized bag of Grown in Idaho® Super Crispy Crinkle Cut Fries to ring in the New Year. 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 approximately 40,000 revelers bundle up every year to enjoy the festivities, the countdown, and an impressive fireworks show. idahopotatodrop.com



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.

Mediterranean Fingerling Potato Salad

Using a mix of fingerling colors—red, purple and gold—really makes for an eye-catching salad. The no-mayo dressing not only keeps it light and fresh but makes it a perfect option for the summer potluck table!



MEDITERRANEAN FINGERLING POTATO SALAD YIELD 4 SERVINGS

INGREDIENTS

- 1 1/2 pounds fingerling Idaho® potatoes, cut into approximately 1 1/2" pieces or halved if small
- 1/2 red onion, chopped
- 1 red bell pepper, roughly chopped
- 1/2 cup pitted kalamata olives
- 1/4 cup feta cheese
- Parsley and basil for garnishing

DIRECTIONS

1. In a large saucepan, place the cut potatoes in enough cold water to cover the potatoes. Bring the pot to a boil and allow the potatoes to cook for approximately 15 minutes until they are fork-tender. Drain the potatoes and place them in a bowl.
2. Add the onion, red pepper, and olives to the bowl of potatoes.
3. Crumble the feta cheese and sprinkle over the potatoes.

Lemon Vinaigrette

- 4 tablespoons freshly squeezed lemon juice, approximately 2 lemons
 - 1 teaspoon Dijon mustard
 - 4 tablespoons olive oil
 - 1/2 teaspoon salt
 - 1/4 teaspoon ground black pepper
4. Make the lemon vinaigrette by whisking the lemon juice, Dijon and olive oil together.
 5. Add salt and pepper to taste.
 6. Pour the vinaigrette over the potatoes. Gently toss the salad with the dressing.
 7. Garnish with parsley and basil.

IDAHO POTATO COMMISSION
www.idahopotato.com



ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



Fresh to Frozen and Back

There's still a lot of uncertainty about freezing potatoes—can you really do it?

Diane Hendricks will show her viewers how to safely freeze their Idaho® potato dishes and reheat them so they taste just as good, if not better than when they were first made. Her popular show streams on Amazon and Roku.



The Most Popular Potato in the Universe

On October 20, 2021, the world will experience a harvest moon. Let's give stargazers another object to look for in the sky. We'll work with International Star Registry to identify and officially register a shining star representing the most famous potato in universe, but first we'll host a national contest to find a name for it. News of the contest will be promoted on social media and pitched to local Idaho reporters.





ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



Ida-Ho-Ho-Ho Potato Holiday Scratch-Stakes

The IPC will be whipping up holiday excitement with its Holiday Scratch-Stakes. Between November 22 and December 31, the IPC will give away \$30,000 in cash and prizes to help folks enjoy the last few weeks of 2021. Folks will link to the contest page through the IPC's website and social media pages and "scratch off" a digital playing piece that will reveal their prize (e.g., Spuddy Buddies, gift cards, potatoes). If they are not an instant winner, they will be entered to win one of five \$1,000 cash prizes.



Powered by Idaho® Potatoes

There's no shortage of YouTube videos on potato batteries, but few make you say "wow." The IPC will power up the potato battery video collection by using potato power to start the Big Idaho® Potato Truck engine.

This multiday project would be fueled by a potato power expert based in Buffalo, New York.

Video of the process will be shared on IPC's social media platforms and sent to TV stations across the county on Earth Day.





ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



Diet Identifier

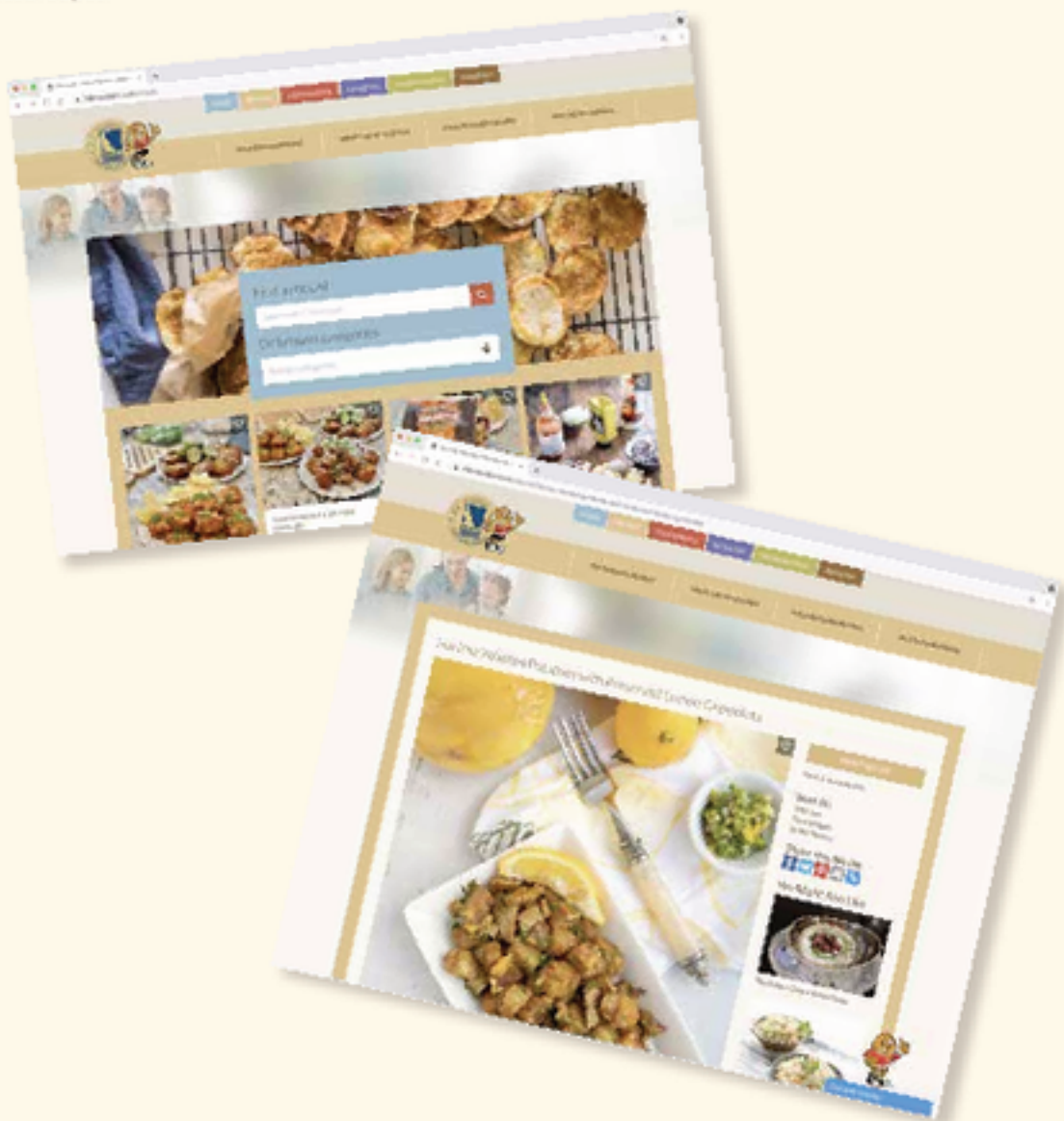
Identify recipes in the IPC recipe database that meet popular diet criteria, like:

