

Potatoes[®]
USA



STRATEGIC PLAN

2026 | 2027





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.



WE VALUE

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 production research initiatives that focus on supply-side dynamics to bring higher-quality, consumer-preferred, efficiently raised potatoes to market.
- 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, the initiative is immediately dropped for another 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 multi-faceted programs designed to strengthen demand for U.S. potatoes across all markets. Because the potato industry faces new challenges and emerging opportunities each year, the Potatoes USA Board of Directors and staff annually establish clear program objectives, strategies, and performance measures to guide the organization’s work.

Each program plan is informed by a comprehensive analysis of the latest market research, global conditions, short- and long-term sales trends, historic program performance, consumer sentiment, and feedback from across the potato industry. This disciplined, data-driven process ensures that Potatoes USA programs are focused, resources are effectively allocated, and market opportunities are fully optimized.

STRATEGIC PLANNING OPPORTUNITIES AND CHALLENGES TO CONSIDER

TAILWINDS (OPPORTUNITIES):

Enduring Popularity

Potatoes remain America’s Favorite Vegetable – deeply familiar, beloved, and trusted across demographics.

Versatility, Value, and Satiety

Potatoes deliver on what consumers want today: affordable nourishment, filling meals, and adaptability across cuisines, occasions, and formats.

Improving Health Perceptions

Potatoes are increasingly recognized as a nutrient-dense vegetable that fits well within today’s health and wellness trends.

Thought Leadership

Potatoes USA’s influence in culinary, nutrition, retail, foodservice, and production research builds trust and positions the industry as a global leader.

Expanding Global Demand

Rising worldwide consumption presents growth opportunities in both domestic sales and U.S. potato exports.

HEADWINDS (CHALLENGES):

Limited Nutrition Endorsement

Many nutrition and health professionals lack a full understanding of potatoes’ nutritional strengths, reducing their likelihood to recommend potatoes when providing dietary guidance; additionally, the increase in uncredentialed health influencers sharing misleading or overly simplistic dietary advice online is creating confusion.

Changing Consumer Conversations and Behaviors

Growth in weight-loss medications, ultra-processed food concerns, shifting nutrition guidance, and demographic changes are reshaping demand and redefining potatoes’ role in health and diet conversations, and the ways in which these conversations are taking place are changing rapidly, requiring constant evaluation and adjustment in how information is shared.

Intensifying Global Competition

International competitors are expanding rapidly, combining cost efficiency with improved quality to challenge U.S. advantages.



The focus areas of each 2026–2027 program are outlined below:

MARKET DEVELOPMENT

Objective:

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.
- Advancing the positive perception of potatoes and the potato industry.
- Establishing new markets for potatoes across the globe.

Strategies:

- Position potatoes as a nutrient-dense, performance-fueling vegetable.
- Create more occasions for people to eat potatoes.
- Drive one more purchase of potatoes per consumer annually.
- Expand global demand and market access for U.S. potatoes.

Performance Measures:

1. Globally improve consumers' perception of potatoes:

- Potatoes are healthy.
- Potatoes are a nutrient-dense vegetable.
- Potatoes help fuel my everyday activities.
- Potatoes offer essential nutrients.
- Potatoes are good for weight management.

2. Maintain potatoes' leadership position and drive category growth:

- America's Favorite Vegetable and favorite side dish.
- The leading vegetable in retail sales and menu penetration.
- Deliver measurable retail category improvements and a strong pipeline of foodservice engagement opportunities.
- Drive one more purchase of potatoes per consumer annually and expand volume foodservice sales.

3. Expand global market demand and market access:

- Resolve market access issues and distribute trade leads to the industry.
- Increase product offerings by importers, distributors, and retailers.
- Increase the number of customers switching to 100% U.S.
- Build global preference for U.S. potatoes over competing origins through social media engagement, culinary training, and the introduction of new menu items.

Programs:

Consumer, Retail, 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, Bahrain

Maintenance Markets:

China, Thailand, Vietnam

Explore New Market Opportunities:

- Africa, Indonesia, SE Asia, Colombia, United Kingdom

Address Market Access Barriers:

- Priority markets: Japan, Mexico, South Korea, Taiwan, the Philippines
- Address all other market issues as they arise



NUTRITION & HEALTH

Objective:

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.
- Advancing the positive perception of potatoes.

Strategies:

- Position potatoes as a nutrient-dense, performance-fueling vegetable.
- Educate medical and nutrition professionals so they recommend potatoes.

Performance Measures:

1. Improve consumers' perception of potatoes:

- Potatoes are healthy.
- Potatoes are a nutrient-dense vegetable.
- Potatoes help fuel my everyday activities.
- Potatoes offer essential nutrients.
- Potatoes are good for weight management.

2. Increase the amount of positive media coverage about potato nutrition and successfully respond to misinformation.

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

4. Increase media and healthcare professionals' interest in published potato nutrition research.

CULINARY

Objective:

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.
- Advancing the positive perception of potatoes and the potato industry.

Strategies:

- Engage high-volume foodservice operators to expand and diversify potato usage on menus.
- Position potatoes as a nutrient-dense, performance-fueling vegetable.
- Create more occasions for people to eat potatoes.
- Drive one more purchase of potatoes per consumer annually.

Performance Measures:

1. Globally improve consumers' perception of potatoes:

- Potatoes are healthy.
- Potatoes are a nutrient-dense vegetable.
- Potatoes help fuel my everyday activities.
- Potatoes offer essential nutrients.
- Potatoes are good for weight management.

2. Maintain potatoes' leadership position and drive category growth:

- America's Favorite Vegetable and favorite side dish.
- The leading vegetable in menu penetration.
- Expand culinary engagement through innovation sessions.
- Drive one more purchase of potatoes per consumer annually and expand volume foodservice sales.



PRODUCTION RESEARCH

Objective:

More people eating more potatoes in more ways. We do this by:

- Coordinating production research initiatives that focus on supply-side dynamics to bring higher-quality, consumer-preferred, efficiently raised potatoes to market.
- Providing leadership to the U.S. potato industry's production research efforts.
- Increasing focus on varietal strength within all sectors of the potato business.
- Establishing new and expanded certified seed markets for potatoes across the globe.
- Enhancing the availability of research data to U.S. potato growers.
- Where possible, obtaining outside resources to increase the overall research budget.

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:

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

Programs:

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

COMMUNICATIONS

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- Advancing the positive perception of potatoes and the potato industry.

Strategies:

- Monitor issues, develop messaging, and respond when appropriate.
- Create more opportunities for engagement with industry members.
- Regularly meet with industry members to build trust, understand issues, and disseminate market and program insights.

Performance Measures:

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

