

IDAHO
POTATO
COMMISSION

RETAILER GUIDE

2021
RETAIL MARKETING
PROGRAM

The logo is a shield-shaped emblem with a dark teal background. At the top, the words "IDAHO POTATO COMMISSION" are written in a white, sans-serif font. Below this, the word "RETAILER" is written in a large, bold, white font with a thick black outline, and "GUIDE" is written in a smaller, white, sans-serif font below it. In the center of the shield, there are five stylized potatoes of different colors: a large russet potato, a yellow potato, a red potato, a purple potato, and a sliced potato showing its interior. At the bottom of the shield, the text "2021 RETAIL MARKETING PROGRAM" is written in a white, sans-serif font.



Consumer Media Plan



Powerful National Advertising & Marketing Programs for 2020-2021



ACTIVITY	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
National TV Advertising			█	█	█	█	█					
Insta Harvest		█										
Health Halo	█			█			█				█	
Diet Identifier					█	█						
Nutrition News Nuggets	█			█			█				█	
Food Recipe Roundup			█			█			█			█
Meal Prep Playbook											█	
What's Trending...Idaho® Potatoes			█	█								
Christy's Cooking Taters									█	█		
FeedFeed						█						
Spotlight On						█	█	█				
Alexa	█	█	█	█	█	█	█	█	█	█	█	█
NFL Twitter Support	█	█										
Famous Idaho Potato Bowl				█	█							
Newsletters, Social Media Campaigns, and More	█	█	█	█	█	█	█	█	█	█	█	█
AllRecipes.com			█	█	█	█	█	█				
Digital Grocery Sponsored Products/Display Ads			█	█								
Big Idaho® Potato Truck							█	█	█	█	█	█

Public Relations



Engaging Consumers Through National Television Advertising



Inventing Idaho® Potato Creations

The latest Idaho Potato Commission television commercial kicks off this fall airing nationwide on CNN, Discovery, the Food Network, FOX News, Hallmark, Headline News, the History Channel, OWN, Oxygen, TNT, Discovery Go, Hulu, and Sling beginning in November.

The appetizing ad features Farmer Mark, a real-life Idaho® potato farmer, touting all the delicious dishes one can make with Idaho® potatoes. From loaded fries, to twice baked potatoes, to decadent au gratin and much more, Idaho® potatoes are anything but a side dish. The new commercial is sure to inspire inventive Idaho® potato creations by hungry viewers across the country!



Strong Web and Social Media Presence



Social Media Engagement

This year's social media campaign promises to be bigger than ever before. Look for engaging posts from the popular culinary page FeedFeed and A Cook Named Matt, who is fast becoming one of the biggest foodies on Instagram and YouTube. The goal: keep our social media followers hungry for Idaho® potatoes!

Stay Connected!

- Visit IdahoPotato.com
- Follow IPC on 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 as Heart-Healthy by the American Heart Association



There's no doubt potatoes have been enjoying the spotlight—folks are realizing once again that Idaho® potatoes are healthy and should be a part of their diets.

Our 10-year partnership with the American Heart Association has no doubt elevated the potato's nutritional profile and has convinced shoppers to keep their pantry stocked with the versatile vegetable.

Idaho® potato shippers can add the well recognized and sought-after Heart-Check mark on their bags of potatoes at no cost.

Is featuring the Heart-Check mark worth it? You bet! This mark is one of the most recognized and respected symbols in grocery stores. In fact:

- 72 million U.S. adults (30% of the population) “always” or “usually” use the Heart-Check mark to make decisions about selecting foods and beverages.
- Shoppers look for the Heart-Check mark more than any other on-packaging symbol when shopping for heart-healthy food products.
- 62% of shoppers are influenced by the mark when shopping for new heart-healthy food products.



Nutrition Facts	
Serving size 1 potato (148g/5.2oz)	
Amount per serving	
Calories 110	
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Total Carbohydrate 26g	9%
Dietary Fiber 2g	7%
Total Sugars 1g	
Includes 0g Added Sugars	0%
Protein 3g	
Vitamin D 0g	0%
Calcium 20mg	2%
Iron 1.1mg	6%
Potassium 620mg	15%
Vitamin C 27mg	30%
Vitamin B ₆ 0.2mg	10%

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

Nutrition Facts

In 2016 the FDA announced new requirements for food labeling that are based on updated scientific and nutrition information designed to help consumers make informed choices about the food they purchase and consume.

Some basic differences are the modifications to serving size, potassium and added sugars.

Manufacturers had until January 1, 2020, to comply with the final requirements, and manufacturers with less than \$10 million in annual food sales were given an additional year to make the changes.

Educating the Media and Consumers About Idaho® Potatoes



Whenever the IPC communicates with the media, whether it be through a press release or a phone call, pertinent key messages are skillfully woven into the copy or conversation. While there are hundreds of great things to say about Idaho® potatoes, four primary key messages are communicated:

- Idaho® potatoes are a nutritious and delicious part of a healthy and active lifestyle. They contain important vitamins and minerals, including potassium, and are naturally gluten-free.
- Fresh Idaho® potatoes are certified by the American Heart Association as a heart-healthy food.
- Not all potatoes come from Idaho; you have to look for the *Grown in Idaho*® seal. Idaho's unique growing environment makes Idaho® potatoes different from potatoes grown anywhere else in the world.
- Visit the Idaho® potato website and social media pages for more information about America's favorite vegetable and a rich selection of delicious recipes.

The IPC's primary target audiences are:

Traditional and Online Media

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

Social Media Followers

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

Consumers

- Target audience: Women and men (25-54)

Magazines

Bloomberg

bon appétit
Eat well. Savor life. Passion.

Rachael Ray
every day

FASTCOMPANY

FORTUNE
Living
MARTHA STEWART

People

TRAVEL+
LEISURE

US

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

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yahoo!

Encouraging Potato Sales Through National Integrated Communications

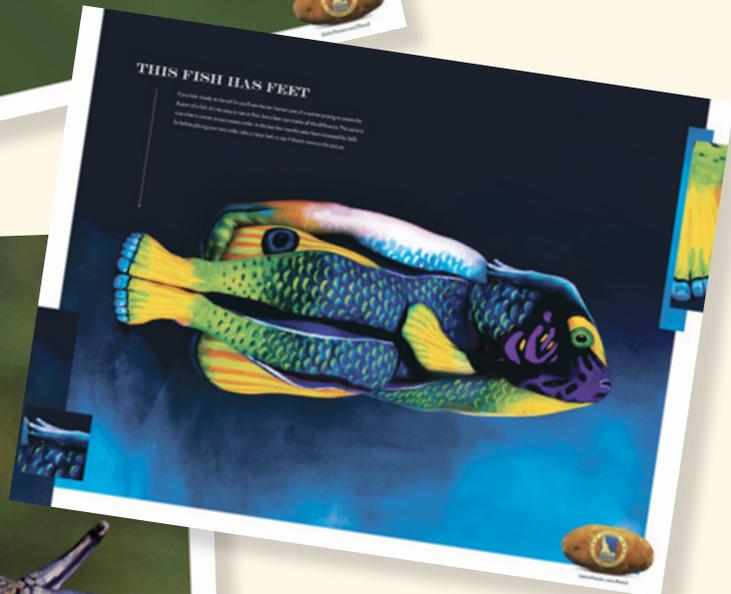


National Trade Advertising Campaign

In the fast-paced environment of Retail, ordering decisions need to be made quickly. But sometimes it can really pay off for produce professionals to take an extra moment to look more closely at recent industry sales data. They might just see something more.

That's the whole idea behind this year's National Trade Advertising Campaign, "It Takes a Keen Eye," showcasing highly intriguing design and photography by Johannes Stötter. The attention-getting ads are designed to encourage retailers to look closer at their order to account for changing trends in potato sales, and prompt them to maximize sales by more fully leveraging new merchandising opportunities.

Spot these ads featured in key publications, including The Packer, The Produce News, and the Produce Industry and FMI SmartBrief digital newsletters. And be sure to look closely because there may just be more to them than first meets the eye.



Encouraging Potato Sales Through Community Participation



RODS—Racing for Orphans with Down Syndrome

While RODS may not be a household name yet, the impact of this small but mighty nonprofit organization is astounding. RODS consists of more than 388 runners and triathletes who live all across the country, but race for one cause—to find homes in the United States for children from other countries who are born with Down syndrome. Sadly, in many countries children born with Down syndrome are often institutionalized and don't receive the care or love they need to thrive. This year, RODS is celebrating a special milestone—through its fundraising efforts and support from organizations like the IPC, it's been able to provide the financial

support for 50 adoptions. Up to \$1.1 million has been raised to date. These children are no longer in orphanages but are with loving families. rods.org



New Year's Eve Potato Drop

It was noisy in Boise for the 7th Annual New Year's Eve Potato Drop. A giant glowing Idaho® potato was dropped in front of the state capitol building into an oversized bag of *Grown in Idaho*® Super Crispy Crinkle Cut Fries to ring in 2020. 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 40,000 revelers bundle up every year to enjoy the festivities, the countdown and an impressive fireworks show.



Keeping Idaho® Potatoes in the News

The IPC will continue to proactively look for opportunities to promote Idaho® potatoes to journalists through hands-on learning visits to Idaho, co-branding partnerships, monthly communication to reporters and participating in high-profile events. Leveraging holidays and special occasions is also important in creating headline-generating news.

Encouraging Potato Sales Through Consumer PR Programs



Idaho® Potato Recipes

The IPC continues to promote Idaho® potatoes by regularly adding new recipes in publications and online.

Domino Idaho® Potatoes

Dress up roasted potatoes by serving them as Domino Idaho® Potatoes, where thin slices are fanned out, allowing each edge to get browned and crispy while the centers stay tender.



