

STRATEGIC PLAN

2025-2026



MISSION, VISION, VALUES

MISSION:

Strengthen demand for potatoes.

VISION:

We envision a world where potatoes are recognized for their health benefits, celebrated in diverse culinary traditions, and integrated into daily meals to promote well-being and sustainable living.

VALUES:

• Foresight

We embrace innovative and forward thinking in all that we do to grow long-term demand vs. short-term sales.

• Transparency

We prioritize transparency and integrity in all interactions to foster trust with our stakeholders and the public.

• Respect

We are committed to equal dignity and respect, and we appreciate the contributions made by everyone involved in the potato industry.

• Collaboration

We emphasize the importance of partnership and cooperation among stakeholders to achieve the vision of the organization.

• Stewardship

We commit to responsibly and sustainably managing our human, natural, material, and financial resources.

• Accountability

We take responsibility for our actions, decisions, and results, consistently aiming for excellence in everything we do.

GOAL

MORE PEOPLE EATING MORE POTATOES IN MORE WAYS. WE DO THIS BY:

- Improving the perception of the nutritional and health benefits of potatoes by positioning them as a vital part of a balanced and sustainable diet.
- Creating diversified opportunities for all potato product types.
- Coordinating national and regional research initiatives to advance potato farming, sustainability practices, seed quality, and product development.
- Advancing the positive perception of potatoes and the potato industry.
- Establishing new markets for potatoes across the globe.

STRATEGIC INITIATIVE FILTERS

The potato industry's resources are limited, and decisions must be made on allocating our resources. Filters are used to create a transparent and unbiased decision-making process that staff, the Potatoes USA Board, and other industry members can clearly understand. Hard filters are yes/no questions. If the answer to a hard filter is no, it is immediately dropped as an initiative under consideration. If the answer is yes, the initiative moves forward to the soft filter questions. Soft filters are a rating system with overall scores calculated based on all questions. The initiatives that rate the highest will likely be the first funded. This will help us allocate our limited resources in a manner that is clear and easy to understand.

HARD FILTERS

- Can it be done under the legislation governing the National Potato Promotion Board?
- Is the risk level acceptable?
- Does it align with our Mission, Vision, and Values?

SOFT FILTERS

- Does it create long-term demand for potatoes?
- What is the cost vs. benefit (cost per unit of demand strengthening)?
- Does it create net new demand?
- Does it deliver a measurable impact?
- Is it innovative?
- Does it enhance our competitive position in international markets?
- What is the breadth of impact across the industry?
- Does it deliver a positive nutritional message?
- Is it scalable and actionable for the industry?
- Does it enhance the consumer experience?



POTATOES USA PROGRAMS

Potatoes USA implements multifaceted programs to strengthen the demand for potatoes. Since the potato industry faces multiple challenges and opportunities yearly, the Potatoes USA Board and staff establish program objectives, strategies, and performance measures annually. A thorough analysis of the latest market research, global market conditions, short- and long-term sales trends, historic program performance, consumer sentiment, potato industry feedback, and priorities are evaluated to direct Potatoes USA programs, allocate resources, and optimize market opportunities. The focus of each program follows:

MARKET DEVELOPMENT

Objectives

- Encourage more people to eat more potatoes in more ways.
- Maintain strong demand for potato sales.
- Advance the positive perception of potatoes.
- Motivate half of domestic potato-buying households to purchase fresh potatoes at least one additional time per year.
- Create diversified selling opportunities for all potato products.
- Expand international market access for U.S. potatoes.

Strategies

- Conduct market research to motivate potato sales.
- Promote *Potatoes Fuel Performance*.
- Position potatoes as a nutrient-dense vegetable.
- Inspire potato usage.
- Cultivate strategic partnerships to strengthen demand.
- Work with the U.S. government, the U.S. potato industry, and foreign countries to enhance market access and opportunities.
- Tailor marketing strategies to maximize potential in high-opportunity export markets.
- Showcase U.S. potatoes as the premier choice for their high-quality product consistency and value in global markets.
- Educate and inspire the next generation of chefs to incorporate U.S. potatoes in their culinary practices.
- Design marketing programs focused on younger consumers, high-volume retail decision-makers, and foodservice operators.

Performance Measures

Global Perception

Increase the percentage of consumers who agree that:

- Potatoes are healthy.
- Potatoes are a nutrient-dense vegetable.
- Potatoes provide the energy needed to perform at one's best.
- Potatoes offer essential nutrients.

Domestic Metrics

Maintain leadership position for potatoes

- Celebrated as “America’s Favorite Vegetable.”
- Recognized as “America’s favorite side and takeout dish.”
- The leading vegetable in retail sales volume.
- Menu penetration and incidence rates.

Drive Growth In:

- Retailer visits.
- Innovation sessions.
- Potato-based menu items launched because of engagements with Potatoes USA.
- “Retail Category Captain” designation.

Export Market Growth

Achieve year-over-year increases in:

- Program activities that drive U.S. potato sales volume.
- The variety of U.S. potato products offered by importers and distributors.
- Customers switching to 100% U.S. potatoes.
- New menu items featuring U.S. potatoes.
- Culinary students trained in using U.S. potatoes.
- Social media engagement rates.
- Media coverage highlighting U.S. potatoes.

Trade and Market Access

Track and report:

- The number of international trade leads shared with the U.S. potato industry.
- The number of resolved market access issues.

