



## WHAT IS POTATOES USA DOING?

**Potatoes USA** strengthens global demand for U.S. grown potatoes.

**We do this by:**

1. Inspiring consumers to use more potatoes in more ways
2. Providing leadership and funding to facilitate better research and communications on potato nutrition and varietal development
3. Making potatoes exciting and desirable

## Marketing Programs

**Domestic & International** – Potatoes USA conducts marketing programs promoting fresh, frozen, dehy, chip-stock and seed potatoes in the U.S. and over 25 international markets.

**Consumers** – The consumer marketing program seeks to inspire Food Enthusiasts to use more potatoes by showcasing them in new, unexpected and mouthwatering ways.

- *Potatoes are consumer's favorite vegetable<sup>1</sup>*
- *Potatoes are consumer's favorite side dish<sup>2</sup>*

**Nutrition** – Potatoes provide the carbohydrates, potassium and energy needed to perform at one's best and the nutrition program is about getting this good news out to consumers.

- *Potatoes are a natural, nutrient-dense complex carbohydrate*

**Retail** – The retail program focuses on increasing retailer involvement with all forms of U.S. potatoes to grow sales.

- *Potatoes are purchased by more households than any other fruit or vegetable in the produce department<sup>3</sup>*
- *Approximately 10 pounds of fresh potatoes were sold to each person in the U.S. in 2016<sup>4</sup>*

**Ingredient** – The ingredient program focuses on increasing the use of all forms of U.S. potatoes in commercial food manufacturing and prepared foods.

- *Potatoes share of new retail product launches in the U.S. is 9%, an increase from previous years<sup>7</sup>*

**Foodservice** – The foodservice program works with chefs around the world, convincing them to offer more U.S. potatoes on their menus.

- *Potatoes are the #1 side dish served at foodservice<sup>5</sup>*
- *58% of U.S. potato sales are at foodservice<sup>6</sup>*

**School Foodservice** – The school foodservice program works with schools to create the next generation of potato enthusiasts by introducing them to this healthy and delicious vegetable.

- *We share the love for potatoes with over 1,500 school foodservice professionals monthly<sup>8</sup>*



## Marketing Programs (continued)

**Salad Bars** – The potato industry has provided students access to fresh fruits and vegetables, including potatoes, by donating salad bars to K-12 schools across the nation. Salad bars have also opened the door to school foodservice professionals so we can directly share the benefits of making potatoes a staple in school meals.

- *The potato industry is the largest produce industry donor of salad bars in the Let's Move Salad Bars to Schools program, nearly 300 bars have been donated in the last 18 months<sup>9</sup>*

**Spud Nation** – The Spud Nation food trucks serve delicious potato dishes from the field to the forks of consumers in Denver and Washington D.C.

- *These are the first non-profit food trucks owned by farmers*

**Seed program** – The seed program is focused on increasing U.S. seed potato exports.

- *U.S. seed potato varieties have been registered in 9 countries over the past 10 years*

**Market Access** – The market access program works to expand access for U.S. potatoes across the globe.

- *U.S. potato exports have grown 183% in the last 20 years to \$1.7 billion*
- *20% of U.S. grown potatoes are exported*

**Reputation Management** – The reputation management program proactively protects the good reputation of U.S. potatoes in all markets.

## Production Research

**Chip Processing** – Potatoes USA's National Chip Program seeks to accelerate the development of new varieties of chipping potatoes that will improve the storability and heat resistance of the U.S. supply, ensuring a consistent product for consumers no matter the season.

**Fry Processing** – The goal of the Potatoes USA's National Fry Processors Trial is to increase the quality and healthfulness of potatoes used for frozen processing. Ultimately the development of new processing varieties lead to higher yields and reduced inputs.

**Research Funding** – The competitiveness of available research funds is increasing each day due to the shrinking availability of public and private resources available. Potatoes USA is committed to providing the leadership necessary to coordinate and leverage existing resources to the industry's best possible advantage.

<sup>1</sup> Potatoes USA, 2016 Consumer Attitudes and Usage, page 51

<sup>2</sup> Potatoes USA, 2016 Consumer Attitudes and Usage, page 53

<sup>3</sup> Nielsen, Fresh Facts, 52 weeks ending 2.17.16

<sup>4</sup> Nielsen, Total U.S., Fresh Potatoes excluding sweet potatoes, 52 week ending 12.31.16

<sup>5</sup> Potatoes USA, 2014 Consumer Segmentation

<sup>6</sup> Potatoes USA, 2016 Sales and Utilization

<sup>7</sup> Innova New Product Launches, 2016

<sup>8</sup> Potatoes Raise the Bar Distribution, 2017

<sup>9</sup> Let's Move Salad Bars to Schools