DOMINO IDAHO® POTATOES

CHEF KITA ROBERTS | GIRLCARNIVORE.COM | SERVES 8

INGREDIENTS

6 Idaho® russet potatoes, washed
6 tablespoons duck fat, at room temperature*
½ tsp Litehouse® freeze-dried garlic

DIRECTIONS

1. Preheat the oven to 400°F.
2. Wash and dry the potatoes. Slice the ends off and trim the potatoes to create a rectangle shape. Make sure all of the potatoes are evenly sized, trimming as needed.
3. Using a mandolin slicer, with the guard set to ¼" thick, slice each potato.
4. Toss the potatoes in a bowl with duck fat, garlic, chives, and parsley.
5. Add a pinch of salt, and using your hands, make sure both sides of each potato has been coated.
6. In an 8" round or square pan, assembled the potatoes, stacking as you would a row of fallen dominos on their side. Allow the top of each to peek through before the next is placed in line. Each potato should have ¼" exposed. Repeat creating rows, or a spiral if using a round pan, until all the potatoes are nestled into place.
7. Spoon any remaining duck fat over the potatoes. Sprinkle with salt and pepper.
8. Bake 40 to 45 minutes until the edges of the potatoes are golden and crispy and the centers are fork-tender. Remove from oven and cool 5 minutes.
9. To serve, dish out portions with a serving spoon and sprinkle with additional parsley and chives on top for a pop of fresh color.

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www.idahopotato.com

Encouraging Potato Sales Through Consumer PR Programs



Insta Harvest

Over the past 10 years, dozens of influencers have visited Idaho during harvest time and shared their experience with their social media followers. With COVID-19 putting the brakes on travel, we've invited five influencers to share their experience in a Throwback Thursday campaign during the month of October.



fooodieeee Follow

5,961 posts 521k followers 968 following

FOOODIEEE
DIET STARTS TOMORROW
NYC BASED 🇺🇸
email to partner with me!
#FOOODIEEE or tag to be featured!
RANKED @cosmopolitan TOP 15 food instagram 📱👍
www.cosmopolitan.com/food-cocktails/news/a44229/foodstagram-feed-deli...



fooodieeee • Following

fooodieeee PENNE VODKA & CHICKEN PARM TACOS 🔥🔥🔥🔥🔥 TAG A FRIEND!! #fooodieeee #penneavodka #chicken #tacos #chickenparm #italian #nodiettoday #dietstartstomorrow #dietstartsonday #heaven #heavenly #tuesday #lunchtime #getinmybelly #socheesy #pastabilities #foodporn #foodphotography PC: @the_brick_hoboken

4w

elkallejon Whattttt

4w Reply

3,062 likes



foodtravelist Follow

2,785 posts 10.3k followers 7,206 following

Food Travelist
We connect food travelers with the best food & travel experiences in the world. Host of #FoodTravelChat every Wednesday, 8 pm ET.
📍 Madison, Wisconsin
linktr.ee/foodtravelist



Diet Identifier

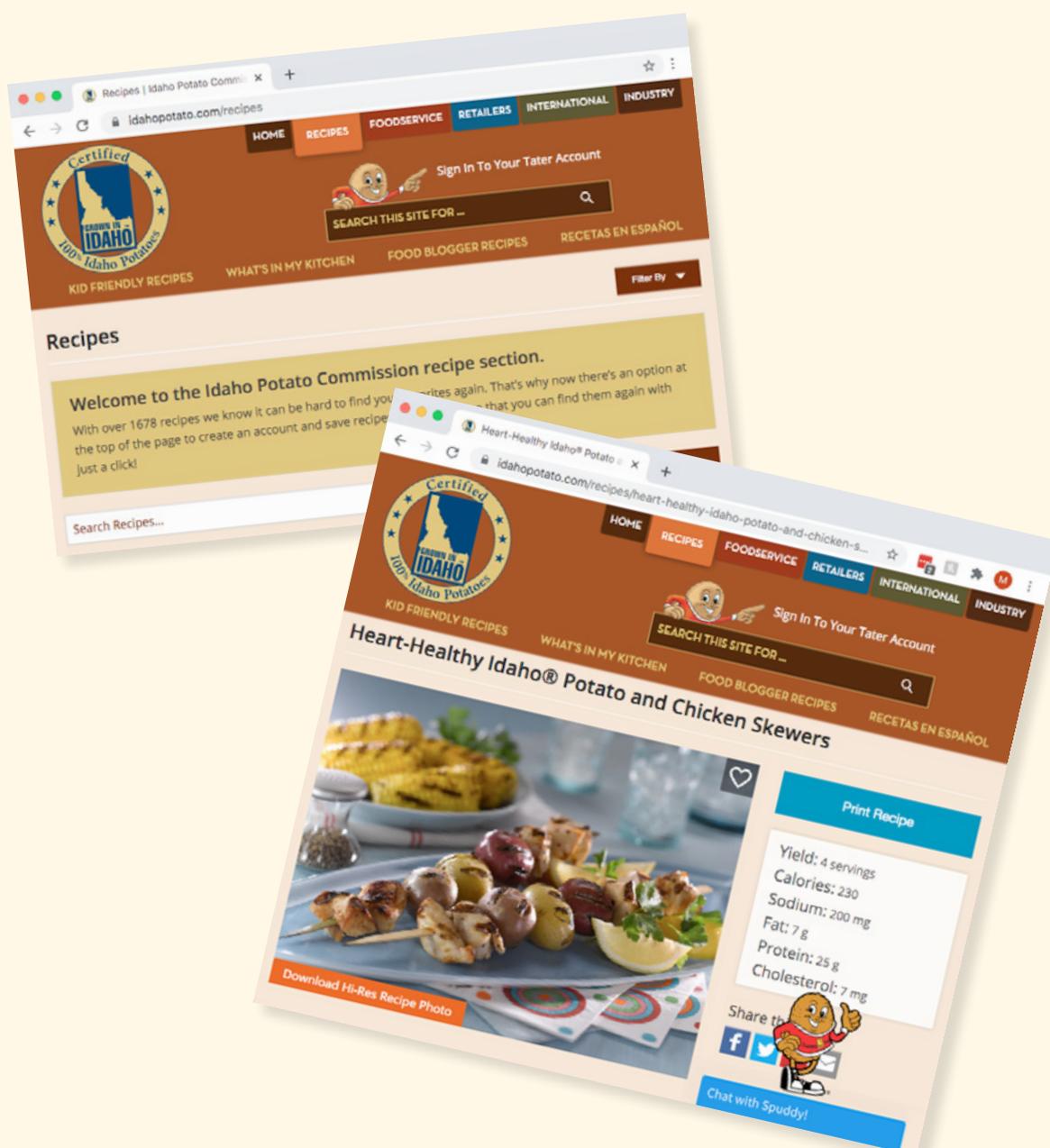
Identify recipes in the IPC recipe database that meet popular diet criteria, like:

- Mediterranean
- Weight Watchers
- Whole30

and make them easy to find!

Distribute information to both consumers and food/nutrition reporters about this revamped resource.

Highlight a diet-friendly recipe on IPC's social media once a month and show followers how they can access these recipes!



Encouraging Potato Sales Through Consumer PR Programs



Nutrition News Nuggets

Outreach to the food/nutrition media each quarter with newsworthy nuggets they can pass along to their readers:

- Q1: (Sep–Nov) — Fuel up and fill up with Idaho® potatoes (introduce satiety index)
- Q2: (Dec–Feb) — Promote the Diet Identifier to help stave off holiday pounds
- Q3: (March–May) — P is for Potatoes *and* Protein
- Q4: (June–Aug) — How Idaho® potatoes stack up against your favorite fruits and veggies

Use traditional PR tools like press releases, co-op SMTs, mat releases, ROPs and social media to extend reach.

Food Recipe Roundup

Each quarter, engage the food media with a collection of seasonally themed recipes they can share with their readers.

The news bureau will be promoted through social media, Let's Eat and Tater Talk. Topics include:

- Q1: (Sept–Nov) — Tailgating
- Q2: (Dec–Feb) — EZ to FreeZe potato dishes
- Q3: (Mar–May) — Protein-powered potato dishes
- Q4: (Jun–Aug) — 5 Veggie servings in one dish recipes



Encouraging Potato Sales Through Consumer PR Programs



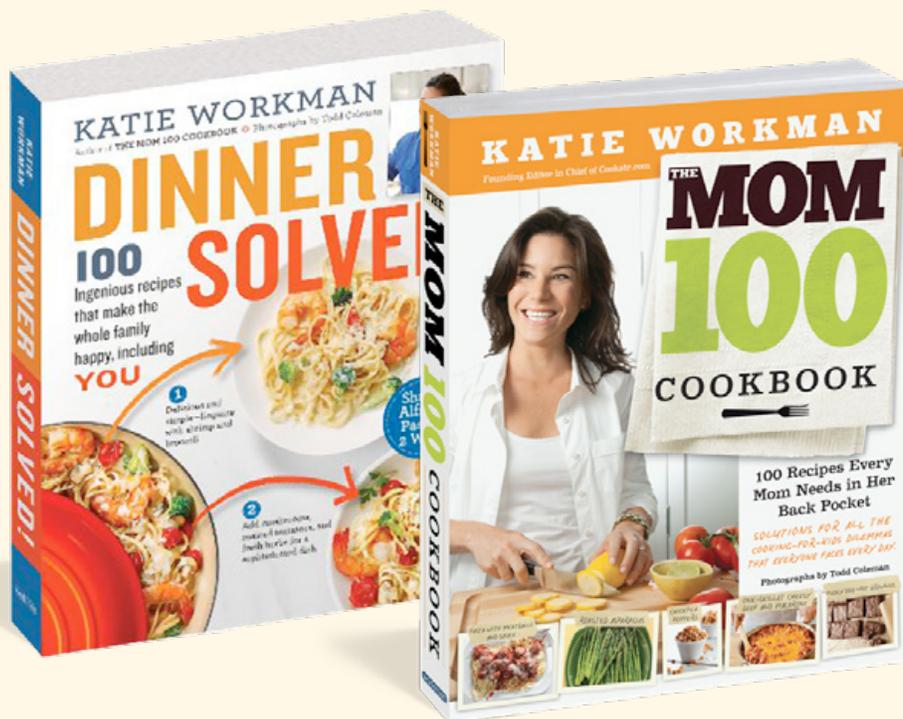
Meal Prep Playbook

Work with popular food journalist, cookbook author and blogger Katie Workman to create a Meal Prep Playbook for a 10-pound bag of Idaho® potatoes.

Promote the Playbook to food reporters around the country during the busy back-to-school season. Recipes will also be shared through Let's Eat, Tater Talk and social media.

Katie's social stats:

- themom100.com — 1MM+ visitors/month
- Weekly newsletter subscribers — 10K
- Pinterest — 3MM
- Instagram — 24K
- Facebook — 10K
- Twitter — 7.1K



Encouraging Potato Sales Through Consumer PR Programs



What's Trending...Idaho® potatoes

Identify opportunities for Idaho® potatoes to be included in "What's Hot" and "What's Trending" pages in popular magazines like *US Weekly*, *Men's Health*, *New York* and *Oxygen*.



