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National Television Advertising

The latest Idaho Potato Commission television commercial will be airing nationwide this fall. The most recent spot finds Mark the Farmer contemplating all of his potato fantasies, from a mashed potato hot tub to a giant pat of butter. But they can only come true if he finally catches up with the Famous Idaho® potato truck. The new TV commercial will undoubtedly continue to help keep awareness of Idaho® potatoes sky high.



discovery+





STRONG WEB AND SOCIAL MEDIA PRESENCE

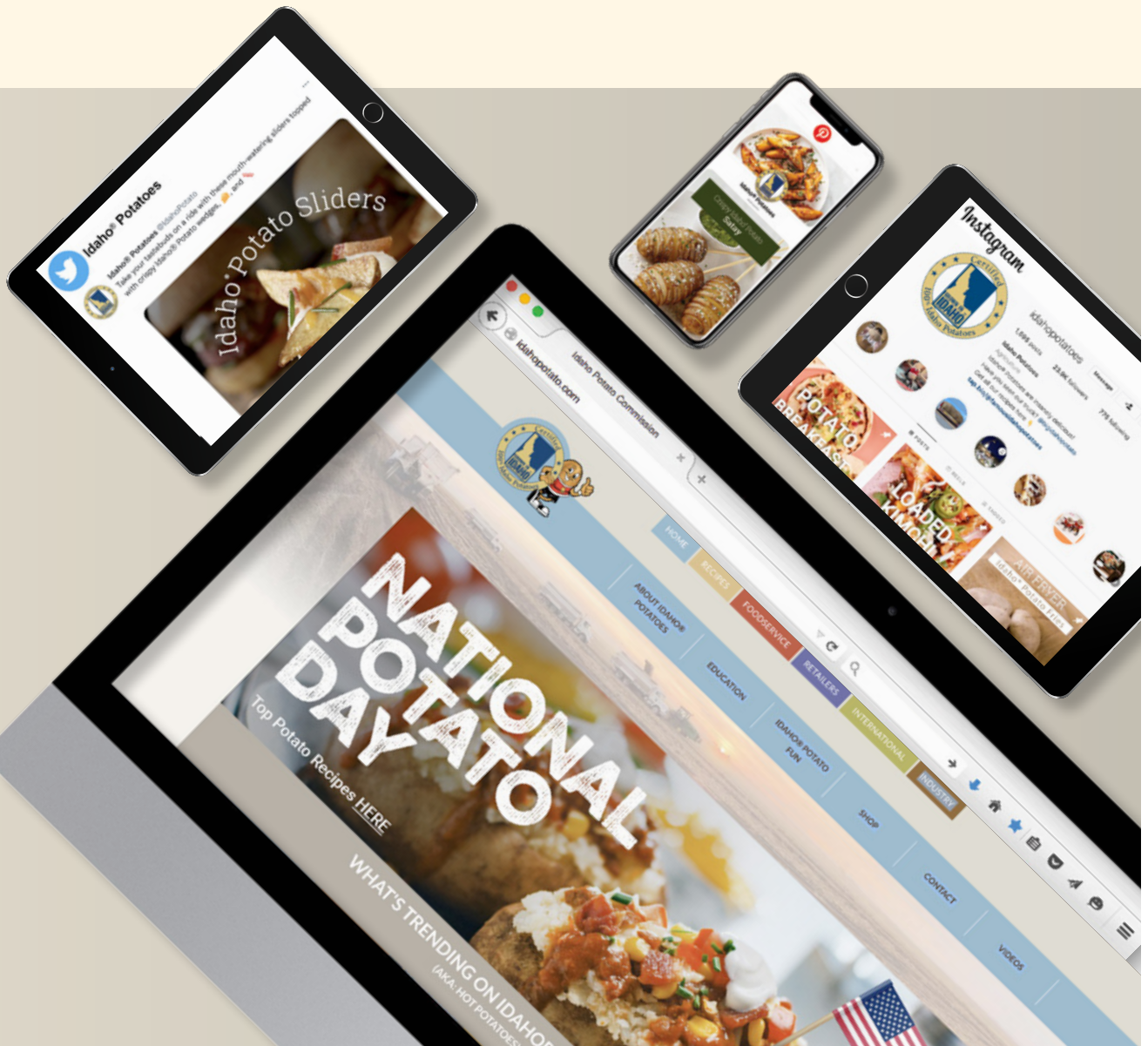
Social Media Engagement

This year's plan will focus on shining a light on Idaho® potato social channels as the go-to resource for everything potato related. As vertical video continues to trend, be on the lookout for engaging Instagram Reels to help support our seasonal messages. The goal: keep our Idaho® potato fans' appetite for potato content satisfied all year long.

Stay Connected!

- Visit IdahoPotato.com
- Follow IPC on Instagram
- Follow IPC on Pinterest
- Like IPC on Facebook
- Subscribe to IPC's YouTube channel
- Follow IPC on Twitter

Please visit us at IdahoPotato.com and follow us on:





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

Healthy Idaho® Potatoes

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 11-year partnership with the American Heart Association has 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

Two years ago, the American Institute for Cancer Research recognized Idaho® potatoes as a food that helps fight cancer. One medium potato contains about 5g of dietary fiber and other vitamins and minerals that can help protect against cancer.

On the Menu

Many popular diets like Whole30, DASH, and gluten-free encourage folks to eat Idaho® potatoes. The recipe section on idahopotato.com allows consumers to search for recipes based on diet criteria. For instance, click on *Flexitarian*, and dozens of recipes will appear.





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:

Consumers

Social Media Followers

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

Traditional and Online Media

- Newspaper, magazine, broadcast and online reporters who cover primarily food, lifestyle and health topics
- Industry trades

Magazines

Bloomberg

bon appétit
Eat well. Savor life. Passion.

Rachael Ray
every day

FASTCOMPANY

FORTUNE
MARTHA STEWART
Living

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
AND
RYAN

NBC

THE DR.
OZ
SHOW

TODAY

Internet

CNN

Forbes

THE
HUFFINGTON
POST

MS

NBC

n p r

yahoo!



National Trade Advertising Campaign

When it comes to retail, the Idaho Potato Commission has a secret weapon in its arsenal that few other commodity boards are lucky enough to have — a full-field team. And that field team is armed with all kinds of data that retailers would love to get their hands on, from syndicated market sales to competitive store sales to detailed market performance analysis. That's why this year's retail campaign reminds retailers of all the invaluable data that our team has available to them. All they need to do is get in touch. Because once they do, they will see that data can be a very, very beautiful thing.

Spot this ad and others like it in key publications, including *The Packer*, *The Shelby Report*, *The Produce Reporter*, *The Produce News*, and the *Produce Industry* and *FMI SmartBrief* digital newsletters.





ENCOURAGING POTATO SALES THROUGH COMMUNITY PARTICIPATION

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 is always looking for new and creative ways to generate publicity for America's favorite vegetable. Reporters are invited to Idaho to experience the potato harvest firsthand, while strategic co-branding partnerships and participation in high-profile events help us reach a broader audience. In addition, leveraging holidays and special occasions like National French Fry Day helps create headline-generating news.





ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS

Idaho® Potato Recipes

There are close to 2,000 recipes on the website. That means you can try a new Idaho® potato recipe every day of the week for more than six years!

Idaho® Potato Totchos

These delicious Idaho® potato totchos will disappear the instant you plate them.



IDAHO® POTATO TOTCHOS YIELD 4 SERVINGS

INGREDIENTS

3 pound bag of Grown in Idaho Super Crispy Tots
3 teaspoons taco seasoning, divided
1 green onion, sliced
1 medium tomato, chopped (about ½ cup)
1 tablespoon cilantro, chopped
2 teaspoons lime juice

DIRECTIONS

1. Prepare the tots according to package instructions, by either baking or frying.
2. Toss with 1 teaspoon taco seasoning while hot.
3. Combine tomato and green onions in a small bowl.
4. Add the cilantro, lime juice, sugar, and salt. Mix thoroughly and set aside.
5. Mix the sour cream with the remaining 2 teaspoons of the taco seasoning.
6. Meanwhile, warm the cheese sauce to a pourable consistency.

pinch of sugar
pinch of salt
¼ cup sour cream
½ cup spiced cheese sauce
4 small lime wedges

7. For each serving, place 12 ounces of the tots on a serving dish.
8. Pour 2 tablespoons of the cheese sauce over the top, covering as many tots as possible.
9. Top with 2 tablespoons of the tomato salsa and then 1 tablespoon of the sour cream mixture (drizzled or dolloped).
10. Garnish with a lime wedge.
11. Repeat with the remaining 3 servings. Serve immediately.

**IDAHO POTATO
COMMISSION**
www.idahopotato.com



ENCOURAGING POTATO SALES THROUGH CONSUMER PR PROGRAMS

The Inside Scoop

Mashed potatoes and gravy ice cream? Strawberry milkshake and French fry ice cream? A collaboration with the popular ice cream brand Van Leeuwen will prove just how versatile America's favorite vegetable really is.

The limited-edition ice cream will be available to consumers for one day via a food truck parked in New York City's Union Square. Pints of the dessert will be delivered to local media in advance to generate buzz.



Tuber Uber Eats

We plan to surprise and delight folks by delivering Idaho® potato dishes and other good eats in the Big Idaho® Potato Truck. The partnership with Uber Eats and a local restaurant will take place in a city that's TBD on National French Fry Day or National Takeout Day.



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 who the title sponsor is. The Idaho® potato brand can't be missed—from the stadium signage to broadcast mentions to ESPN, television, and radio ads! 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.



Consumer Newsletters

Each month more than 100,000 consumers receive the IPC's e-newsletter, *Tater Talk*. The newsletter 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, Idaho® potato farmers and their families, recipes, and videos.

idahopotato.com/subscribe-to-tater-talk





ENCOURAGING POTATO SALES THROUGH SOCIAL MEDIA

Tater Trivia

Across dedicated social accounts, we will share our Idaho® potato expertise through monthly infographics around potato facts, nutritional information, agricultural insights, cooking hacks, and more!



Halloween

In celebration of the most spook-tacular time of year, we'll create a Spooky Spuds-themed IG Reel featuring a few Halloween-themed Idaho® potato recipes. From Idaho® potato Puff Mummies to Potato Witch Fingers, we'll bring festive frights and bites to our fans.



ENCOURAGING POTATO SALES THROUGH SOCIAL MEDIA

Thanksgiving and National Idaho® Mashed Potato Month

You can't celebrate Thanksgiving without Idaho® mashed potatoes! So we will create a mashed takeover on our social channels. We will share a Tater Tip from Dr. Potato (and linking back to idahopotato.com), showcase our versatile collection of mashed potato recipes, and share an IG reel featuring recipes to make with your mashed leftovers. We will also share a humorous graphic declaring Idaho® mashed potatoes as the most influential food of the year (in the vein of Time Magazine's "Person of the Year").



Christmas

'Tis the season to eat more Idaho® potatoes. We'll be feeling the holiday spirit with a social media giveaway featuring everything our spud fans need to create a festive dinner at home. Our versatile collection of potato recipes will inspire our spud lovers to get creative in the kitchen for the holidays.

U.S. NO. 1
IDAHO
POTATOES



ENCOURAGING POTATO SALES THROUGH SOCIAL MEDIA



National Potato Lover's Month

In celebration of our ice cream launch with Van Leeuwen, we will host a social media giveaway featuring the brand-new product and create an IG reel where we do a taste test of the new flavor!

National French Fry Day

It's every potato lover's favorite time of year—National French Fry Day! We'll do a fry takeover on our social channels. We'll help get our fans excited for the big day with humorous fry-themed memes, share tips from Dr. Potato on how to make the perfect fries, and share recipes for the big day.





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.



Beth Lee
OMG! YUMMY
Harissa Roasted
Potatoes with
Preserved Lemon
Gremolata



Danielle Kartes
RUSTIC JOYFUL FOOD
Giant Idaho® Baked Potato



Kathy Hester
HEALTHY SLOW COOKING
Instant Pot Vegan Scalloped Potatoes



Dan Whalen
**THE FOOD IN
MY BEARD**
Idaho® Potato
Dogs





CONGRATULATIONS TO OUR IDAHO® POTATO RETAIL PROMOTION DIRECTORS



For winning the **Category Captains Award** by utilizing their experience to help partners drive incremental sales well above the competition

WONDERING HOW THESE CATEGORY CAPTAINS CAN HELP YOU?

We know you have a ton of different categories to juggle, but since our team focuses solely on potatoes, let us help with the heavy lifting of analyzing and optimizing, what is likely, your most vital. Since the potato category accounts for 25% of all fresh vegetable volume sold, helping grow your sales in this category can have a major impact on your overall produce profitability.

Mike Krage

Northeast and Midwestern U.S.

Cell: 904-553-4548

Email: mike.krage@potato.idaho.gov

Kent Beesley

Western U.S. and Canada

Cell: 208-631-9760

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Mark Daniels

Southeast and Central U.S.

Cell: 912-944-8260

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QUARTER 1



2022 Q1

Potato Category Review

Idaho Potato Commission

April 15, 2022

2022 Q1 Potato Category Review

Background

- This report covers all potato performance for the Total U.S. as well as nine U.S. regions, as defined by NielsenIQ.
- Reporting period covers 12 weeks of Q1, 2022 vs. the same period last year.
- This report was prepared by Category Partners exclusively for the Idaho Potato Commission.
- Data in this report is provided under contract by Nielsen. Coverage is the database for total food sales in the United States including all outlets, i.e. supermarkets, mass merchandisers, club stores, dollar stores, convenience stores and military commissaries. Nielsen offers the industry's broadest measurement of total retail food inclusive of UPC and fresh non-UPC (random-weight) products across the entire store, for roughly 90,000 stores nationwide.
- Data coverage includes only potatoes sold in produce departments. Varieties are broken out as russet, red, yellow, white, convenience, and gourmet. Groupings are defined as:
 - » Convenience: Any fresh potato that can be prepared in its package. i.e. Micro-waveable
 - » Gourmet: Specialty potatoes 24oz pack size; including Fingerling, Baby, or Mixed
- Data and charts in this report may be reproduced by recipients provided source attribution is used as follows: Source: Idaho Potato Commission and Category Partners, powered by Nielsen Total US Scan, January-March, 2022

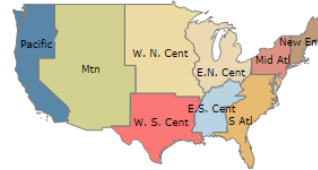


2022 Q1: Total US

Dollars Trend Up, Volume Not Far Behind

All nine regions have gained in dollars this quarter. While inflation and rising freight costs are popular conversation, volume is not far behind these sales improvements in Q1. In the total US, volume was down -0.4%, while dollars were up +8.1%.

Post COVID shortages, both in goods and employment, caused pauses and re-prioritization of freight costs and availability. As a result, shipping costs began to rise and volume shipments began to fall. Despite volume declines, no total division experienced more than -5% year-over-year volume drop in Q1.



	Dollar Share	Dollars	\$ % Chg YoY	Vol. Share	Volume (Lbs)	Vol. % Chg YoY
South Atlantic Division	24%	\$182M	+10.1%	21%	204M	+2.8%
East North Central Division	14%	\$108M	+10.8%	15%	141M	-0.7%
Pacific Division	12%	\$95M	+6.5%	11%	108M	-3.0%
West South Central Division	12%	\$92M	+11.1%	14%	132M	+1.6%
Middle Atlantic Division	11%	\$87M	+0.7%	10%	97M	-4.6%
Mountain Division	7%	\$57M	+10.8%	9%	82M	+1.3%
East South Central Division	7%	\$56M	+9.9%	7%	71M	-1.9%
West North Central Division	7%	\$51M	+7.8%	7%	70M	-1.2%
New England Division	6%	\$44M	+2.6%	5%	49M	-2.6%
Grand Total	100%	\$772M	+8.1%	100%	955M	-0.4%

Yellows Playing Catch-up

Growers are planting more yellow potatoes and less reds, and retail sales prove that it's the right move. Yellows gained the most in year-over-year sales in Q1, with over +12% dollar growth and over +7% volume growth.

Convenience (single wrap potatoes) saw the greatest drop. Surprisingly, Gourmet items also posted dollar and unit growth despite the inflationary trends of consumers looking for more cost effective items.

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY
Russet	\$397.7M	+\$31.2M	+8.5%	623.0M	-8.5M	-1.3%
Red	\$121.0M	+\$2.5M	+2.1%	128.9M	-4.6M	-3.5%
Yellow	\$114.9M	+\$12.8M	+12.5%	122.0M	+8.6M	+7.6%
Gourmet	\$84.2M	+\$6.8M	+8.8%	33.5M	+0.7M	+2.1%
White	\$33.6M	+\$3.9M	+13.3%	38.1M	+0.7M	+1.9%
Convenience	\$20.4M	+\$0.9M	+4.4%	8.7M	-0.7M	-7.4%



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jan—Mar, 2022

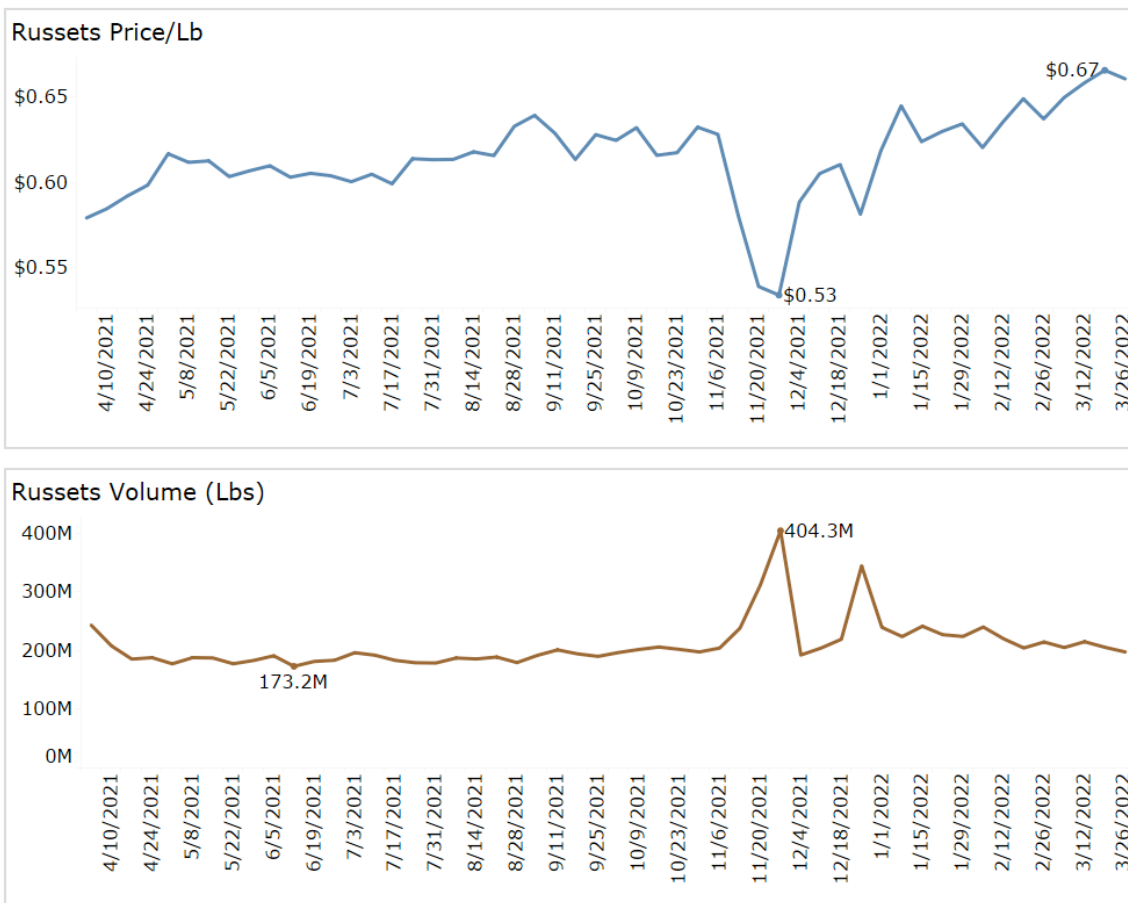


2022 Q1: Russet Pricing

Russet Prices on the Rise

In the ending weeks of Q1, russets saw the greatest spike in price/lb over previous weeks of all varieties. Until the last 4 weeks, prices remained somewhat steady throughout the quarter, though are noticeably higher in comparison to 2021 Q1.

Despite rising prices in March, dollar and volume sales remained high, even out performing 2021 at a weekly comparison. For total Q1, russets experienced a -1.3% volume decrease, but it is not all attributed to rising prices.



