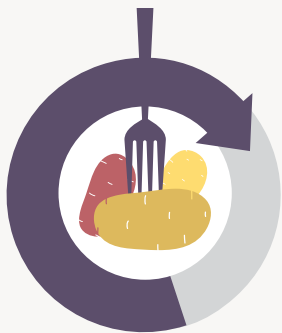


2022 Consumer ATTITUDES & USAGE

POTATOES CONTINUE TO SOAR

AMERICANS ARE EATING MORE POTATOES



76%

Ate potatoes in the last week. **Up 4%** from 2021.

POTATOES ARE AMERICA'S FAVORITE VEGETABLE



POTATOES ARE AMERICA'S FAVORITE SIDE DISH WHEN EATING OUT



Dine in

Any potato option
Side salad
Fries
Vegetables
Potatoes
Rice

Takeout

Any potato option
Fries
Side dish
Vegetables
Potatoes
Rice





How do consumers eat?

47%

Claim they follow a dietary plan

- 18%** Low sugar
- 16%** Carb restrictive (Low-carb, Keto, Atkins)
- 14%** Low sodium
- 12%** Organic
- 10%** Clean eating

Consumers are becoming more adventurous in the way they cook

- 44%** Adventurous (+6%)
- 39%** Gourmet chef (+4%)

Do consumers use recipes?

- 81%** Use recipes
- 19%** Do not use recipes



Why don't consumers eat more potatoes?

- Already eat enough
- Prefer other veggies
- High in carbs
- High in calories
- Fattening

What would encourage consumers to buy more potatoes?



- Convenience
- Easy to cook
- Smaller bags to minimize waste
- Nutritional information
- Recipes/meal ideas before shopping

METHODOLOGY

The Consumer Attitudes and Usage study is conducted annually to gather insights on American consumers, evaluating their attitudes towards foods and their dietary choices. The study also measures attitudes towards potatoes. The online study with 2,000 respondents was fielded in January, 2022.