

# 2020 RETAILER GUIDE

RETAIL MARKETING PROGRAMS



**IDAHO  
POTATO  
COMMISSION**

# Consumer Media Plan





# Powerful National Advertising and Marketing Programs for 2019-2020

ACTIVITY	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
National TV Advertising	█	█	█	█	█	█	█					
Russets in the Outfield	█											
Sebastian Tours Idaho		█	█									
Commodity Board Partnerships	█	█	█	█	█	█	█	█	█	█	█	█
National Mashed Idaho® Potato Day			█									
Elevating with Influencers	█	█	█	█	█	█	█	█	█	█	█	█
Alexa, Your Thanksgiving Sous Chef			█									
Taysom Hill	█	█	█	█	█							
Starbucks of Potatoes					█	█	█	█	█	█	█	█
Food/Nutrition Writer Event	█											
Look Who's Talking						█						
It's Raining Potatoes										█	█	█
Famous Idaho Potato Bowl				█	█							
Mr. Food Hands-Only Videos			█			█			█			█
News Bureau	█	█	█	█	█	█	█	█	█	█	█	█
Ongoing Programs	█	█	█	█	█	█	█	█	█	█	█	█
Big Idaho® Potato Truck	█	█	█	█			█	█	█	█	█	█

# Public Relations





## Engaging Consumers Through National Television Advertising

### Follow That Spud!

The Idaho Potato Commission kicked off the year with the premier of its newest television commercial, the latest installment in the beloved long-running Big Idaho® Potato Truck series. It aired during the live ESPNNews broadcast of Boise State University's (BSU) football season opener against Florida State on Saturday, August 31.

The commercial will begin airing nationwide in October on Fox News, CNN, Headline News, History, Food Network, HGTV, Cooking Channel, Hallmark, NBC Sports, ESPN, and Freeform, as well as streaming platforms Discovery Go and Hulu. It continues to focus on the ongoing search for the Big Idaho® Potato Truck. Now stranded in the tricked-out 1955 Studebaker, the reluctant hero, Farmer Mark, returns to the small screen, plotting to find another way to catch the elusive Big Idaho® Potato Truck on its expeditious journey across the country. Farmer Mark is in for the ride of his life when he blindly jumps into the passenger seat of an unsuspecting, lead-footed student driver.





## Strong Web and Social Media Presence

### Social Media Engagement

The IPC will continue to connect with consumers through its Facebook, Twitter and Instagram pages. Engaging posts, sweepstakes and contests will support major IPC initiatives like the Big Idaho® Potato Truck and the Famous Idaho® Potato Bowl and communicate important key messages like the health benefits of Idaho® potatoes.

### Stay Connected!

- Visit [IdahoPotato.com](http://IdahoPotato.com)
- Follow IPC on Pinterest
- Subscribe to IPC's YouTube channel
- Follow IPC on Instagram
- Like IPC on Facebook
- Follow IPC on Twitter

Please visit us at [IdahoPotato.com](http://IdahoPotato.com) and follow us on:





Idaho® Potatoes Certified as Heart-Healthy by the American Heart Association

At last potatoes are being lauded for their nutritional profile...something we've known all along! From talk show host Dr. Oz telling people to eat more potatoes to the popular Whole 30 Diet now allowing potatoes, folks can finally feel good about biting into their steaming hot baker!

Close to 10 years ago, the American Heart Association recognized Idaho® potatoes as a heart-healthy food, and the organization's well-recognized and respected Heart-Check mark is another reminder to consumers that Idaho® potatoes are indeed healthy.

The Heart-Check mark is free for shippers to add to their bags. Is featuring the Heart-Check mark worth it? You bet! This mark is one of the most recognized and respected symbols in grocery stores. In fact:

- 72 million U.S. adults (30% of the population) "always" or "usually" use the Heart-Check mark to make decisions about selecting foods and beverages.
- Shoppers look for the Heart-Check mark more than any other on-packaging symbol when shopping for heart-healthy food products.
- 62% of shoppers are influenced by the mark when shopping for new heart-healthy food products.



### Nutrition Facts

Serving size 1 potato (148g/5.2oz)

Amount per serving  
**Calories 110**

% Daily Value\*

**Total Fat** 0g 0%

Saturated Fat 0g 0%

Trans Fat 0g

**Cholesterol** 0mg 0%

**Sodium** 0mg 0%

**Total Carbohydrate** 26g 9%

Dietary Fiber 2g 7%

Total Sugars 1g

Includes 0g Added Sugars 0%

**Protein** 3g

Vitamin D 0g 0%

Calcium 20mg 2%

Iron 1.1mg 6%

Potassium 620mg 15%

Vitamin C 27mg 30%

Vitamin B<sub>6</sub> 0.2mg 10%

\* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. A diet of 2,000 calories a day is used for general nutrition advice.

### Nutrition Facts

In 2016, the FDA announced new requirements that are based on updated scientific and nutrition information designed to help consumers make informed choices about the food they purchase and consume.

Some basic differences are the modifications to serving size, potassium and added sugars.

Manufacturers will have until January 1, 2020, to comply with the final requirements, and manufacturers with less than \$10 million in annual food sales will have an additional year to make the changes.



## Educating the Media and Consumers About Idaho® Potatoes

Whenever the IPC communicates with the media, whether it be through a press release or a phone call, pertinent key messages are skillfully woven into the copy or conversation. While there are hundreds of great things to say about Idaho® potatoes, four primary key messages are communicated:

- Idaho® potatoes are a nutritious and delicious part of a healthy and active lifestyle. They contain important vitamins and minerals, including potassium, and are naturally gluten-free.
- Fresh Idaho® potatoes are certified by the American Heart Association as a heart-healthy food.
- Not all potatoes come from Idaho; you have to look for the *Grown in Idaho®* seal. Idaho's unique growing environment makes Idaho® potatoes different from potatoes grown anywhere else in the world.
- Visit the Idaho® potato website and social media pages for more information about America's favorite vegetable and a rich selection of delicious recipes.