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jan—Mar, 2022

CPCATEGORY PARTNERS

2022 Q1: Middle Atlantic Division

Russets and Gourmets Gain in Q1

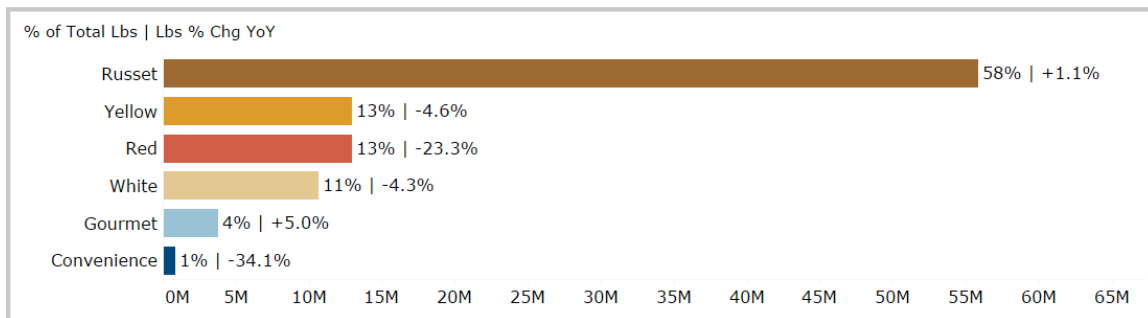
In Q1 2022, total russet dollars in the Mid Atlantic division were up +6.7%, while volume was up +1.1%. Russets and gourmets are the only varieties up in dollars and volume sold compared to 2021.

5lb bags are the top selling pack size in the Mid Atlantic division overall, carrying 59% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the Mid Atlantic division, posting a dollar increase of +4.0% compared to year ago.

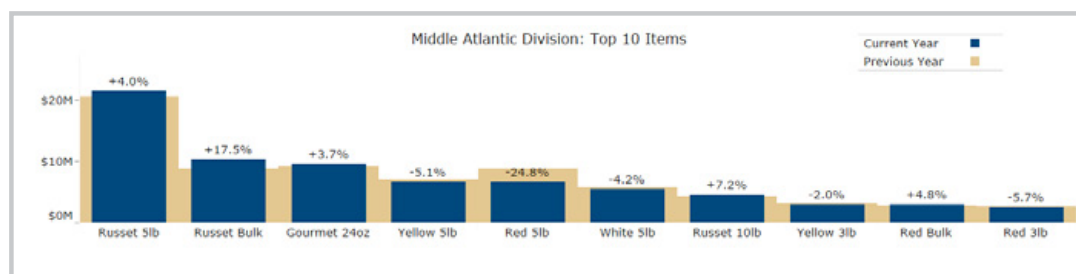
Q1 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$87.01M	+\$0.57M	+0.7%	97.09M	-4.71M	-4.6%	\$0.90	+\$0.05
Russet	\$40.47M	+\$2.54M	+6.7%	55.85M	+0.59M	+1.1%	\$0.72	+\$0.04
Red	\$13.80M	-\$2.01M	-12.7%	12.92M	-3.92M	-23.3%	\$1.07	+\$0.13
Yellow	\$13.22M	-\$0.27M	-2.0%	12.96M	-0.63M	-4.6%	\$1.02	+\$0.03
Gourmet	\$9.76M	+\$0.57M	+6.2%	3.81M	+0.18M	+5.0%	\$2.56	+\$0.03
White	\$7.45M	+\$0.25M	+3.5%	10.68M	-0.48M	-4.3%	\$0.70	+\$0.05
Convenience	\$2.31M	-\$0.51M	-18.2%	0.86M	-0.45M	-34.1%	\$2.67	+\$0.52

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jan—Mar, 2022

2022 Q1: East North Central Division

Potato Sales Dollars Grow as Prices Rise

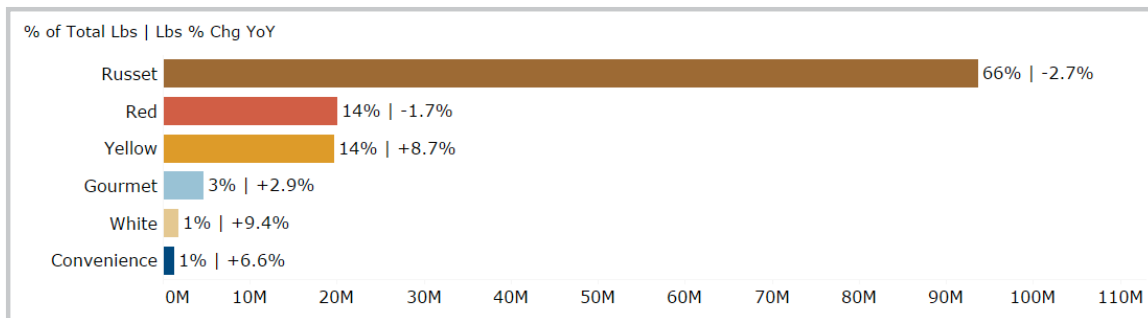
In Q1 2022, total russet dollars in the E.N. Central division were up +10.3%, while volume was down -2.7%. Every variety is up in dollars, with only 2 of the 6 variety groups down in volume compared to 2021.

5lb bags are the top selling pack size in the E.N. Central division overall, carrying 54% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the division, posting a dollar increase of +10.6% compared to year ago.

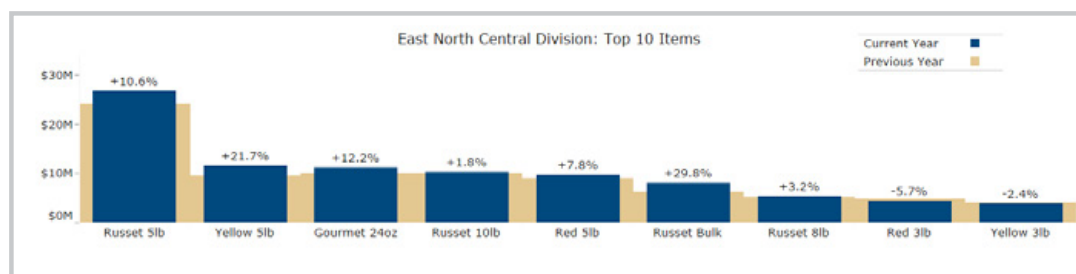
Q1 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$107.67M	+\$10.45M	+10.8%	141.20M	-0.99M	-0.7%	\$0.76	+\$0.08
Russet	\$56.70M	+\$5.30M	+10.3%	93.71M	-2.58M	-2.7%	\$0.61	+\$0.07
Yellow	\$17.25M	+\$2.09M	+13.8%	19.74M	+1.57M	+8.7%	\$0.87	+\$0.04
Red	\$17.21M	+\$0.69M	+4.2%	20.01M	-0.35M	-1.7%	\$0.86	+\$0.05
Gourmet	\$11.39M	+\$1.38M	+13.8%	4.63M	+0.13M	+2.9%	\$2.46	+\$0.24
Convenience	\$3.12M	+\$0.52M	+19.9%	1.28M	+0.08M	+6.6%	\$2.44	+\$0.27
White	\$2.00M	+\$0.48M	+31.2%	1.82M	+0.16M	+9.4%	\$1.10	+\$0.18

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jan—Mar, 2022

2022 Q1: East South Central Division

All Varieties Gain in Q1 Dollars

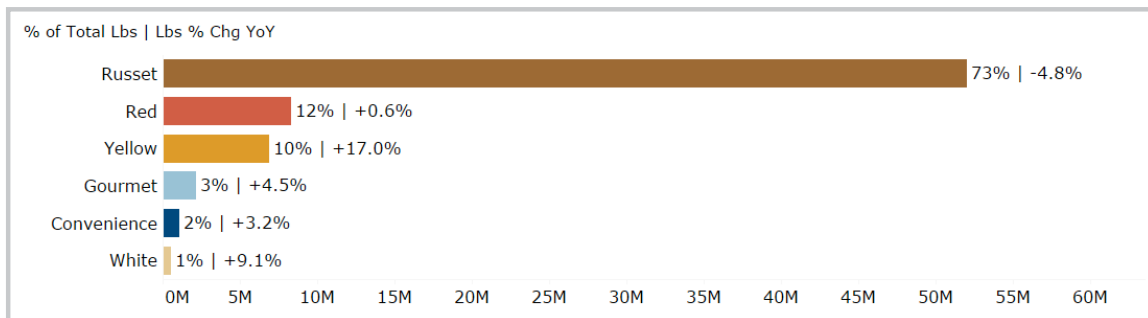
In Q1 2022, total russet dollars in the E.S. Central division were up +7.8%, while volume was down -4.8%. With the exception of russet volume, every variety is up in dollar and volume sales vs 2021 Q1.

5lb bags are the top selling pack size in the E.S. Central division overall, carrying 48% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the division, posting a dollar increase of +14.4% compared to year ago.

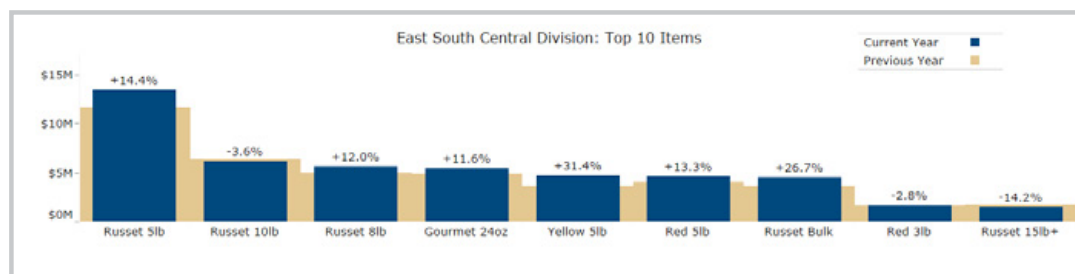
Q1 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$55.60M	+\$5.02M	+9.9%	71.10M	-1.41M	-1.9%	\$0.78	+\$0.08
Russet	\$33.67M	+\$2.42M	+7.8%	52.06M	-2.64M	-4.8%	\$0.65	+\$0.08
Red	\$7.47M	+\$0.38M	+5.4%	8.32M	+0.05M	+0.6%	\$0.90	+\$0.04
Yellow	\$6.13M	+\$1.18M	+23.8%	6.92M	+1.01M	+17.0%	\$0.89	+\$0.05
Gourmet	\$5.42M	+\$0.57M	+11.8%	2.18M	+0.09M	+4.5%	\$2.49	+\$0.16
Convenience	\$2.33M	+\$0.35M	+17.6%	1.07M	+0.03M	+3.2%	\$2.17	+\$0.27
White	\$0.59M	+\$0.11M	+23.7%	0.55M	+0.05M	+9.1%	\$1.06	+\$0.12

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jan—Mar, 2022



2022 Q1: Mountain Division

Rising Prices Does not Slow Russet Growth

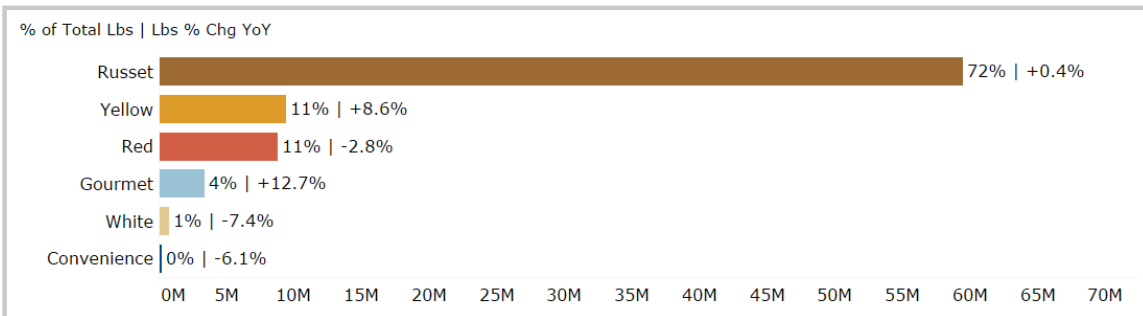
In Q1 2022, total russet dollars in the Mountain division were up +11.7%, while volume was up +0.4%. The top three varieties in this division were up in Q1 dollar and volume sales compared to 2021.

5lb bags are the top selling pack size in the Mountain division overall, carrying 45% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the Mountain division, posting a dollar increase of +5.7% compared to year ago.

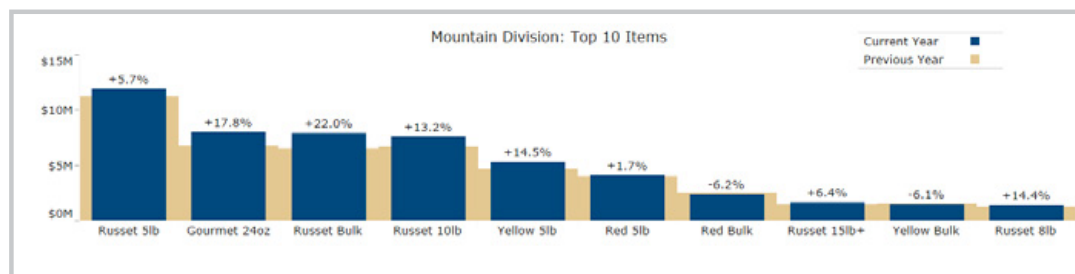
Q1 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$56.94M	+\$5.57M	+10.8%	82.12M	+1.01M	+1.3%	\$0.69	+\$0.06
Russet	\$31.16M	+\$3.27M	+11.7%	59.50M	+0.22M	+0.4%	\$0.52	+\$0.05
Yellow	\$8.35M	+\$0.85M	+11.3%	9.40M	+0.74M	+8.6%	\$0.89	+\$0.02
Gourmet	\$8.14M	+\$1.35M	+19.9%	3.41M	+0.38M	+12.7%	\$2.39	+\$0.14
Red	\$7.71M	+\$0.07M	+0.9%	8.82M	-0.25M	-2.8%	\$0.87	+\$0.03
White	\$1.03M	+\$0.03M	+3.0%	0.74M	-0.06M	-7.4%	\$1.39	+\$0.14
Convenience	\$0.56M	+\$0.00M	-0.4%	0.25M	-0.02M	-6.1%	\$2.28	+\$0.13

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jan—Mar, 2022

2022 Q1: New England Division

Russets and Yellows Gain in Q1 Dollars

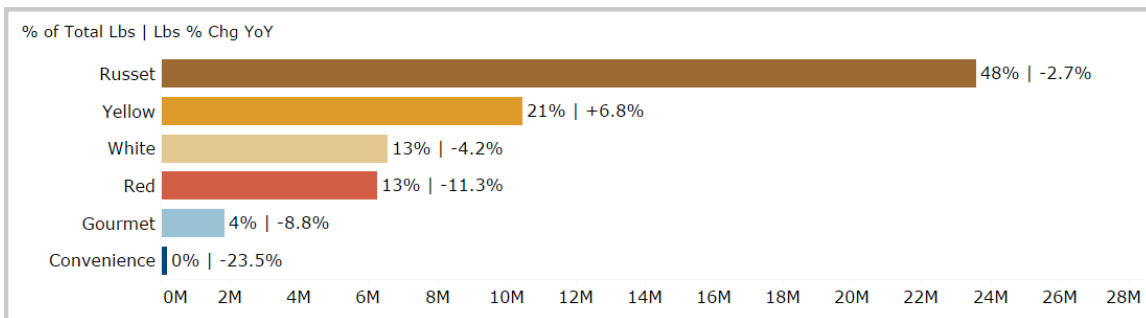
In Q1 2022, total russet dollars in the New England division were up +2.7%, while volume was down -2.7%. Yellows are up in dollars and volume sold compared to Q1 2021.

5lb bags are the top selling pack size in the New England division overall, carrying 58% of total potato volume. Of the 5lb pack sizes, the russet 5lb item is the top selling item in the division, posting a dollar increase of +1.0% compared to year ago.

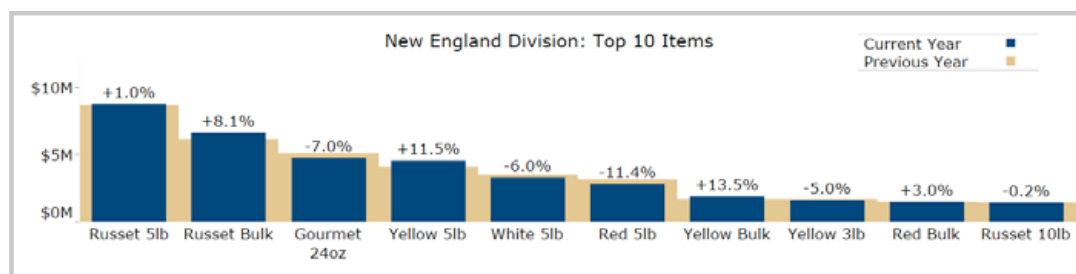
Q1 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$44.23M	+\$1.12M	+2.6%	48.90M	-1.30M	-2.6%	\$0.90	+\$0.05
Russet	\$18.37M	+\$0.48M	+2.7%	23.59M	-0.65M	-2.7%	\$0.78	+\$0.04
Yellow	\$9.72M	+\$0.94M	+10.7%	10.46M	+0.67M	+6.8%	\$0.93	+\$0.03
Red	\$6.51M	-\$0.02M	-0.3%	6.26M	-0.79M	-11.3%	\$1.04	+\$0.11
Gourmet	\$4.92M	-\$0.16M	-3.2%	1.85M	-0.18M	-8.8%	\$2.65	+\$0.16
White	\$4.26M	-\$0.06M	-1.3%	6.56M	-0.29M	-4.2%	\$0.65	+\$0.02
Convenience	\$0.46M	-\$0.07M	-12.5%	0.18M	-0.06M	-23.5%	\$2.60	+\$0.33

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jan—Mar, 2022



2022 Q1: Pacific Division

Yellows Gain in Q1, While Reds Fall Behind

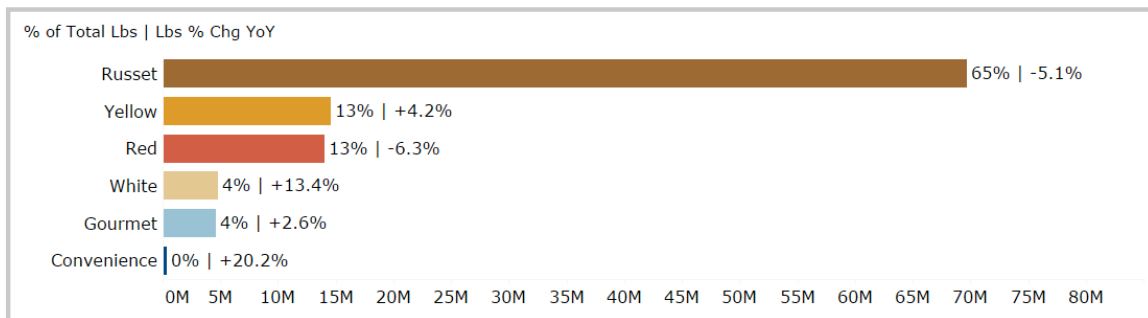
In Q1 2022, total russet dollars in the Pacific division were up +5.6%, while volume was down -5.1%. Russets and gourmets are the only varieties up in dollars and volume sold compared to 2021.

5lb bags are the top selling pack size in the Pacific division overall, carrying 40% of total potato volume. Of the 5lb pack sizes, russet bulks are the top selling item in the division, posting a dollar increase of +8.8% compared to year ago.

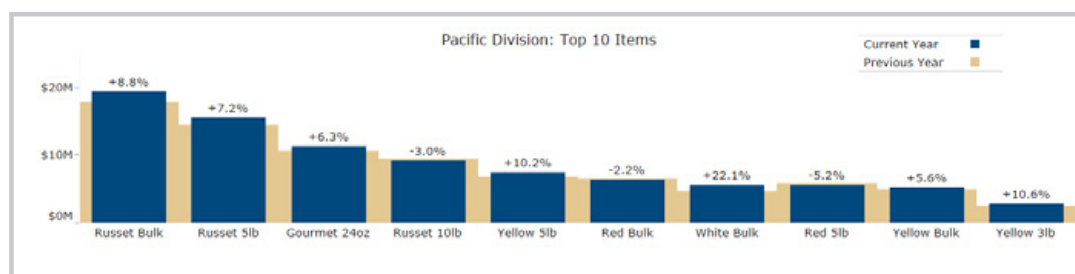
Q1 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$94.94M	+\$5.79M	+6.5%	108.06M	-3.40M	-3.0%	\$0.88	+\$0.08
Russet	\$46.43M	+\$2.47M	+5.6%	69.74M	-3.76M	-5.1%	\$0.67	+\$0.07
Yellow	\$16.02M	+\$1.33M	+9.1%	14.58M	+0.59M	+4.2%	\$1.10	+\$0.05
Red	\$14.29M	-\$0.18M	-1.2%	14.08M	-0.95M	-6.3%	\$1.02	+\$0.05
Gourmet	\$11.54M	+\$0.95M	+9.0%	4.58M	+0.12M	+2.6%	\$2.52	+\$0.15
White	\$5.95M	+\$1.15M	+24.0%	4.76M	+0.56M	+13.4%	\$1.25	+\$0.11
Convenience	\$0.71M	+\$0.06M	+9.8%	0.33M	+0.06M	+20.2%	\$2.15	-\$0.20

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jan—Mar, 2022



2022 Q1: South Atlantic Division

Russets Gain, Even With Rising Prices

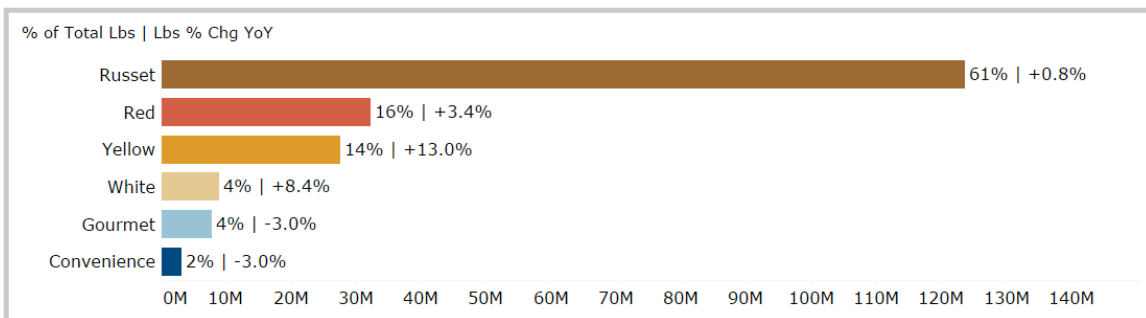
In Q1 2022, total russet dollars in the South Atlantic division were up +9.4%, while volume was up +0.8%. All but two variety groups are up in year-over-year dollar and volume sales.