- 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



Diabetic Friendly Meal Plan

This year, another new eating plan will be added to the IPC's popular Diet Identifier search tool on the website—Diabetic Friendly Recipes. We'll work with a nutritionist or diabetic-friendly recipe bloggers to create videos of Idaho® potato dishes that are delicious and suitable for a diabetic lifestyle. The campaign will launch in early November for National Diabetes Awareness Month. This new recipe collection will be promoted on social media through traditional PR and newsletters.





ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



Eau de Potato

Capitalize on America's favorite food across all generations by releasing a limited edition Idaho® potato french fry fragrance. The limited edition perfume will be sold on IPC's website leading up to Valentine's Day. The launch will also be supported by a robust social media and PR campaign utilizing video and faux magazine ads.



ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



The Famous Idaho Potato Bowl

The Famous Idaho Potato Bowl (FIPB) continues to be one of the most exciting college bowl games, with records being set and broken every year. Anyone who tunes in to the game (or even hears about it) knows exactly who the title sponsor is. From the name 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! In addition, the FIPB logo will be prominently featured in the center of the field, promising even more awareness of the naming sponsor.

The bowl game generates hundreds of millions of media impressions throughout the year, keeping Idaho's famous spud top of mind for avid college football fans.





ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



Consumer Newsletters

Each month, the IPC emails two letters to approximately 100,000 subscribers.

- *Tater Talk* is a roundup of all that's happening with the Idaho Potato Commission. The newsletter is distributed mid-month and features: articles about current IPC promotions, an Idaho® potato farmer and his family, recipes, and videos. idahopotato.com/subscribe-to-tater-talk
- Welcome to *Let's Eat with Idaho® Potatoes*—a new monthly newsletter featuring a delicious Idaho® potato recipe! Because when you grow up surrounded by potatoes, you learn a thing or two about how to eat them. Every month we'll share our favorite recipe of the moment featuring Idaho® potatoes to provide some serious inspiration. idahopotato.com/subscribe-to-lets-eat



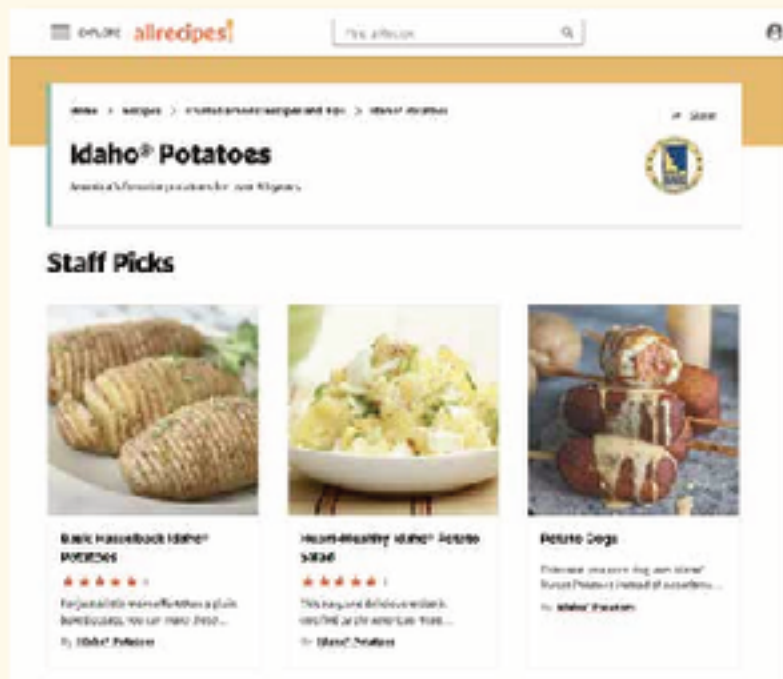


ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



AllRecipes.com

This fall, the Idaho Potato Commission will continue having a presence on AllRecipes.com, the #1 recipe site with 51 million estimated monthly visitors and food enthusiasts. This will include recipe integrations, digital banner ads, and social media recipe videos starring Idaho® potatoes.



Kitchn.com

The IPC will also partner with Kitchn.com, which has 24 million unique monthly visitors and averages 65 million page views per month. In addition, the Kitchn Thanksgiving Food Fest will feature a delicious Idaho® potato recipe in an Instagram Story video leading up to the Thanksgiving holiday.