Encouraging Potato Sales Through Consumer PR Programs



Christy's Cooking Taters

Work with Christy Carlson Romano (the voice behind popular Disney show *Kim Possible*, star of *The Princess Diaries 2* and *Even Stevens*) to create a delicious Idaho® potato recipe to air on Christy's YouTube cooking channel.

She releases a new show every week and often has celebrity guests like Danielle Fishel of *Boy Meets World*, Joey Fatone of *NSYNC*, and more!

- YouTube channel subscribers — 188K
- Most popular video has — 1.8M views



Encouraging Potato Sales Through Consumer PR Programs

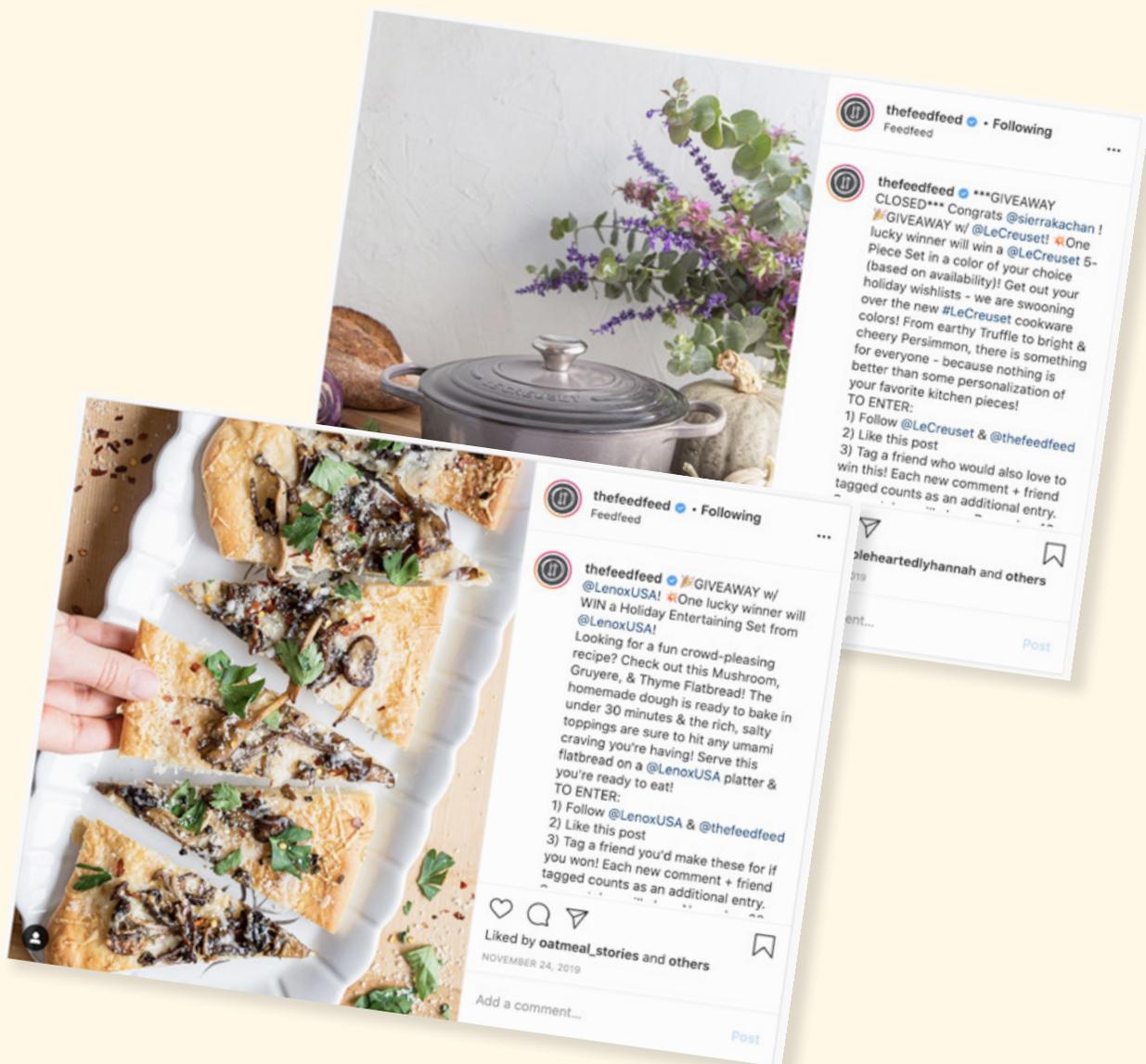


FeedFeed

Host an Idaho® potato giveaway on one of the most popular Instagram food pages, FeedFeed. Known for its beautiful and creative photography, FeedFeed has 1.7 million followers who all love food!

A holiday-themed sweepstakes will run in early November, reminding folks to look for the *Grown in Idaho*® seal every time they purchase Idaho® potatoes.

Similar FeedFeed partners have experienced impressive increases in engagement and followers and have been able to acquire a significant number of email addresses.



Encouraging Potato Sales Through Consumer PR Programs



Spotlight On

Idaho® potatoes to be featured in PBS's educational series, Spotlight On. A two-minute vignette will provide an in-depth look at the Idaho potato industry from farm to fork and everything in between.

- Spotlight On generates 3-5 million national media impressions.

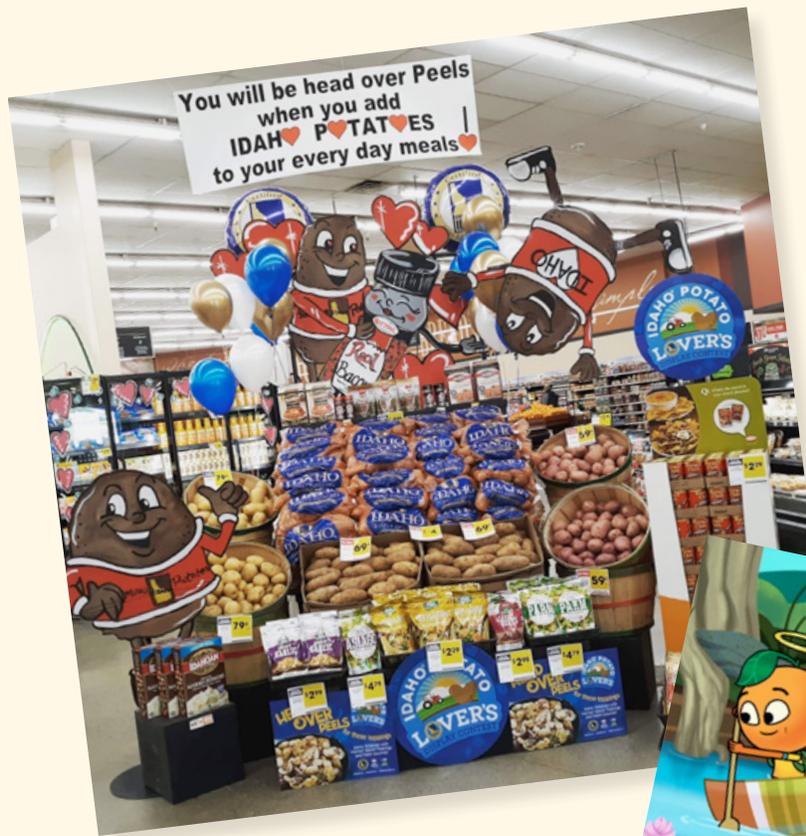


Encouraging Potato Sales Through Consumer PR Programs



Industry News

During the year, there are many opportunities to promote the IPC's marketing programs beyond the Consumer PR campaigns. These initiatives include the IPC's national advertising campaign, unique social media campaigns, Potato Lovers Display Contest and corporate partnerships with organizations like Chobani, Lighthouse, Fresh Gourmet, and Hormel, just to name a few.



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 reach and 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.



Kita Roberts
GIRL CARNIVORE
Beef Tallow
Furikake
Idaho® Fries



MinShien Denis
JOYOUS APRON
Savory Breakfast Bowl



Tina Dawson **LOVE IS IN MY TUMMY**
Vegan Sheet Pan Tacos



Stacey Doyle
LITTLE FIGGY FOOD
Pecorino Pancetta Garlic Mashed
Idaho® Potatoes



Category Management



THE PRODUCE NEWS

FOUNDED IN NYC • 1897

HOME SIGN UP FOR E-NEWS ALERTS SUBSCRIBE/MANAGE PRINT SUB ADVERTISE CURRENT ISSUE PAST ISSUES
RECENT HEADLINES MARKETS & TRENDS COMPANY PROFILES PEOPLE SIGHTINGS VIDEOS CONTACT US

In the Trenches: The illogical decrease of potato displays

BY RON PELGER | SEPTEMBER 14, 2020

What if you were told in a sales meeting not to make a profit by the CEO, president or company owners? What if your boss said, "We're making too much money. Cut back on profit." What if your merchandising and marketing VP told you to make 2 percent less gross profit next week instead of asking for 2 percent more?

Wake up. The dream is over. That just doesn't happen — or does it?

Every produce director or produce manager knows what the leading gross profit items are in the department. For example: onions, carrots, apples, oranges and especially potatoes deliver a high gross profit. Above all, potatoes contribute an exceptionally high profit margin to produce department performance.

Would it make any sense to take one of those categories, notably potatoes, and actually decrease the display space? If the potato category contributes and supports the majority of the bottom line, why would any retailer want to cut it back? In many instances, this is actually happening in some produce departments.

In making my rounds to supermarkets, it has become apparent that some potato displays have been decreased. Some stores have reduced bag sections to only three feet.

Not every single supermarket program has taken this step. Everyone is competing for a chunk of the consumers' dollar today. To achieve that goal, you have to sell the produce items that deliver the most in sales volume and profit dollars.

If the potato display space is cut back, it simply decreases sales and obviously reduces the profits. If the potato category generates up to 50 percent profit margin, why give that up by reducing the display size?

"What happened to the produce gross?" That is the most uncomfortable question a produce director ever wants to hear from upper management executives. But if the potato display that carries 40 to 50 percent margin is reduced in size allocation, that could be a big reason for part of the loss.