5lb bags are the top selling pack size in the South Atlantic division overall, carrying 49% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the division, posting a dollar increase of +2.1% compared to year ago.

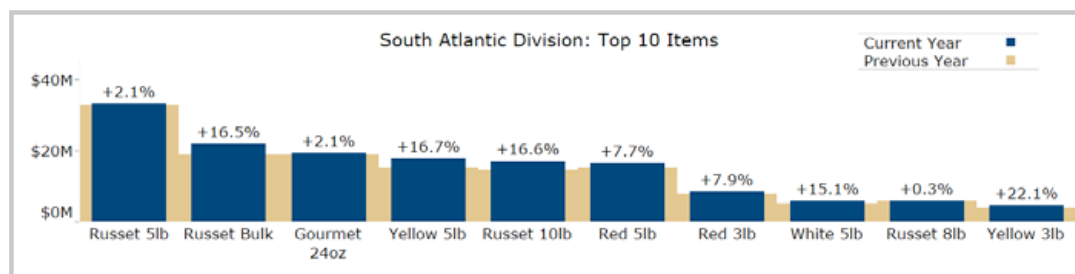
Q1 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$182.01M	+\$16.66M	+10.1%	203.80M	+5.56M	+2.8%	\$0.89	+\$0.06
Russet	\$89.09M	+\$7.65M	+9.4%	123.72M	+0.98M	+0.8%	\$0.72	+\$0.06
Red	\$31.71M	+\$2.56M	+8.8%	32.34M	+1.06M	+3.4%	\$0.98	+\$0.05
Yellow	\$26.44M	+\$4.26M	+19.2%	27.55M	+3.16M	+13.0%	\$0.96	+\$0.05
Gourmet	\$19.45M	+\$0.62M	+3.3%	7.93M	-0.24M	-3.0%	\$2.45	+\$0.15
Convenience	\$8.16M	+\$0.80M	+10.9%	3.24M	-0.10M	-3.0%	\$2.52	+\$0.32
White	\$7.16M	+\$0.77M	+12.1%	9.02M	+0.70M	+8.4%	\$0.79	+\$0.03

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jan—Mar, 2022

2022 Q1: West North Central Division

Yellows Stand Out in Dollar and Volume Q1 Growth

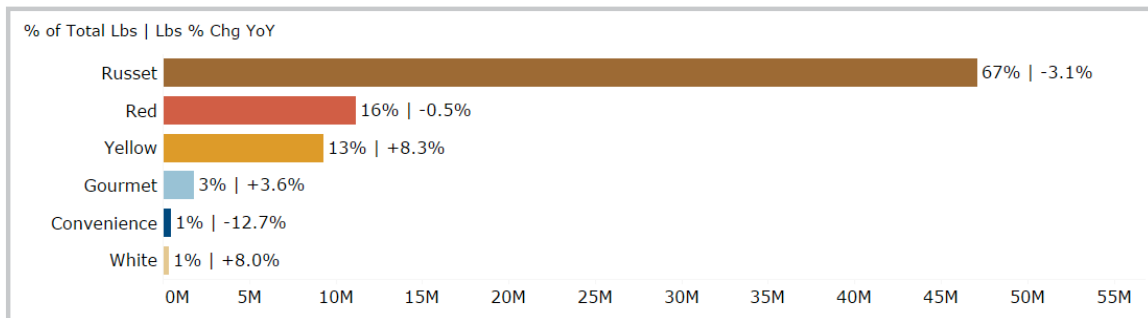
In Q1 2022, total russet dollars in the W.N. Central division were up +7.9%, while volume was down -3.1%. 3 of the 6 variety groups outperformed Q1 2021 in volume and dollar sales.

5lb bags are the top selling pack size in the W.N. Central division overall, carrying 58% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the division, posting a dollar increase of +8.3% compared to year ago.

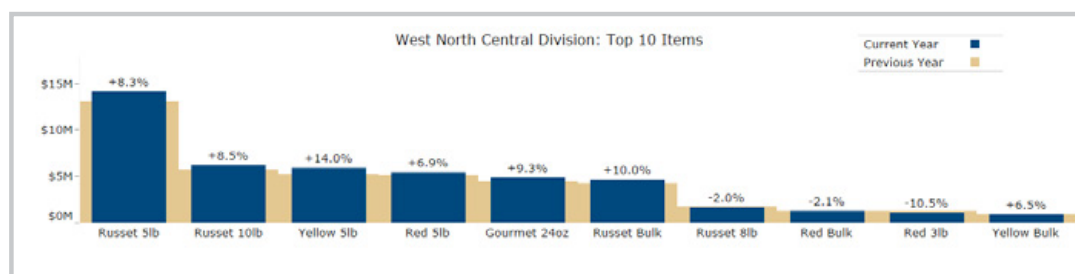
Q1 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$51.19M	+\$3.68M	+7.8%	70.33M	-0.85M	-1.2%	\$0.73	+\$0.06
Russet	\$27.90M	+\$2.04M	+7.9%	47.11M	-1.52M	-3.1%	\$0.59	+\$0.06
Red	\$8.70M	+\$0.22M	+2.6%	11.20M	-0.06M	-0.5%	\$0.78	+\$0.02
Yellow	\$8.27M	+\$1.03M	+14.2%	9.31M	+0.71M	+8.3%	\$0.89	+\$0.05
Gourmet	\$4.87M	+\$0.44M	+10.0%	1.82M	+0.06M	+3.6%	\$2.67	+\$0.15
Convenience	\$1.00M	-\$0.10M	-8.9%	0.50M	-0.07M	-12.7%	\$1.99	+\$0.08
White	\$0.45M	+\$0.05M	+11.9%	0.38M	+0.03M	+8.0%	\$1.19	+\$0.04

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jan—Mar, 2022

2022 Q1: West South Central Division

Russet 5lb Jump in Q1 Sales

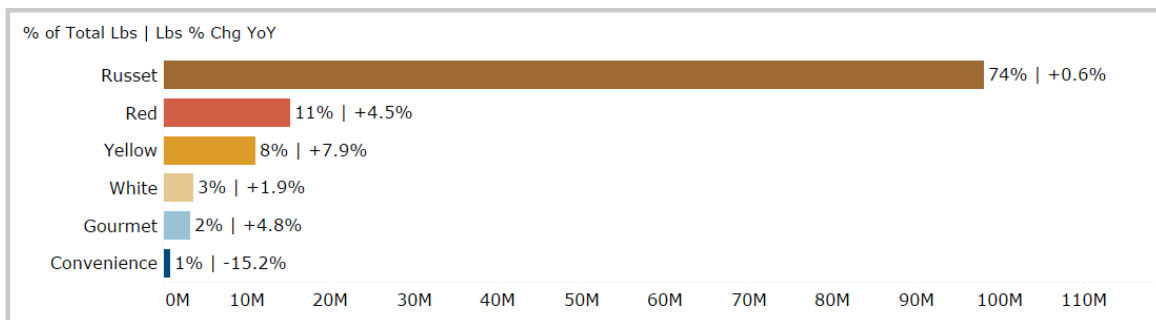
In Q1 2022, total russet dollars in the W.S. Central division were up +10.0%, while volume was up +0.6%. With the exception of convenience, all varieties are up in volume and dollar sales year-over-year.

5lb bags are the top selling pack size in the W.S. Central division overall, carrying 41% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the division, posting a dollar increase of +10.8% compared to year ago.

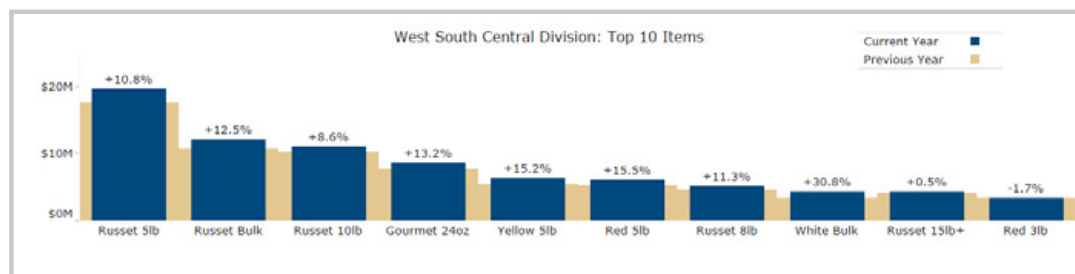
Q1 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$92.45M	+\$9.21M	+11.1%	132.19M	+2.05M	+1.6%	\$0.70	+\$0.06
Russet	\$54.04M	+\$4.93M	+10.0%	98.06M	+0.54M	+0.6%	\$0.55	+\$0.05
Red	\$13.71M	+\$0.87M	+6.7%	15.20M	+0.65M	+4.5%	\$0.90	+\$0.02
Yellow	\$9.47M	+\$1.35M	+16.7%	11.01M	+0.81M	+7.9%	\$0.86	+\$0.06
Gourmet	\$8.68M	+\$1.08M	+14.2%	3.30M	+0.15M	+4.8%	\$2.63	+\$0.22
White	\$4.81M	+\$1.18M	+32.6%	3.68M	+0.07M	+1.9%	\$1.31	+\$0.30
Convenience	\$1.73M	-\$0.20M	-10.6%	0.93M	-0.17M	-15.2%	\$1.85	+\$0.09

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jan—Mar, 2022



Potato Category Review

Idaho Potato Commission

2022 Q2 Potato Category Review

Background

- This report covers all potato performance for the Total U.S. as well as nine U.S. regions, as defined by NielsenIQ.
- Reporting period covers 13 weeks of Q2, 2022 vs. the same period last year.
- This report was prepared by Category Partners exclusively for the Idaho Potato Commission.
- Data in this report is provided under contract by Nielsen. Coverage is the database for total food sales in the United States including all outlets, i.e. supermarkets, mass merchandisers, club stores, dollar stores, convenience stores and military commissaries. Nielsen offers the industry's broadest measurement of total retail food inclusive of UPC and fresh non-UPC (random-weight) products across the entire store, for roughly 90,000 stores nationwide.
- Data coverage includes only potatoes sold in produce departments. Varieties are broken out as russet, red, yellow, white, convenience, and gourmet. Groupings are defined as:
 - » Convenience: Any fresh potato that can be prepared in its package. i.e. Micro-waveable
 - » Gourmet: Specialty potatoes 24oz pack size; including Fingerling, Baby, or Mixed
- Data and charts in this report may be reproduced by recipients provided source attribution is used as follows: Source: Idaho Potato Commission and Category Partners, powered by Nielsen Total US Scan, April-June, 2022



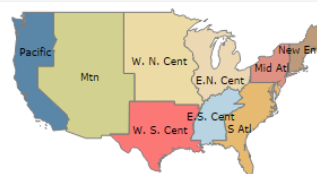
2022 Q2: Total US

Dollars Trend Up, Volume Not Far Behind

All nine regions gained in dollars and volume this quarter. While concerns between inflation and potato storage shortages remain high, retail sales in the category didn't flinch. Even volume, a declining metric in many categories this year, is up for potatoes.

Potatoes are a consistent staple with consumer diets and purchasing patterns. As the country enters its first recession in over ten years, fresh potatoes offer the best pound for pound value in the entire produce department.

Potatoes are inelastic which means consumers will NOT change their purchasing behavior even as prices continue to rise with increased transportation and product costs. Retailers can continue to capitalize on the opportunity to maximize sales dollars by raising prices.



	Dollar Share	Dollars	\$ % Chg YoY	Vol. Share	Volume (Lbs)	Vol. % Chg YoY
South Atlantic Division	23%	\$189M	+17.2%	21%	201M	+6.4%
East North Central Division	14%	\$115M	+19.3%	14%	136M	+3.3%
Pacific Division	12%	\$101M	+22.3%	12%	110M	+8.7%
West South Central Division	12%	\$97M	+19.0%	14%	132M	+6.9%
Middle Atlantic Division	11%	\$91M	+12.6%	10%	96M	+6.1%
Mountain Division	7%	\$60M	+22.1%	9%	83M	+8.8%
East South Central Division	7%	\$60M	+17.6%	7%	70M	+1.4%
West North Central Division	7%	\$56M	+21.7%	7%	71M	+7.8%
New England Division	6%	\$45M	+11.1%	5%	46M	+7.4%
Grand Total	100%	\$815M	+18.1%	100%	945M	+6.2%

Shoppers looking to buy more for less

As we dove into the COVID-19 pandemic, and even lasting until early this year, shoppers moved into the gourmet (24oz) and convenience (prepared in package) varieties. Smaller sizes and wrapped/bagged potatoes were more appealing to shop

pers trying to cook for themselves. But now, with inflation hitting new records, shoppers want more for less. Gourmet and convenience items are declining while larger pack sizes and bulks are taking their losses.

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY
Russet	\$426.2M	+\$79.5M	+22.9%	629.7M	+50.3M	+8.7%
Red	\$128.9M	+\$11.3M	+9.6%	125.3M	-5.7M	-4.4%
Yellow	\$120.5M	+\$24.1M	+25.0%	112.9M	+10.1M	+9.9%
Gourmet	\$83.0M	+\$2.7M	+3.4%	32.5M	-0.9M	-2.6%
White	\$36.3M	+\$7.5M	+26.1%	35.9M	+2.6M	+7.6%
Convenience	\$20.3M	-\$0.3M	-1.3%	8.5M	-1.2M	-12.3%



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Apr—June, 2022

CPCATEGORY
PARTNERS

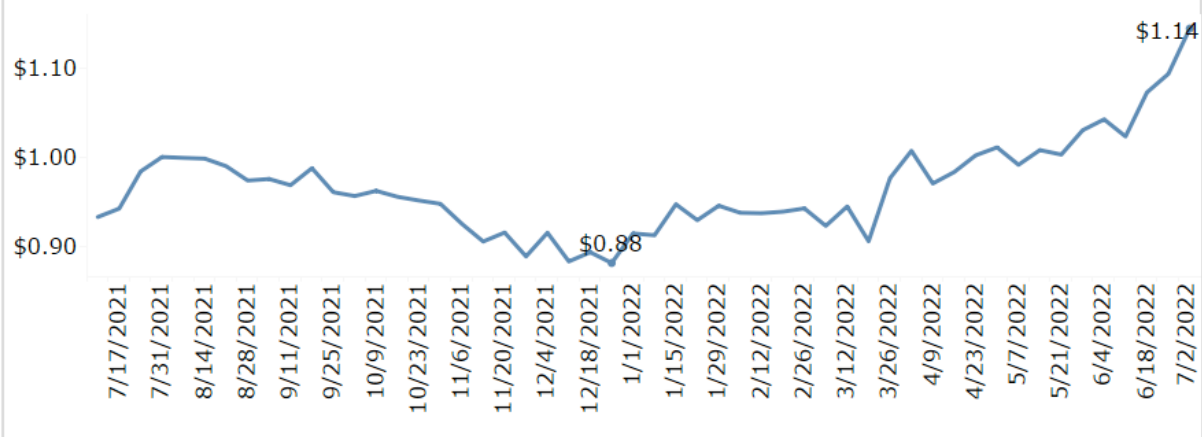
Red Potatoes: Annual Pricing Analysis

Reds Volume Steady in Q2

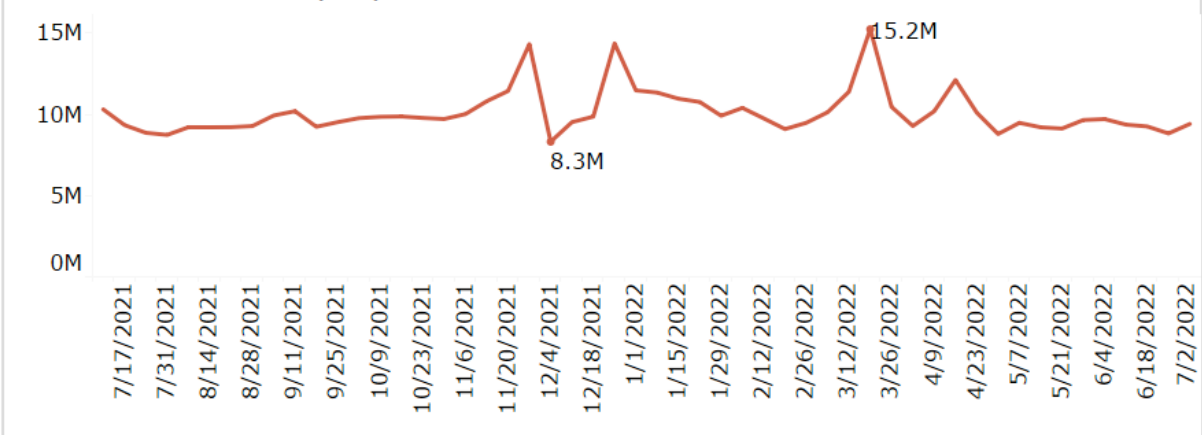
Reds have been gaining steady in price/lb since the beginning of the year. 2021 concluded at \$0.88/lb, while Q2 ended at \$1.14/lb. While prices rise, we see some volatility in volume sales, especially noticeable with a price drop in March, however no significant drops overall.

While prices have been on a rise since January, they have climbed the quickest in Q2 of this year. Yellow potatoes show an almost exact same price trend. While volume has dropped slightly in the weeks following mid-March, the change is not significant and volume even ended the quarter on a rise.

Red Potatoes Price/Lb



Red Potatoes Volume (Lbs)



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Apr-June, 2022



2022 Q2: East North Central Division

Russets Gaining on Rising Prices

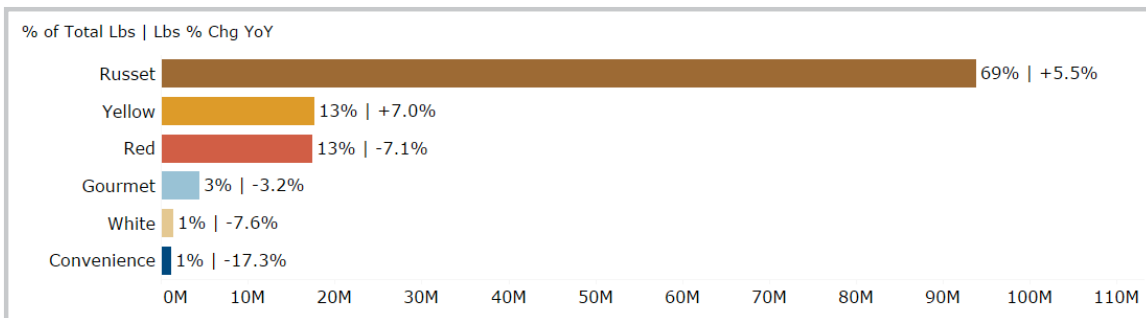
In Q2 2022, total russet dollars in the E.N. Central division were up +22.9%, while volume was also up at +5.5%. Every variety is up in dollars, but only russets and yellows are up in volume.

5lb bags are the top selling pack size in the E.N. Central division overall, carrying 52% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the division, posting a dollar increase of +26.9% compared to year ago.