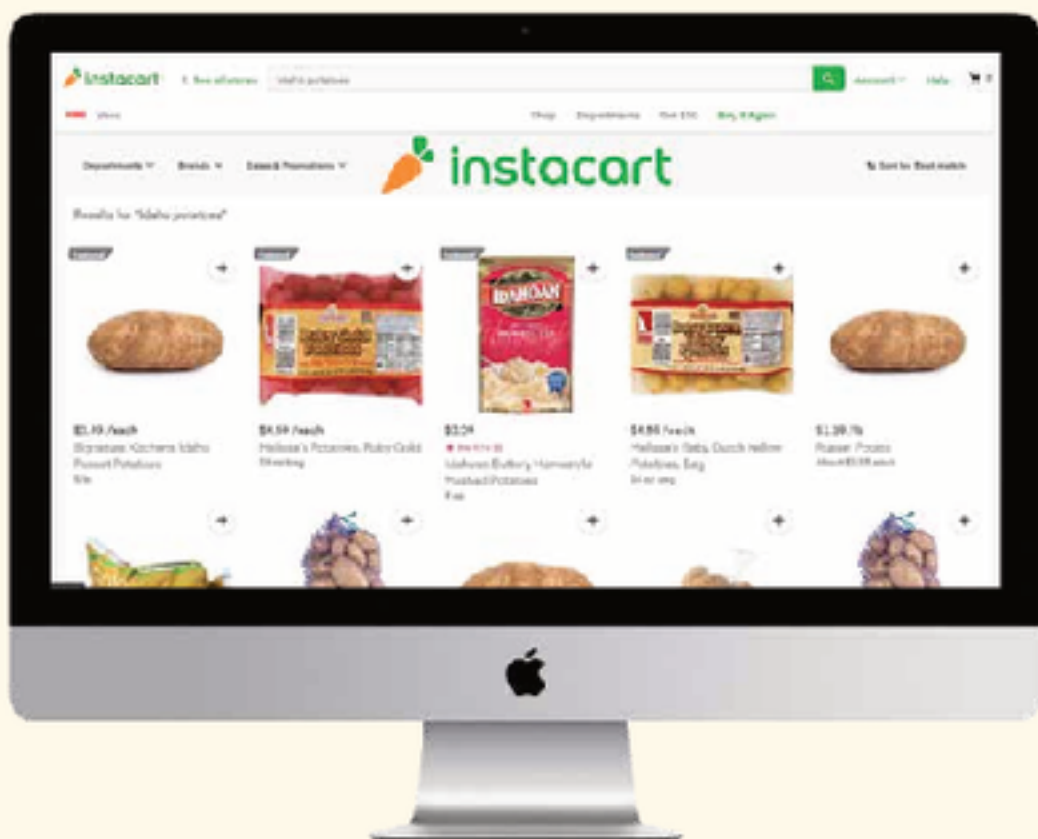


ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS



Idaho® Potatoes and Instacart

Grocery e-commerce is still going strong over a year after pandemic restrictions started. As online shopping has remained an attractive way for consumers to buy groceries, we will continue to have a presence in digital grocery moving into the coming year. We will partner with Instacart during the high purchase periods of November–March.





ENCOURAGING POTATO SALES THROUGH SOCIAL MEDIA



A Cook Named Matt

Matt, a.k.a. the "Most Fun Chef on TikTok," will partner with the IPC with his new mouth-watering Idaho® potato recipes for his millions of followers. In addition, Matt will support other IPC partnerships, including Spiceology and Melissa's Produce.



Potato Pizza

During National Pizza Month in October, the IPC will showcase different ways to enjoy Idaho® potatoes—on pizza!

The IPC will leverage its rich collection of Idaho® potato pizza recipes that are available on the website, by working with influencers to create and release recipe videos each week. Videos can be based on the existing recipes or can be developed around new Idaho® potato pizza recipes.

Idaho® Potato Spud Spa

Build on the IPC's existing spa video collection by inviting four beauty influencers to indulge in some Idaho® potato pampering that's shared with their followers.





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® 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 promote the Idaho® 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.



Cheryl Bennett
POOK'S PANTRY
Fingerling
Potatoes with
Shishito Peppers
and Asian Spices



Katie Workman
THE MOM 100
Skillet Cottage Pie for Idaho® Potatoes



Love Kell
MUNCHKIN TIME
Potato Quesadillas with Ham and Cheese



Anushree Shetty
SIMMER TO
SLIMMER
Indian Bread Rolls with Spicy Idaho®
Potato Filling





CATEGORY MANAGEMENT





CATEGORY MANAGEMENT





CATEGORY MANAGEMENT



Idaho Potato
Menu



Category Review



Case Study –
"How to Maximize Potato
Lovers Month"



2



CATEGORY MANAGEMENT



Regional Performance



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



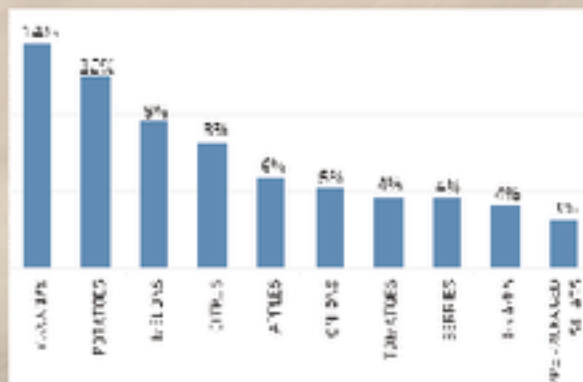


CATEGORY MANAGEMENT

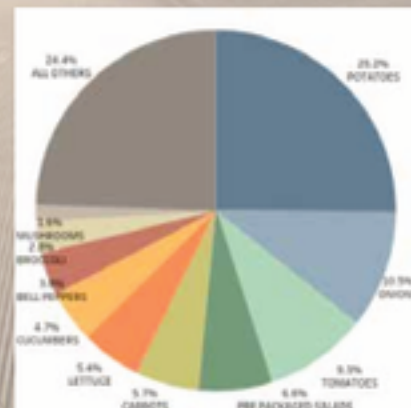


State of the Potato Category – Total US

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



Source: Nielsen, 52 Weeks Ending 06/06/2010





CATEGORY MANAGEMENT



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

5





CATEGORY MANAGEMENT



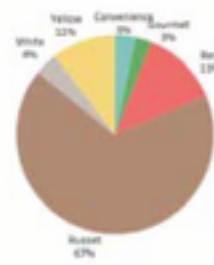
Potato Performance by Type – US

- 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



Excludes all soft red potatoes as the group of 12 types (up 1.1% per share of \$) (up 4% in volume)

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

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





CATEGORY MANAGEMENT



Potato Performance by Type – Northeast

- Russet potatoes 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

Convenience and Gourmet potato sales are included in the percentage of a year based on (e.g., after availability)