### The IPC's primary target audiences are:

#### Traditional and Online Media

- Newspaper, magazine, broadcast and online reporters who cover primarily food, lifestyle and health topics
- Industry trades

#### Social Media Followers

- Consumers using Twitter, Facebook, Instagram and Pinterest
- Bloggers: Food and general lifestyle-focused blogs

#### Consumers

- Target audience: Women and men (25-54)

#### Magazines

**Bloomberg**

**bon appétit**  
BY THE EDITORS OF FOOD & DRINK

Richard Dawkins  
**every day**

**FST@MPANY**

**FORTUNE**

**MARTHA**  
STEWART  
**LIVING**

**People**

**TRAVEL+**  
**LEISURE**

**US**

#### Newspapers

**Chicago Tribune**

**HOUSTON**  
**CHRONICLE**

Los Angeles Times

**NEW YORK POST**

The New York Times

**USA**  
**TODAY**

THE WALL STREET JOURNAL

The Washington Post

#### Television

**abc NEWS**

**ESPN**

**LIVE**  
**KELLY**  
**RYAN**

**NBC**

**OZ**

**TODAY**

#### Internet

**CNN**

**Forbes**

**THE**  
**HUFFINGTON**  
**POST**

**MS**  
**NBC**

**npr**

**YAHOO!**





## Idaho Potato Commission Encouraging Potato Sales Through National Integrated Communications

### National Trade Advertising Campaign

It's hard to argue with hard numbers. So this year, our National Trade Advertising Campaign features some very compelling research statistics, each explaining why produce professionals should stock Idaho® potatoes. Like the fact that 90% of people think Idaho when they think potatoes. And that 72% of consumers choose Idaho® potatoes over any other potatoes. And the fact that 412 pounds of Idaho® potatoes are sold every second.

The big, bold numbers in these simple, straight-talking ads are hard to miss, and their message is hard to deny. Look for these ads in key publications including The Packer, Produce Business, The Produce News, and the FMI and PMA SmartBrief e-newsletters.

**20 million** people have seen the Big Idaho® Potato Truck in person

**5000+** stores enter the [unclear]

**72%** of consumers choose an Idaho® Potato over any other potato

**25%** of all tonnage in the produce department is potatoes

**22%** sales grow a second of Idaho® P

**66%** of all adults are reached w national

**\$150,000** in prizes from the Idaho® Pot

**90%** of consumers think Idaho when they think potato

**412 LBS** of Idaho® Potatoes are sold every second



## Idaho Potato Commission Encouraging Potato Sales Through Community Participation

### A Big Helping

The Big Idaho® Potato Truck has proven to be the biggest (both figuratively and literally) marketing program in the IPC's history. One contributor to its success is its charitable component, "A Big Helping." In most of the markets the truck visits, it partners with a local charity to help raise funds and awareness for a specific cause. While in the market, the Tater Team (the group that travels with the truck) sets up a signature board, and for every signature collected, \$1 (up to \$500) is donated to the local charity partner.

A Big Helping has become a very meaningful part of the tour that helps improve the local communities we visit.

\$80,000 in total has been donated to charities to date.



### RODS—Racing for Orphans with Down Syndrome

While RODS may not be a household name yet, the impact of this small but mighty nonprofit organization is astounding. RODS consists of more than 388 runners and triathletes who live all across the country, but race for one cause—to find homes in the United States for children from other countries who are born with Down syndrome. Sadly, in many countries children born with Down syndrome are often institutionalized and don't receive the care or love they need to thrive. This year, RODS is celebrating a special milestone—through its fundraising efforts and support from organizations like the IPC, it's

been able to provide the financial support for 37 adoptions. Up to \$1 million has been raised to date. These children are no longer in orphanages but are with loving families.

### New Year's Eve Potato Drop

It was noisy in Boise for the 6th Annual New Year's Eve Potato Drop. A giant glowing Idaho potato was dropped in front of the state capital building into an oversized bag of *Grown in Idaho*® Super Crispy Crinkle Cut Fries to ring in 2019. The IPC is a major sponsor of this local event that generates worldwide publicity. The Big Idaho® Potato Truck, the Tater Team, Spuddy Buddy and 40,000 revelers bundle up every year to enjoy the festivities, the countdown and an impressive fireworks show.





## Strong Web and Social Media Presence

### Keeping Idaho® Potatoes in the News

The IPC will continue to proactively look for opportunities to promote Idaho® potatoes to journalists through hands-on learning visits to Idaho, co-branding partnerships, monthly communication to reporters and participating in high-profile events. Leveraging holidays and special occasions is also important in creating headline-generating news.

### Social Media Pairing Partners

The IPC partners with other commodity boards like the National Mushroom Council to create low-cost, high-impact social media campaigns that increase engagement and encourage consumption of Idaho® potatoes.

### The Potato Hotel

Idaho Potato Commission's "Big Idaho Potato" spent six years traveling across the country promoting Idaho's most famous crop—potatoes! When this six-ton potato was replaced with a new one, it was lovingly transformed into a bed and breakfast by Kristie Wolfe, a former potato tour ambassador. Wolfe added her Pinterest-like touch to the inside of the potato, as well as landscaping and a cow to the perimeter. The earned media for the hotel went global, and we expect it to continue in 2020.





### Idaho® Potato Recipes

The IPC continues to promote Idaho® potatoes by regularly adding new recipes in publications and online.

### Fingerling Idaho® Potato and Mushroom Poutine Recipe

Skip the fries and try this healthier twist on poutine! Steamed fingerling potatoes are covered in a savory gravy made with sliced white button mushrooms and dotted with creamy cheese curds. If you can't find packaged cheese curds, cut some of your favorite cheese into small cubes or use fresh mozzarella balls, sometimes called mozzarella pearls.



FINGERLING IDAHO® POTATO AND MUSHROOM POUTINE

### FINGERLING IDAHO® POTATO AND MUSHROOM POUTINE

PREPARATION TIME: 15 MINUTES | COOKING TIME: 15 MINUTES | SERVES 4

#### INGREDIENTS

- 1 1/2 tablespoons olive oil plus extra for potatoes
- 8 ounces sliced white button mushrooms
- 1/2 tablespoon masa flour butter
- 2 1/2 tablespoons all-purpose flour
- 1 cup chicken or vegetable stock
- 1/2 teaspoon ground black pepper, or to taste
- 1/2 teaspoon fine sea salt, or to taste, plus extra for potatoes
- 1 1/2 pounds yellow fingerling potatoes, steamed until tender
- 4 ounces cheese curds
- Sliced scallions for garnish

#### DIRECTIONS

1. Heat 1 1/2 tablespoons of olive oil in a large skillet over medium-high heat. Add the mushrooms. Cook until they just begin to darken around the edges, about 4 minutes. Reduce the heat to low. Push all of the mushrooms to one side of the skillet. Add the butter and swirl it around the pan to melt.
2. Once melted, add the flour and whisk vigorously in the pan until a crumbly paste forms. Continue to whisk as you add the chicken stock, a little at a time. Whisk well to ensure all clumps dissolve into the gravy and begin to work the mushrooms into the gravy as you stir. Increase the heat to medium-low. Let sit and simmer for about 2 minutes, until the gravy thickens. Stir in the black pepper and salt.
3. Add the warm potatoes to a bowl and drizzle with a small amount of olive oil. Sprinkle with a small amount of salt, just to lightly season them. Transfer them to a serving platter.
4. Cover with the mushroom gravy and top with cheese curds. Sprinkle with scallions before serving.

