

2020 CONSUMER Attitudes and Usage

POTATOES ON THE RISE



AMERICA'S
FAVORITE
VEGETABLE



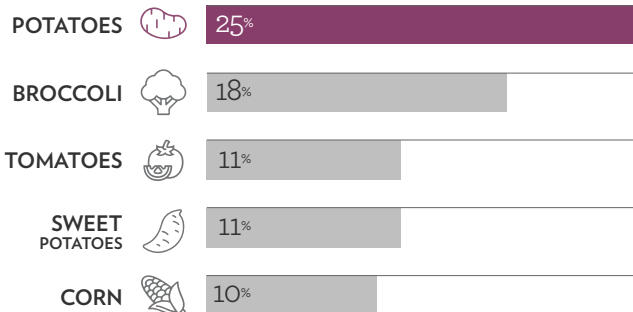
#1
Side dish at
foodservice

73%



Report eating potatoes at
least once per week

2020 TOP FIVE FAVORITE VEGETABLE



CONSUMER ATTRIBUTE IMPORTANCE

GENERAL CONSUMERS

WHAT THEY LOOK FOR IN FOOD



WHAT THEY LOVE ABOUT POTATOES

- | | |
|---------------------------------|-------------------------------|
| 1 Flavorful | 1 Everyone enjoys them |
| 2 Fresh | 2 A good value |
| 3 Everyone enjoys them | 3 Blank canvas for flavor |
| 4 A good value | 4 Convenient |
| 5 Natural and unprocessed | 5 Prepared quickly and easily |
| 6 Convenient | 6 Flavorful |
| 7 Prepared quickly and easily | 7 Fresh |
| 8 Good for athletic performance | 8 Natural and unprocessed |
| 9 Fuel for activities | 9 Healthy |
| 10 Blank canvas for flavor | 10 Fuel for activities |



POTATO USAGE

COOKING STYLES



AMERICAN PREFERENCES

71%

BASIC

68%

TRADITIONAL

67%

SHORT-ORDER

TEND TO USE RECIPES

77%

VS



TEND NOT TO USE RECIPES

23%

MOTIVATIONS TO PREPARE POTATOES AT HOME

- 27% Shorter cook time
- 27% Ideas for new ways of cooking
- 23% Ideas with healthier nutrition

REASONS CONSUMERS DON'T EAT MORE POTATOES

- 35% I already eat potatoes
- 32% High in carbs
- 19% I prefer other vegetables

MOTIVATING MESSAGING

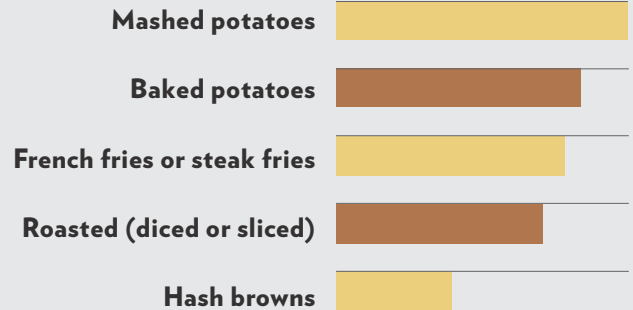
WHEN DECIDING TO EAT/SERVE MORE POTATOES

- + Potatoes are convenient and easy to cook
- + Potatoes are a great blank canvas for flavor
- + Potatoes provide the carbohydrate, potassium, and energy you need to perform at your best
- + Potatoes are a complex carbohydrate that provide under-consumed vitamins and minerals



POTATO STYLES

AMONG THE LAST 24 HOURS, RESPONDENTS REPORTED EATING THE FOLLOWING POTATO STYLES



DIETS

48%



Claim they follow a specific dietary guideline

TOP 3 DIETS FOLLOWED

20%

Are carb restrictive

15%

Are low sugar

12%

Low sodium

CONSUMER EATING PATTERNS

47%

Eat 3 square meals a day, with or without snacks



METHODOLOGY AND OBJECTIVES

The consumer attitudes and usage study is conducted annually to gather insights on U.S. consumers, evaluating their attitudes towards foods and their dietary choices. The study also measures attitudes toward potatoes, specifically along with potato usage and consumption. (Study fielded January 2020, online with 2,000 respondents.)