See www.idahopotatoes.com for more information

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





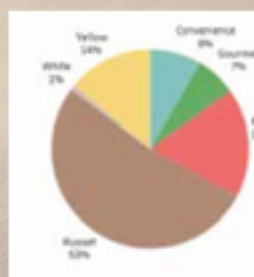
CATEGORY MANAGEMENT



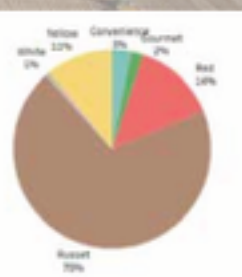
Potato Performance by Type – Midwest

- 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 YTD	Volume % Chg YTD
Grand Total	+22.4%	+6.2%
Gourmet	+26.2%	+35.8%
Yellow	+15.2%	+10.4%
Russet	+11.2%	+8.5%
Red	+10.0%	+5.5%
Convenience	+4.0%	+5.0%
White	-1.1%	-0.1%

Convenience and Gourmet potato sales are included in this category in a separate category (e.g., other vegetables)

See our Specialty potato line page for more information regarding this category

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





CATEGORY MANAGEMENT



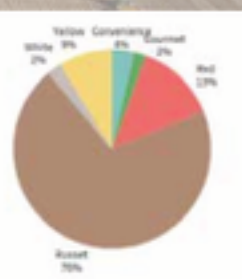
Potato Performance by Type – South

- 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



Convenience and Gourmet potato sales are not reported in this page as a per se (e.g., other vegetables)

See our Specialty potato line page at www.idahopotato.com for more information.

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





CATEGORY MANAGEMENT



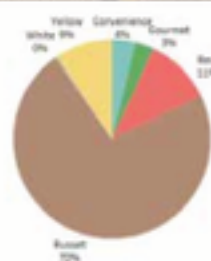
Potato Performance by Type – West

- 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



Convenience and Gourmet share are not reported in this page as it is not listed in the top 6.

See West Regionality report for more details on the leading category. Help or contact

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

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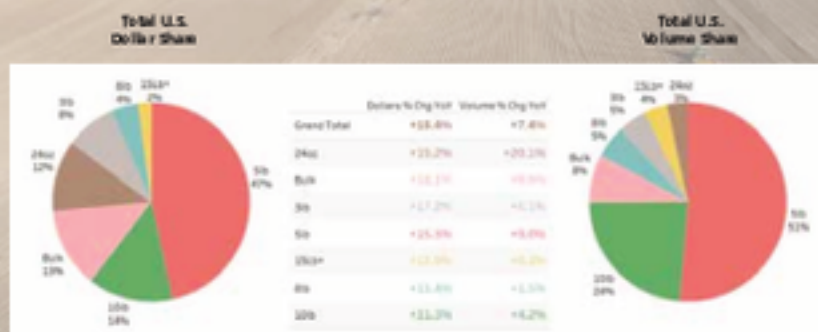


CATEGORY MANAGEMENT



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



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

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CATEGORY MANAGEMENT



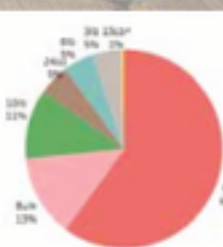
Potato Performance by Size – Northeast (all varieties)

- 5lb and Bulk dollar share are both up by 2%
- 10lb dollars and volume up for the first time in multiple years

Northeast Region
Dollar Share



Northeast Region
Volume Share



	Dollars % Chg Yr	Volume % Chg Yr
Grand Total	+15.2%	+8.8%
5lb	+22.4%	+9.0%
25lb	+17.5%	+11.0%
10lb	+15.7%	+7.5%
5lb	+15.7%	+8.8%
Bulk	+13.8%	+8.2%
25lb	+12.0%	+11.2%
25lb*	-10.2%	-6.0%

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





CATEGORY MANAGEMENT



Potato Performance by Size – Midwest (all varieties)

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



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

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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 06/08/2020

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CATEGORY MANAGEMENT



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



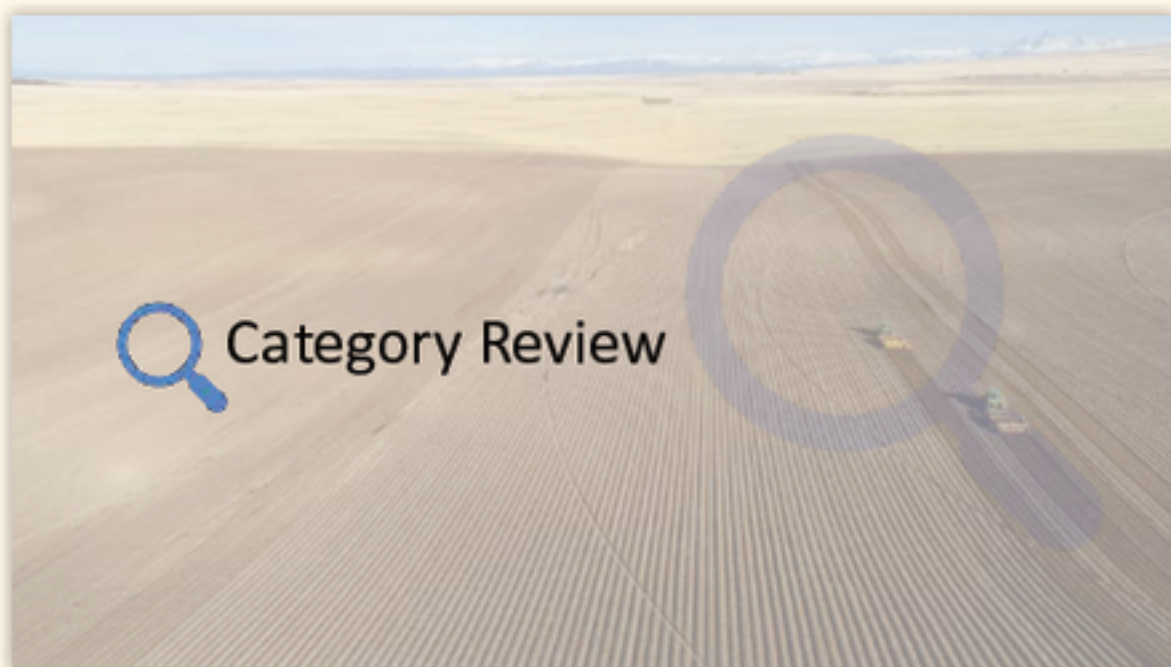
Source: Nielsen, 52 Weeks Ending 06/08/2020


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CATEGORY MANAGEMENT



 Category Review



CATEGORY MANAGEMENT



Case Study –
“How to Maximize
Potato Lovers Month”



CATEGORY MANAGEMENT



Retailer Performance Assessment Performance Based Contest

Idaho Potato Commission - Potato Category Review



CATEGORY MANAGEMENT



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
BASKET 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





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.