IDAHO POTATO COMMISSION  
www.idahopotato.com



## Idaho Potato Commission Encouraging Potato Sales Through Consumer PR Programs

### Singing About Idaho® Potatoes

Emmy-award-winning musician Parry Gripp is known for his popular YouTube videos and kids songs like "Yum Yum Breakfast Burrito" and "It's Raining Tacos," which have tens of millions of views on YouTube. He's going to create a special song about Idaho® potatoes that will be released in 2020.



### Puppeteering

Fifteen-year-old ventriloquist and America's Got Talent Winner Darci Lynne will create a short video introducing one of her puppets to Spuddy Buddy. The video will be posted on the IPC's social media channels.





## Idaho Potato Commission Encouraging Potato Sales Through Consumer PR Programs

### National Mashed Idaho® Potato Day

Mashed is America's favorite way to eat potatoes, so we're declaring the fourth Thursday in November National Mashed Idaho® Potato Day. The special day will be celebrated all month long with outreach to food reporters including mashed potato recipes and tips, a strong social media campaign that includes a sweepstakes to win fresh Idaho® potatoes and positioning Amazon's Alexa as a personal sous chef.



# GENUINE

IDAHO® POTATOES

### "Proudly Serving Idaho® Potatoes"

We've all seen the sticker "Proudly Serving Starbucks" when we enter a restaurant. Let's offer restaurants a "Proudly Serving Idaho® Potatoes" sticker they can display. The IPC's Foodservice Directors and Tater Team can distribute these stickers to interested restaurant managers throughout the year.

### Immersive Media Event

The IPC is a sponsor of a two-day media event where they will have the opportunity to meet one-on-one with the nation's top food/nutrition reporters from news outlets like Huffington Post, Good Housekeeping, Self and Refinery 29. The reporters will learn about the health benefits of Idaho® potatoes and creative ways to include Idaho® potatoes in articles on food and healthy eating.

THE  
HUFFINGTON  
POST

GOOD  
HOUSEKEEPING

SELF



REFINERY29





## Idaho Potato Commission Encouraging Potato Sales Through Consumer PR Programs

### Mr. Food Test Kitchen

One of the most respected brands in the food world, the Mr. Food Test Kitchen, will create three 30-second hands-only videos featuring America's favorite potato dishes. The videos will be promoted on the Mr. Food Test Kitchen's website, social media channels and in the company's weekly e-newsletter.



### YouTube Sensation

Up-and-coming eight-year-old YouTube sensation Bash will visit Eastern Idaho in October to participate in the potato harvest firsthand. Driven around in the Big Idaho® Potato Truck, Bash will dig spuds, ride tractors and eat lots of Idaho® potatoes! Highlights of his trip will be shared on his YouTube channel and be seen by tens of thousands of elementary school-age fans.





## Idaho Potato Commission Encouraging Potato Sales Through Consumer PR Programs

### Famous Idaho Potato Bowl

The Famous Idaho Potato Bowl (FIPB) continues to be one of the most exciting college bowl games, with records being set and broken every year. 2018 was no exception. Freshman BYU quarterback Zach Wilson threw a perfect game against the Western Michigan Broncos on the blue turf at Albertsons Stadium during the 22nd annual FIPB. Wilson completed all 18 passes, totaling 317 yards, and threw four touchdowns, setting a new single-game BYU record for completions.

Anyone who tunes into the game (or even hears about it) knows exactly who the title sponsor is. From the name of the bowl game to permanent signage in prominent locations throughout the stadium to multiple broadcast mentions during the game to ads airing on ESPN television and radio, the Idaho® potato brand can't be missed! This year, for the first time, the FIPB logo will be prominently featured in the center of the field, promising even more awareness of the naming sponsor.

Don't miss the game this year. It's scheduled to take place on Friday, January 3, at 1:30 pm (MT) at Albertsons Stadium in Boise, Idaho. It will air live on ESPN.

Throughout the year, the bowl game generates hundreds of millions of media impressions, keeping Idaho's famous spud top of mind for avid college football fans.







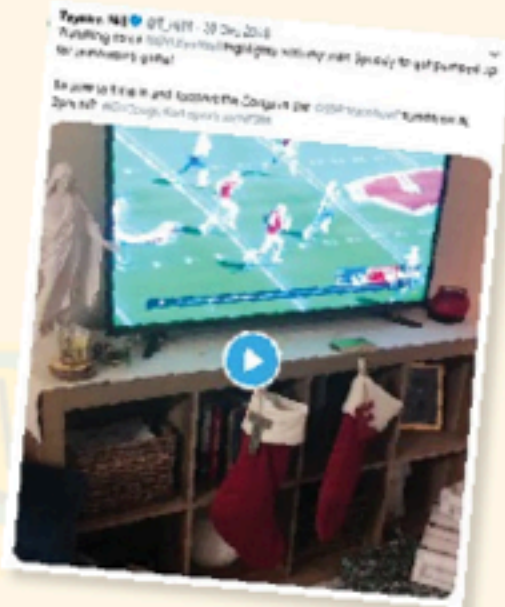
# Idaho Potato Commission Encouraging Potato Sales Through Consumer PR Programs

## Taysom Hill

Often referred to as one of the most versatile players in the NFL, New Orleans Saints quarterback Taysom Hill is an Idaho native. A natural partner, Taysom Hill will help the IPC promote the versatility and health benefits of Idaho® potatoes through a social media campaign during football season.

## From the Famous Idaho Potato Bowl to the NFL

Dozens of NFL players have kicked off their career at the Famous Idaho Potato Bowl (FIPB). Every year, a handful of them show their support for the premier cold-weather bowl game by posting a potato-themed tweet and/or Instagram post. We're not sure who the players will be this year, as they tend to represent the teams who play in the FIPB, but based on our experience, there's no doubt the posts will be fun and engaging.