The potato category provides some very strong performance and benefits, such as:

- Potatoes generate up to 50 percent gross profit
- About 86 percent of consumer households purchase potatoes
- Potatoes are more in demand since the COVID-19 pandemic emerged
- The shopping basket dollar amount averages only \$43 without a potato purchase
- The shopping basket dollar amount averages \$77 when potatoes are purchased
- A secondary potato display can increase sales by 22 percent
- Potatoes account for 25 percent of all vegetable volume and 12 percent of all vegetable dollars

Looking back to March, when the COVID-19 panic shopping period began, potatoes were the most popular item consumers purchased. I witnessed the consumer shopping activity at that time. Most potato displays went from totally empty to fully stocked when product arrived. Produce managers placed pallets of potatoes directly on the floor in their departments and customers were ripping open the bales and desperately grabbing several bags.

The COVID-19 shopping period proves how important potatoes are to consumers. Isn't this a good enough reason to make it a merchandise practice to display potatoes the way they were meant to be sold — massively aggressive?

Ron Pelger is the owner of RonProCon, a produce industry advisory firm. He is also a produce industry merchandising director and a freelance writer. He can be contacted at 775-843-2394 or by e-mail at ronprocon@gmail.com.

IPC Category Management



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IPC Category Management



Idaho Potato Menu

 Category Review

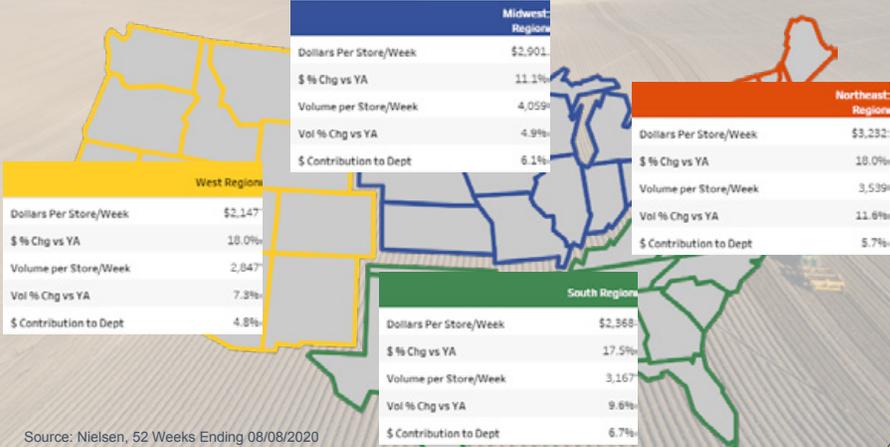
 Case Study –
“How to Maximize Potato Lovers Month”



IPC Category Management



Regional Performance



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

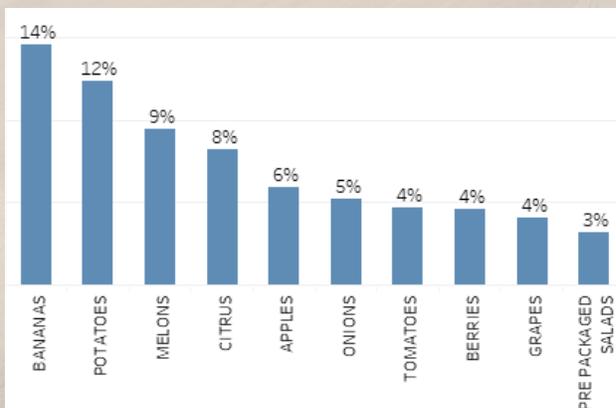


IPC Category Management

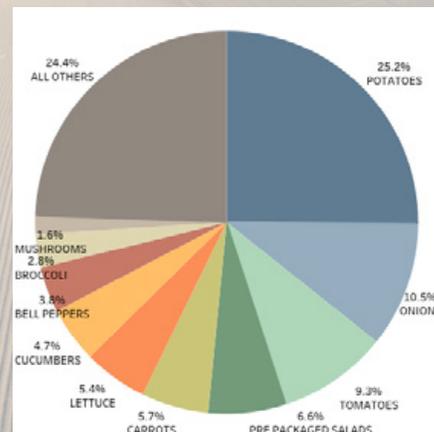


State of the Potato Category – Total US

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



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



IPC Category Management



State of the Potato Category

- Potatoes have increased dollar sales 14.6% from prior year through 8/8/20



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



IPC Category Management



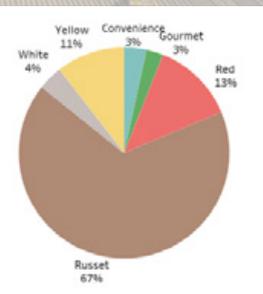
Potato Performance by Type – US

- All varieties trending well in 2020
- Volume sales are also up significantly
- Russet volume share is up from 63% in 2019

Total U.S. Dollar Share



Total U.S. Volume Share



Convenience: Any fresh potato that can be prepared in the package it is purchased in (e.g., microwavable)

Gourmet: Specialty potatoes 24oz pack size, including fingerling, baby or mixed

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



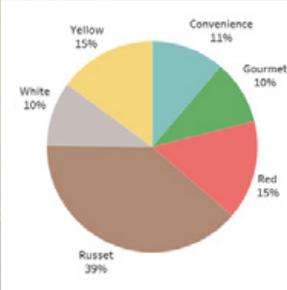
IPC Category Management



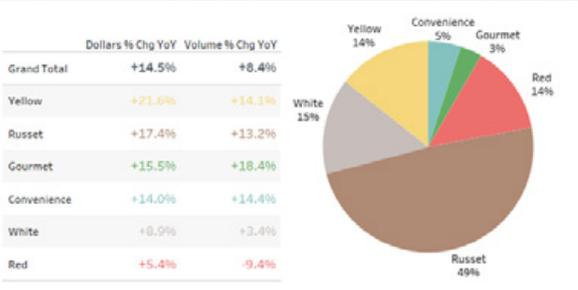
Potato Performance by Type – Northeast

- Russet potatoes dollar share grew 2%, compared to 2019
- Volume share for russet potatoes also grew 5% from 2019

Northeast Region Dollar Share



Northeast Region Volume Share



	Dollars % Chg YoY	Volume % Chg YoY
Grand Total	+14.5%	+8.4%
Yellow	+21.6%	+14.1%
Russet	+17.4%	+13.2%
Gourmet	+15.5%	+18.4%
Convenience	+14.0%	+14.4%
White	+0.9%	+3.4%
Red	+5.4%	-9.4%

Convenience: Any fresh potato that can be prepared in the package it is purchased in (e.g., microwavable)

Gourmet: Specialty potatoes 24oz pack size, including fingerling, baby or mixed

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



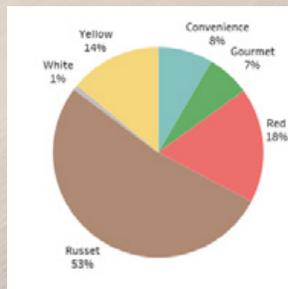
IPC Category Management



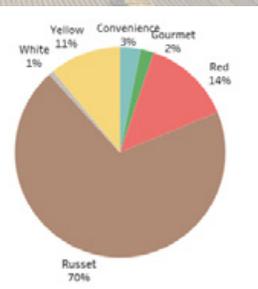
Potato Performance by Type – Midwest

- Russet dollar share is up from 50% in 2019
- Russet volume share is up from 63% in 2019
- Yellow potato dollar share decreased 2% from 2019
- Red potato dollar share increased 2% from 2019

Midwest Region
Dollar Share



Midwest Region
Volume Share



	Dollars % Chg YoY	Volume % Chg YoY
Grand Total	+12.4%	+6.2%
Gourmet	+36.2%	+39.4%
Yellow	+16.5%	+10.0%
Russet	+11.2%	+8.0%
Red	+10.8%	-6.5%
Convenience	+4.0%	+5.0%
White	-3.1%	-8.9%

Convenience: Any fresh potato that can be prepared in the package it is purchased in (e.g., microwavable)

Gourmet: Specialty potatoes 24oz pack size, including fingerling, baby or mixed

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

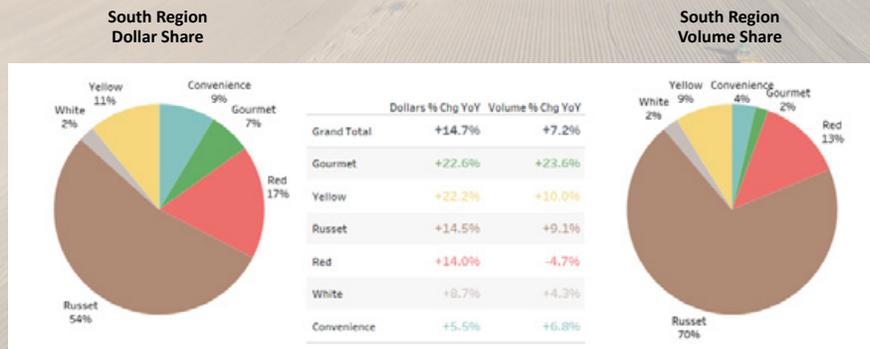


IPC Category Management



Potato Performance by Type – South

- Russet dollar share decreased by 1% compared to 2019, with volume gaining 3%
- Yellow dollar share decreased by 3% compared to 2019
- Red dollar and volume share increased 3% compared to 2019



Convenience: Any fresh potato that can be prepared in the package it is purchased in (e.g., microwavable)

Gourmet: Specialty potatoes 24oz pack size, including fingerling, baby or mixed

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



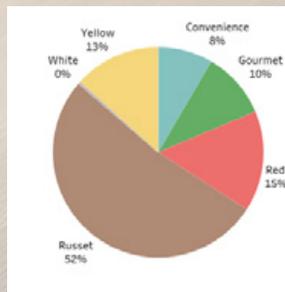
IPC Category Management



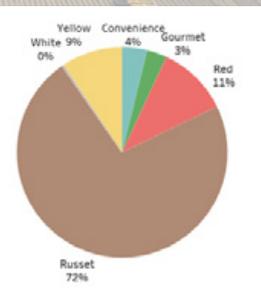
Potato Performance by Type – West

- Russets increased dollar share 2% compared to 2019, with volume also gaining 2%
- Yellow lost 2% of dollar share in 2019, with volume remaining even
- Red increased dollar share 4% compared to 2019, with volume losing 2%

**West Region
Dollar Share**



**West Region
Volume Share**



	Dollars % Chg YoY	Volume % Chg YoY
Grand Total	+18.5%	+8.4%
Gourmet	+33.3%	+34.4%
Yellow	+25.3%	+17.0%
Russet	+19.1%	+8.4%
Red	+10.5%	-2.0%
Convenience	+8.6%	+9.4%
White	-25.5%	-24.2%