CATEGORY MANAGEMENT



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





CATEGORY MANAGEMENT



Results Reported by Retailer

District	Buyer 1 Final Contest Results				
	Contest Entry (\$/kg Wtly Sales)	Avg Price Per 100 lbs Avg Wtly Sales	% of Total Sales	District Ranking	Units Sold
District 02	\$ 7,367	\$ 2,214	284,549	1	4,881
District 01	\$ 7,068	\$ 2,864	186,949	2	4,460
District 08	\$ 7,965	\$ 3,943	182,899	3	4,088
District 05	\$ 8,081	\$ 4,964	83,939	4	2,814
District 04	\$ 8,351	\$ 4,984	83,939	5	2,812
District 10	\$ 7,884	\$ 4,913	75,899	6	3,353
District 03	\$ 6,364	\$ 4,016	68,899	7	3,038
District 06	\$ 6,163	\$ 4,807	62,899	8	2,607
District 07	\$ 7,177	\$ 4,184	4,799	9	3,952
District 09	\$ 6,363	\$ 4,919	4,899	10	2,565
District Total	\$ 71,849	\$ 43,838	674,899		79,589

69 stores – 1,066 units per store average

District	Buyer 2 Final Contest Results				
	Contest Entry (\$/kg Wtly Sales)	Avg Price Per 100 lbs Avg Wtly Sales	% of Total Sales	District Ranking	Units Sold
District 12	\$ 4,664	\$ 4,284	86,499	1	7,517
District 21	\$ 5,218	\$ 3,364	86,319	2	6,536
District 16	\$ 10,606	\$ 2,872	86,319	3	11,910
District 17	\$ 7,411	\$ 4,613	86,319	4	8,534
District 23	\$ 7,057	\$ 4,616	86,319	5	10,166
District 14	\$ 4,281	\$ 4,616	86,319	6	7,494
District 18	\$ 10,634	\$ 4,313	86,319	7	10,038
District 13	\$ 8,470	\$ 2,460	86,319	8	10,118
District 20	\$ 8,342	\$ 4,364	86,319	9	10,118
District 15	\$ 6,642	\$ 4,184	86,319	10	6,488
District 11	\$ 6,262	\$ 4,284	86,319	11	7,116
District 22	\$ 8,641	\$ 4,364	86,319	12	11,736
District Total	\$ 82,088	\$ 79,479	86,319		109,284

82 stores – 1,345 units per store average

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





CATEGORY MANAGEMENT



Contest Winners

Banner 1 Winning Store - #102



Banner 2 Winning Store - #727



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CATEGORY MANAGEMENT



Retailer All Varieties 13 Weeks vs 2-Week Contest Period

2 Weeks 58-523

	Dollars	\$ Chg YoY	Dollars % Chg YoY	RM Dollars	RM Dollars Chg YoY	RM Dollars % Chg YoY
Grand Total	\$971,046	\$293,768	+33.4%	\$1,167,980	\$659,771	+26.3%
Russet	\$551,629	\$157,989	+40.2%	\$1,640,200	\$412,072	+33.3%
Red	\$154,434	\$43,069	+30.7%	\$452,290	\$104,720	+30.1%
Yellow	\$112,436	\$39,537	+33.9%	\$372,332	\$71,432	+24.0%
Convenience	\$89,118	\$79,474	+40.4%	\$204,797	(\$44,717)	-27.9%
Gourmet	\$43,620	\$25,270	+136.2%	\$27,059	\$75,395	+29.9%
White	\$29,549	(\$1,099)	-4.9%	\$62,231	\$38,851	-31.3%

- During this promotion, the retailer only advertised Sib russets
- During the prior 13 weeks, retailer averaged 29% of potato category market dollars - 2-week contest time frame the banner averaged 30.7% of the potato market dollars
- Sib russet ad with display drove total category sales growth 43% vs. RM 26%

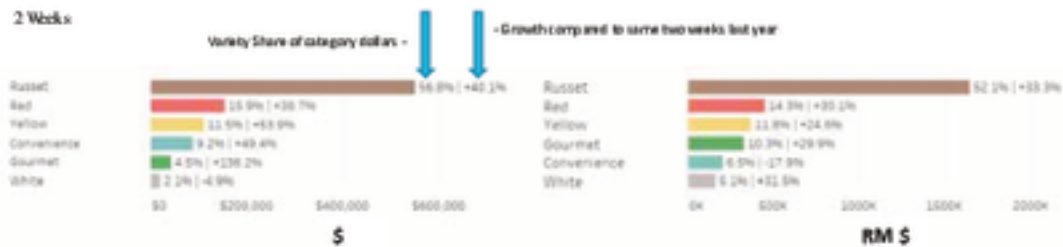




CATEGORY MANAGEMENT



Variety Share 13 Weeks vs 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

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State of Idaho, 2014-2015

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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 = \$100 per
N = 100, 100
Data is for dates 2 weeks 1A/2B - 1/16/2010

20





CATEGORY MANAGEMENT



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





POTATO LOVERS DISPLAY CONTEST





2022 DISPLAY CONTEST

Every qualified participant is entered into a random drawing to win 7 days' / 6 nights' accommodations plus a dining allowance at the

 **CASA MARINA**
A WALDORF ASTORIA RESORT
Visit casamarinaresort.com for more information.

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



Receive a **FREE**
Idaho® Potato
Manchurian Ash 6-Piece
Steak Knife Set
Just for Entering!

2022 Partners





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



ENTER for a chance to
WIN A TRIP FOR 2
TO CASA
MARINA
IN BEAUTIFUL KEY WEST, FL

Every participant is entered into a random drawing to win

- Roundtrip airfare for 2 to Casa Marina
- 7 days / 6 nights' accommodations
- \$300 per day for food & drink

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 or through your category manager.
4. Display your creative masterpiece in the produce section of your store for at least 1 week during the contest period of February 1 through April 15, 2022.
5. **It's easy!** Just submit your entry online at idahopotato.com/plm-enter-now, or make use of the entry form on the back of this brochure along with photos of your display.