**Shawn Williams** @shawnwilliams · 11/14/18  
Watched the game on tv with my @idpotato commission...  
#idpotato #idpotatobowl #idpotato #idpotato #idpotato



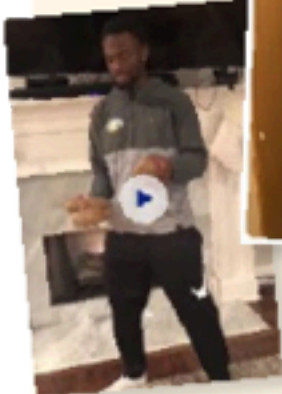
**Greg Jennings** @gregjennings · 11/14/18  
@idpotato #idpotato #idpotatobowl #idpotato #idpotato



**Tommy Streeter** @tommystreeter · 11/14/18  
@idpotato #idpotato #idpotatobowl #idpotato #idpotato



**Justin Tucker** @justintucker · 11/14/18  
@idpotato #idpotato #idpotatobowl #idpotato #idpotato





## Idaho Potato Commission Encouraging Potato Sales Through Consumer PR Programs

### The Idaho Falls Russets

At the last game of the 2019 season, minor league baseball team the Idaho Falls Chukars embraced their roots and reverted back to their original name for one night, the Idaho Falls Russets. Sporting jerseys similar to those the team wore 80 years ago, the team rallied to show their support for the Idaho® potato industry, which generates over \$4 billion for the Idaho economy annually. The Big Idaho® Potato Truck, the Tater Team and Spuddy Buddy were at the game cheering on the Russets. Spuddy Buddy even threw out the first potato.





## Strong Social Media Presence Generated by Food Influencers

### Reaching Millions of Foodies Through Influencers

The IPC is proud to have developed relationships with more than 100 influential food bloggers. These writers and photographers provide us with dozens of new and delicious ideas, which are added to the rich recipe collection on the website. Video bloggers, or vloggers, also create video content, housed on our YouTube page, which is instructional, educational and entertaining. These recipes and videos provide eye-catching and engaging content for the IPC's social media channels.

The IPC sponsors and attends influencer conferences each year. These events give us a chance to meet face-to-face and form relationships with well-established bloggers with large followings and identify up-and-comers. We sit in on classes to absorb what the next trends will be and learn about changes in technology. These conferences also provide an opportunity to get Idaho® potatoes in front of people who are passionate about food and educate them on what makes our potatoes special.

Partnering with food influencers is a valuable tool in keeping us contemporary as well as helping us reach and promote the Idaho® potato brand to millions of consumers across the country and beyond each year.

Below are just a few of our fantastic food bloggers and their recipes! See all our influencers at [idahopotato.com/recipes/tag/blogger](http://idahopotato.com/recipes/tag/blogger).



**Kita Roberts**  
**GIRL CARNIVORE**  
Beef Tallow  
Furikake  
Idaho® Fries



**Lisa Lin**  
**HEALTHY NIBBLES AND BITS**  
Instant Pot Potato Clam Chowder



**Tina Dawson** **LOVE IS IN MY TUMMY**  
Vegan Sheet Pan Tacos



**Sylvia Fontaine**  
**FEASTING AT HOME**  
Roasted Salmon with Idaho® Fingerlings and Kumquats



# Category Management





IPC Category  
Management





## IPC Category Management

### Idaho Potato Menu



Category Review



Merchandising Best Practices





## IPC Category Management



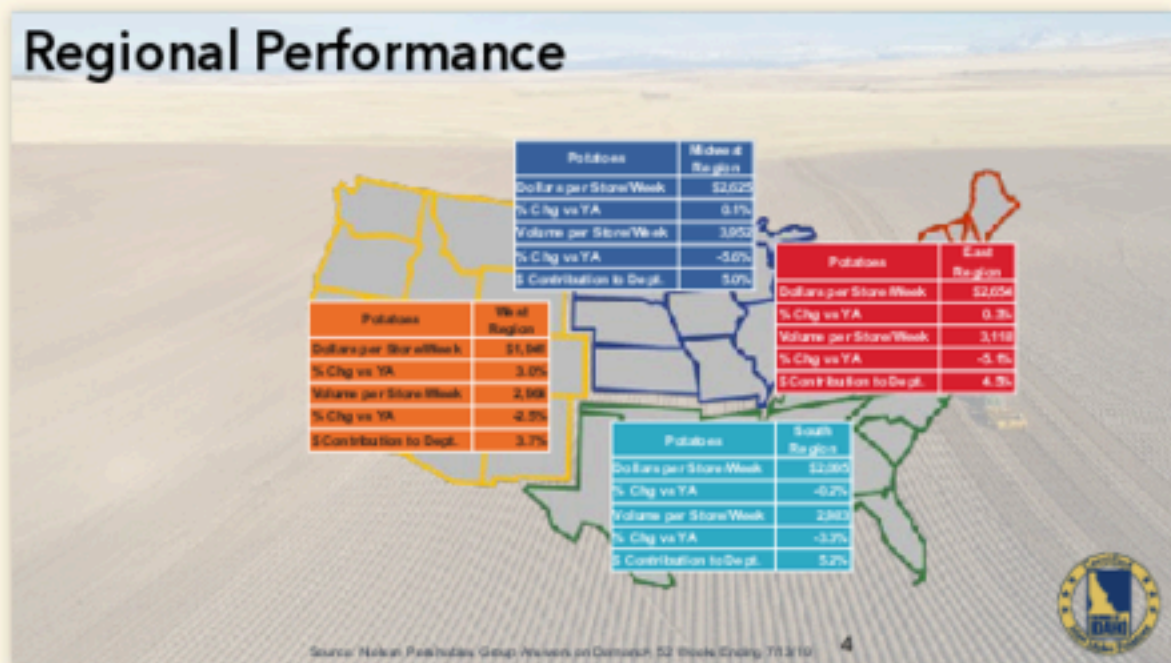
## Category Review





## IPC Category Management

### Regional Performance

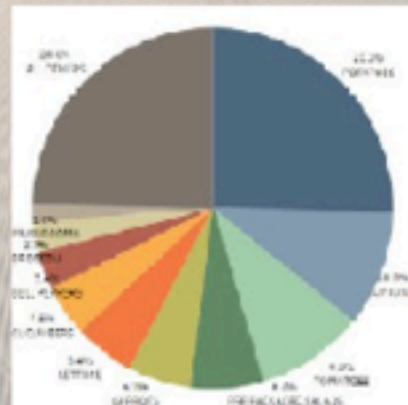
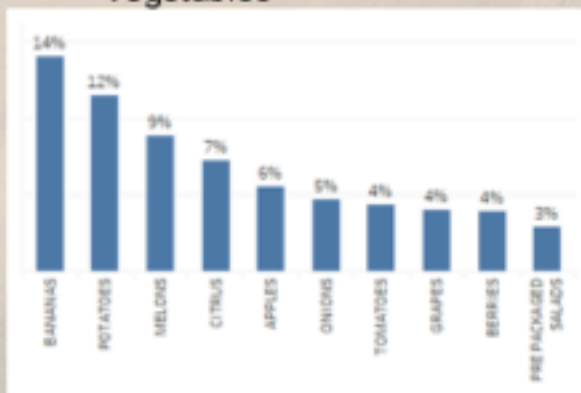






## State of the Potato Category - Total US

- Potatoes are the second largest volume contributor in the entire produce department, and the commanding first within vegetables



Source: Nielsen Produce Group Nielsen on October 22, 2014, Category: 70310





## State of the Potato Category

- Potatoes increased dollar sales 2.1% from the prior year.