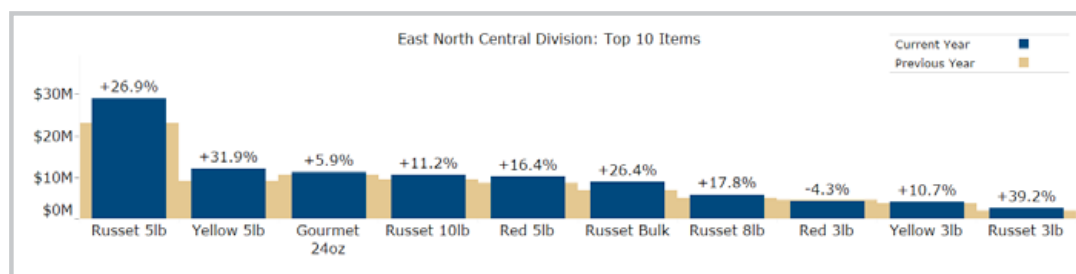
Q2 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$114.71M	+\$18.41M	+19.1%	136.04M	+4.14M	+3.1%	\$0.84	+\$0.11
Russet	\$62.04M	+\$11.57M	+22.9%	93.83M	+4.87M	+5.5%	\$0.66	+\$0.09
Yellow	\$18.57M	+\$4.00M	+27.5%	17.63M	+1.15M	+7.0%	\$1.05	+\$0.17
Red	\$17.73M	+\$1.72M	+10.8%	17.50M	-1.35M	-7.1%	\$1.01	+\$0.16
Gourmet	\$11.33M	+\$0.80M	+7.6%	4.40M	-0.14M	-3.2%	\$2.58	+\$0.26
Convenience	\$3.23M	+\$0.02M	+0.7%	1.23M	-0.26M	-17.3%	\$2.63	+\$0.47
White	\$1.80M	+\$0.29M	+19.2%	1.46M	-0.12M	-7.6%	\$1.23	+\$0.28

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Apr-June, 2022



2022 Q2: East South Central Division

Yellows Gain Dollars and Volume in Q2

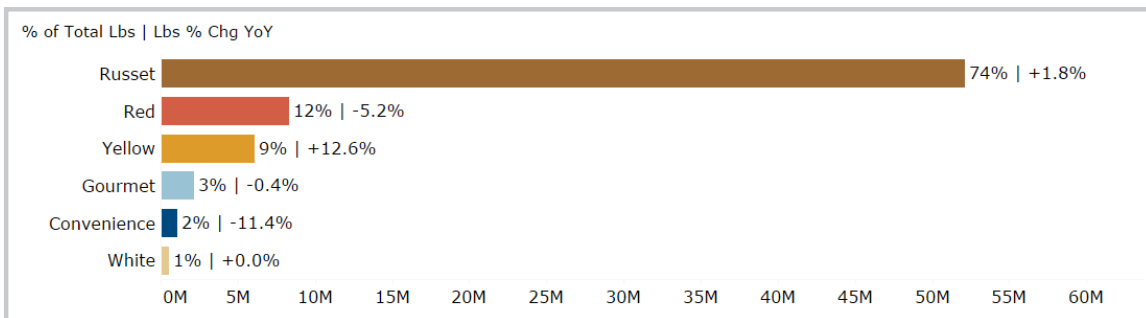
In Q2 2022, total russet dollars in the E.S. Central division were up +21.8%, while volume was also up at +1.8%. With the exception of russet and yellows volume, every variety is down in volume sales vs 2021 Q2.

5lb bags are the top selling pack size in the E.S. Central division overall, carrying 46% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the division, posting a dollar increase of +24.3% compared to year ago.

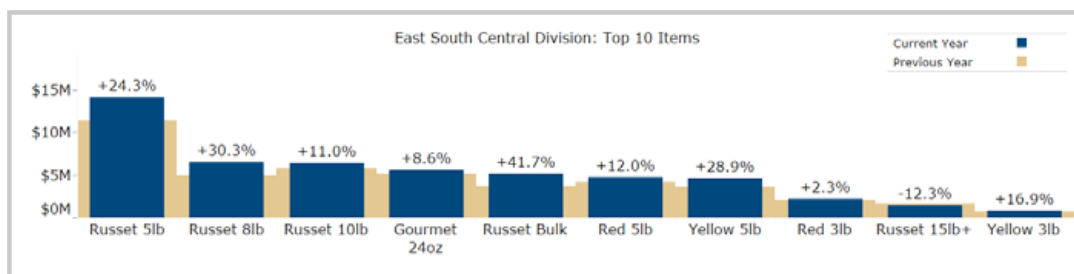
Q2 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$60.11M	+\$9.01M	+17.6%	70.32M	+1.00M	+1.4%	\$0.85	+\$0.12
Russet	\$36.91M	+\$6.60M	+21.8%	52.16M	+0.92M	+1.8%	\$0.71	+\$0.12
Red	\$8.27M	+\$0.53M	+6.8%	8.31M	-0.45M	-5.2%	\$0.99	+\$0.11
Yellow	\$6.24M	+\$1.31M	+26.6%	6.08M	+0.68M	+12.6%	\$1.02	+\$0.11
Gourmet	\$5.66M	+\$0.48M	+9.3%	2.15M	-0.01M	-0.4%	\$2.64	+\$0.23
Convenience	\$2.46M	+\$0.04M	+1.9%	1.10M	-0.14M	-11.4%	\$2.24	+\$0.29
White	\$0.56M	+\$0.04M	+8.4%	0.52M	+0.00M	+0.0%	\$1.09	+\$0.09

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Apr-June, 2022



2022 Q2: Middle Atlantic Division

5lb Russet Sales Outperform Total US

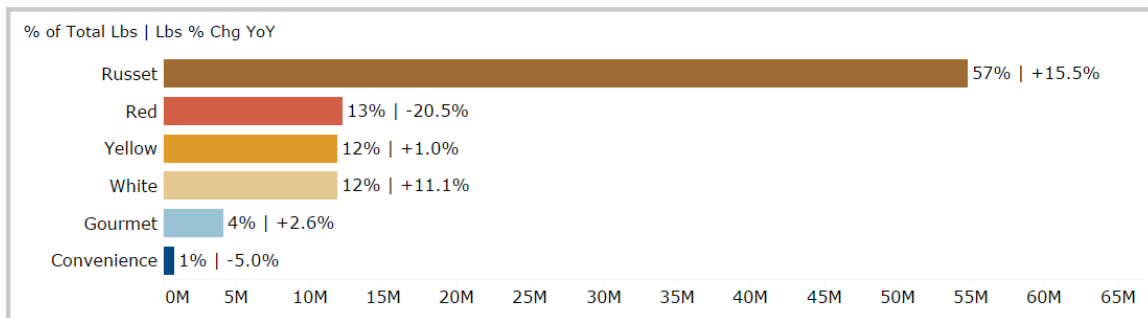
In Q2 2022, total russet dollars in the Mid Atlantic division were up +21.8%, while volume was up +15.5%. Reds and convenience are the only varieties down in volume, with reds also down in dollars.

5lb bags are the top selling pack size in the Mid Atlantic division overall, carrying 60% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the Mid Atlantic division, posting a dollar increase of over +35.1% compared to Q2 2021.

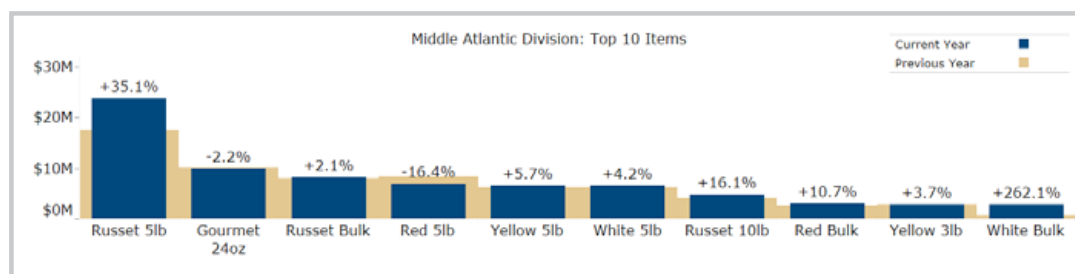
Q2 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$91.50M	+\$10.24M	+12.6%	95.75M	+5.54M	+6.1%	\$0.96	+\$0.05
Russet	\$41.33M	+\$7.41M	+21.8%	54.81M	+7.35M	+15.5%	\$0.75	+\$0.04
Red	\$14.33M	-\$0.75M	-5.0%	12.27M	-3.17M	-20.5%	\$1.17	+\$0.19
Yellow	\$13.42M	+\$1.11M	+9.0%	11.89M	+0.12M	+1.0%	\$1.13	+\$0.08
Gourmet	\$10.17M	+\$0.07M	+0.7%	4.13M	+0.10M	+2.6%	\$2.46	-\$0.05
White	\$10.12M	+\$2.38M	+30.7%	11.89M	+1.19M	+11.1%	\$0.85	+\$0.13
Convenience	\$2.13M	+\$0.02M	+1.0%	0.76M	-0.04M	-5.0%	\$2.79	+\$0.17

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Apr-June, 2022

2022 Q2: Mountain Division

Yellows Gaining Share in Q2

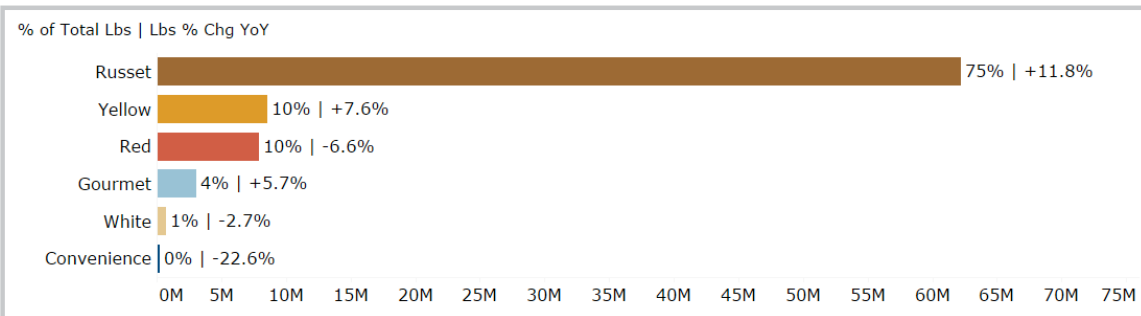
In Q2 2022, total russet dollars in the Mountain division were up +29%, while volume was up +11.8%. The top three varieties in this division were up in Q2 dollar and volume sales compared to 2021.

5lb bags are the top selling pack size in the Mountain division overall, carrying 45% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the Mountain division, posting a dollar increase of +24.2% compared to year ago.

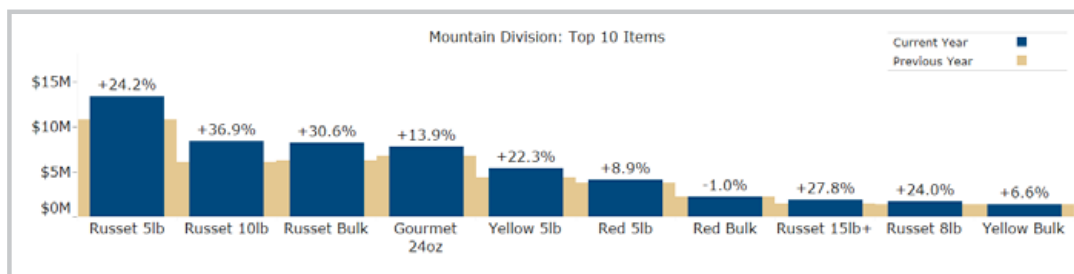
Q2 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$60.37M	+\$10.95M	+22.1%	82.80M	+6.67M	+8.8%	\$0.73	+\$0.08
Russet	\$34.58M	+\$7.78M	+29.0%	62.25M	+6.55M	+11.8%	\$0.56	+\$0.07
Yellow	\$8.65M	+\$1.59M	+22.4%	8.57M	+0.60M	+7.6%	\$1.01	+\$0.12
Gourmet	\$7.95M	+\$1.14M	+16.7%	3.10M	+0.17M	+5.7%	\$2.57	+\$0.24
Red	\$7.75M	+\$0.58M	+8.1%	7.91M	-0.56M	-6.6%	\$0.98	+\$0.13
White	\$0.92M	-\$0.05M	-4.9%	0.75M	-0.02M	-2.7%	\$1.22	-\$0.03
Convenience	\$0.52M	-\$0.09M	-15.3%	0.21M	-0.06M	-22.6%	\$2.43	+\$0.21

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Apr-June, 2022

CPCATEGORY
PARTNERS

2022 Q2: New England Division

Russets and Yellows Gain in Q2 Volume

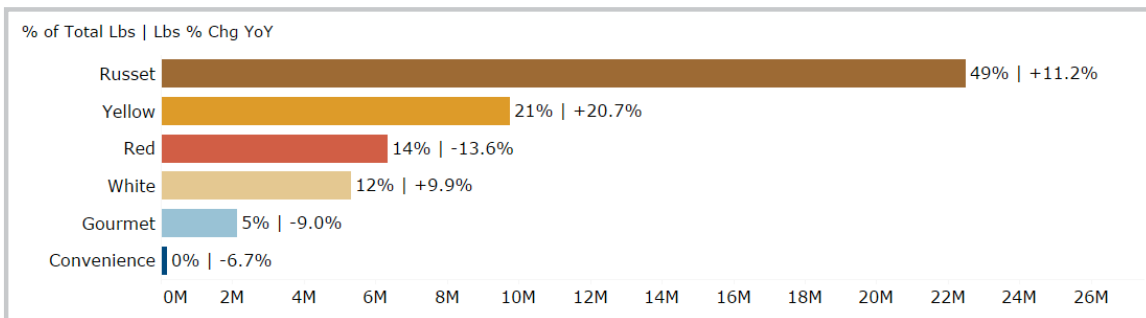
In Q2 2022, total russet dollars in the New England division were up +13.1%, while volume was up +11.2%. Yellows are up +20.7% in volume in this division, while reds are down -13.6% in volume.

5lb bags and bulk are the top selling pack sizes in the New England division overall, carrying 57% and 18% of total potato volume, respectively. In russets, the 5lb bag is the best selling pack size, posting Q2 gains of +19.4% in dollar sales.

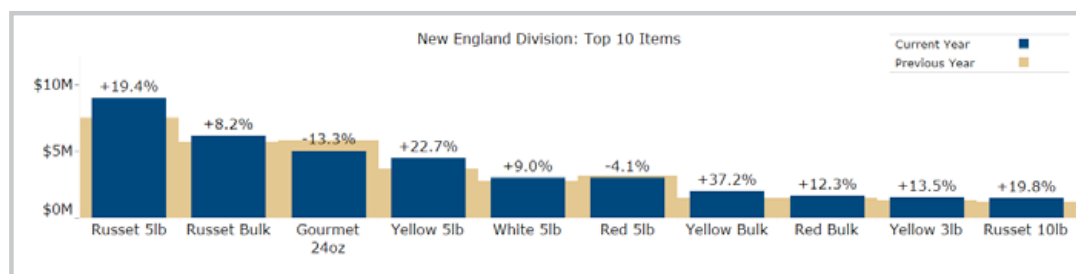
Q2 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$45.33M	+\$4.53M	+11.1%	46.22M	+3.20M	+7.4%	\$0.98	+\$0.03
Russet	\$18.07M	+\$2.10M	+13.1%	22.51M	+2.27M	+11.2%	\$0.80	+\$0.01
Yellow	\$10.13M	+\$2.13M	+26.6%	9.75M	+1.67M	+20.7%	\$1.04	+\$0.05
Red	\$7.12M	+\$0.41M	+6.1%	6.33M	-1.00M	-13.6%	\$1.12	+\$0.21
Gourmet	\$5.28M	-\$0.56M	-9.5%	2.13M	-0.21M	-9.0%	\$2.48	-\$0.02
White	\$4.26M	+\$0.43M	+11.2%	5.32M	+0.48M	+9.9%	\$0.80	+\$0.01
Convenience	\$0.47M	+\$0.02M	+4.0%	0.18M	-0.01M	-6.7%	\$2.64	+\$0.27

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Apr-June, 2022



2022 Q2: Pacific Division

Bulk Outperforms All Pack Sizes

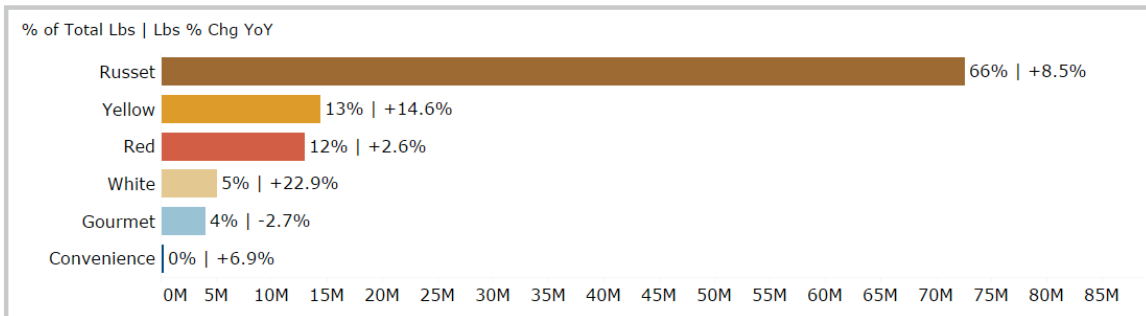
In Q2 2022, total russet dollars in the Pacific division were up +25.1%, while volume was up +8.5%. While gourmets were down by -2.7% in volume, every other variety was up in volume.

Bulks are the top selling pack size in the Pacific division overall, carrying 40% of total potato volume. Of russets, bulks are the top selling item in the division, posting a dollar increase of +25.6% compared to year ago. The Pacific is the only division in Q2 with bulk russets outperforming 5lb russets.

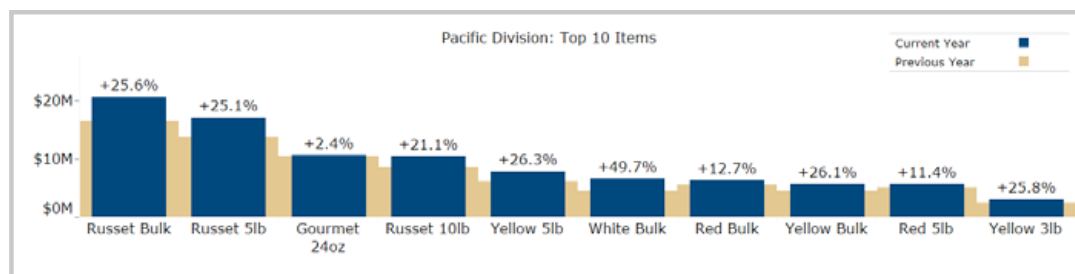
Q2 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$100.92M	+\$18.45M	+22.4%	109.57M	+8.69M	+8.6%	\$0.92	+\$0.10
Russet	\$50.97M	+\$10.23M	+25.1%	72.67M	+5.66M	+8.5%	\$0.70	+\$0.09
Yellow	\$17.15M	+\$3.72M	+27.7%	14.41M	+1.84M	+14.6%	\$1.19	+\$0.12
Red	\$14.39M	+\$1.80M	+14.3%	13.01M	+0.33M	+2.6%	\$1.11	+\$0.11
Gourmet	\$10.81M	+\$0.45M	+4.4%	4.08M	-0.11M	-2.7%	\$2.65	+\$0.18
White	\$6.91M	+\$2.25M	+48.2%	5.10M	+0.95M	+22.9%	\$1.35	+\$0.23
Convenience	\$0.69M	+\$0.00M	-0.1%	0.31M	+0.02M	+6.9%	\$2.25	-\$0.16

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Apr-June, 2022



2022 Q2: South Atlantic Division

Bags Gain, as Lower Pack Sizes Fall

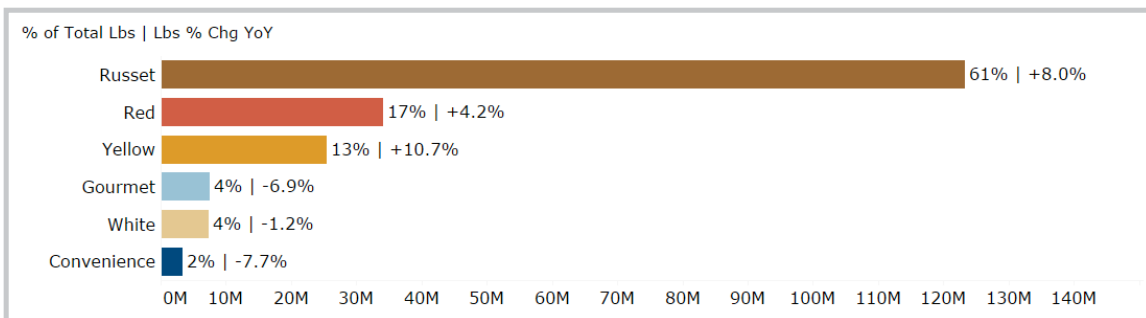
In Q2 2022, total russet dollars in the South Atlantic division were up +21.8%, while volume was up +8%. Reds had the greatest Q2 volume growth in the South Atlantic compared to any other division in the US.

5lb bags are the top selling pack size in the South Atlantic division overall, carrying 50% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the division, posting a dollar increase of +24.3% compared to year ago.