2022
Partners



idahopotato.com | hormelfoods.com | freshgourmetcompany.com

Secondary
Idaho® Potato
Displays
Grow Sales
up to

22%

Receive a FREE
Idaho® Potato
Manchurian Ash
6-Piece
Steak Knife Set
Just for Entering!



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 Florida! 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. This year's Idaho® Potato Lovers Display Contest winners will be posted online by June 15, 2022.

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 or through your category manager.

The Idaho® potato 2022 display kit includes:

- 2 double-sided Idaho® Potato Lovers logo display signs
- 1 large and 2 small double-sided signs featuring an appetizing photo to decorate your display
- 2 inflatable Mylar® Idaho® potato-branded balloons

Clip art and delicious recipes are available from the Idaho® potato website at 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 \$100 Each (selected from the remaining entries)

Enter for a chance to win a trip for 2 to Casa Marina in beautiful Key West, FL

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 1 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 Grown 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 2022 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 1 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) visibility 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, 2022. Top winners will be notified by May 15, 2022, and all winners will be posted by June 15, 2022, on our website: 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 July 15, 2022, 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 all 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.
- Prize consists of roundtrip airfare for two and 7 days, 6 nights' accommodations at the Casa Marina Resort, a Waldorf Astoria Resort. Includes a meal allowance of up to \$300 per day including taxes and fees and \$200 for ground transportation. Prize consists of roundtrip coach air transportation for up to 2 people from a major U.S. city nearest the winner's home residence. Entire trip must be completed 2 years from when it's awarded and must be booked at least 30 days in advance of travel date. Blackout dates or other restrictions may apply as dictated by airline or hotel. All hotel arrangements are subject to availability. Travel must begin and end with the same major U.S. airport, with the same service. Once the airline tickets are issued to the winner, any fee associated with flight changes is the responsibility of the winner. Winner will be responsible for ground transportation to and from the airport at point of origin. Winner is responsible for all other expenses associated with his/hor use of the prize not specified here; actual value may vary depending on number of guests, departure city, and dates of travel. Winner and guests must travel on same itinerary and possess required travel identification documents prior to ticketing. Odds depend on number of entries. Limit 1 prize per household. No substitution of prizes. If any prize becomes unavailable, Sponsor may award substitute of equal or greater value. Allow 5-7 weeks after validation for receipt of prize. Approximate retail value (ARV) \$9,500. See complete details and official rules, at 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. 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 confirming that your entry was received. Or you may fill out and mail the form below along with your display photo(s).

Scan to enter at idahopotato.com/plm-enter-now



2022 Idaho® Potato Lovers DISPLAY CONTEST ENTRY FORM

Enclosed is my qualified entry for the display contest.
Please send me the Idaho® Potato Manchurian Ash 6-Piece Steak Knife Set!

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 (3-5 registers) Category 2 (6-9 registers) Category 3 (10+ registers)

Enter at 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, 2022, to Idaho Potato Commission, PO Box 1670, Eagle, ID 83616, or if using an overnight mail service, send to 661 South Riverside Lane, Suite 230, Eagle, ID 83616.

IDAHOPOTATO.COM/RETAIL

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IDAHO[®] POTATO TIE-INS





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 idaho-potato.com/retail/retail-marketing-programs.



10 WAYS TO DRIVE POTATO CATEGORY SALES



1 ADVERTISE RUSSETS

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.

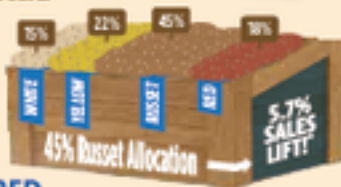


3 USE PICTURES OF BAGS IN YOUR ADS

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.



10

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



Kent Beesley

SENIOR PROMOTION DIRECTOR
WESTERN U.S. AND CANADA

208-631-9760

kent.beesley@potato.idaho.gov



Mark Daniels

SENIOR PROMOTION DIRECTOR
SOUTHERN U.S.

912-944-8260

mark.daniels@potato.idaho.gov



Mike Krage

SENIOR PROMOTION DIRECTOR
NORTHWEST/NORTHEASTERN U.S.

904-553-4548

mike.krage@potato.idaho.gov

Idaho Potato Commission | idahopotato.com

661 South Riverside Lane, Suite 230 Eagle, ID 83616 Tel 208-334-2350 Fax 208-334-2274

Maximize Your Idaho® Potato Sales by Following These Advertising Guidelines



HOW TO BUILD THE PERFECT AD



BANNER

A solid color banner is the perfect place to put the ad copy in a contrasting color for clarity



LOGO

Ads must feature the Certified Grown in Idaho® logo with the stars



IMAGE

Make sure that the photography matches featured item (i.e. 5 lb. bag in ad with 5 lb. image)



MESSAGING OPTIONS

- Fat Free, Gluten Free
- Good Source of Potassium, Vitamin C, Vitamin B6
- Big Taste, Big Nutrition
- Famous Idaho® Potatoes

visit idahopotato.com/retailad for more information & to build your perfect advertisements with our library of resources

Idaho Potato Commission | idahopotato.com

661 South Rivershore Lane, Suite 230 Eagle, ID 83616 Tel 208 334-2350 Fax 208 334-2274

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

661 South Riverside Lane, Suite 230 | Eagle, ID 83616 | Phone: 208-334-2350 | Fax: 208-334-2274

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 for more tips.