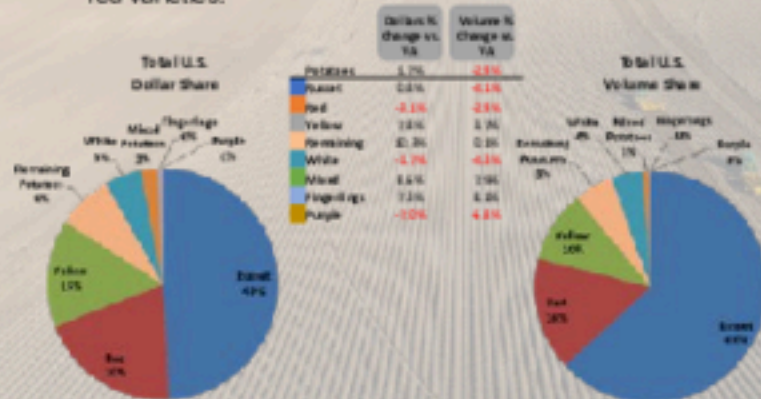
Source: Nielsen Food & Beverage Group, Nielsen on October 22, 2014. (NielsenIQ, 7/13/14)





## Potato Performance by Type - US

- Up slightly in dollars, driven by yellow, but down in volume.
- Volume sales were down, driven by losses in russet and red varieties.



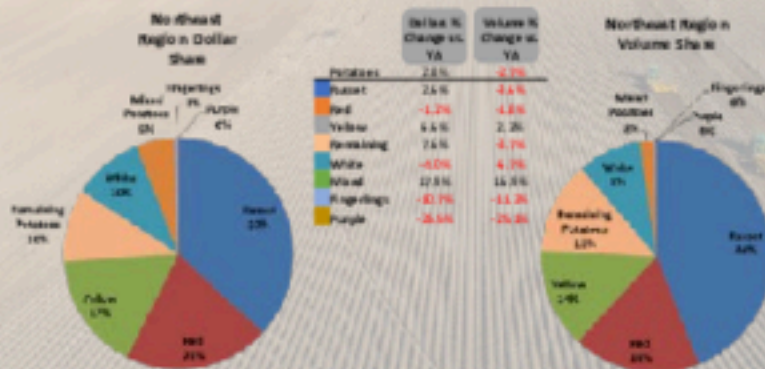
Source: National Potato Council Group Analysis on October 22 (Week Ending 7/13/10)





## Potato Performance by Type - Northeast

- Yellow potatoes make up a larger share of the category in the Northeast and drove the positive growth of category volume and dollars, as volume sales of both russet and red potatoes declined



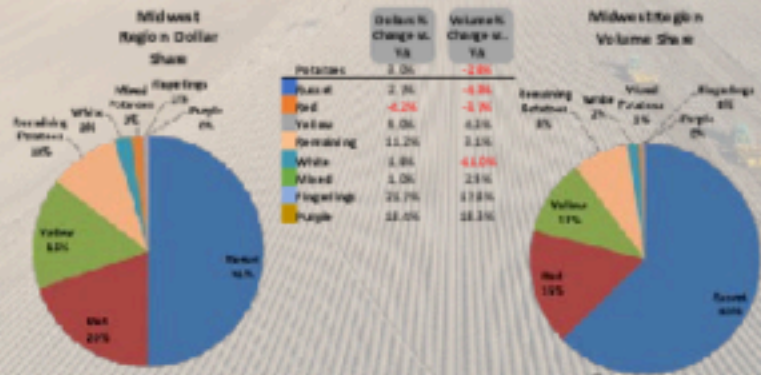
Source: Nielsen Potability Group Analysis on October 22 (Week Ending 7/13/10)





# Potato Performance by Type - Midwest

- Red was the only potato type to have a negative dollar trend.
- Russet led dollar gains, but also had the highest dollar losses.



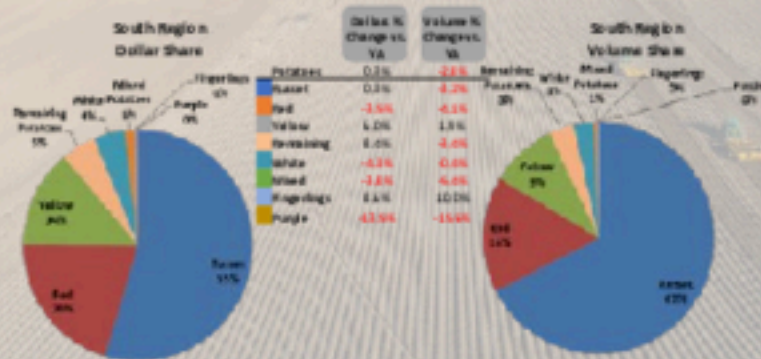
Source: Nelson Produce Group Analysis on October 22 (Week Ending 7/13/10)





# Potato Performance by Type - South

- Dollars are flat and volume is down, driven by russet.
- Dollar and volume gains driven by yellow.



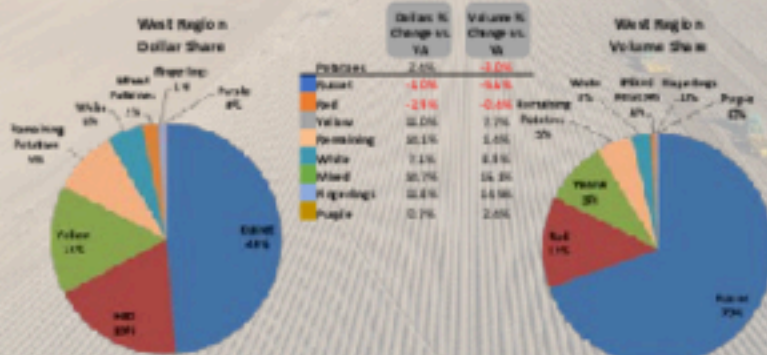
Source: National Potato Council, Group Analysis on October 22, 2014. Slide 10 of 10





## Potato Performance by Type - West

- Has the largest volume share of russet at 70%
- Volume losses driven by russet and dollar losses driven by red.
- Volume and dollar increases driven by yellow.