Convenience: Any fresh potato that can be prepared in the package it is purchased in (e.g., microwavable)

Gourmet: Specialty potatoes 24oz pack size, including fingerling, baby or mixed

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

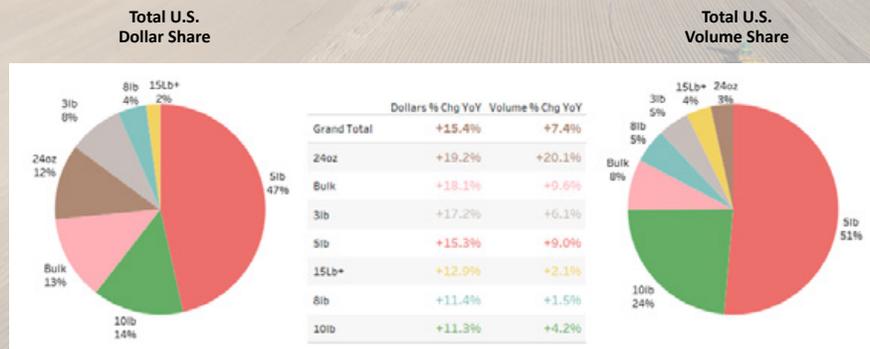


IPC Category Management



Potato Performance by Pack Size – US (all varieties)

- 10lb pack size volume share grew from 5% in 2019
- 5lb pack dollar share grew from 39% in 2019
- Bulk saw the largest decrease, down from 21% of dollars in 2019



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



IPC Category Management



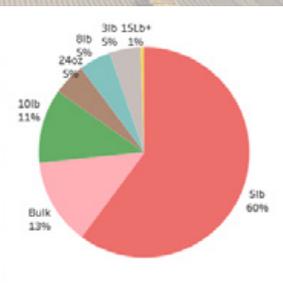
Potato Performance by Size – Northeast (all varieties)

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

Northeast Region
Dollar Share



Northeast Region
Volume Share



	Dollars % Chg YoY	Volume % Chg YoY
Grand Total	+15.2%	+8.6%
3lb	+22.4%	+9.8%
10lb	+17.5%	+11.0%
8lb	+16.7%	+7.9%
5lb	+15.7%	+8.8%
Bulk	+13.4%	+8.2%
24oz	+12.6%	+13.2%
15lb+	-35.0%	-42.0%

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



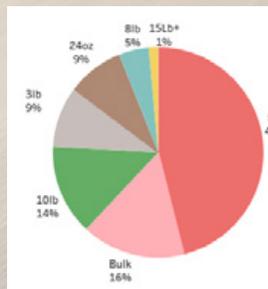
IPC Category Management



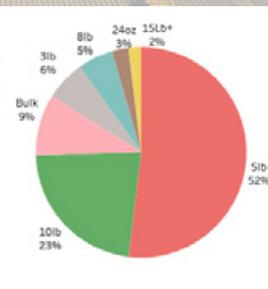
Potato Performance by Size – Midwest (all varieties)

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

Midwest Region
Dollar Share



Midwest Region
Volume Share



	Dollars % Chg YoY	Volume % Chg YoY
Grand Total	+12.8%	+6.2%
24oz	+21.0%	+22.7%
15Lb+	+15.7%	-8.3%
Bulk	+14.9%	+6.0%
3lb	+12.3%	+2.6%
5lb	+12.2%	+8.8%
10lb	+9.6%	+3.7%
8lb	+7.1%	-3.2%

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

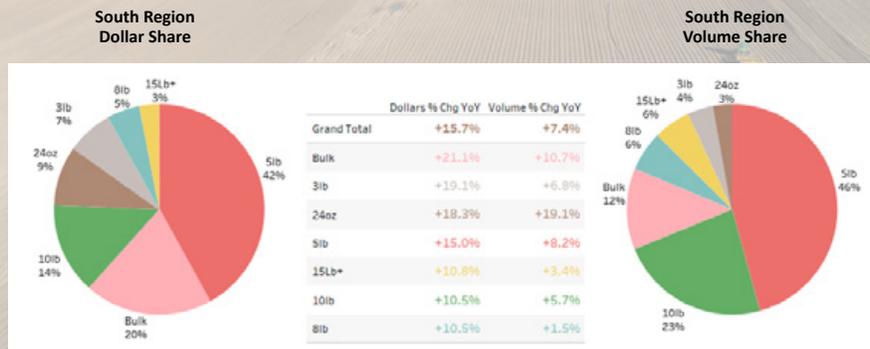


IPC Category Management



Potato Performance by Size – South (all varieties)

- All categories showing positive growth
- 10lb volume share up from 6% in 2019



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

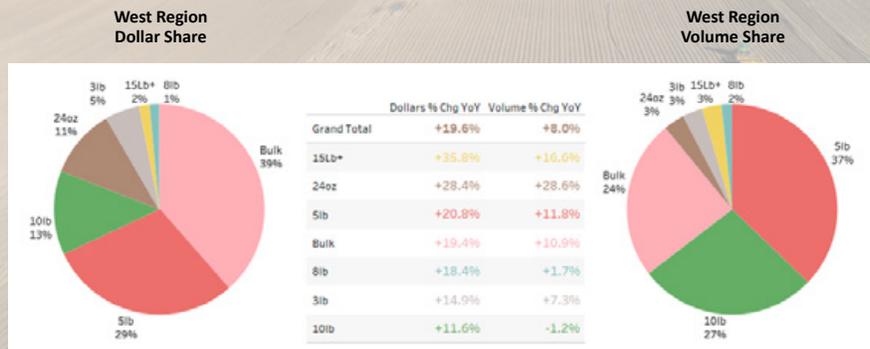


IPC Category Management



Potato Performance by Size – West (all varieties)

- 5lb and Bulk account for 68% of all variety dollars
- 5lb volume share up 6% from 2019
- 10lb volume share up 4% from 2019



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



IPC Category Management



 Category Review

IPC Category Management



Case Study – “How to Maximize Potato Lovers Month”

IPC Category Management



Retailer Performance Assessment Performance Based Contest

Idaho Potato Commission – Potato Category Review

IPC Category Management



Summary



ASSESSMENT DEMONSTRATES HOW ADVERTISING THE MOST POPULAR CATEGORY ITEM DRIVES TOTAL CATEGORY GROWTH



84% OF SHOPPERS KNOW THEY ARE BUYING POTATOES BEFORE THEY GO SHOPPING



TOTAL US AVERAGE POTATO BASKET RINGS, ON AVERAGE, VALUE \$77 PER SHOPPING TRIP – NO POTATOES IN BASKET AVERAGE IS \$43



CONTEST PERIOD DROVE BANNER POTATO CATEGORY MARKET SHARE – GROWTH +5% EACH WEEK



IPC Category Management



Contest Overview

The figures shown are results of a retailer-specific promotion run with the Idaho Potato Commission. Promotions are developed to help achieve specific retailers' goals and objectives. Retailers are encouraged to use the following case study to develop their own contests and drive category success. Reach out to your Director for more information on how to partner with the Idaho Potato Commission to drive produce sales growth, department creativity, and personnel engagement.

Example Contest Detail

-The top five performing stores, with the highest percent growth against prior year sales performance, of participating items, won Visa gift cards as outlined in the next page. There was one additional winner, per banner, for the best display that received a \$100 Visa gift card.



IPC Category Management



Prizes

Place	Gift Card Value	Gift Card Type	Recipient
1	\$300	Visa	Produce Manager
2	\$250	Visa	Produce Manager
3	\$100	Visa	Produce Manager
4	\$100	Visa	Produce Manager
5	\$100	Visa	Produce Manager
Best Display	\$100	Visa	Produce Manager

Prize offerings are based on a retailer's size (number of stores) and can be discussed with your promotion director



IPC Category Management



Results Reported by Retailer

District	Banner 1 Final Contest Results				
	Contest Item \$s Avg Wkly Sales	Adj Prior Year - Min Avg Wkly Sales	% Inc/Dec	District Ranking	Units Sold
District 02	\$ 7,397	\$ 2,211	234.59%	1	4,333
District 01	\$ 7,043	\$ 2,996	135.09%	2	6,450
District 08	\$ 7,595	\$ 3,669	107.00%	3	6,068
District 06	\$ 8,033	\$ 4,186	91.92%	4	7,781
District 04	\$ 8,731	\$ 4,559	91.51%	5	7,693
District 10	\$ 7,898	\$ 4,493	75.80%	6	8,799
District 03	\$ 5,736	\$ 4,095	40.06%	7	8,018
District 05	\$ 6,519	\$ 4,907	32.84%	8	7,947
District 07	\$ 7,177	\$ 6,539	9.75%	9	8,952
District 09	\$ 4,963	\$ 4,678	6.09%	10	7,544
Division 1 Total	\$ 71,092	\$ 42,333	67.94%		73,585

69 stores – 1,066 units per store average

District	Banner 2 Final Contest Results				
	Contest Item \$s Avg Wkly Sales	Adj Prior Year - Min Avg Wkly Sales	% Inc/Dec	District Ranking	Units Sold
District 13	\$ 6,554	\$ 4,238	54.63%	1	7,967
District 21	\$ 5,218	\$ 3,596	45.11%	2	6,536
District 15	\$ 10,526	\$ 7,872	33.71%	3	11,950
District 17	\$ 7,633	\$ 5,819	31.19%	4	8,934
District 23	\$ 7,457	\$ 5,684	31.18%	5	10,164
District 14	\$ 6,381	\$ 4,884	30.66%	6	7,494
District 18	\$ 10,836	\$ 8,339	29.93%	7	10,088
District 19	\$ 9,670	\$ 7,480	29.29%	8	10,948
District 20	\$ 8,962	\$ 6,951	28.93%	9	10,873
District 16	\$ 5,583	\$ 4,418	26.36%	10	6,481
District 12	\$ 5,242	\$ 4,204	24.71%	11	7,116
District 22	\$ 8,661	\$ 6,989	23.93%	12	11,734
Division 2 Total	\$ 92,723	\$ 70,475	31.57%		110,284

82 stores – 1,345 units per store average

- ❖ Simple change of space allocation, with a secondary location for russets, increased sales