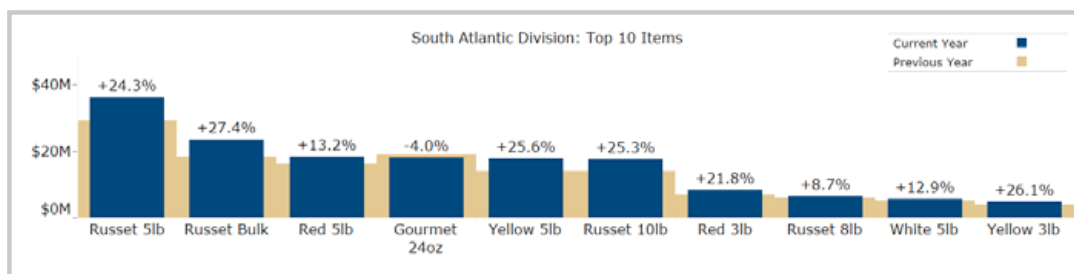
Q2 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$188.50M	+\$27.61M	+17.2%	201.17M	+12.02M	+6.4%	\$0.94	+\$0.09
Russet	\$94.58M	+\$16.90M	+21.8%	123.39M	+9.09M	+8.0%	\$0.77	+\$0.09
Red	\$33.93M	+\$4.41M	+14.9%	34.09M	+1.38M	+4.2%	\$1.00	+\$0.09
Yellow	\$26.66M	+\$5.64M	+26.8%	25.48M	+2.47M	+10.7%	\$1.05	+\$0.13
Gourmet	\$18.27M	-\$0.48M	-2.6%	7.50M	-0.56M	-6.9%	\$2.44	+\$0.11
Convenience	\$8.14M	+\$0.38M	+5.0%	3.29M	-0.27M	-7.7%	\$2.48	+\$0.30
White	\$6.92M	+\$0.76M	+12.3%	7.42M	-0.09M	-1.1%	\$0.93	+\$0.11

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Apr-June, 2022



2022 Q2: West North Central Division

Yellows Just Short of Passing Red Sales

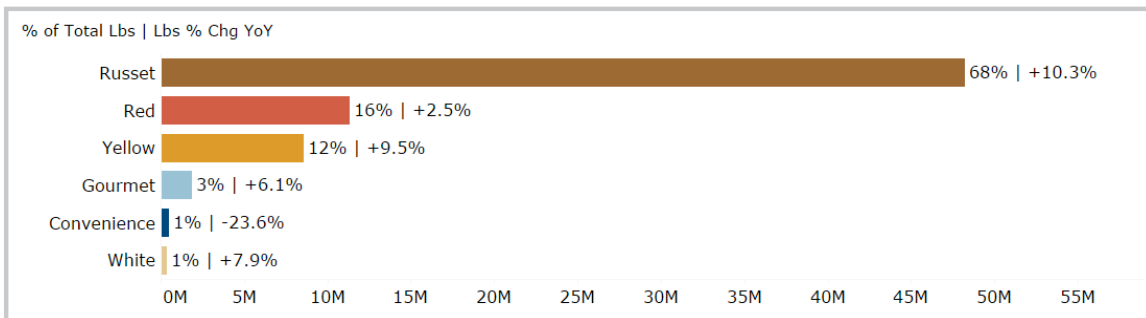
In Q2 2022, total russet dollars in the W.N. Central division were up +27.2%, while volume was up +10.3%. Reds had the greatest Q2 dollar sales in the WNC over any other division in the US at +16.8%.

5lb bags are the top selling pack size in the W.N. Central division overall, carrying 57% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the division, posting a dollar increase of +28.4% compared to year ago.

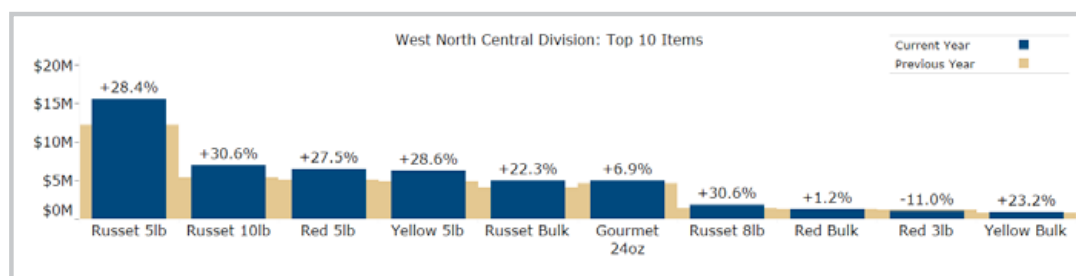
Q2 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$56.32M	+\$10.27M	+22.3%	70.96M	+5.53M	+8.4%	\$0.79	+\$0.09
Russet	\$30.94M	+\$6.61M	+27.2%	48.26M	+4.51M	+10.3%	\$0.64	+\$0.08
Red	\$9.95M	+\$1.43M	+16.8%	11.36M	+0.28M	+2.5%	\$0.88	+\$0.11
Yellow	\$8.99M	+\$2.06M	+29.7%	8.60M	+0.75M	+9.5%	\$1.05	+\$0.16
Gourmet	\$5.01M	+\$0.36M	+7.7%	1.90M	+0.11M	+6.1%	\$2.63	+\$0.04
Convenience	\$1.00M	-\$0.24M	-19.4%	0.48M	-0.15M	-23.6%	\$2.10	+\$0.11
White	\$0.43M	+\$0.05M	+14.0%	0.37M	+0.03M	+7.9%	\$1.17	+\$0.06

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Apr-June, 2022



2022 Q2: West South Central Division

Russet 5lb Jump in Q2 Sales

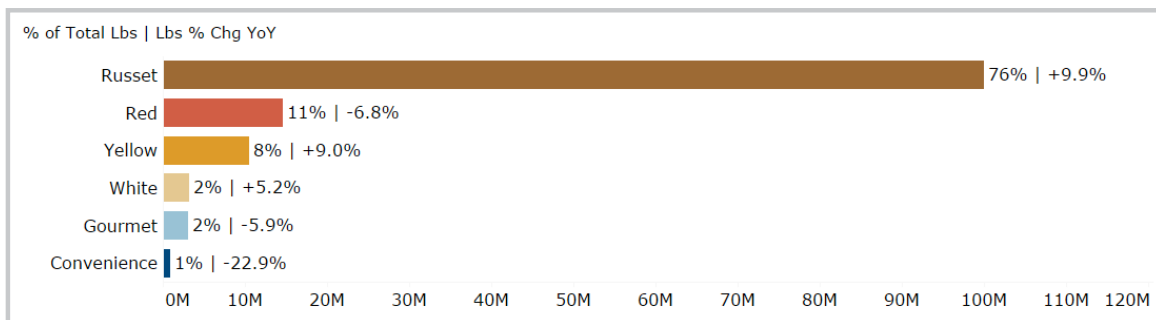
In Q2 2022, total russet dollars in the W.S. Central division were up +22.3%, while volume was up +9.9%. Russets, yellows, and whites all outperformed previous year sales by over +5% in volume and dollars.

5lb bags are the top selling pack size in the W.S. Central division overall, carrying 39% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the division, posting a dollar increase of +25.2% compared to year ago.

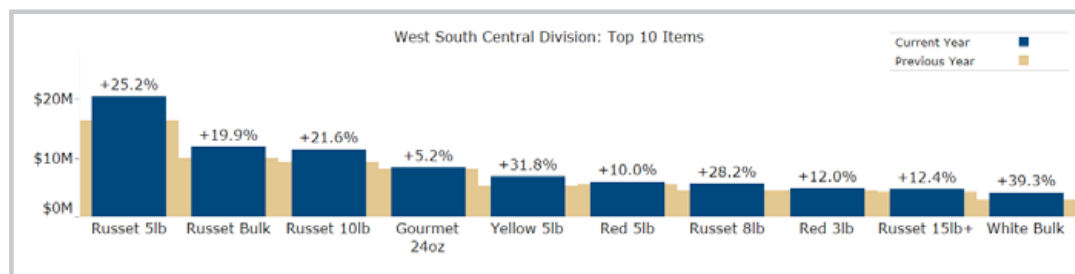
Q2 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$97.47M	+\$15.54M	+19.0%	132.38M	+8.50M	+6.9%	\$0.74	+\$0.07
Russet	\$56.93M	+\$10.37M	+22.3%	100.05M	+9.01M	+9.9%	\$0.57	+\$0.06
Red	\$15.31M	+\$1.20M	+8.5%	14.68M	-1.07M	-6.8%	\$1.04	+\$0.15
Yellow	\$10.55M	+\$2.52M	+31.4%	10.49M	+0.87M	+9.0%	\$1.01	+\$0.17
Gourmet	\$8.49M	+\$0.46M	+5.8%	3.07M	-0.19M	-5.9%	\$2.76	+\$0.30
White	\$4.53M	+\$1.41M	+45.1%	3.18M	+0.16M	+5.2%	\$1.42	+\$0.39
Convenience	\$1.66M	-\$0.42M	-20.3%	0.91M	-0.27M	-22.9%	\$1.82	+\$0.06

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Apr-June, 2022





2022 Q3

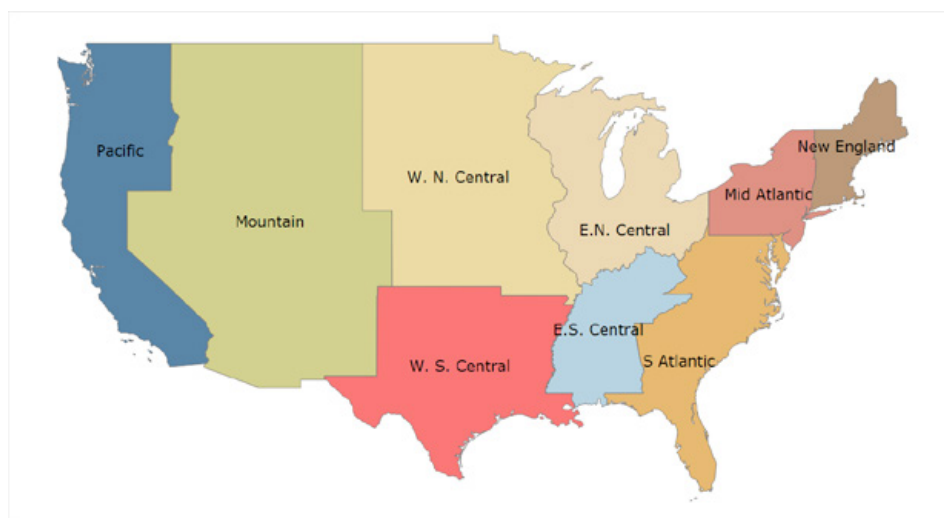
Potato Category Review

Idaho Potato Commission

2022 Q3 Potato Category Review

Background

- This report covers all potato performance for the Total U.S. as well as nine U.S. regions, as defined by NielsenIQ.
- Reporting period covers July 3 - Oct 1, 2022 vs. the same period last year.
- This report was prepared by Category Partners exclusively for the Idaho Potato Commission.
- Data in this report is provided under contract by Nielsen IQ. Nielsen reports for roughly 90,000 stores nationwide.
- Data coverage includes only potatoes sold in produce departments. Varieties are broken out as russet, red, yellow, white, convenience, and gourmet. Groupings are defined as:
 - » Convenience: Any fresh potato that can be prepared in its package. i.e. Microwaveable
 - » Gourmet: Specialty potatoes 24oz packsize; including Fingerling, Baby, or Mixed
- Data and charts in this report may be reproduced by recipients provided source attribution is used as follows: Source: Idaho Potato Commission and Category Partners, powered by Nielsen Total US Scan, July-September, 2022



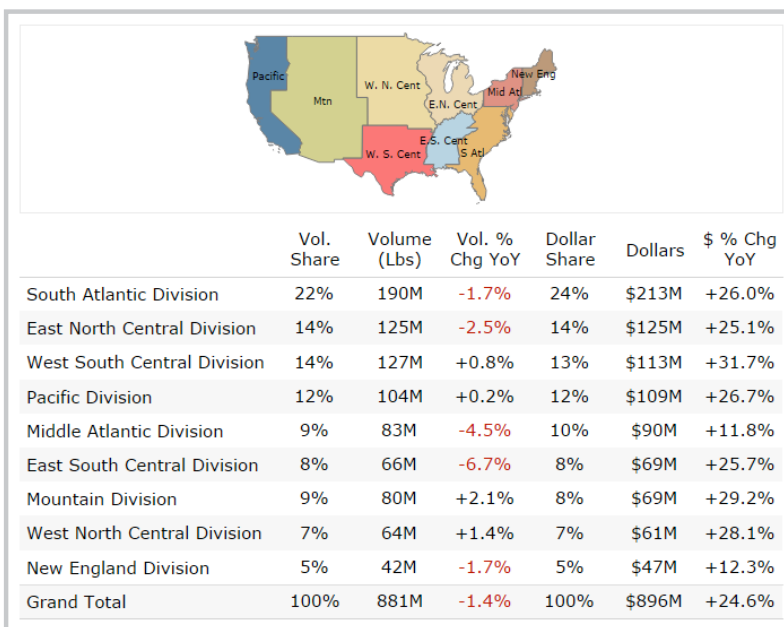
2022 Q3: Total US

Dollars Trend Up, Volume Not Far Behind

All nine divisions gained in dollars this quarter. The West South Central Division experienced the greatest year-over-year dollar growth at over 31%. Though volume was down, harvest for new crop began in week 7 of Q3, and potatoes have bounced back quickly.

Consistent with previous quarters this year, potatoes stand out as a value item during periods of inflation, even when their prices are higher. Potatoes should be highlighted with secondary displays in the produce department as a top value item.

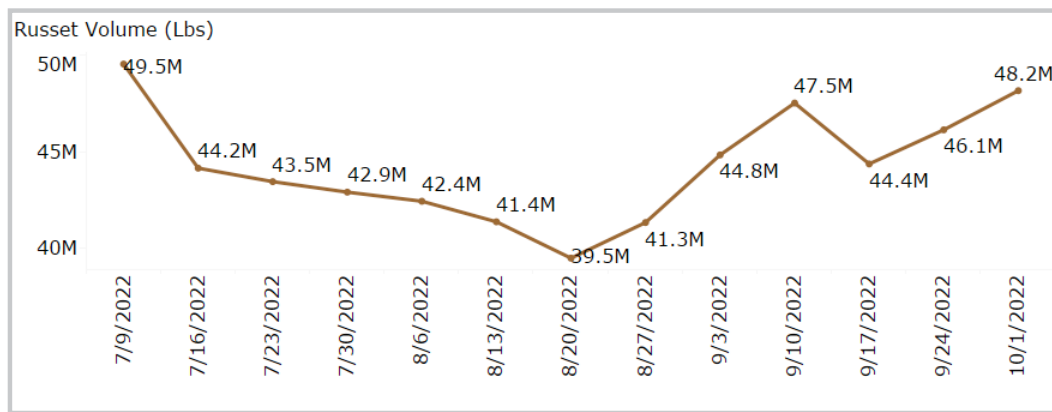
Heading into the holiday season, retailers can consider new holiday promotion strategies by reaching out to their retail promotion director.



Russets Bounce Back With New Crop

The weeks leading up to potato harvest brought low volume and even shortages at retail. However, russet volume had no problem bouncing back with new crop. Volume sales quickly recovered to lead-

ing up to Labor Day, and continue to rise heading into Q4.



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jul—Sep, 2022

CPCATEGORY
PARTNERS

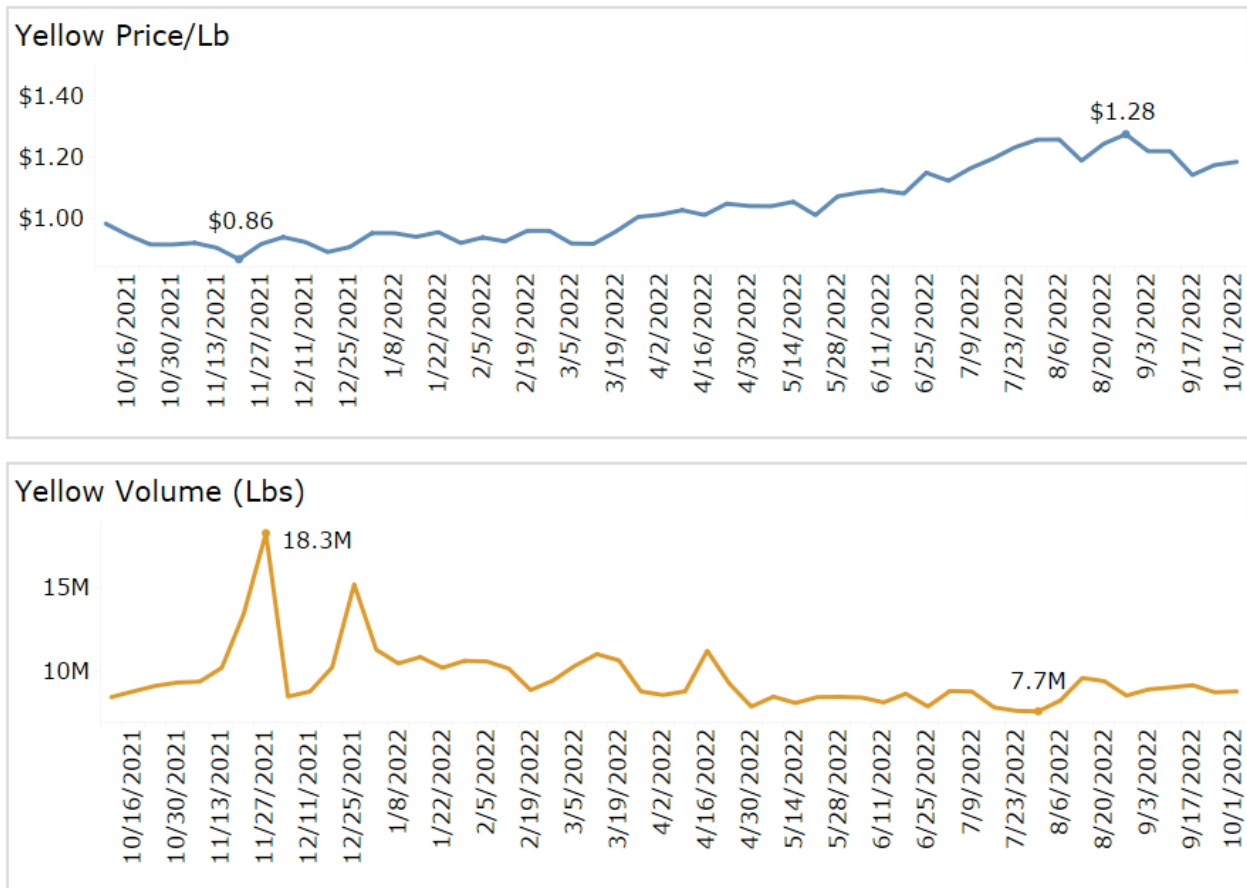
Yellow Potatoes: Annual Pricing Analysis

Yellow Volume & Prices Up

Inflation on yellow potatoes has been on the rise since November 2021. 2022 Q3 is the highest pricing to date in the past year, up \$0.41/lb from November. Though inflation is the main contributor to rising prices, shortages in volume supply at retail in the weeks leading up to the mid-August start of new

crop are also a cause of increases. Most impressive of all, despite increasing price/lb, volume remained steady.

Yellow volume hit its Q3 peak in the week of 8/13/2022 despite being the second highest average price/lb week in the past year.



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Sep 2021-Sep, 2022

CPCATEGORY PARTNERS

2022 Q3: East North Central Division

Yellow Volume Sales Up Over 10%

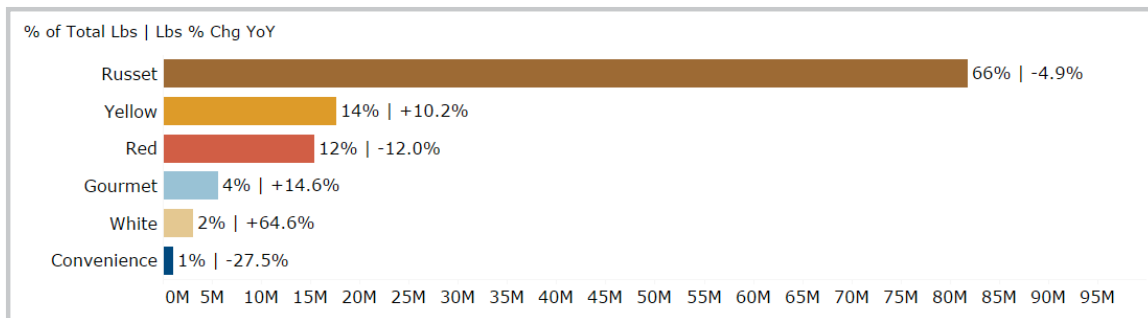
In Q3 2022, total russet dollars in the E.N. Central division were up +26.0%, while volume was down -4.9%. All varieties except convenience are up in dollars, while only yellows, gourmet, and white are up in volume.

5lb bags are the top selling pack size in the E.N. Central division overall, carrying 47% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the division, posting a dollar increase of +35.9% compared to year ago.

