

TELL ME ABOUT THE POTATOES USA RETAIL PROGRAM

Potatoes USA is teaching retailers how to make improvements to potato merchandising and marketing, to increase potato sales volume.

FACTS AND STATS

1. Total potato sales made up \$11.6 billion in sales and accounted for 6.9 billion pounds of potatoes for retailers according to IRI data for the 2018 calendar year domestically.ⁱ
2. Internationally, merchandising visits, retailer meetings, and promotions are conducted to build relationships for U.S. potatoes and market them to consumers.
3. Fresh potatoes are purchased by 83% of consumers annually with an average of six purchases per year, according to a basket study conducted by IRI.ⁱⁱ
4. Retailers primarily promote potatoes during holiday seasons. There are opportunities to educate retailers on promoting potato nutritional benefits outside of the holiday season.ⁱⁱⁱ
5. The placement of fresh potatoes on the shelf can potentially lead to a 5.2% overall volume sales lift for retailers if executed correctly, according to the Shelving Study conducted by Kantar Insights Consulting.^{iv}
6. Fresh potato secondary locations can lead to a 2.2% increase if they are on an endcap in produce according to the Shelving Study by Kantar Insights Consulting. The Path to Purchase Study, also conducted by Kantar, shows that 29% of consumers are purchasing potatoes when they see them on an endcap display while shopping.^v
7. Consumers are utilizing both online and in-store resources when deciding to buy fresh potatoes. The Path to Purchase Study by Kantar found that 84% of consumers already know they are buying potatoes before they visit their preferred retailer.
8. Consumers are not as certain about what type of potato they are going to purchase, forty-four percent of consumers deciding which potatoes they are going to buy in the store.^{vi}

MAKE ME CARE

- Based on research, Potatoes USA identifies strategies to create long term growth for the fresh potato category at retail, domestically and internationally. Whether it is through merchandising suggestions or consumer trends, Potatoes USA is focused on improving volume sales for retailers and growers.
- The research Potatoes USA conducts with Kantar Research is aimed at improving the ability of the potato industry to make continual improvements aligned with consumer and retail trends.





MAKE ME CARE

- Merchandising best practices were developed to offer retailers multiple ways to improve retail sets. Retailers can implement small changes to create long-term dollar and volume sales growth for fresh potatoes.
- The Path to Purchase study analyzes the ways consumers use both online and in-store materials to purchase fresh potatoes. The research focuses on each type of fresh potato and shows retailers better ways to market to each type of potato consumer.
- In-store marketing tools are available for retailers to highlight the performance benefits of potatoes with the general consumer. Tools include recipe cards, signage that is visible from the front of the store, handouts about potato types, and talking points for retail associates.

HOW IT SOUNDS WHEN SPOKEN

Retailers are continually looking for ways to improve the high-volume driving potato category. Since nearly 80% of consumers purchase potatoes, it is important to provide retailers and the potato industry with the latest market insights and research to optimize the placement and promotion of fresh potatoes at retail. Potatoes USA strives to communicate effectively with both growers and retailers to develop materials that are easy to use and for all audiences.

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