IPC Category Management



Contest Winners

Banner 1 Winning Store - #102



Banner 2 Winning Store - #727



Category Partners, LLC



IPC Category Management



Retailer All Varieties 13 Weeks vs 2-Week Contest Period

2 Weeks 5/9-5/23

	Dollars	\$ Chg YoY	Dollars % Chg YoY	RM Dollars	RM Dollars Chg YoY	RM Dollars % Chg YoY
Grand Total	\$971,046	\$293,768	+43.4%	\$3,167,910	\$659,721	+26.3%
Russet	\$551,629	\$157,989	+40.1%	\$1,649,200	\$412,072	+33.3%
Red	\$154,494	\$43,069	+38.7%	\$452,290	\$104,728	+30.1%
Yellow	\$111,436	\$39,037	+53.9%	\$372,332	\$73,432	+24.6%
Convenience	\$89,118	\$29,474	+49.4%	\$204,797	(\$44,717)	-17.9%
Gourmet	\$43,820	\$25,270	+136.2%	\$327,059	\$75,355	+29.9%
White	\$20,549	(\$1,069)	-4.9%	\$162,231	\$38,851	+31.5%

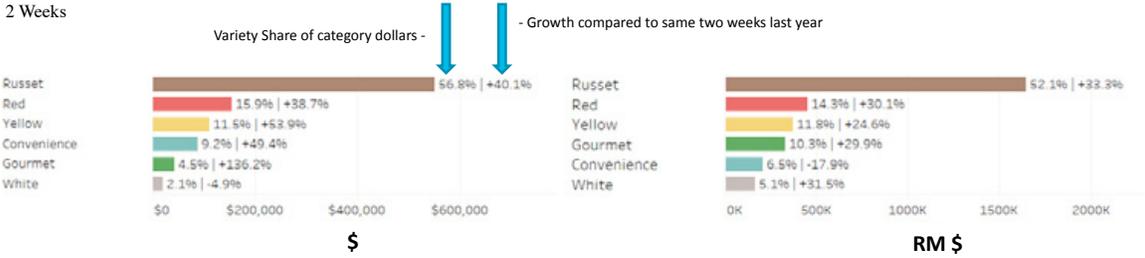
- During this promotion, the retailer only advertised 5lb russets
- During the prior 13 weeks, retailer averaged 29% of potato category market dollars – 2-week contest time frame the banner averaged 30.7% of the potato market dollars
- 5lb russet ad with display drove total category sales growth 43% vs. RM 26%



IPC Category Management



Variety Share 13 Weeks vs 2 Weeks



- Merchandising decisions should be based on sales dollars to keep fresh product on the shelf
- Space to sales allocation for russet potatoes should be almost 60% of shelf to avoid OOS

Category Partners, LLC

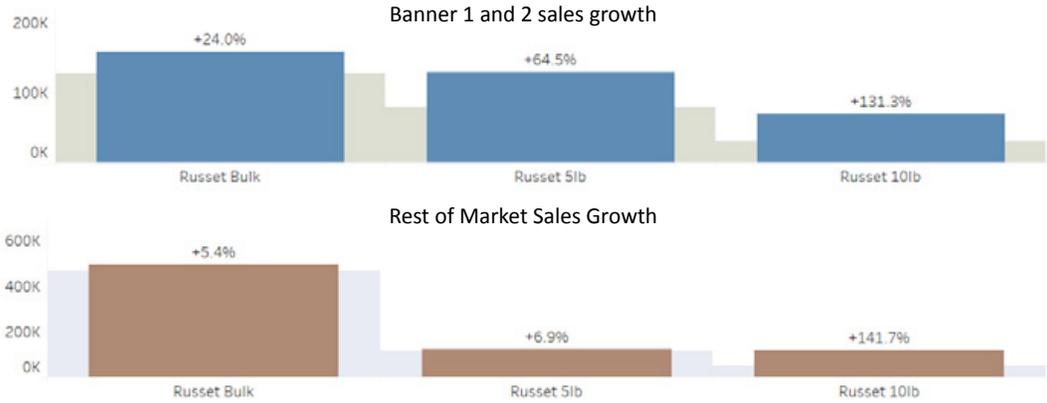
Data is for dates 2 weeks 5/9/2020 – 5/16/2020



IPC Category Management



Item sales growth, measured in dollars, compared to prior year



- Banner 1 and 2 only advertised their markets’ most popular russet pack size (5lb russet) and still achieved category growth across all pack sizes compared to rest of market
- Retailer advertising focus may need to shift toward larger pack sizes with economic shifts

Category Partners, LLC

Background = Last year
% = Chg. YOY
Data is for dates 2 weeks 5/9/2020 – 5/16/2020



IPC Category Management



Conclusion



Communicate with your Retail Promotion Director to develop ad promotions and Potato Lovers Month promotions



Total US average potato basket rings, on average, value \$77 per shopping trip – no potatoes average is \$43



Having a russet potato promotional strategy can boost TOTAL category growth



IPC Retail Promotion Directors will work with you to help you achieve your goals



Potato Lovers Display Contest

Potato Lovers
Display Contest



ENTER for a chance to

WIN A TRIP FOR 2
TO SANCTUARY[®]
CAMELBACK
MOUNTAIN RESORT
& SPA
PARADISE VALLEY, AZ



2021 DISPLAY CONTEST

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

2021 Partners

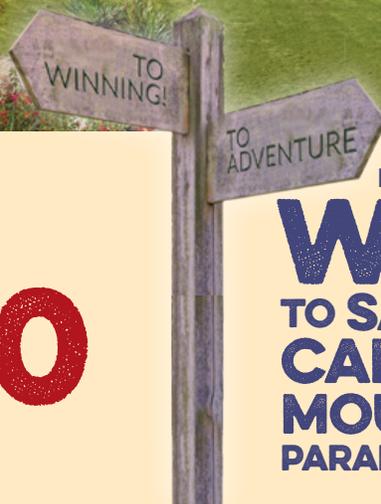


Receive a
Nike[®]
**UTILITY
SPEED
BACKPACK**
Just for
Entering!





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



ENTER for a chance to
WIN A TRIP FOR 2
TO SANCTUARY[®]
CAMELBACK
MOUNTAIN RESORT & SPA
PARADISE VALLEY, AZ

- Every participant is entered into a random drawing to win:
- Roundtrip airfare for two to Sanctuary Camelback Mountain Resort & Spa
 - 6 days' / 5 nights' accommodations
 - Daily spa treatments
 - \$400 per day for food & drink
 - Plus \$1,000 spending money

PUT YOUR CREATIVITY ON DISPLAY!

Get Your Customers Excited to buy Idaho[®] Potatoes, Hormel[®] Bacon Toppings, and Fresh Gourmet[®] Crispy Veggies when you create a sales-driving product display with custom point-of-sale (POS) materials and recipes.

1. Build an attractive and memorable display with Idaho[®] Potatoes, HORMEL[®] Bacon Toppings, and Fresh Gourmet[®] Crispy Veggies.
2. Incorporate the website addresses below into your display—giving your customers access to other great recipes and information.
3. Order POS materials from idahopotato.com/plm-pos or through your category manager.
4. Display your creative masterpiece in the produce section of your store for at least one week during the contest period of February 1 – March 31, 2021.
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.



2021 Partners



idahopotato.com | hormelfoods.com | freshgourmetcompany.com



Receive a Nike[®]
UTILITY SPEED BACKPACK
 Just for Entering!

- Internal sleeve stores a laptop up to 15".
- Side sleeve holds a 32-ounce water bottle.
- Durable straps let you attach accessories.
- Includes a sternum strap.
- 18" H x 11" W x 6" D

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 Arizona! 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 May 21, 2021.

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 2021 display kit includes:

- Two double-sided Idaho® Potato Lovers logo display signs
- One large and two small double-sided signs featuring an appetizing photo to decorate your display
- Two inflatable Mylar® IPC-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)

PLUS, one random entrant and their category manager will win a spa trip for two to Paradise Valley, Arizona.

Store Categories

Category 1
1-5
Registers

Category 2
6-9
Registers

Category 3
10+
Registers





DISPLAY CONTEST RULES

- Your Idaho® Potato, Hormel® Bacon Toppings, and Fresh Gourmet® Crispy Veggies display must be in place for at least one week during the contest period.
- Displays must be in the produce section of the store. Qualifying displays must include ALL of the following products:
 - Fresh Idaho® Potatoes (bag, bulk, or both) that have a clear label showing the Idaho® name and the Crown in Idaho® seal
 - A clearly marked Idaho® dehydrated potato product
 - Any variety of Hormel® Real Bacon toppings
 - Any variety of Fresh Gourmet® Crispy Veggies
 Displays may not include potato products from other states.
- Display point-of-sale (POS) materials must include 2021 special-themed POS material from the Idaho Potato Commission. You may create your own display support materials as well. Creativity is encouraged!
- Display entries are limited to one per store and can be any size. It's not about how large or small, it's about the creativity.
- Display entries will be judged and prizes awarded by the Idaho® Potato Lovers Display Contest Review Committee. Displays are judged on a point system, based on the following criteria: 1) Creativity of the display, 2) Incorporation of Hormel® Bacon Toppings and Fresh Gourmet® Crispy Veggies, 3) Salability of the display, and 4) Idaho® Potato Lovers Display Contest signage.
The committee's decisions are final.
- All entries must be received by the Idaho® Potato Lovers Display Contest Review Committee no later than April 15, 2021. Top winners will be notified by May 1, 2021, and all winners will be posted by May 21, 2021, on our website: idahopotato.com/retail.

- Prizes will be awarded subject to your company's policies regarding distribution of such awards. Void where prohibited by company policy. Taxes are the sole responsibility of prize winners.
- Prizes will be awarded to winning entrants by June 15, 2021, subject to verification by the Idaho Potato Commission of all completed entry documents and applicable information.
- All entries must include an official entry form or photocopy of same. If entering by postal mail, entry photos should have entrant's name, address, store name, email address, and business phone number on the back of each photo. Digital photo submissions are preferred, but you may submit printed photos.
- Displays are judged by the photos received—up to 5 photo submissions accepted. **We are looking for quality photography (THINK QUALITY, NOT QUANTITY).** That flip phone is just not going to cut it, so be sure to use a good camera on its highest-quality photo setting to show off all your hard work.
- The Idaho® Potato Lovers Display Contest Review Committee is not responsible for lost, misplaced, or stolen entries. Entries become the property of the Idaho Potato Commission and cannot be returned. Please keep a copy for your records. By entering, you give the Idaho Potato Commission your permission to use your entry for publicity or advertising purposes. Contest is void where prohibited.
- Sanctuary Camelback Mountain Resort & Spa Sweepstakes Brochure 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 Sanctuary Camelback Mountain Resort & Spa, your choice of either the Mountain Suite or Spa Suite, meal allowance of up to \$400 per day including taxes and gratuities, daily spa treatments for two, plus \$1,000 to cover miscellaneous recreation and ground transportation costs. Approximate retail value (ARV) \$11,700. 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).

