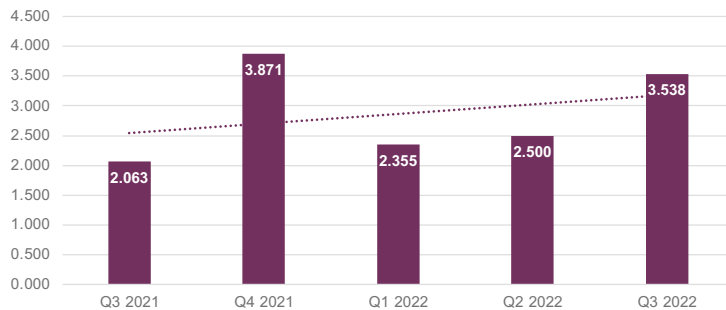


Potato Media Coverage

Trends Report October 2021 - September 2022

Coverage Grows More Positive as Negative Health Topics Decrease

Traditional Media Positive-to-Negative Ratio

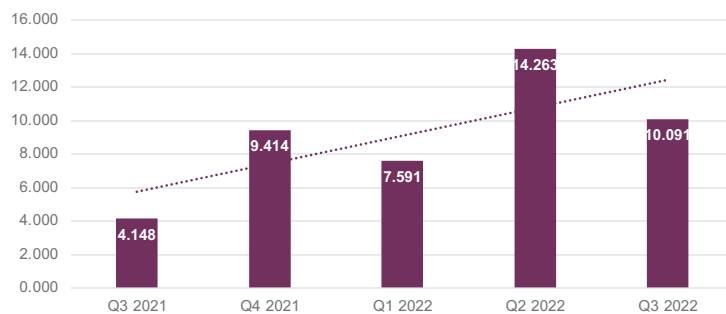


Traditional Media

With the exception of Q4 2021, when the holidays drove a higher volume of positive coverage, potatoes' traditional media coverage has increased its ratio of positive to negative coverage every quarter since Q3 2021.

Driving the increase in positivity is more positive Health articles, whose average tone score has increased from 2.12/3.00 in Q3 2021 to 2.37/3.00 in Q3 2022.

Social Media Positive-to-Negative Ratio



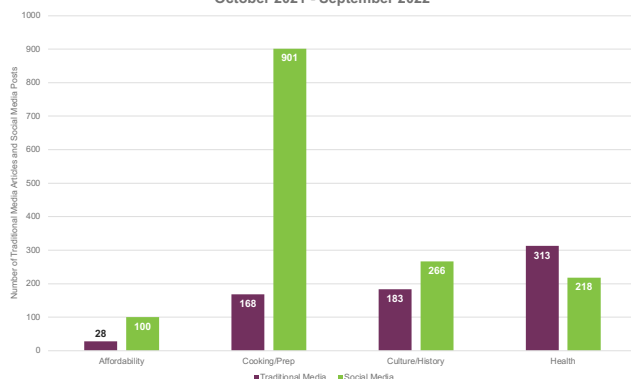
Behind this shift in Health news is fewer articles blaming potatoes for spiking blood sugar or having a high GI, as well as a drop-off in articles advocating low-carb diets after Q1 2022.

Social Media

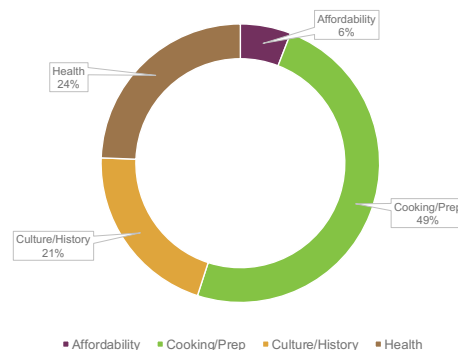
The ratio of positive-to-negative social posts is 10:1, indicating strong, positive sentiment among potato consumers. The ratio decreased slightly in Q3 2022, as the volume of YouTube videos on potatoes, which are generally positive, dropped.

Health Most Prominent Message Platform in Traditional Media, While Cooking Dominates Social Media Conversation

Message Platform Volume, Traditional and Social Media
October 2021 - September 2022