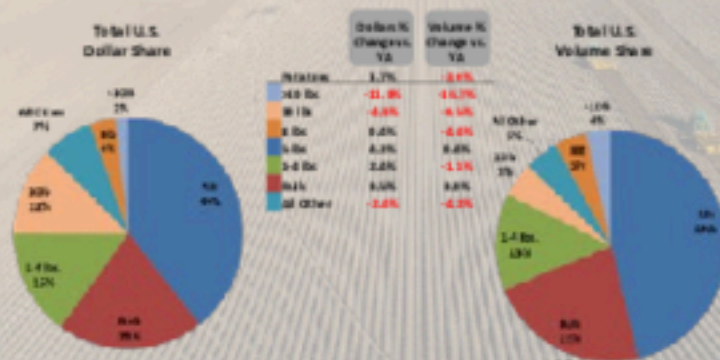
Source: National Potato Board Group Analysis on October 22, 2014 (Coping 7/13/14)





## Potato Performance by Pack Size - US

- Dollar gains and volume losses.
- Losses driven by 10lb. and gains driven by 5lb. and Bulk.



Source: Nielsen Food & Beverage Group Analysis on Commodore 52 (Week Ending 7/13/10)

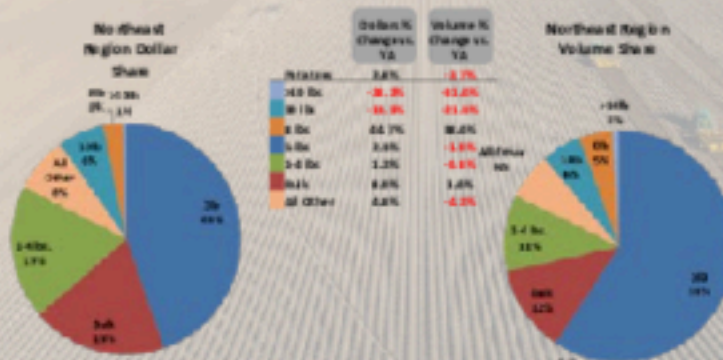






# Potato Performance by Size - Northeast

- Volume and dollar declines driven by 10lb. bags
- Volume gains driven by 8 lb. and dollar gains driven by Bulk.



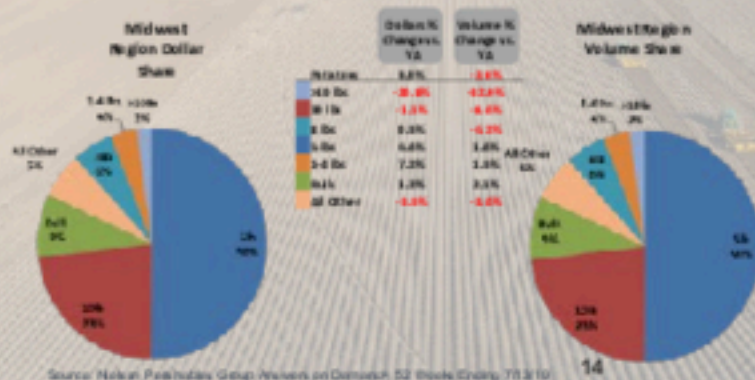
Source: Nielsen Food Retail Group Analysis on Commodex 52 Weeks Ending 7/13/10





## Potato Performance by Size - Midwest

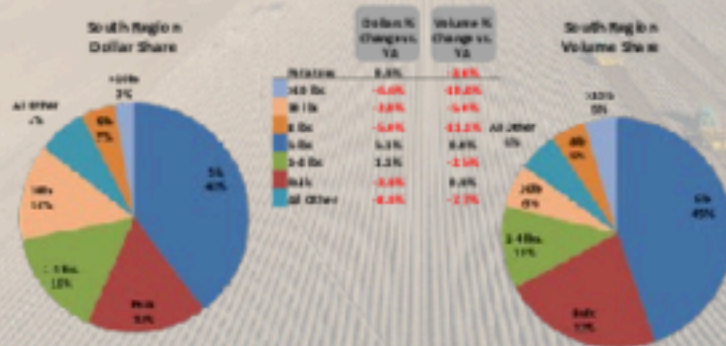
- Largest volume and dollar losses to >10lb. And 10lb. pack sizes.
- 5lb driving dollar and volume gains.





## Potato Performance by Size - South

- Volume losses due to 10lb pack size. Dollar losses driven by All Other.
- Gains are driven again by 5lb pack size.



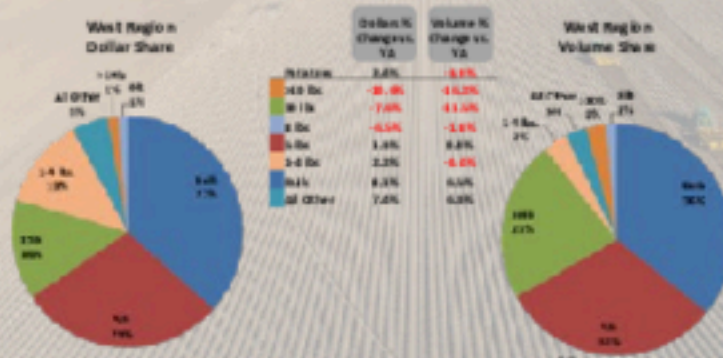
Source: Nielsen Food & Beverage Group Analysis on Commodore 52 Weeks Ending 7/31/10





## Potato Performance by Size - West

- Largest volume and dollar declines from 10lb pack size.
- Largest volume and dollar gains from Bulk.