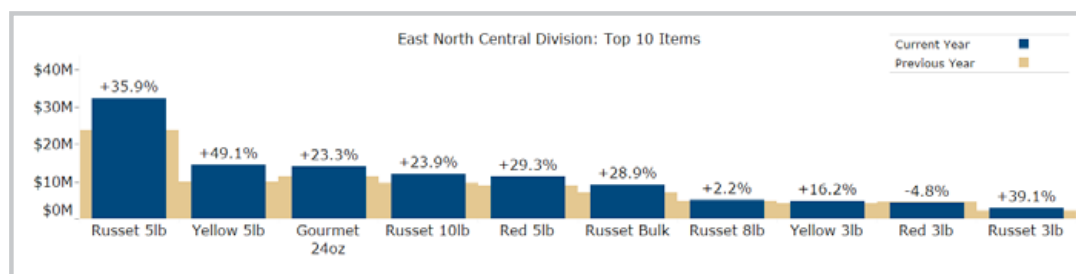
Q3 Performance: All Varieties

	Dollars	\$ Chg vs LY	% Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$125.29M	+\$25.15M	+25.1%	124.59M	-3.18M	-2.5%	\$1.01	+\$0.22
Russet	\$65.14M	+\$13.45M	+26.0%	81.88M	-4.24M	-4.9%	\$0.80	+\$0.20
Yellow	\$21.11M	+\$5.49M	+35.1%	17.60M	+1.63M	+10.2%	\$1.20	+\$0.22
Red	\$18.80M	+\$2.28M	+13.8%	15.43M	-2.11M	-12.0%	\$1.22	+\$0.28
Gourmet	\$14.02M	+\$2.65M	+23.3%	5.59M	+0.71M	+14.6%	\$2.51	+\$0.18
White	\$3.30M	+\$1.51M	+84.3%	3.08M	+1.21M	+64.6%	\$1.07	+\$0.11
Convenience	\$2.93M	-\$0.22M	-7.0%	1.01M	-0.38M	-27.5%	\$2.89	+\$0.64

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jul-Sep, 2022



2022 Q3: East South Central Division

5lb Russets Gain From Inflation

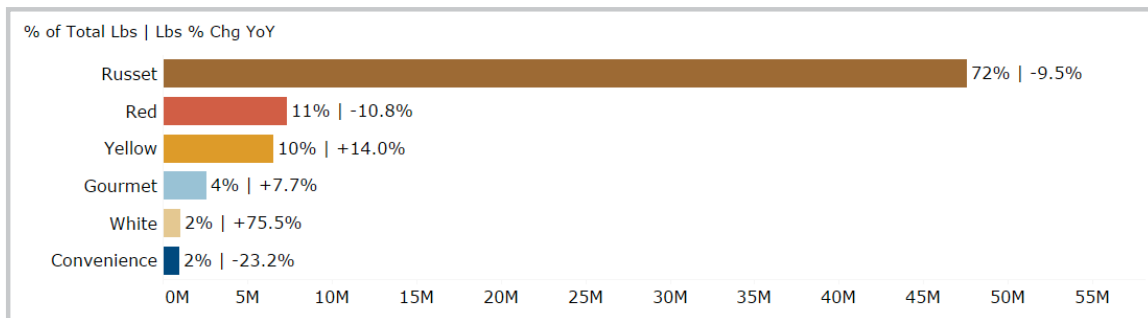
In Q3 2022, total russet dollars in the E.S. Central division were up +29.1%, but volume fell -9.5%. With the exception of yellow, white, and gourmet, every variety is down in volume sales vs 2021 Q3.

5lb bags are the top selling pack size in the E.S. Central division overall, carrying 44% of total potato volume. Russet 5lb item is the top selling item in the division, posting a dollar increase of +50.4% and a volume increase of +11.1% compared to year ago.

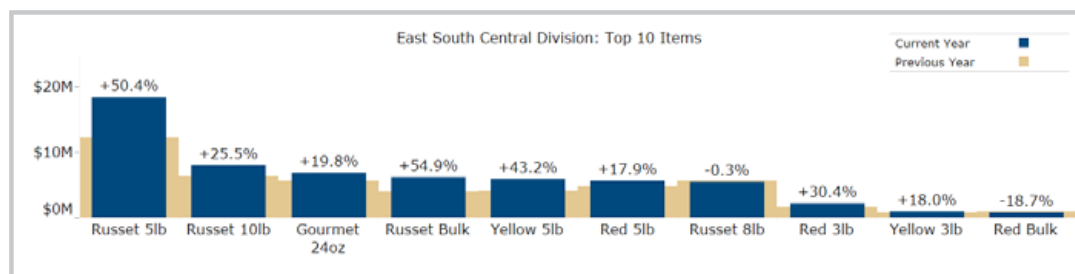
Q3 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$69.25M	+\$14.15M	+25.7%	66.16M	-4.76M	-6.7%	\$1.05	+\$0.27
Russet	\$41.82M	+\$9.42M	+29.1%	47.61M	-5.01M	-9.5%	\$0.88	+\$0.26
Red	\$9.22M	+\$1.20M	+15.0%	7.33M	-0.88M	-10.8%	\$1.26	+\$0.28
Yellow	\$7.82M	+\$2.13M	+37.3%	6.52M	+0.80M	+14.0%	\$1.20	+\$0.20
Gourmet	\$6.81M	+\$1.13M	+19.8%	2.62M	+0.19M	+7.7%	\$2.59	+\$0.26
Convenience	\$2.55M	-\$0.10M	-3.7%	1.02M	-0.31M	-23.2%	\$2.50	+\$0.51
White	\$1.03M	+\$0.38M	+57.5%	1.05M	+0.45M	+75.5%	\$0.98	-\$0.11

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jul-Sep, 2022



2022 Q3: Middle Atlantic Division

Yellows Have Highest Q3 Growth

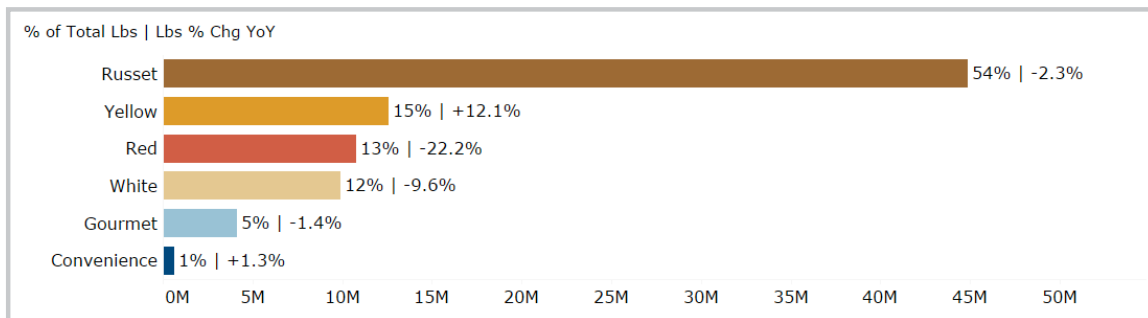
In Q3 2022, total russet dollars in the Mid Atlantic division were up +20.3%, while volume was down -2.3%. Yellows and convenience are the only varieties up in volume and dollars this quarter.

5lb bags are the top selling pack size in the Mid Atlantic division overall, carrying 49% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the Mid Atlantic division, posting a dollar increase of over +29.7% compared to Q3 2021.

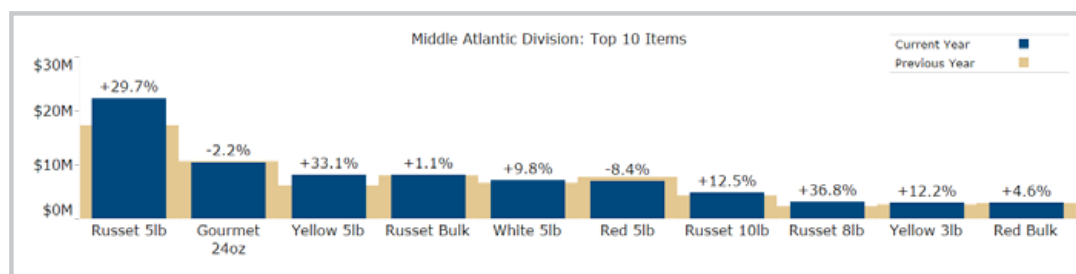
Q3 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$90.43M	+\$9.55M	+11.8%	82.92M	-3.87M	-4.5%	\$1.09	+\$0.16
Russet	\$40.29M	+\$6.80M	+20.3%	44.90M	-1.05M	-2.3%	\$0.90	+\$0.17
Yellow	\$14.87M	+\$2.70M	+22.2%	12.57M	+1.36M	+12.1%	\$1.18	+\$0.10
Red	\$13.82M	-\$0.82M	-5.6%	10.77M	-3.07M	-22.2%	\$1.28	+\$0.23
Gourmet	\$10.43M	-\$0.23M	-2.2%	4.14M	-0.06M	-1.4%	\$2.52	-\$0.02
White	\$9.07M	+\$0.99M	+12.3%	9.88M	-1.05M	-9.6%	\$0.92	+\$0.18
Convenience	\$1.95M	+\$0.12M	+6.4%	0.66M	+0.01M	+1.3%	\$2.93	+\$0.14

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jul-Sep, 2022



2022 Q3: Mountain Division

Yellows Continue Gaining Share in Q3

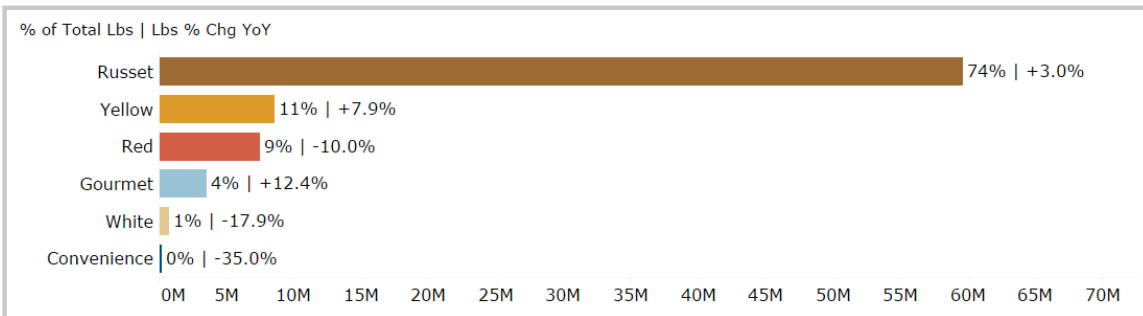
In Q3 2022, total russet dollars in the Mountain division were up +36.3%, while volume was up +3.0%. Russet volume growth exceeds Total US in this division (Total US russet volume at -1.8% for Q3).

5lb bags are the top selling pack size in the Mountain division overall, carrying 40% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the Mountain division, posting a dollar increase of +38.9% compared to year ago.

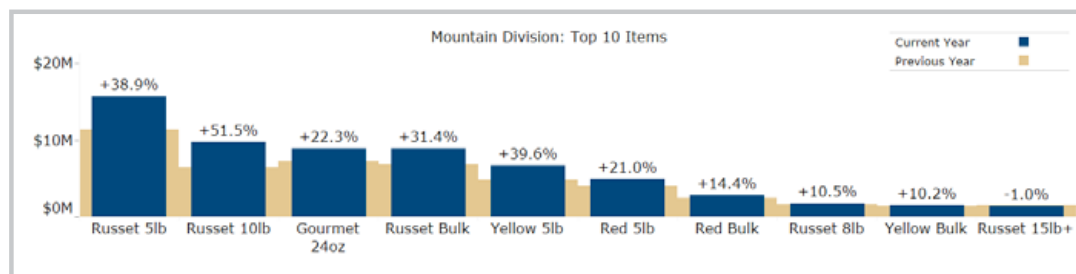
Q3 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$68.52M	+\$15.49M	+29.2%	80.29M	+1.62M	+2.1%	\$0.85	+\$0.18
Russet	\$38.73M	+\$10.32M	+36.3%	59.66M	+1.72M	+3.0%	\$0.65	+\$0.16
Yellow	\$10.15M	+\$2.36M	+30.3%	8.58M	+0.63M	+7.9%	\$1.18	+\$0.20
Red	\$9.13M	+\$1.40M	+18.2%	7.52M	-0.84M	-10.0%	\$1.21	+\$0.29
Gourmet	\$8.91M	+\$1.63M	+22.3%	3.56M	+0.39M	+12.4%	\$2.51	+\$0.20
White	\$1.06M	-\$0.03M	-2.9%	0.77M	-0.17M	-17.9%	\$1.38	+\$0.21
Convenience	\$0.54M	-\$0.19M	-26.1%	0.21M	-0.11M	-35.0%	\$2.54	+\$0.30

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jul-Sep, 2022



2022 Q3: New England Division

Yellows Drive Greatest Volume Growth in Q3

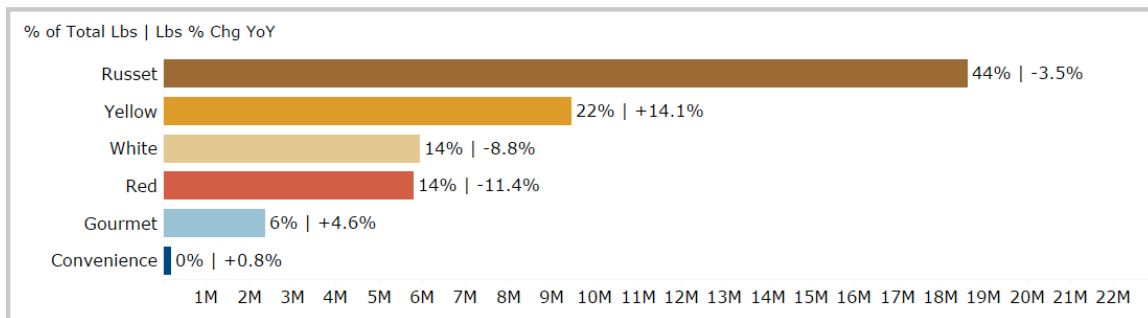
In Q3 2022, total russet dollars in the New England division were up +12.8%, while volume was down -3.5%. Yellows are up +14.1% in volume in this division, while reds are down -11.4% in volume.

5lb bags and bulk are the top selling pack sizes in the New England division overall, carrying 43% and 24% of total potato volume, respectively. In russets, the 5lb bag is the best selling pack size, posting Q3 gains of +13.6% in dollar sales.

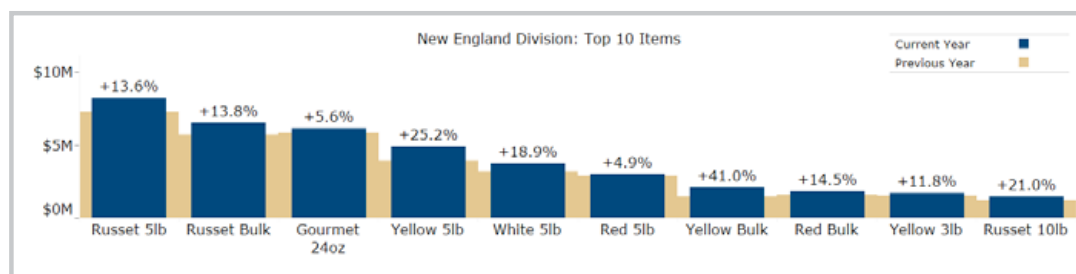
Q3 Performance: All Varieties

	Dollars	\$ Chg vs LY	% Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$46.58M	+\$5.10M	+12.3%	42.39M	-0.73M	-1.7%	\$1.10	+\$0.14
Russet	\$17.68M	+\$2.01M	+12.8%	18.64M	-0.68M	-3.5%	\$0.95	+\$0.14
Yellow	\$10.55M	+\$2.10M	+24.9%	9.45M	+1.17M	+14.1%	\$1.12	+\$0.10
Red	\$7.04M	+\$0.39M	+5.8%	5.80M	-0.74M	-11.4%	\$1.21	+\$0.20
Gourmet	\$6.15M	+\$0.32M	+5.6%	2.37M	+0.10M	+4.6%	\$2.59	+\$0.02
White	\$4.56M	+\$0.14M	+3.2%	5.94M	-0.57M	-8.8%	\$0.77	+\$0.09
Convenience	\$0.60M	+\$0.14M	+30.7%	0.19M	+0.00M	+0.8%	\$3.14	+\$0.72

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jul-Sep, 2022



2022 Q3: Pacific Division

Bulk Drives Division Pack Sizes

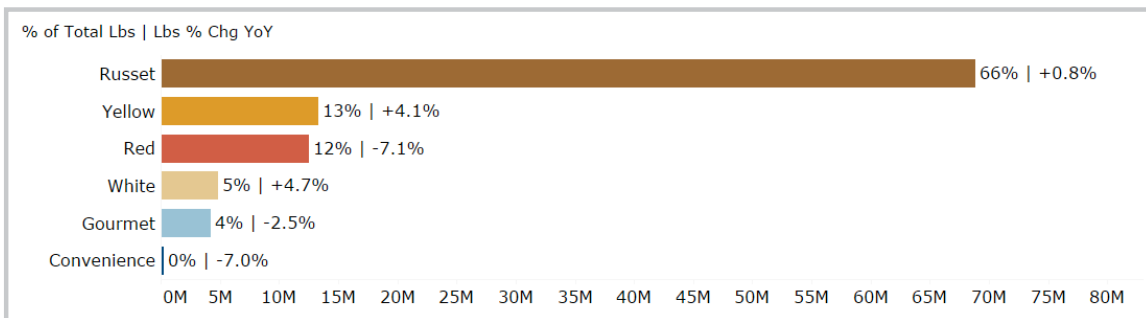
In Q3 2022, total russet dollars in the Pacific division were up +33.9%, while volume was up +0.8%. Reds saw the greatest volume declines at -7.1%.

Bulks are the top selling pack size in the Pacific division overall, carrying 39% of total potato volume. Of russets, bulks are the top selling item in the division, posting a dollar increase of +36.0% compared to year ago. The Pacific is the only division in Q3 with bulk russets outperforming 5lb russets.

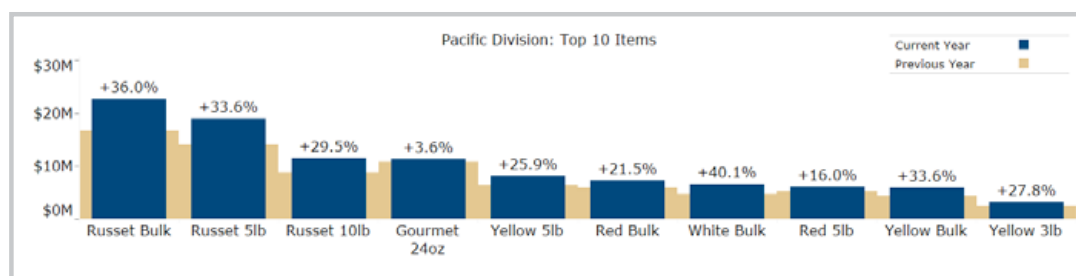
Q3 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$108.87M	+\$22.95M	+26.7%	104.12M	+0.20M	+0.2%	\$1.05	+\$0.22
Russet	\$56.43M	+\$14.28M	+33.9%	68.85M	+0.54M	+0.8%	\$0.82	+\$0.20
Yellow	\$17.78M	+\$3.90M	+28.1%	13.36M	+0.52M	+4.1%	\$1.33	+\$0.25
Red	\$15.83M	+\$2.42M	+18.1%	12.50M	-0.96M	-7.1%	\$1.27	+\$0.27
Gourmet	\$11.29M	+\$0.40M	+3.6%	4.27M	-0.11M	-2.5%	\$2.64	+\$0.16
White	\$6.92M	+\$2.03M	+41.4%	4.88M	+0.22M	+4.7%	\$1.42	+\$0.37
Convenience	\$0.61M	-\$0.08M	-11.1%	0.26M	-0.02M	-7.0%	\$2.32	-\$0.11

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jul-Sep, 2022

CPCATEGORY
PARTNERS

2022 Q3: South Atlantic Division

Bulks Gain in Dollar Share

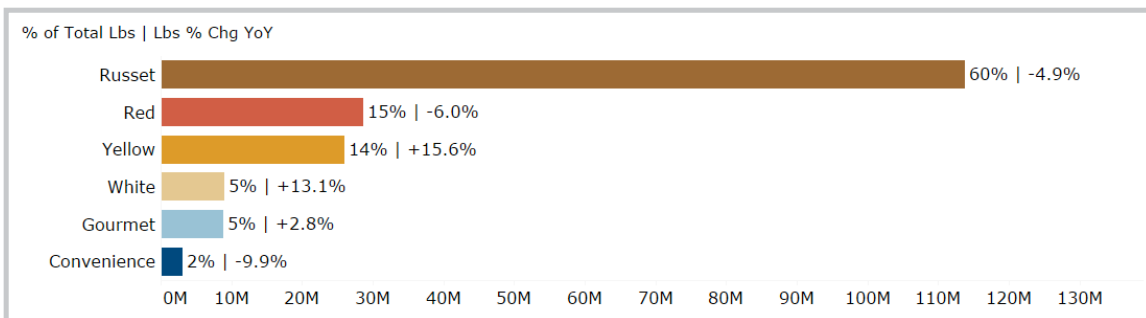
In Q3 2022, total russet dollars in the South Atlantic division were up +28.1%, while volume was down -4.9%. Yellows had the greatest Q3 volume growth in the South Atlantic compared to any other division in the US.