Enter at idahopotato.com/plm-enter-now



2021 Idaho® Potato Lovers DISPLAY CONTEST ENTRY FORM

Enclosed is my qualified entry for the display contest.
Please send me the Nike® Ultra Speed backpack!



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, 2021, 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.

IDAHPOTATO.COM/RETAIL

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Potato Lovers Display Contest



Idaho[®] Potato Tie-Ins



Idaho® Potato Tie-Ins



Idaho Potato Commission Tie-In Partners

The Idaho Potato Commission is partnering with CK Mondavi wine, Magic Seasoning Blends and Flat Top Hills wine by placing displays with \$4, \$2, and \$1 off coupons as a holiday promotion. The national program is featured on 175,000 neckers and runs September 1 through December 30, 2020.



Happy



Wine purchase required

Idaho® Potato Tie-Ins



Idaho Potato Commission Tie-In Partners

The Idaho Potato Commission is partnering with CK Mondavi wine, Magic Seasoning Blends and Flat Top Hills wine by placing displays with \$4, \$2, and \$1 off coupons as a holiday promotion. The national program is featured on 175,000 neckers and runs September 1 through December 30, 2020.



find your **FLAT TOP**

SAVE UP TO
FLAT TOP
HILLS

Get Recipe!
Find Chef Paul's famous
Turducken inside!

find your **FLAT TOP**

SAVE \$1 NOW
on any Flat Top Hills wine

FLAT TOP
HILLS

Wine Purchase Required

SAVE \$1 NOW
on two Magic Seasoning Blends
and Flat Top Hills Wine

Wine Purchase Required

SAVE \$1 NOW
on 5 lb. Bag of Idaho® Potatoes
and Flat Top Hills Wine

Marketing Materials & Infographics



Marketing Materials



Idaho Potato Commission— Providing You with Retail Marketing Support Materials

Your one-stop shop for logos, clip art, recipe photos and other Idaho® potato downloads!
Visit idahopotato.com/retail/retail-marketing-programs.





CONSUMER MARKETING PROGRAMS OVERVIEW

One Marketing Budget = Many Successful Marketing Programs
See what the Idaho Potato Commission is up to!

NATIONAL COMMERCIAL



So effective that hundreds of thousands of people all over the country are still telling the Big Idaho Potato Truck to go home because the farmer is looking for it! With **550 million media impressions**, it's no wonder.



- Our title sponsorship has **the lowest cost** of all 13 ESPN-owned bowls
- The average television audience is **2.2 million**
- Links Potato Bowl with other well-known bowls: Orange, Rose, Cotton, Peach



A FULL YEAR OF NATIONAL EXPOSURE

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TRUCK ON THE ROAD			■	■	■	■	■	■	■	■		
COMMERCIAL AIRING	■	■									■	■



This potato-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.

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!



Since 2012 the number one question we still get about the Big Idaho Potato Truck – **"Is that potato real?"**

For more information on our programs, visit IdahoPotato.com/industryrelations

Please visit idahopotato.com for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:



- A Closer Look at the Value of -

IDAHO® POTATOES

A RECENT STUDY BY ARIZONA STATE UNIVERSITY LOOKED AT VALUE AND PRICE ELASTICITY

http://www.investopedia.com/terms/p/priceelasticity

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:



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

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:

@famouslyidahopotatoes @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 6/15/17

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:



OUR FAVORITE PAL



THROUGH THE YEARS

1983

A STAR IS BORN!

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



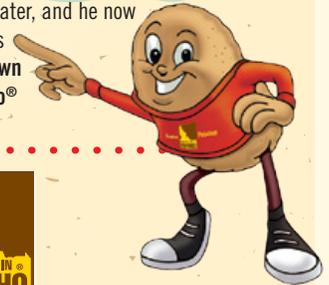
1980s
Potato
Character
Retail Ads

are popping up to tell people about the Idaho® potato difference!

1993

Named "Potato Buddy,"

the previously used character is given a permanent smile, tennis shoes, and a red sweater, and he now displays the Grown in Idaho® seal.



1996



IPC's chairman, Don Dixon, officially changes the name of "Potato Buddy" to "Spuddy Buddy" while being interviewed by Willard Scott on the set of the *Today Show* in New York City.

TODAY

Spuddy Buddy is a more active and contemporary character. He enjoys activities such as basketball, golf, hockey, surfing, tennis, and more!



He can be seen in a variety of settings: on packaging, in advertising, on promotional items and premiums, on websites and social media, and even in blogs.

1997



Spuddy Buddy becomes a premium that consumers can purchase at a reduced cost by sending in money plus the Grown in Idaho® seal from any Idaho® potato product, such as instant mashed potatoes or fresh 5 lb. bags.

In the foodservice world, a one-piece drawing box and supplies of entry forms are produced. Restaurant chains use Spuddy Buddy dolls as prizes, attracting 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:

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 @idahopotato
 idahopotato
 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



That many people would fill up

102
NFL FOOTBALL STADIUMS

Traveled approximately
25,000
miles per year

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



We get **APPEARANCE REQUESTS DAILY** from fans, festivals, and events all over the country. (Let's just say the truck is in **BIG** demand.)

16,000+ FANS ON FACEBOOK



Is it
REAL?
(seriously)

THE NUMBER 1 QUESTION

How did Tater Team alum Kristie Wolfe answer that?

It's real...by awesome!



**LOCAL,
NATIONAL,
AND EVEN
GLOBAL
RECOGNITION**

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

People always identify with the national commercial and tell the Tater Team to "go home" because the farmer is looking for them.

(Even truck drivers tell them to go home over the CB. ...Truckers are SO jealous of our driver!)

*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:

[f @famousidahopotatoes](https://www.facebook.com/famousidahopotatoes) [i @idahopotatoes](https://www.instagram.com/idahopotatoes) [t @idahopotato](https://twitter.com/idahopotato) [p idahopotato](https://www.pinterest.com/idahopotato) [y IdahoPotatoVideos](https://www.youtube.com/IdahoPotatoVideos)

Points for the IDAHO® Potato!

SURVEY ENLIGHTENS AMERICANS ON THE IDAHO® POTATO DIFFERENCE

TATER NATION

97%



230 million Americans eat POTATOES

4 out of 5 eat potatoes once a week or more

4/5

In the last five years, this figure has **increased** by one additional day per week



THE POTATO OF MY EYE

What veggie do Americans crave most often?

24%



potatoes

20%



leafy greens

14%



broccoli

13%



tomatoes

11%



corn

8%



green beans

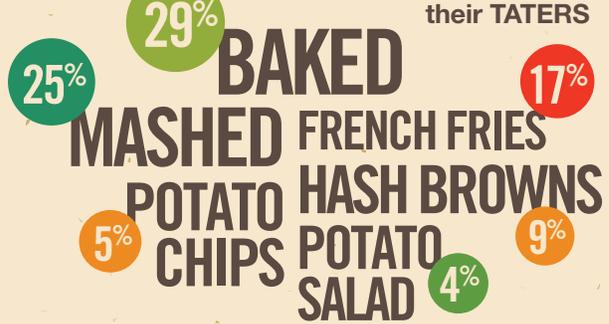
7%



carrots

POTATO PREPARATION

How Americans like their TATERS



IT'S GOTTA BE IDAHO

When I Say *Potato*, You Say *Idaho!*



9/10

9 in 10 Americans say they associate potatoes with Idaho more than any other state in the nation

72%

72% (170 million) of Americans would be inclined to eat Idaho® potatoes over potatoes from other states



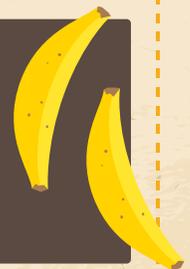
WHAT AMERICANS DON'T KNOW

78%

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

93%

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



Survey 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.

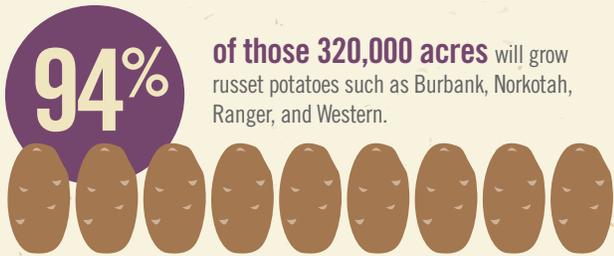
Please visit idahopotato.com for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:

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 @idahopotatoes
 @idahopotato
 idahopotato
 IdahoPotatoVideos

IDAHO POTATO COMMISSION'S POTATO HARVEST



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



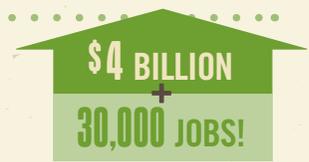
About **6%** grow niche varieties such as golds, reds, fingerlings and more.

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

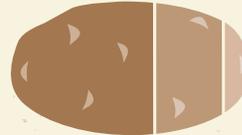


IDAHO® POTATOES and the **GROWN IN IDAHO®** seals are federally registered certification marks that belong to the Idaho Potato Commission. You know you're getting the consistent quality and taste of Idaho® potatoes when you see the seal.

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:



IDAHO'S rich volcanic soil, warm days, cool nights, and clean water from the majestic Idaho mountains provide Idaho® potatoes with the unique texture, taste, and dependable performance.



The average American eats approximately **111 pounds** of potatoes each year!



POTATOES ARE AMERICA'S FAVORITE VEGETABLE!*

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

*February 2014, 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:



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



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



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



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



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.

SECONDARY IDAHO® POTATO DISPLAYS GROW SALES!

PROMOTION

- **Test stores that exhibited** the secondary displays of Idaho® russets delivered a nearly 10x growth advantage.
- **Idaho Potato Commission study** confirmed that secondary displays generate positive impact on potato category sales.
- **Increasing Idaho® russet space** did not cannibalize other potato sales.
- **Comparison stores with no secondary display** only achieved an average category growth of 2.5%.