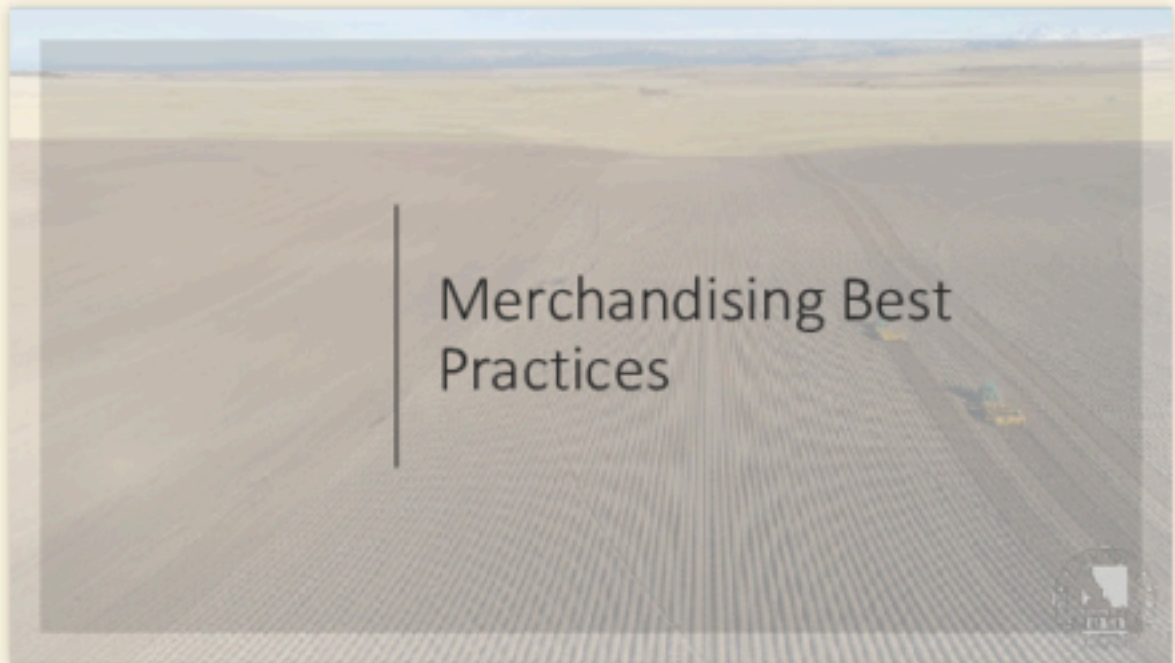


Source: Nielsen Food Industry Group Analysis on Commodity 52 Weeks Ending 7/31/10





IPC Category  
Management



Merchandising Best  
Practices





# IPC Category Management

### SEKUNDERNY BAHU PERMINTA DISPLAYS GROW SALES

**PROMOTION**

22% SALES INCREASE  
AS A RESULT OF DISPLAYS

**VISIBILITY**

5.2% INCREASE IN VISIBILITY  
5.4% INCREASE IN VISIBILITY

**ASSORTMENT**

3.6% INCREASE IN SALES

10% INCREASE IN NEW PRODUCTS  
2% INCREASE IN NEW PRODUCTS  
2% INCREASE IN NEW PRODUCTS

IPC Category Management

# Potato Lover's Display Contest



Potato Lover's  
Display Contest



# 2020



with More Than  
**\$150,000**  
in Cash & Prizes!



ENTER for a Chance to  
**WIN** a Trip for Two to  
**ROME, ITALY!**

Every participant is entered into a random drawing to win 6 nights / 7 days' accommodations at the Hotel Capo d'Africa, a Vatican & museum walking tour, plus \$1,500 in cash.



Receive a Gourmia®  
**ExpressPot**  
Just for Entering!

**2020 PARTNERS**







with More Than  
**\$150,000**  
 in Cash & Prizes!

**PUT YOUR CREATIVITY  
 ON DISPLAY!**

with Idaho® Potatoes, Hormel® Bacon Toppings,  
 and Fresh Gourmet® Company Products.

**Get Your Customers Excited to Buy  
 Idaho® Potatoes, Hormel® Bacon Toppings, and Fresh Gourmet®  
 Company Products,** when you create a sales-driving product display with  
 custom point-of-sale materials and recipes.

1. Build an attractive and memorable display with Idaho® Potatoes, Hormel® Bacon Toppings and Fresh Gourmet® Company Products.
2. Incorporate the website addresses below into your display—giving your customers access to other great recipes and information.

[idahopotato.com](http://idahopotato.com) • [hormelfoods.com](http://hormelfoods.com) • [freshgourmetcompany.com](http://freshgourmetcompany.com)

3. Order point-of-sale materials from [idahopotato.com/retail](http://idahopotato.com/retail) or through your category manager.
4. Display your creative masterpiece in the produce section of your store for at least one week during the contest period of February 1 through March 31, 2020.
5. **It's easy!** Submit your entry online at [idahopotato.com/retail](http://idahopotato.com/retail) or make use of the entry form on the back of this brochure along with your display photos.

ENTER for a Chance to  
**WIN**  a Trip for Two to  
**ROME, ITALY!**

Every participant is entered into a random drawing to win 6 nights / 7 days' accommodations at the Hotel Capo d'Africa, a Vatican and museum walking tour, plus \$1,500 in cash.



**Free Gourmia®  
 ExpressPot**  
**Just for Entering!**

- 14 cooking modes
- Cook up to 70% faster while retaining more flavor and nutrients in meals
- Automatic pressure control and locking for swift, completely safe cooking



## Show Me the Prizes!

Each of the 3 store categories receives the following cash prizes:

1st Place .....	\$1500
2nd Place .....	\$1000
3rd Place .....	\$750
4th Place .....	\$500
5th Place .....	\$250

Plus, 100 Honorable Mention Prizes of \$100 Each (selected from the remaining entries)

**PLUS, one random entrant and their category manager will win a trip for two to Rome, Italy!**

## Store Categories

**Category 1**  
**1-5**  
Registers

**Category 2**  
**6-9**  
Registers

**Category 3**  
**10+**  
Registers

**Small Display? It's OK!** Seriously, the size of your display doesn't matter. Not all stores have room for a big display. **Based on your creativity, you can still win!** Smaller displays have the same chance of winning as larger displays.

### Category Managers Win, Too

Our **Category Manager Match Program** makes it easy for category managers to win, too! If your store is a first- through fifth-place winner, you win the equivalent in prizes, including the trip to Rome, Italy! So encourage your stores to participate and send in their entries. It's a win-win situation!

**Winners on Display** Check out last year's winners at [idahopotato.com/retail](http://idahopotato.com/retail). This year's Idaho® Potato Lover's display winners will be posted online by May 18, 2020.

**Play by the Rules** Read and follow the Display Contest Rules on the back page carefully—then get ready to exercise your creativity with a winning entry!

## Point-of-Sale Kits Are Available!

### Get Started with a Free Point-of-Sale Kit!

Order point-of-sale materials from [idahopotato.com/retail](http://idahopotato.com/retail) or through your category manager.

