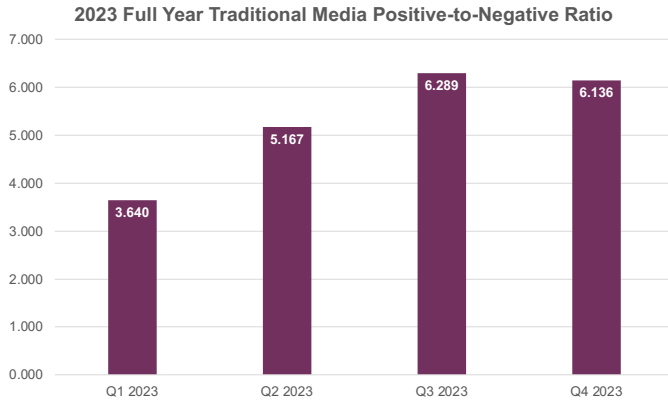


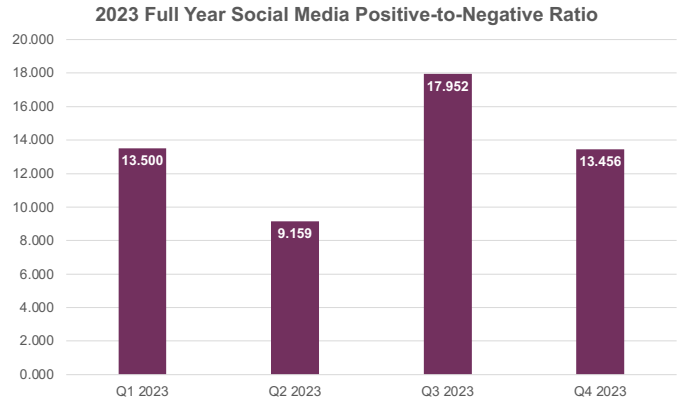
# Potato Media Coverage Trends Report January - December 2023



## Potato Media Coverage Strongly Positive in 2023



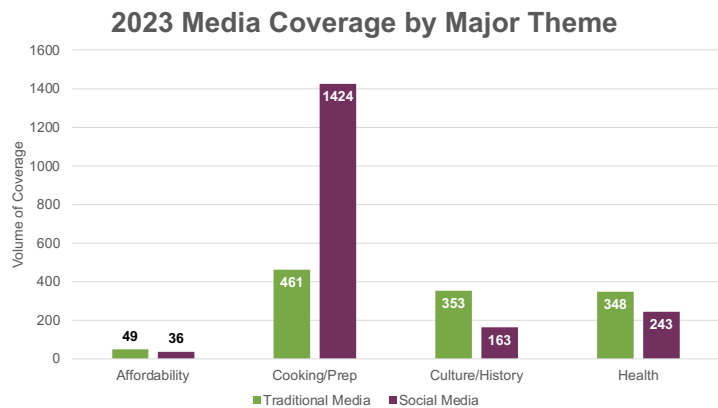
The ratio of positive-to-negative coverage in traditional media averaged **6.1:1**, more than 6 positive articles for every negative article.



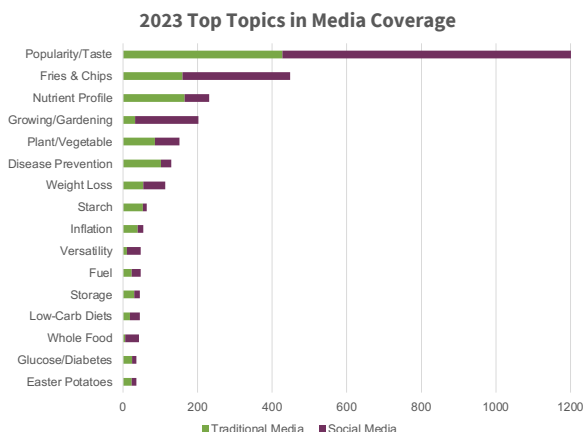
The ratio of positive-to-negative posts in social media averaged **13.5:1**, nearly 14 positive posts for every negative post.

## Cooking/Prep is Most Common Theme in 2023 Media Coverage

- **Themes:** Identifying “themes” in media coverage enables us to see broad trends in what the media is covering.
- **Cooking/Prep** was the most prominent theme in both traditional and social media, accounting for 38% of traditional media coverage and 76% of social media posts.
- **Health** had historically been the most prominent theme in traditional media, but in 2023 it was overtaken by both **Cooking/Prep** and **Culture/History**, which includes coverage of potatoes being used in cultural contexts like holidays.



## Positive Taste, Nutrition Topics Accounted for Most News Coverage



- **Topics:** Identifying “topics” in media coverage enables us to drill down in a more granular way from the broader “themes.” For example, we can see which topics tend to generate more positive or negative coverage.
- **Popularity/Taste** accounted for 57% of positive traditional media articles and 64% of positive social media posts.
- **Nutrient Profile** accounted for 19% of positive articles and 4% of positive social media posts.
- **Fries & Chips** accounted for 16% of both traditional and social media posts, respectively, and on average mentions were positive.

Meltwater provides media monitoring, and social posts are pulled from YouTube and X (Twitter). Hillenby manually aggregates the data and analyzes the tone and reach, categorizing the articles by media platform and topic. Potatoes USA accepts no liability for the content of these reports or the consequences of any actions based on any information contained herein. Please reach out to [Media@PotatoesUSA.com](mailto:Media@PotatoesUSA.com) with any questions.