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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

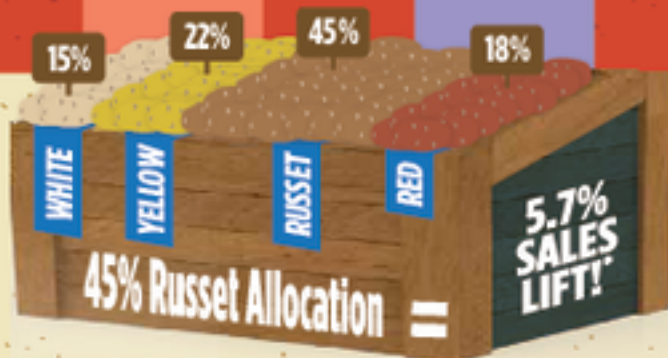
25%

of all fresh vegetable
volume is potatoes

12%

of all fresh vegetable
dollars are potatoes

ASSORTMENT



When the Russet is used as
the Category Anchor

Vertical-shelf blocking
creates the potential for a

3.6%

TOTAL POTATO SALES LIFT

Idaho Potato Commission
idahopotato.com



CP CATEGORY nielsen
FOR RESEARCH

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



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.¹

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.¹

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.¹ 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.²

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.³

Minimizing glycoalkaloid formation. Strategies can be employed at harvesting and post-harvesting to reduce glycoalkaloid formation in potatoes.⁴

- 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. 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



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.

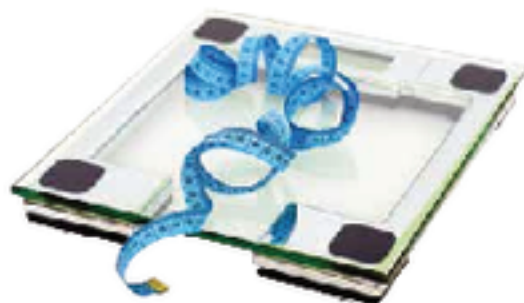
- In fact, a study published in the Journal of the American College of Nutrition demonstrates that people can eat potatoes and still lose weight.¹

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.¹

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.¹



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/

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.¹

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.²

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.³

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.³



REFERENCES

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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.

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 B₆, 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:¹

- 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 B₆.
- 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

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.¹

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.”^{2,3}

Research shows that the GI is not a reliable measure.⁴

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:^{1,5,6}

- 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.^{7,8}



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.
6. Henry CJ, Lightowler HJ, Strick CM, Storey M. “Glycaemic index values for commercially available potatoes in Great Britain.” *Br J Nutr.* 2005 Dec;94(6):917-21.
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.
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/.

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.³

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).⁴

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.³



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.

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 for more potato tips and 1,500+ delicious Idaho® potato recipes.



@farm2idahoatoes



@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 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!



Please visit 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



@idaho potatoes



@idaho potatoes



@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 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 mom 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 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 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 Kristie 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, Press, Newspapers, Blogs, Social Media, Magazines



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!)

GO HOME!



*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 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:

[Facebook](#) @famousidopotatoes [Instagram](#) @idopotatoes [Twitter](#) @idopotato [Pinterest](#) idapotatoes [YouTube](#) IdahoPotatoVideos

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

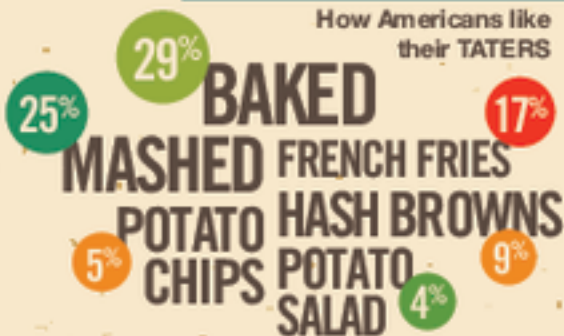
7%



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 1,500 randomly sampled Americans ages 18 and over, using a national landline and cellular phone survey.

Idaho is a leading potato producer among all potato producing states. For more information about Idaho, please call 1-800-842-1339 or visit www.idahopotato.com.

Please visit 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:

@farmlandalopotatoes
 @idahopotatoes
 @idahopotatoes
 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, Noriskah, Ranger, and Westlin.



About **6%** grow niche varieties such as golds, reds, fingerlings and more.



Visit 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 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:





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 television 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-blessed 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

Please visit 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:





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 in 2012 and will celebrate its 10th anniversary in 2022!

The Tater Team had so much fun training for the tour and will set out on their new adventure in February 2022.

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 Tater Team is committed and ready to continue our mission to spread the branding and fun of Idaho® potatoes throughout our 10th Anniversary Tour!



The Famous Idaho® Potato Tour





RETAIL PROMOTION DIRECTORS





RETAIL PROMOTION DIRECTOR— WESTERN UNITED STATES AND CANADA



Kent Beesley

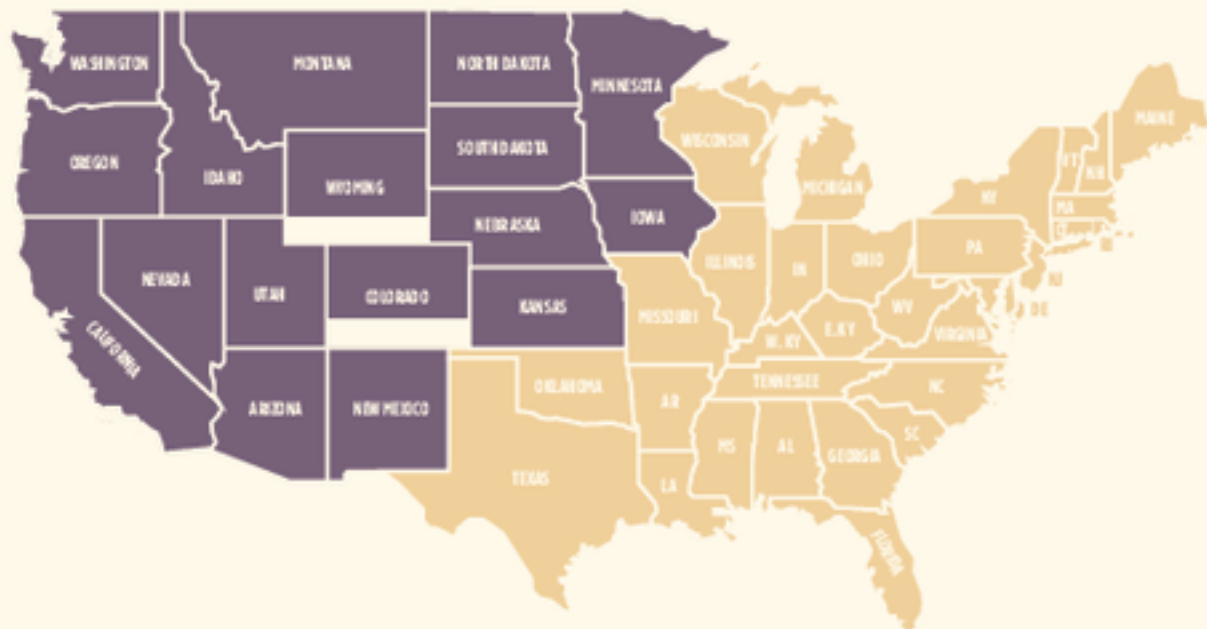
Retail Promotion Director—Western U.S. and Canada