5lb bags are the top selling pack size in the South Atlantic division overall, carrying 43% of total potato volume. 5lb bags have fallen from 50% volume share in Q2.

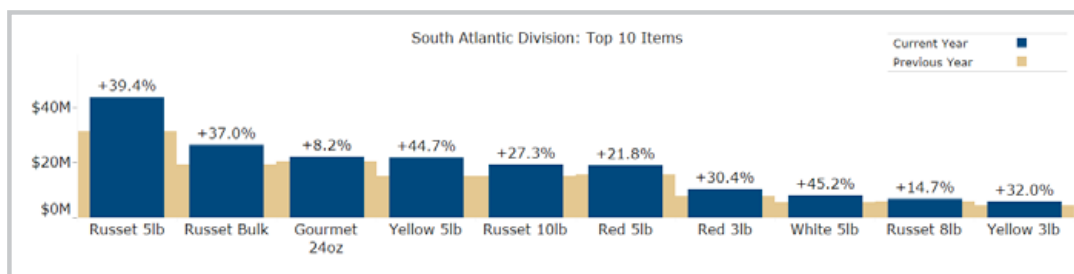
Q3 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$213.35M	+\$43.96M	+26.0%	189.61M	-3.25M	-1.7%	\$1.13	+\$0.25
Russet	\$104.78M	+\$23.01M	+28.1%	113.87M	-5.85M	-4.9%	\$0.92	+\$0.24
Red	\$36.85M	+\$6.58M	+21.7%	28.71M	-1.84M	-6.0%	\$1.28	+\$0.29
Yellow	\$31.51M	+\$9.03M	+40.2%	25.94M	+3.50M	+15.6%	\$1.21	+\$0.21
Gourmet	\$22.04M	+\$1.68M	+8.2%	8.90M	+0.25M	+2.8%	\$2.48	+\$0.12
White	\$9.43M	+\$2.69M	+39.9%	9.07M	+1.05M	+13.1%	\$1.04	+\$0.20
Convenience	\$8.73M	+\$0.98M	+12.6%	3.13M	-0.34M	-9.9%	\$2.79	+\$0.56

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jul-Sep, 2022



2022 Q3: West North Central Division

Yellows Rise While Reds Still Fall

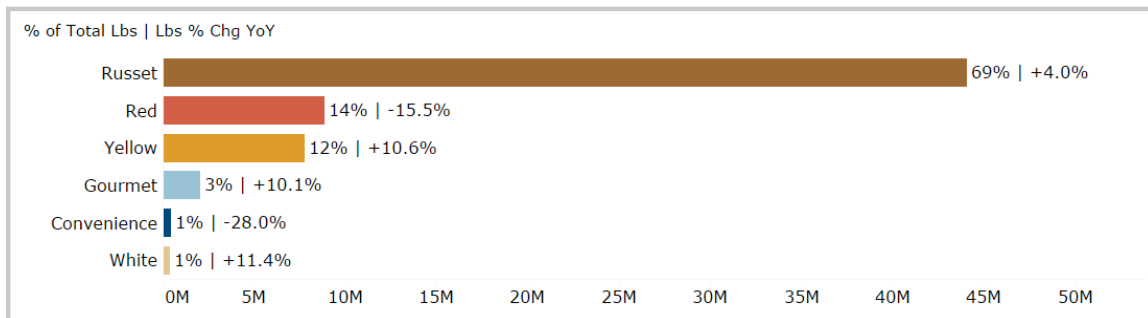
In Q3 2022, total russet dollars in the W.N. Central division were up +37.4%, while volume was up +4.0%. Convenience is the only variety in the division that experienced dollar and volume decreases this quarter.

5lb bags are the top selling pack size in the W.N. Central division overall, carrying 51% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the division, posting a dollar increase of +41.3% compared to year ago.

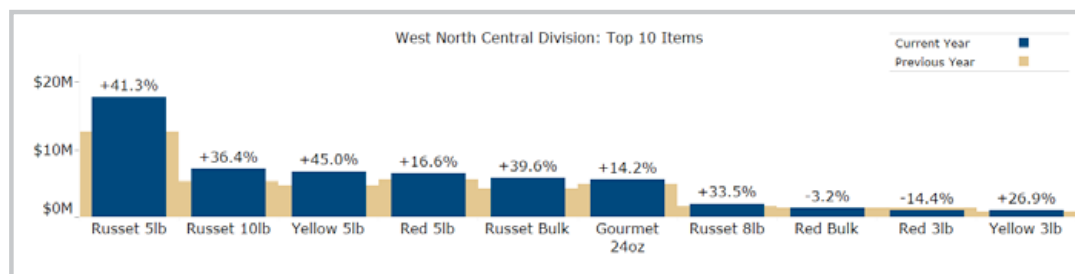
Q3 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$60.99M	+\$13.39M	+28.1%	63.67M	+0.86M	+1.4%	\$0.96	+\$0.20
Russet	\$34.27M	+\$9.33M	+37.4%	44.09M	+1.69M	+4.0%	\$0.78	+\$0.19
Red	\$9.84M	+\$0.75M	+8.3%	8.86M	-1.62M	-15.5%	\$1.11	+\$0.24
Yellow	\$9.68M	+\$2.79M	+40.4%	7.77M	+0.74M	+10.6%	\$1.25	+\$0.26
Gourmet	\$5.63M	+\$0.70M	+14.2%	2.08M	+0.19M	+10.1%	\$2.71	+\$0.10
Convenience	\$1.07M	-\$0.27M	-20.2%	0.48M	-0.19M	-28.0%	\$2.23	+\$0.22
White	\$0.50M	+\$0.08M	+19.2%	0.39M	+0.04M	+11.4%	\$1.28	+\$0.08

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jul-Sep, 2022



2022 Q3: West South Central Division

Russet 5lb Jump in Q3 Sales

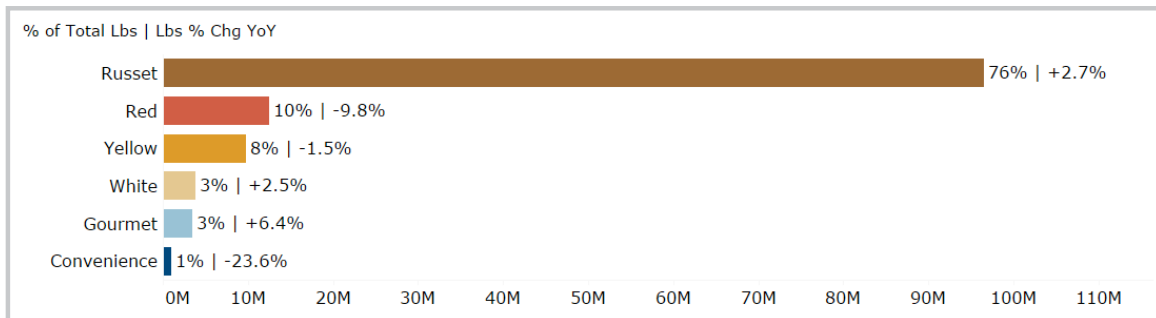
In Q3 2022, total russet dollars in the W.S. Central division were up +39.5%, while volume was up +2.7%. Russets, gourmet, and whites all outperformed previous year volume this quarter; all other varieties fell.

5lb bags are the top selling pack size in the W.S. Central division overall, carrying 37% of total potato volume. Of the 5lb pack sizes, russet 5lb item is the top selling item in the division, posting a dollar increase of +53.1% compared to year ago.

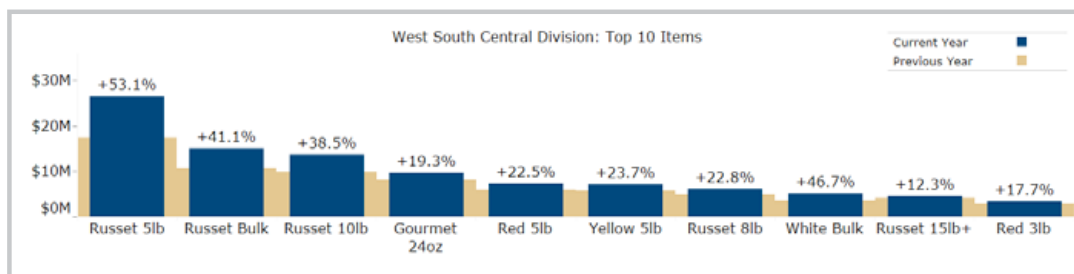
Q3 Performance: All Varieties

	Dollars	\$ Chg vs LY	\$ % Chg YoY	Volume (Lbs)	Vol. Chg vs LY	Vol. % Chg YoY	Avg Price/Lb	Price Per Lb Chg
Grand Total	\$113.05M	+\$27.23M	+31.7%	127.15M	+0.99M	+0.8%	\$0.89	+\$0.21
Russet	\$68.81M	+\$19.47M	+39.5%	96.52M	+2.50M	+2.7%	\$0.71	+\$0.19
Red	\$15.36M	+\$2.03M	+15.2%	12.55M	-1.37M	-9.8%	\$1.22	+\$0.27
Yellow	\$11.62M	+\$2.50M	+27.4%	9.82M	-0.15M	-1.5%	\$1.18	+\$0.27
Gourmet	\$9.62M	+\$1.56M	+19.3%	3.46M	+0.21M	+6.4%	\$2.78	+\$0.30
White	\$5.77M	+\$1.98M	+52.4%	3.86M	+0.09M	+2.5%	\$1.50	+\$0.49
Convenience	\$1.87M	-\$0.31M	-14.4%	0.94M	-0.29M	-23.6%	\$1.99	+\$0.21

All Varieties by Volume



Top 10 Items: All Varieties



Source: Idaho Potato Commission and Category Partners, powered by NielsenIQ Syndicated, Jul-Sep, 2022







2023 DISPLAY CONTEST

Every Qualified
Participant Is Entered
to Win a Trip for 2 to
ATLANTIS
HOTEL & RESORT

WITH MORE THAN
\$150,000
IN CASH & PRIZES!



Receive a Free
BRENTWOOD
TOASTER OVEN
JUST FOR ENTERING!





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

Enter for a Chance to Win
A Trip for 2 to the World-Renowned

**ATLANTIS
HOTEL & RESORT**
IN THE MAGNIFICENT BAHAMAS

Every Qualified Participant Will Be
Entered into a Random Drawing to
Win a Trip for Two:

- Roundtrip airfare for two to the majestic Atlantis Hotel & Resort.
- 6 days' / 5 nights' accommodations stay for two, plus \$300 per day per couple for meals & drinks
- \$1,000 to cover miscellaneous recreation and ground transportation costs. Includes taxes & gratuities.

PUT YOUR CREATIVITY ON DISPLAY!

Get Your Customers Excited
to buy **Idaho® Potatoes** 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.
2. Incorporate the website idahopotato.com 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, 2023.
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.

Secondary
Idaho® Potato
Displays
Grow Sales
up to
22%

**RECEIVE A FREE BRENTWOOD®
STAINLESS STEEL TOASTER OVEN
JUST FOR ENTERING!**



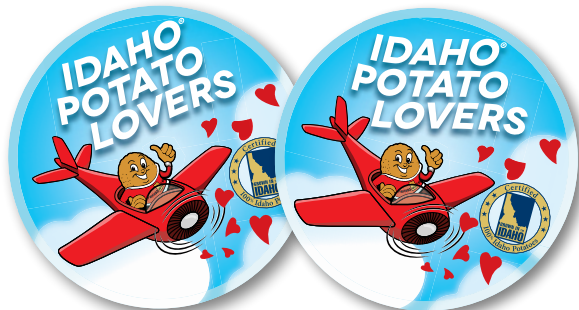
Small Display? It's OK! Seriously, the size of your display doesn't matter. Not all stores have room for a big display. Based on your creativity, you can still win! Smaller displays have the same chance of winning as larger displays.

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 the Bahamas! 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, 2023.

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 2023 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	\$1,500
2nd Place	\$1,000
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 ATLANTIS
HOTEL & RESORT

Store Categories

Category 1
1-5
Registers

Category 2
6-9
Registers

Category 3
10+
Registers





DISPLAY CONTEST RULES

1. Your Idaho® Potato display must be in place for at least 1 week during the contest period.
2. 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 productDisplays may not include potato products from other states.
3. Display point-of-sale (POS) materials must include 2023 special-themed POS material from the Idaho Potato Commission. You may create your own display support materials as well. Creativity is encouraged!
4. 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.
5. 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) salability of the display, and 3) Idaho® Potato Lovers Display Contest signage. The committee's decisions are final.
6. All entries must be received by the Idaho® Potato Lovers Display Contest Review Committee no later than April 15, 2023. Top winners will be notified by June 1, 2023, and all winners will be posted by June 15, 2023, on our website: idahopotato.com/retail.
7. 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.

8. Prizes will be awarded to winning entrants by July 15, 2023, subject to verification by the Idaho Potato Commission of all completed entry documents and applicable information.
9. 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.
10. 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.
11. 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.
12. The Atlantis Hotel & Resort Sweepstakes Rules: All Idaho® Potato Lovers Display Contest entries will be automatically entered into the sweepstakes portion of this promotion. Grand prize consists of roundtrip airfare for two, 6 days/ 5 nights' accommodations at the Atlantis Royal, terrace view room, a meal allowance of up to \$300 per day including taxes and gratuities, plus \$1,000 to cover miscellaneous recreation and ground transportation costs. Approximate retail value (ARV) \$10,600. 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



2023 Idaho® Potato Lovers DISPLAY CONTEST ENTRY FORM

Enclosed is my qualified entry for the display contest.
Please send me the Brentwood® Stainless Steel Toaster Oven!

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** (1-5 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, 2023, to Idaho Potato Commission, PO Box 1670, Eagle, ID 83616, or if using an overnight mail service, send to 661 South Rivershore Lane, Suite 230, Eagle, ID 83616.

IDAHOPOTATO.COM/RETAIL

U.S. NO. 1
IDAHO
POTATOES



**IDAHO® POTATO LOVERS
DISPLAY CONTEST
POS MATERIALS**







Idaho Potato Commission Tie-In Partners

The Idaho Potato Commission is partnering with French Blue wines by positioning coupons on partner products. The partnership allows IPC exceptional visibility on the aisles with wines while aligning well with the Grown in Idaho® quality.

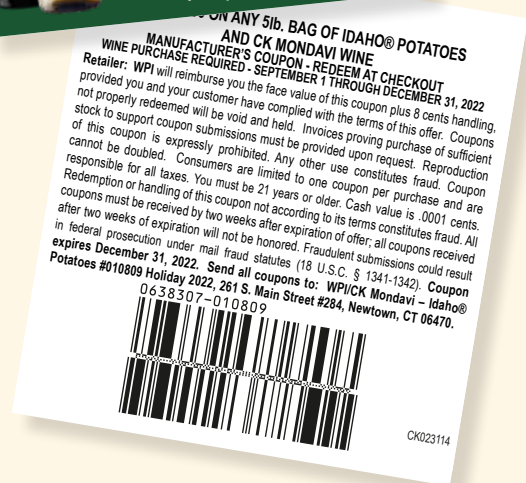




IDAHO® POTATO TIE-INS

Idaho Potato Commission Tie-In Partners

The Idaho Potato Commission is partnering with CK Mondavi wines and Mrs. Cubbison's by positioning coupons on partner products. The partnership allows IPC exceptional visibility on the aisles with wines and holiday items while aligning well with the *Grown in Idaho®* quality.





IDAHO® POTATO TIE-INS

Idaho Potato Commission Tie-In Partners

The Idaho Potato Commission is partnering with Flat Top wines and Mrs. Cubbison's by positioning coupons on partner products. The partnership allows IPC exceptional visibility on the aisles with wines and holiday items while aligning well with the *Grown in Idaho*® quality.





Idaho Potato Commission Tie-In Partners

The Idaho Potato Commission is partnering with Mrs. Cubbison's by positioning coupons on partner products. The partnership allows IPC exceptional visibility on the aisles with holiday items while aligning well with the *Grown in Idaho*® quality.





U.S. NO. 1
IDAHO
POTATO
COMMISSION
MARKETING
MATERIALS &
INFOGRAPHICS
RETAILER
RETAIL MARKETING PROGRAM
2023



MARKETING MATERIALS & INFOGRAPHICS

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 idahopotato.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].



7



UTILIZE IPC ASSETS
idahopotato.com/retail

2

SECONDARY DISPLAYS DRIVE SALES

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



8

IDAHO® POTATO LOVERS DISPLAY CONTEST INCREASES IN-STORE ENGAGEMENT

Make merchandising fun!



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.



9

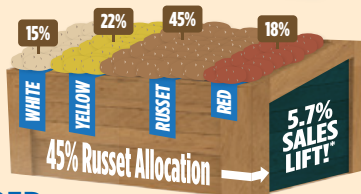
IDAHO® POTATOES MEANS MORE THAN JUST RUSSETS

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



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.



10

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



Kent Beesley

RETAIL PROMOTION DIRECTOR
WESTERN U.S. AND CANADA

208-631-9760

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Mark Daniels

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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 Rivershore 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.

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

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

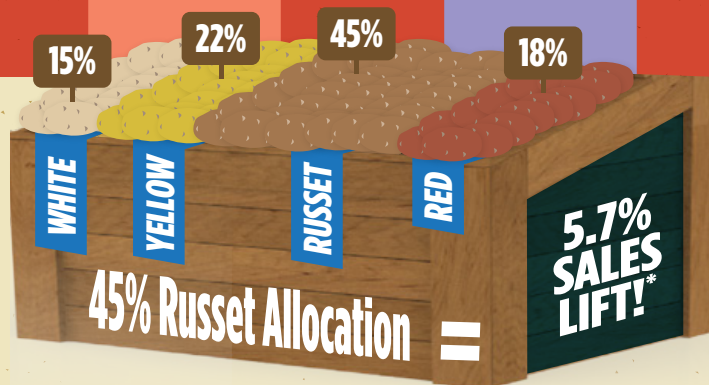
25%

of all fresh vegetable
volume is potatoes

12%

of all fresh vegetable
dollars are potatoes

ASSORTMENT



Vertical shelf blocking
creates the potential for a

3.6%
TOTAL POTATO SALES LIFT

Idaho Potato Commission
idahopotato.com



cpCATEGORY PARTNERS nielsen

- 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.



INCREASED PRICE

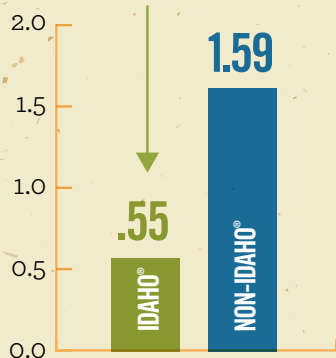
STABLE DEMAND/VOLUME



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*

Study Info provided by:

The study was conducted using IRI syndicated data

Category: Potatoes

Timeframe: 104 weeks ending 4/17/2016

8 Regions and Total U.S.

Level of Detail: Weekly data broken out by variety and pack

EQ Volume = Lbs

Timothy Richards, Ph. D. with Badger Metrics, LLC using his proprietary price elasticity model provided the statistical results reported.
Category Partners, LLC, in concert with Dr. Richards, provided the conclusions and takeaways reported.

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:



@famousidahopotatoes



@idahopotatoes



@idahopotato



idahopotato



IdahoPotatoVideos

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

GREENING



FACT CHECK



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. Woolfe JA. *The Potato in the Human Diet*. Cambridge University Press, Great Brittan. 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



FACT CHECK



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



FACT CHECK



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/bhnrc/ndl

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

1. Woolfe JA. *The Potato in the Human Diet*. New York: Cambridge University Press. 1987, pp10.2.
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;76(1):290S-8S.
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. 8.
6. Henry CJ, Lightowler HJ, Strik CM, Storey M. “Glycaemic index values for commercially available potatoes in Great Britain.” *Br J Nutr.* 2005 Dec;94(6):917-21.9.
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, Kurilich 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."

AHHHHH!



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.



@famousidahopotatoes



@idahopotatoes



@idahopotato



idahopotato



IdahoPotatoVideos

IDAHO® POTATOES ARE BIG

On Nutrition!

VITAMINS & MINERALS

VITAMIN



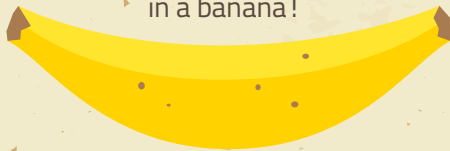
One potato provides

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.