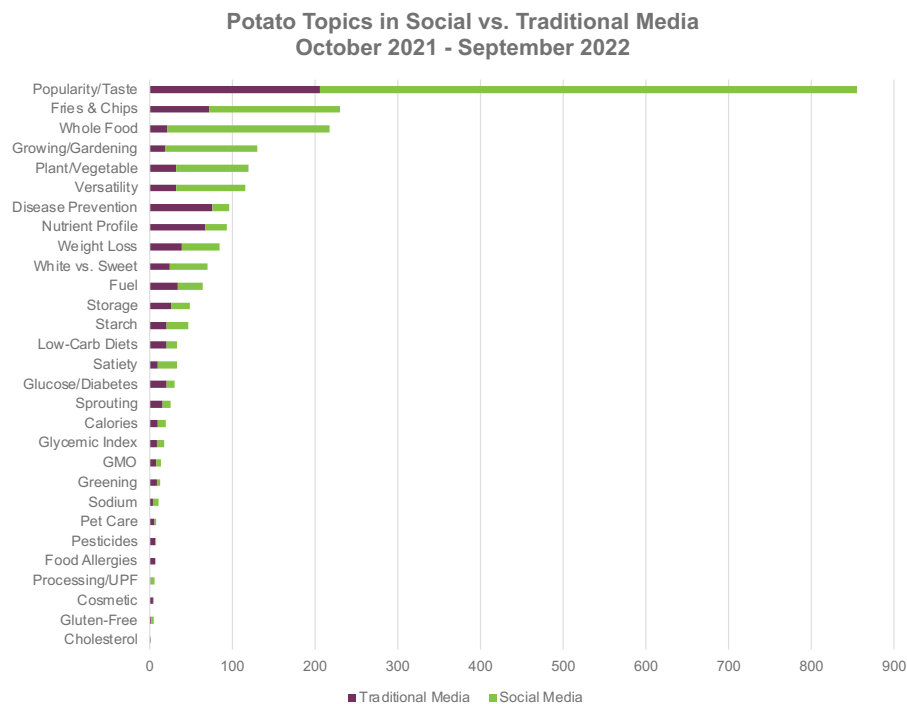


Platforms Combined, Traditional and Social Media



- **Health** is the dominant message in potatoes' traditional media coverage (45% of coverage).
- **Cooking/Prep** is the most prominent message on social media (61% of posts).
- **Affordability** and **Culture/History** (i.e., potatoes in society and pop culture and/or their history) were also more prominent in social media, accounting for 7% and 18% of posts, respectively.

Positive Taste, Nutrition Topics Accounted for Most Traditional and Social Coverage



- **Popularity/Taste** accounted for 26% of traditional media and 40% of social media.
- **Disease Prevention** accounted for 10% of traditional media and 1% of social media. This topic includes both positive and negative nutrition analysis of potatoes — i.e., how potatoes can prevent heart disease with high potassium content; claims that potatoes spike blood sugar and are poor choices for diabetics; etc.
- **Fries & Chips** accounted for 9% of traditional media and 10% of social media.
- **Whole Food** — posts that describe potatoes as a whole food —accounted for 3% of traditional media and 12% of social media.

Traditional Media

Health topics like Disease Prevention and Nutrient Profile have become more prominent and more positive in traditional media over the past five quarters, displacing Popularity/Taste as the most prominent topic for the past two quarters.

Fries & Chips have also stayed prominent, frequently attached to both Popularity/Taste and Disease Prevention articles.

Social Media

Popularity/Taste has consistently been the most prominent topic in social media over the past five quarters.

Predictably, Growing/Gardening has been a prominent topic in spring and summer quarters.

Fries & Chips have also stayed prominent, always one of the top three most frequent topics.

- Negative (1.00-1.74)
- Neutral (1.75-2.24)
- Positive (2.25-3.00)

Top 5 Topics in Traditional Media				
Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022
1. Disease Prevention Tone: 2.08/3.00	1. Popularity / Taste Tone: 2.44/3.00	1. Popularity / Taste Tone: 2.35/3.00	1. Nutrient Profile Tone: 2.57/3.00	1. Disease Prevention Tone: 2.47/3.00
2. Popularity / Taste Tone: 2.72/3.00	2. Disease Prevention Tone: 2.46/3.00	2. Disease Prevention Tone: 1.97/3.00	2. Popularity / Taste Tone: 2.63/3.00	2. Popularity / Taste Tone: 2.89/3.00
3. Fries & Chips Tone: 2.09/3.00	3. Fries & Chips Tone: 2.55/3.00	3. Fries & Chips Tone: 2.15/3.00	3. Fries & Chips Tone: 2.25/3.00	3. Nutrient Profile Tone: 2.83/3.00
4. Nutrient Profile Tone: 2.91/3.00	4. Nutrient Profile Tone: 2.59/3.00	4. Nutrient Profile Tone: 2.65/3.00	4. Disease Prevention Tone: 2.67/3.00	4. Fries & Chips Tone: 2.41/3.00
5. Fuel Tone: 2.79/3.00	5. Fuel Tone: 2.77/3.00	5. Plant / Vegetable Tone: 2.50/3.00	5. Fuel Tone: 2.88/3.00	5. Growing / Gardening Tone: 2.00/3.00

Top 5 Topics in Social Media				
Q3 2021	Q4 2021	Q1 2022	Q2 2022	Q3 2022
1. Popularity / Taste Tone: 2.83/3.00	1. Popularity / Taste Tone: 2.88/3.00	1. Popularity / Taste Tone: 2.72/3.00	1. Popularity / Taste Tone: 2.94/3.00	1. Popularity / Taste Tone: 2.84/3.00
2. Fries & Chips Tone: 2.45/3.00	2. Plant / Vegetable Tone: 2.83/3.00	2. Fries & Chips Tone: 2.33/3.00	2. Growing / Gardening Tone: 2.10/3.00	2. Growing / Gardening Tone: 2.077/3.00
3. Versatility Tone: 2.88/3.00	3. Fries & Chips Tone: 2.62/3.00	3. Supply Chains Tone: 2.03/3.00	3. Fries & Chips Tone: 2.37/3.00	3. Fries & Chips Tone: 2.53/3.00
4. Disease Prevention Tone: 1.67/3.00	4. Versatility Tone: 3.00/3.00	4. Growing / Gardening Tone: 2.42/3.00	4. Versatility Tone: 2.56/3.00	4. Fuel Tone: 2.92/3.00
5. Growing / Gardening Tone: 2.09	5. Growing / Gardening Tone: 2.20	5. Versatility Tone: 2.86/3.00	5. Fuel Tone: 2.85/3.00	5. Versatility Tone: 2.73/3.00