(208) 631-9760

kent.beesley@potato.idaho.gov

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



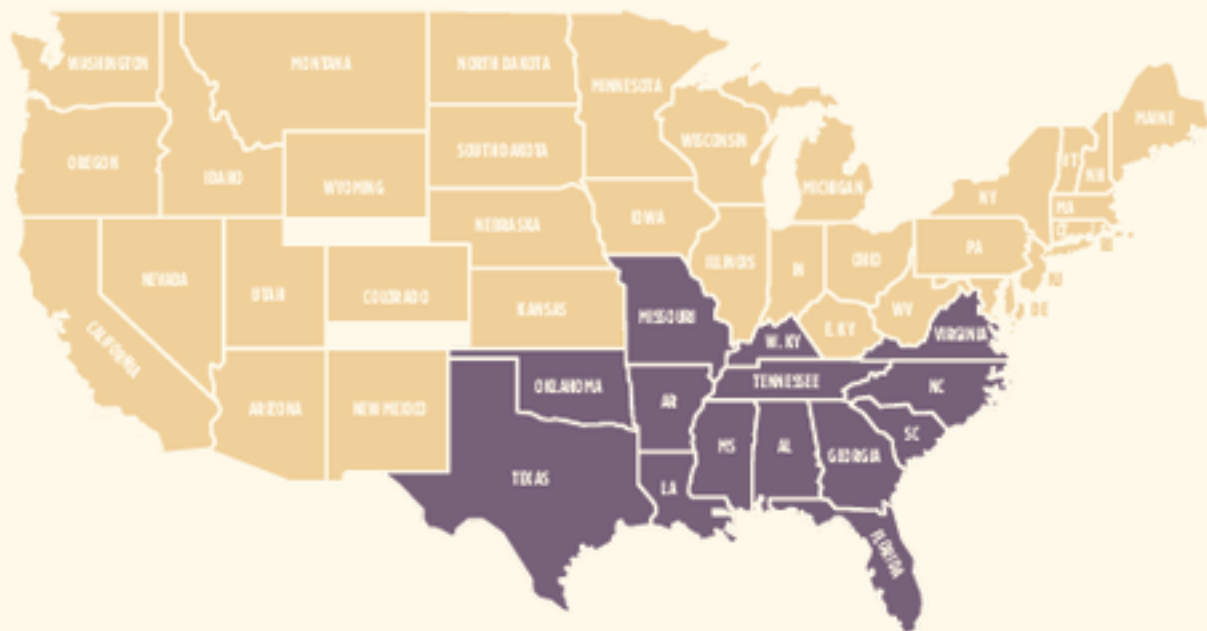
Mark Daniels

Retail Promotion Director—Southern U.S.

(912) 944-8260

mark.daniels@potato.idaho.gov

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





RETAIL PROMOTION DIRECTOR— NORTHEASTERN/MIDWESTERN UNITED STATES



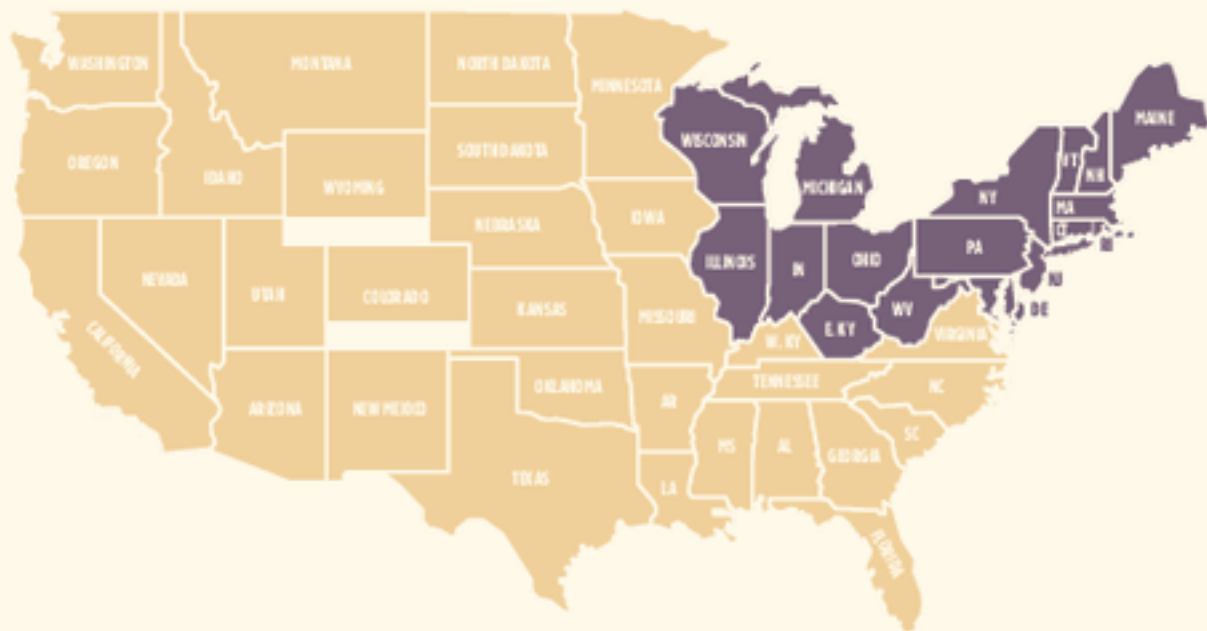
Mike Krage

Retail Promotion Director— Northeastern/Midwestern U.S.

(904) 553-4548

mike.krage@potato.idaho.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 and Wisconsin





IDAHO POTATO COMMISSION

661 South Rivershore Lane, Suite 230 | Eagle, ID 83616
208 334 2350 | idahopotato.com