22%
SALES INCREASE
WITH SECONDARY
DISPLAYS



VISIBILITY

5.2%
POTENTIAL SALES LIFT
if signage is visible
from the store
entrance

Stand-alone
shelving causes a
5.4%
LIFT IN SALES
when not in
the wet rack

86%

of households
purchase potatoes

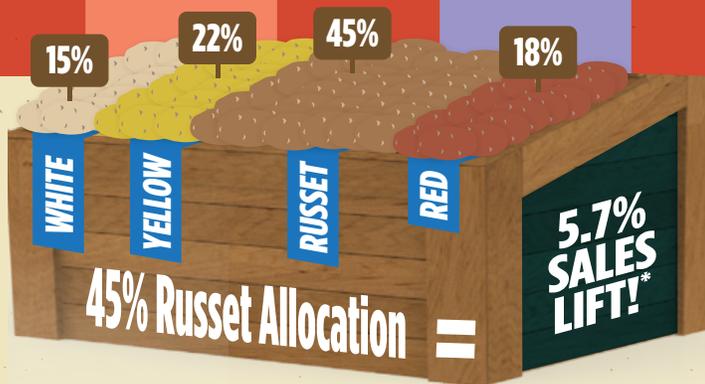
25%

of all fresh vegetable
volume is potatoes

12%

of all fresh vegetable
dollars are potatoes

ASSORTMENT



*when the russet is used as
the Category Anchor

Vertical shelf blocking
creates the potential for a

3.6%
TOTAL POTATO SALES LIFT



INCREASE YOUR SUPPLY OF IDAHO® POTATOES TODAY!



- Restaurant sales are down dramatically causing more availability of quality foodservice bulk Idaho® potatoes.
- Idaho shippers/packers are unable to keep up with increased demand for bagged retail product.

- Solution**
1. **Reallocate** some of your merchandising space from bags to bulk. This will take pressure off the lack of supply for bags, while giving you, the retailer, and your customers, quality Idaho® potatoes on display to purchase.
 2. Save time and labor by displaying **bulk** in their boxes while still creating a well-merchandised display.
 3. Work with your **suppliers today** to use bulk as a solution for your Idaho® potato needs.



idahopotato.com

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

THERE'S NO SUMMER BREAK WHEN IT COMES TO STOCKING IDAHO® POTATOES



POTATO SALES ARE UP, ON AVERAGE, 61%!



DON'T GET CAUGHT SHORTHANDED WITH POTATOES



SOLVE OUT OF STOCKS

TOP 12 PRODUCE ITEMS IN ABSOLUTE DOLLAR GROWTH Week ending vs. comparable growth in 2019

	3/15	3/22	3/29	4/5	4/13	4/19	4/26	5/3	5/10	Average Growth
Potatoes	72%	115%	65%	67%	74%	15%	51%	47%	41%	61%
Oranges	64%	58%	43%	61%	58%	59%	71%	68%	69%	61%
Onions	59%	69%	31%	37%	37%	13%	43%	29%	25%	38%
Lemons	37%	43%	33%	42%	44%	19%	49%	42%	40%	39%
Mushrooms	35%	31%	18%	26%	30%	22%	46%	38%	35%	31%
Peppers	38%	33%	12%	22%	24%	17%	37%	31%	28%	27%
Tomatoes	44%	34%	15%	21%	22%	15%	33%	25%	28%	26%
Broccoli	34%	29%	12%	17%	23%	5%	32%	29%	21%	22%
Cucumber	34%	20%	9%	17%	20%	11%	30%	23%	20%	20%
Berries	33%	24%	4%	13%	20%	-2%	27%	22%	16%	17%
Lettuce	29%	16%	1%	7%	8%	7%	20%	12%	14%	13%
Melons	11%	-2%	-18%	-13%	-8%	-9%	-1%	10%	14%	-2%

Source: IRI, Total U.S., MOULD, 1 week% change vs. YA

idahopotato.com

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

MEETING CUSTOMER NEEDS WHILE MAXIMIZING POTATO SALES



WATERFALLING

- Retail fresh potato dollar sales are up 72%, and continuing to surge (w/e 3/15 IRI)
- Retailers are purchasing cartons to mitigate supply chain constraints

Solution

1. **Waterfall** your potatoes to help displays look fuller and last longer
2. **Save time** and labor by displaying **bulk** in their boxes while still creating a well-merchandized display
3. Work with your **suppliers today** to use bulk as a solution for your Idaho® potato needs



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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

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IDAHO® POTATO BEST PRACTICES



STORAGE

- Store in a cool, dry, and dark space
- Storage temperatures should be between 45°F and 55°F, do NOT refrigerate potatoes
- Ensure there is air circulation around shipping bales or cartons to allow the potatoes to breathe
- Store potatoes away from other vegetables because they can absorb those flavors
- Carefully place cartons or boxes into your storage area, as dropping may cause bruises
- Refrain from washing potatoes until ready to prepare
- Place newer stock in the back and older stock in the front for proper rotation

PREPARATION

- Simply wash the potatoes with water, no soap needed
- Peel potato, dice or cut into desired sizes and immediately place cut potatoes into ice-cold water
- To prevent browning, use a mixture of concentrated lemon juice or vinegar (Ratio is one tablespoon for each one gallon of water)
- Cut potatoes can be stored in the water solution at 45°F for up to 24 hours



When Potatoes Turn Green:

This is caused by too much exposure to natural or fluorescent lighting. Good news, the potatoes are still usable. Peel and discard the green skins and continue preparing potatoes as desired.



Go to www.idahopotato.com/foodservice for more tips.

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The Famous Idaho[®] Potato Tour



The Famous Idaho® Potato Tour



The Big Idaho® Potato Truck—Big Potato, Big Impact

The Big Idaho® Potato Tour started 2020 and its ninth tour with a new Tater Team! After the Tater Twins retired, we went through a long process of finding new team members, and from 300+ applicants we were super excited to find two wonderful ladies who happened to be SISTERS!

We are thrilled to introduce the Spud Sisters, Alex, and Erin, who joined our now-seasoned driver, Melissa, aka Spud Racer!

The Tater Team had so much fun training for the tour and set out on their new adventure on February 28 to head to Florida for their first event, the Strawberry Festival, where they were challenged by the Weinermobile's Hotdoggers to a strawberry pie eating contest.

Shortly after this event, we had to make the difficult decision to bring the truck and team back to Idaho in an unprecedented decision due to COVID-19. The decision was necessary and the Tater Team safely made it back and continued to keep the tour alive through social media and fan interaction.

We are forever hopeful and steadfast in our commitment to the health and happiness of our fans, as well as delivering the incredible message of Idaho® potatoes. The Spud Sisters and Spud Racer are committed and ready to continue our 2021 and 10th Anniversary Tour!



THE WORD ON THE STREET ABOUT THE **BIG IDAHO POTATO!**

- IT WOULD TAKE 2 YEARS TO BAKE!
- IT'S 23' LONG, 10" WIDE, 11.5" TALL AND TOOK NEARLY ONE YEAR TO BUILD!
- IT WOULD MAKE OVER 1 MILLION FRENCH FRIES OR 20,217 SERVINGS OF MASHED POTATOES!
- IT WEIGHS 4 TONS, EQUALING 21,562 MEDIUM-SIZED IDAHO® POTATOES.
- IT WOULD TAKE MORE THAN 7,000 YEARS TO GROW!
- THAT'S 802 TIMES HEAVIER THAN THE LARGEST POTATO EVER GROWN, WHICH WEIGHED IN AT 11 POUNDS.



Retail Promotion Directors



Retail Promotion Director— Southern United States



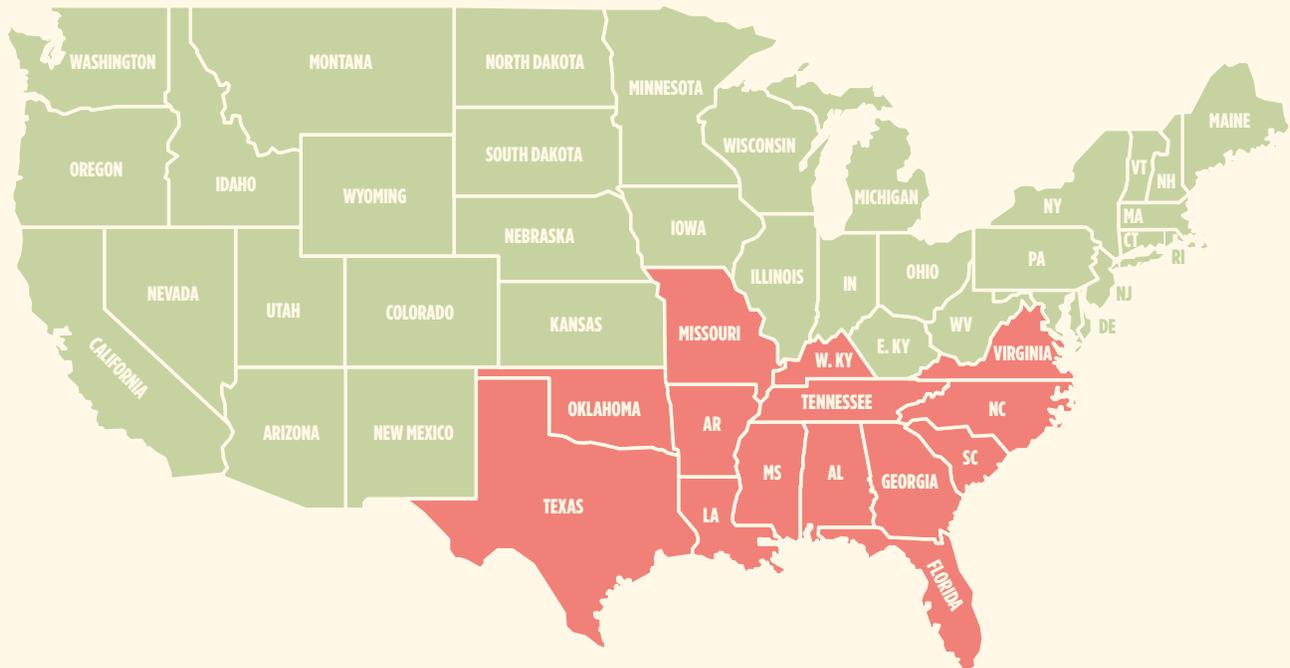
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Retail Promotion Director— Northeastern/Midwestern United States



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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, Wisconsin

