



WHO OR WHAT IS POTATOES USA?

POTATOES USA IS THE CHAMPION FOR U.S. POTATO FARMERS

FACTS & STATS:

1. We are 2,500 family farms growing more than 600 varieties of potatoes
2. We promote all forms! Fresh, frozen, chipped, dehydrated, seed – you name it.
3. We make potatoes exciting!

MAKE ME CARE (PICK ONE BASED UPON YOUR AUDIENCE)

- Consumer: Potatoes are exciting! They fit into a healthy and active lifestyle. They taste good, they're inexpensive, nutritious, versatile, gluten-free, cage free.
- Grower/Industry: We work in the U.S. and in more than 20 countries around the world.
- Grower/Registered Dietitians/Foodservice: Leading driver of potato nutrition, research, education and varietal development in the U.S. (responsible for developing varieties with lower acrylamide) – for Government and Growers.
- Grower/Government: Access and utilize over \$6 million in USDA funding annually to expand our reach and impact.

HOW IT SOUNDS WHEN SPOKEN (USING THE CONSUMER MMC AS AN EXAMPLE):

Potatoes USA is the champion for U.S. potato farmers. We are 2500 family farms growing more than 600 varieties of potatoes. We promote all forms including fresh, frozen, chipped, dehydrated, seeds – you name it. We make potatoes exciting because they are! They fit into a healthy and active lifestyle. They taste good, they're inexpensive, nutritious, versatile, gluten-free and you'll be happy to know they are cage free.



WHAT IS POTATOES USA DOING?

POTATOES USA IS THE GLOBAL CHAMPION FOR U.S. POTATO FARMERS

FACTS & STATS:

1. We inspire consumers, retailers, foodservice, food manufacturers, and nutrition influencers to use more potatoes.
2. We provide leadership and funding to facilitate better research and communications on potato nutrition and varietal development.
3. We challenge the status quo with ground breaking programs both domestically and internationally.

MAKE ME CARE (LIST OF GREAT THINGS WE ARE UP TO):

- Creating programs to influence future generations to have a lifetime love of potatoes (ex: school foodservice program). And, we have inspired the potato industry to become the largest salad bar donor in the country.
- Developed a community of 200+ chefs representing 80% of leading organizations influencing menus of foodservice across the U.S. and around the globe.
- Created global interaction around U.S. potatoes and usage through our work in over 20 countries.
- Opened new markets, established U.S. potatoes as highest quality in the world - leading to exponential growth in exports.
- 1st grower owned, self-funded food truck delivering farm to fork potato adventures.
- Accelerate the development of new varieties.

HOW IT WILL SOUND WHEN SPOKEN:

Potatoes USA is the global champion for U.S. potato farmers. We inspire consumers, retailers, foodservice, food manufacturers, and nutrition influencers to use more potatoes here and abroad. We provide leadership and funding to facilitate better research and communications on potato nutrition and varietal development. And, we challenge the status quo with ground breaking programs. We have opened new markets and established U.S. potatoes as the highest quality in the world, which has led to exponential growth in exports.