Sales and Demand Monitoring

Regularly monitor and report on total potato sales and demand.

Programs

Consumer, Retail, and Foodservice

Target Markets

- United States, Mexico, Japan, South Korea, Taiwan, Malaysia, the Philippines, Guatemala, Honduras, El Salvador, Costa Rica, the Dominican Republic, Panama, Nicaragua, Saudi Arabia, United Arab Emirates, Qatar, Kuwait, Oman, and Bahrain
- Maintenance Markets: China, Thailand, and Vietnam

NUTRITION AND HEALTH

Objectives

- More people eating more potatoes in more ways.
- Protect and enhance potatoes' reputation as a nutrient-dense vegetable.
- Engage in conversations about nutrient density and potatoes' contribution to a variety of eating patterns.
- Educate credentialed healthcare professionals about potatoes' impact on glycemic control.
- Promote new nutrition research that enhances the understanding of potatoes' role in human health and dietary patterns.

Strategies

- Monitor and respond to inaccurate potato nutrition information.
- Cultivate relationships with nutrition leaders in academia, healthcare, and science communications.
- Confidently discuss potatoes' evidence-based nutrition benefits in various settings and situations.
- Create and enhance resources for healthcare professionals that showcase potatoes' positive impact on diet quality.
- Establish Potatoes USA as a healthcare professional training leader.

Performance Measures

- The change in positive media coverage and number of media corrections.
- Preserve potatoes' place as a vegetable in American nutrition guidance programs.
- Presentations and workshops that feature the positive nutrition benefits of potatoes.
- Potatoes are recommended in public health and personalized nutrition programs as a food to include for nutrient density and glycemic control.
- Media and healthcare professional interest in newly published potato nutrition research.



CULINARY

Objectives

- More people eating more potatoes in more ways.
- Maintain strong demand for potato sales.
- Advance the positive perception of potatoes.
- Educate healthcare professionals about nutritious potato preparations.

Strategies

- Inspire potato usage.
- Cultivate strategic partnerships to strengthen demand.
- Educate high-volume foodservice operators about the value potatoes offer to their operations.
- Develop potato content for younger consumers, high-volume foodservice operators, and healthcare professionals.
- Position potatoes as a nutrient-dense vegetable.
- Establish Potatoes USA as a healthcare professional training leader.
- Showcase U.S. potatoes as the premier choice for their high-quality product consistency and value in global markets.

Performance Measures

Maintain leadership position for potatoes:

- Celebrated as “America’s Favorite Vegetable.”
- Recognized as “America’s favorite side and takeout dish.”
- Menu penetration and incidence rates.

Increase the percentage of consumers who agree:

- Potatoes are healthy.
- Potatoes are a nutrient-dense vegetable.
- Potatoes provide the energy needed to perform at one’s best.
- Potatoes offer essential nutrients.

Potatoes are recommended in personalized nutrition programs as a food to include for nutrient density.

Drive growth in the number of:

- Innovation sessions.
- Presentations and workshops conducted that promote the benefits of potatoes.
- Potato-based menu items launched because of engagements with Potatoes USA.
- Usage of the Spud Lab.

PRODUCTION RESEARCH

Objectives

- Provide leadership to the U.S. potato industry's research efforts.
- Increase focus on varietal strength within all sectors of the potato business.
- Enhance the availability of research data to U.S. potato growers.
- Where possible, obtain outside resources to increase the overall research budget.
- Support international seed sale opportunities.

Strategies

- Identify attainable research opportunities with broad appeal within the industry through regular communication and coordination with potato industry leaders and researchers.
- Seek ongoing opportunities to communicate production research results to applicable stakeholders.
- Leverage Potatoes USA funding with additional state, federal, and private funding to increase the impact of research.
- Enhance breeder/grower/processor discourse in fry and chip trials.
- Register varieties in Central America, Africa, and Cuba that have a viable amount of seed acreage in the U.S.

Performance Measures

- Potato Research Advisory Committee: Participate in at least two Specialty Crop Research Initiative (SCRI) project funding "wins" every two years.
- National Chip Program and National Fry Processors Trials: Track seed acres dedicated to program graduates, with evidence of continuous growth.
- National Chip Program and National Fry Processors Trials: Maintain the robustness of the trial pipelines.
- Additional Funding: Track contribution funding obtained through research department efforts, with evidence of continuous growth.
- Increase international seed trade leads.

Programs

- The Potato Research Advisory Committee
- National Chip Program
- National Fry Processors Trial
- Seed Task Force

COMMUNICATIONS

Objectives

- Protect and enhance the good reputation of potatoes and the U.S. potato industry.
- Distribute timely and relevant market insights that impact the potato industry.
- Communicate how Potatoes USA is strengthening demand for potatoes.
- Nurture industry engagement and Board member participation.

Strategies

- Monitor issues, develop messaging, and respond when appropriate.
- Cultivate strategic partnerships and culinary engagement with the potato industry.
- Meet with industry members to build relationships, understand issues, and disseminate market and program insights.

Performance Measures

- Increase positive media coverage about potatoes.
- Successful responses to issues and misinformation.
- Improve the sentiment of critical issues facing the potato industry.
- Industry engagement with Potatoes USA outreach.
- Industry satisfaction with Potatoes USA communications, resources, and effectiveness at strengthening demand.