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 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:



@famouSIDahopotatoes



@idahopotatoes



@idahopotato



idahopotato



IdahoPotatoVideos

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"

- Stephan Guyenet, PHD 8/15/17

CLOCKING IN AT 110 CALORIES PER 5 OZ POTATO, SPUDS ARE AN EXCELLENT SOURCE OF FIBER

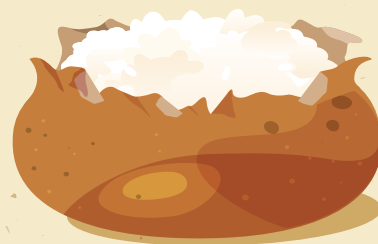
- PREVENTION MAGAZINE 3/20/17

"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 3/20/17



POTATOES ARE A KITCHEN STAPLE WORTH BEFRIENDING

- PREVENTION MAGAZINE 3/20/17

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

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:



@famousidahopotatoes



@idahopotatoes



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IdahoPotatoVideos

OUR FAVORITE PAL

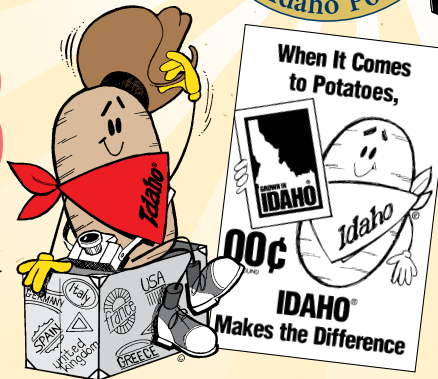


THROUGH THE YEARS

1983

A STAR IS BORN!

A Western version of a cartoon-style potato character begins to be used by the Idaho Potato Commission.



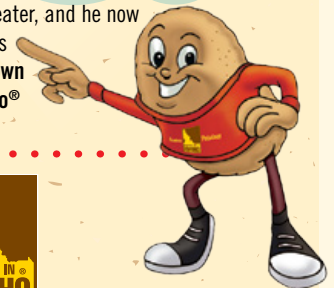
1980s Potato Character Retail Ads

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.

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 more kids to their 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 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:

[f @famousidahopotatoes](https://www.facebook.com/famousidahopotatoes)
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[y IdahoPotatoVideos](https://www.youtube.com/IdahoPotatoVideos)

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 approximately
25,000
miles per
year

That's enough miles to circle the world **EVERY YEAR!**

Events held in
369
cities &
towns

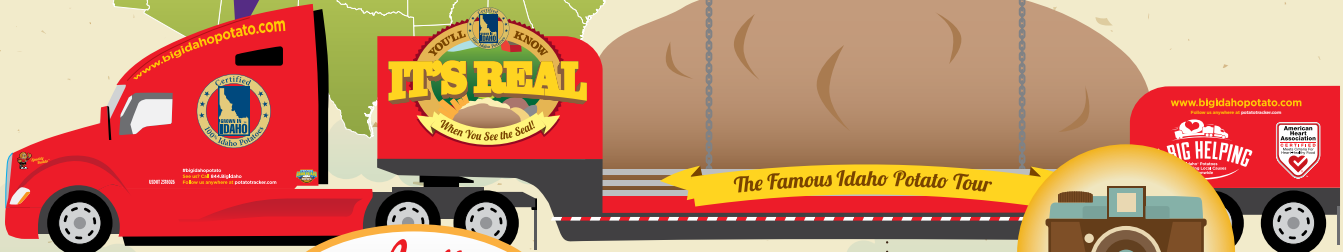
Traveled through more than
4,000
cities &
towns

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



LOCAL,
NATIONAL,
AND EVEN
GLOBAL
RECOGNITION

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

Is it
REAL?
(seriously)

THE NUMBER
1 QUESTION

How did Tater Team alum
Kristie Wolfe answer that?

It's real...by awesome!



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!)

*One persistent lady writes us all of the time to see if we can get the truck to Hawaii and Alaska!



IMMEASURABLE

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

GO HOME!



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:



@famousidahopotatoes



@idahopotatoes



@idahopotato



idahopotato



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Points for the IDAHO® Potato!

SURVEY ENLIGHTENS AMERICANS ON THE IDAHO® POTATO DIFFERENCE

TATER NATION

97%

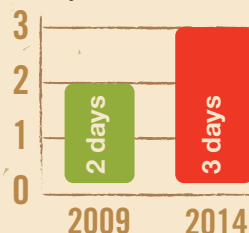


230 million Americans eat POTATOES

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

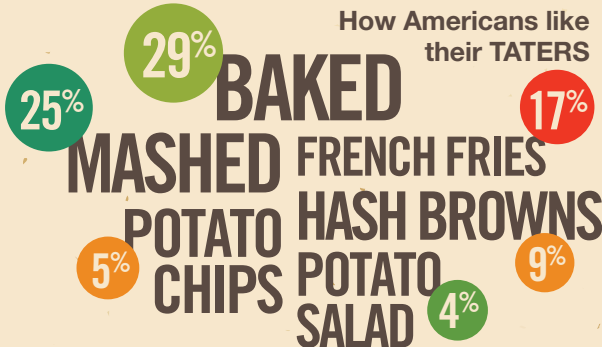
7%



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



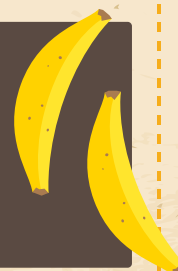
WHAT AMERICANS DON'T KNOW

78%

78% don't know potatoes have more **POTASSIUM** than bananas.

93%

93% don't know potatoes have more **VITAMIN C** than bananas.



Survey was conducted in 2014 among 1,000 nationally representative Americans ages 18 and over, using an email invitation and an online survey.



Kelton 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 Kelton, please call 1 (888) 8.KELTON or visit www.keltonglobal.com.

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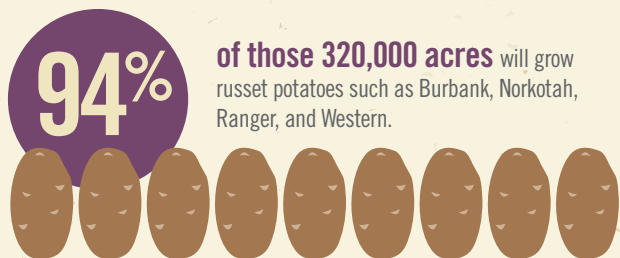


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IDAHO POTATO COMMISSION'S POTATO HARVEST



320,000 acres of Idaho® potatoes are harvested per year. That's about 13 BILLION pounds of potatoes!



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

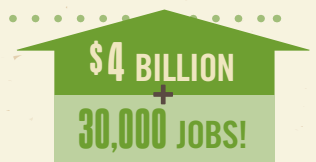


Visit idahopotato.com/directory for more potato variety information.

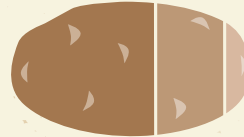


IDAHO® POTATOES and the **GROWN IN IDAHO®** seals are federally registered certification marks that belong to the Idaho Potato Commission. You know you're getting the consistent quality and taste of Idaho® potatoes when you see the seal.

WHAT A BOOST! The Idaho® potato industry contributes about \$4 billion to Idaho's economy and provides more than 30,000 jobs.



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:



..... **65%**

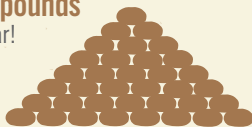


..... **35%**

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 26%

corn 19%

broccoli 17%

POTATOES ARE AMERICA'S FAVORITE VEGETABLE!*

Who s Idaho® potatoes the most? New York!
Followed by Ohio, Florida, Pennsylvania and Texas.

*February 2014, Conducted by Kelton Research

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:



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@idahopotatoes



@idahopotato



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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												

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?"**



This potato-based 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.

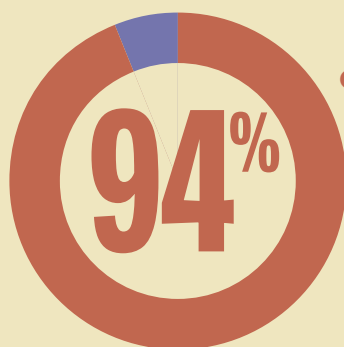
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WHY DO YOU BUY IDAHO® POTATOES?

It's because **GROWN IN IDAHO®** is much more than a label!

In a survey of Foodservice operators, an overwhelming majority strongly preferred Idaho® potatoes for a multitude of reasons.



of operators
surveyed buy
Idaho® potatoes



Idaho® potatoes
are consistently
high-quality,
evenly sized,
and are readily
available.

Laura Owen, CJ's on the Bay

Idaho's rich volcanic soil, warm days, cool nights, and clean water from the majestic mountains give Idaho® potatoes their unique texture, taste, and dependable performance.



They make the
best mashed
potatoes and
twice baked
potatoes!!!

Sarah Falls, Sodexo

What
**IDAHO® POTATO
PURCHASING
FACTORS
are most
IMPORTANT
TO YOU?**

Quality

Taste

Consistency and Reliability

Year-Round Availability

Brand Recognition

Versatility

Profitability



SOURCE: EHY, 2021. *The Latest Dish* Newsletter Subscriber Survey.

Idaho Potato Commission | IdahoPotato.com

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2022 CROP PRODUCTION COST INCREASES



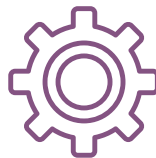
Input costs could continue to fluctuate throughout the crop year.



LABOR

The industry continues to struggle to find available labor and have reported increased labor costs.

The unemployment rate in Idaho is 2.7%; among some of the lowest in the country.



MACHINERY

Manufacturers have been unable to keep up with the demand and pricing for machinery and equipment, due to parts shortages.

In addition, repair costs have jumped by as much as 25%, or more, within the past year.

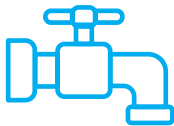


FERTILIZER

Nitrogen Prices are up 86%-125% from last year.

Phosphate fertilizer Component prices are up between 47%-65%.

Potash Prices are up 99% from a year ago.



WATER SUPPLY IN IDAHO

Even though water supply has increased recently, there is still constant concern across the state.



FUEL

With a significant increase in diesel prices, shipping and transportation costs have also seen sharp changes.



FINANCIAL INCREASES

Interest rates to finance purchases have increased recently, from near historic lows.

Idaho Potato Commission | Idahopotato.com

661 South Rivershore Lane, Suite 230 Eagle, ID 83616 TEL (208) 334 2350 FAX (208) 334 2274

The Idaho® Potato **Difference**



Traceability

Every Idaho® potato is traceable back to the field it was grown in.



Rigid Inspection Process

Idaho is the only state with onsite third-party USDA shipping point inspectors.



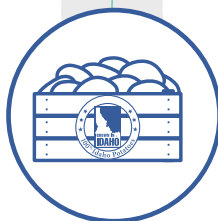
Quality is our priority

Idaho® potatoes have the strictest grading standards in the nation.



Consistent Sizing

Idaho's regulated sizing provides uniformity for your delivered product.



Brand Recognition

Idaho's quality seal makes it easy to identify.

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Tel 208.334.2350 **Fax** 208.334.2274

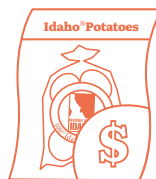
Recession-Proof Your Store With Idaho® Potatoes



Inflation has skyrocketed, reaching its highest level in 40 years. As a result, Americans are cooking at home more than ever and reigniting demand for high-quality, great value staples like genuine **Idaho® Potatoes**.



1/3 of all Americans are **cooking more at home** and dining out less than usual.¹



87% of consumers know they are going to buy potatoes **before** they leave their house.²



with potatoes **\$89⁵⁰** without **\$43²¹**
Potatoes have been shown to **double average customer basket size**.³



68% of shoppers will pay more for branded produce, like **Idaho® Potatoes**.⁴

So during inflationary times,
be sure to advertise **Idaho® Potatoes**.

¹January 2022 Ipsos survey
²Potatoes USA Total Store Study
³Kantar Insights Consulting
⁴Foodmix Marketing Communications





The Big Idaho® Potato Truck—Big Comeback to the Road!

The Big Idaho® Potato Tour had its first full tour since 2019, and the enthusiasm from the Tater Team and the public was overwhelming! The United States was excited to have us back on the road!

The 2022 Tater Team:

Melissa: Driver — Spud Racer

Willy: Ambassador — Tiny Tater

Kyle: Ambassador — Spudicus







RETAIL PROMOTION DIRECTOR— WESTERN U.S. AND CANADA



Kent Beesley

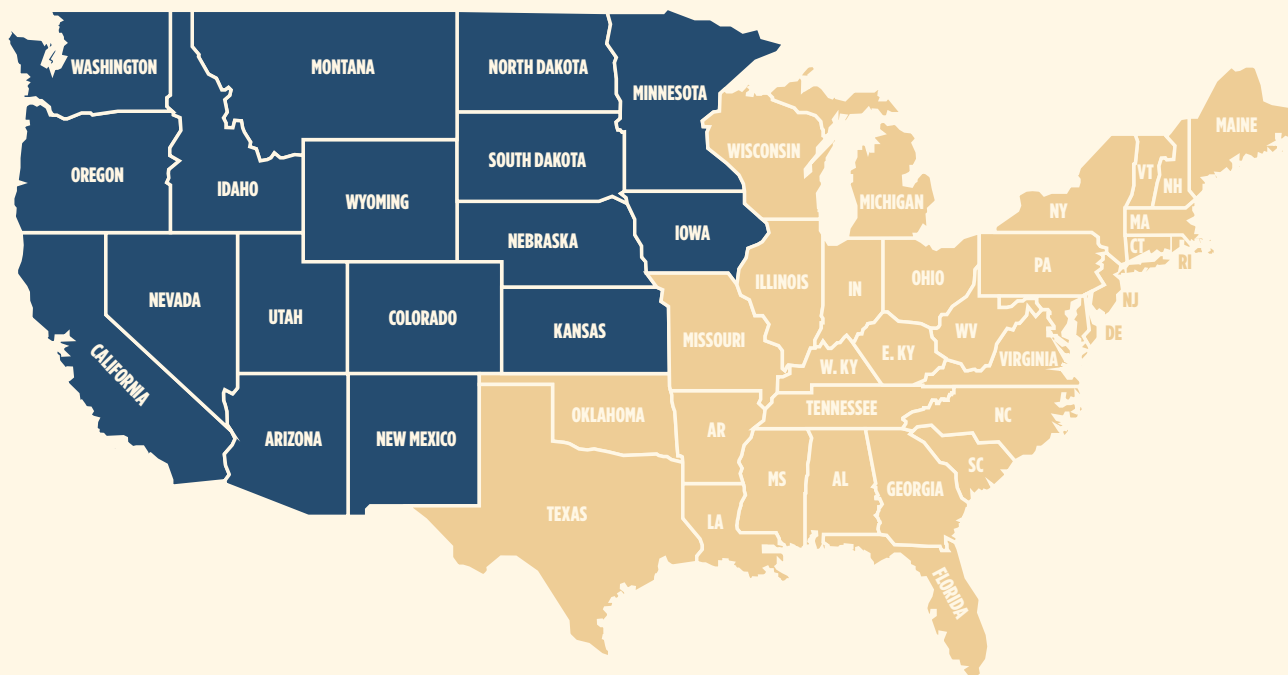
Retail Promotion Director—Western U.S. and Canada

(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— SOUTHEAST AND CENTRAL U.S.



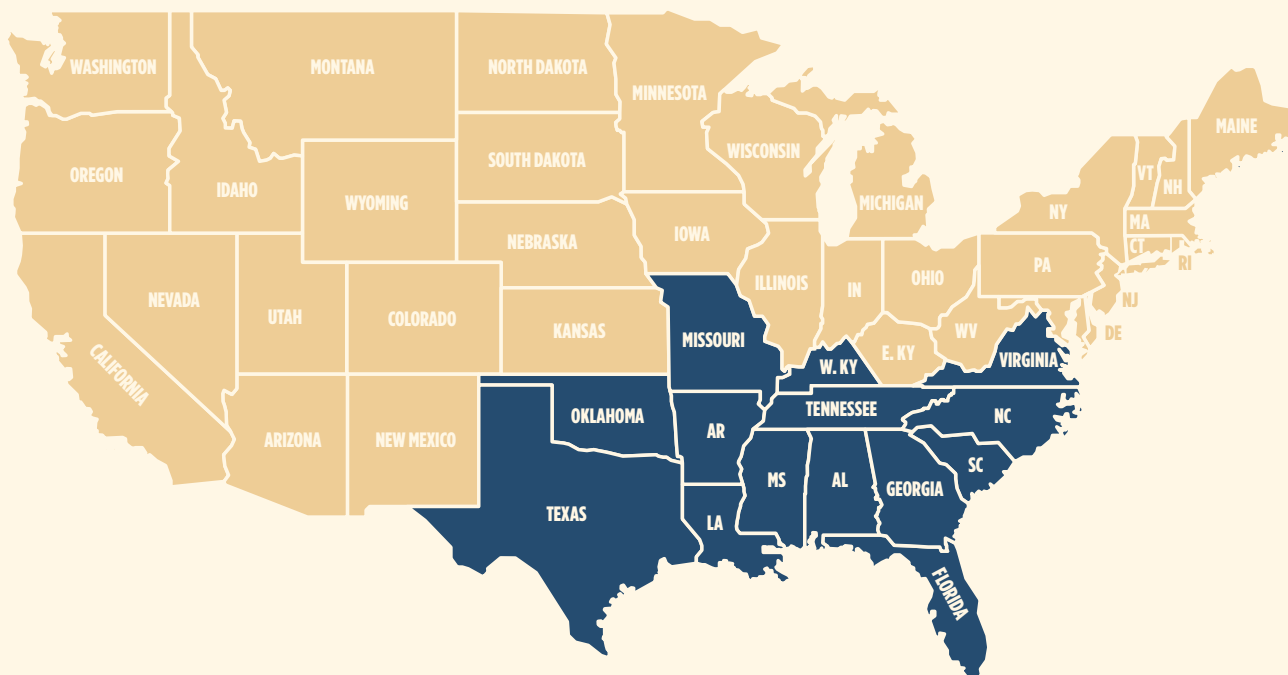
Mark Daniels

Retail Promotion Director—Southeast and Central 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— NORTHEAST & MIDWESTERN U.S.



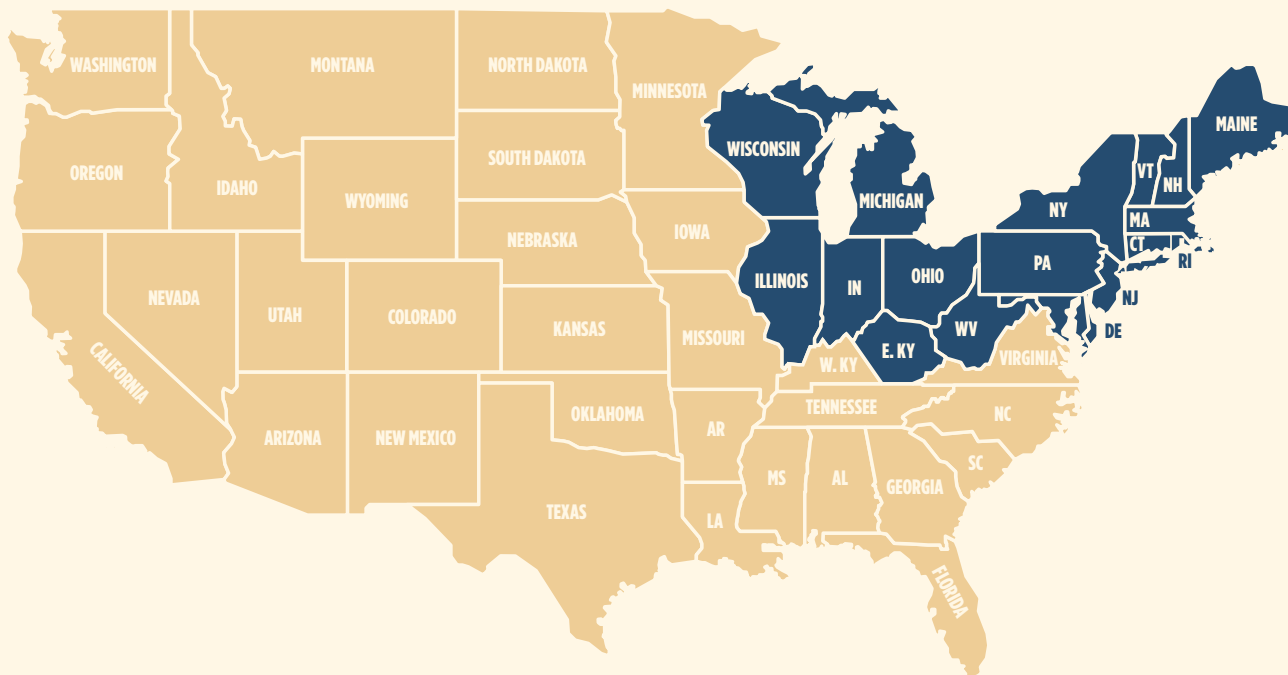
Mike Krage

Retail Promotion Director—Northeast & 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

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