The Idaho® Potato 2020 display kit includes:

- Two double-sided Potato Lover's logo display signs
- One large and two small double-sided signs featuring an appetizing photo to decorate your display
- Two inflatable Mylar™ IPC-branded balloons

Clipart and delicious recipes are available from the Idaho® Potato website at [idahopotato.com/retail](http://idahopotato.com/retail)





## Display Contest Rules

- Your Idaho® Potato, Home® Bacon Toppings, and Fresh Gourmet® Company Products display must be in place for at least one week during the contest period.
- Displays must be in the produce section of the store. Qualifying displays must include ALL of the following products:
  - Fresh Idaho® Potatoes (bag, bulk, or both) that have a clear label showing the Idaho® name and the Grown in Idaho® seal
  - A clearly marked Idaho® dehydrated potato product
  - Any variety of Home® Real Bacon Toppings
  - Any variety of Fresh Gourmet® Company Products
 Displays may not include potato products from other states.
- Display point-of-sale (POS) materials must include 2020 special-themed POS material from the Idaho Potato Commission. You may create your own display support materials as well. Creativity is encouraged!
- Display entries are limited to one per store and can be any size. It's not about how large or small, it's about the creativity.
- Display entries will be judged and prizes awarded by the Potato Lover's Display Contest Review Committee. Displays are judged on a point system, based on the following criteria: 1) Creativity of the display, 2) Incorporation of Home® Bacon Toppings and Fresh Gourmet® company products, 3) Saleability of the display, and 4) Potato Lover's signage.  
The committee's decisions are final.
- All entries must be received by the Potato Lover's Display Contest Review Committee no later than April 15, 2020. Top winners will be notified by May 1, 2020, and all winners will be posted by May 18, 2020, on our website: [idahopotato.com/retail](http://idahopotato.com/retail).
- Prizes will be awarded subject to your company's policies regarding distribution of such awards. Void where prohibited by company policy. Taxes are the sole responsibility of prize winners.
- Prizes will be awarded to winning entries by June 15, 2020, subject to verification by the Idaho Potato Commission of all completed entry documents and applicable information.
- All entries must include an official entry form or photocopy of same. If entering by postal mail, entry photos should have entrant's name, address, store name, email address, and business phone number on the back of each photo. Digital photo submissions are preferred, but you may submit printed photos.
- Displays are judged by the photos received—up to 5 photo submissions accepted. We are looking for quality photography / THINK QUALITY, NOT QUANTITY! That flip phone is just not going to cut it, so be sure to use a good camera on its highest-quality photo setting to show off all your hard work. Polaroid images are prohibited.
- The Potato Lover's Display Contest Review Committee is not responsible for lost, misplaced, or stolen entries. Entries become the property of the Idaho Potato Commission and cannot be returned. Please keep a copy for your records. By entering, you give the Idaho Potato Commission your permission to use your entry for public or advertising purposes. Contest is void where prohibited.
- Italy Vacation Sweepstakes Rules:** All Idaho Potato Commission Potato Lover's Display Contest entries will be automatically entered into the sweepstakes portion of this promotion. Grand Prize consists of round-trip air for two, 6 nights', 7 days' accommodations at the Hotel Capo d'Africa; a Vatican and museum walking tour; plus \$1,500 in cash to cover transportation to and from airports, meals, and recreation costs. Approximate Retail Value (ARV) \$8,800. See completed details and Official Rules at [idahopotato.com/retail](http://idahopotato.com/retail).

### It's Easy to Enter Online!

Submit your Display Contest entry and photos online at [idahopotato.com/retail](http://idahopotato.com/retail). Click on Potato Lover's Display Contest, Entry, complete the entry form, upload up to five photo files when prompted, and submit. An email message will be sent to you confirming that your entry was received. Or you may fill out and mail the form below along with your display photo(s).

Enter at [idahopotato.com/retail](http://idahopotato.com/retail) today!



## 2020 Idaho® Potato Lover's Display Contest Entry Form

Endorsed by my qualified entry for the display contest. Please send me the Gourmia® ExpressPot!

TO BE CONSIDERED FOR POTATO LOVER'S DISPLAY CONTEST CASH AND PRIZES, ALL FIELDS MUST BE COMPLETED.

Entrant Name (one name only please)	Company or Store Name
Title	Category Manager
Business Phone Number	Company or Store Address <b>(No P.O. boxes allowed)</b>
Email Address	City State ZIP
	Number of Cash Registers in Your Store:
	<input type="checkbox"/> Category 1 (15 registers) <input type="checkbox"/> Category 2 (05-14 registers) <input type="checkbox"/> Category 3 (03 registers)

Enter at: [idahopotato.com/retail](http://idahopotato.com/retail), and follow instructions to enter online. Or enter by mail by completing the official Idaho Display Contest Entry Form. All entries must include a photo of your display, along with the official entry form or photocopy of the same no later than April 15, 2020, to Idaho Potato Commission, PO Box 1670, Eagle, ID 83616, or if using an overnight mail service, send to 661 South Rivercrest Lane, Suite 230, Eagle, ID 83616.

[idahopotato.com/retail](http://idahopotato.com/retail)

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# Potato Lover's Display Contest



# Idaho® Potato Tie-Ins





# Idaho® Potato Tie-Ins

## Idaho Potato Commission Partners with Fresh Gourmet®



Fresh Gourmet® introduced a new line of toppers, and what better brand to partner with to showcase their new Crispy Garlic Chips than fresh Idaho® potatoes?

POS displays were placed in retailers across the country. The displays showcased the new Fresh Gourmet® Crispy Garlic Chips along with 5-pound bags of Idaho® potatoes. Fresh Gourmet® is provided a \$1 off coupon for the purchase of both items together.




**IDAHO® POTATO PROMO**  
OCT-DEC-2018

**PROGRAM ELEMENTS**

**DISPLAY:** Choose from a 6-cube or 24-cube display with 1 roll of shipping/hover & point to display tray

**OFFER:** Save \$1 on 5 pounds Idaho® Potatoes & one bag of Fresh Gourmet® Crispy Garlic Chips

**DIGITAL:** Website feature on FreshGourmet.com, social media promoted posts, delicious recipes & photography





Offer UPC

Crispy Garlic® 07000 070110

ID POT 40100

ID POT 0000 000100

PROMO 00000 0001000000

OFFER DETAILS								
Item #	Case UPC	Position	Product Name	QTY per Display	Case	Product Name	Shipping Dimensions (L x W x H)	Alt Item # (Manufacturer Case #)
1-000	1-0000	001000	0-Crispy Garlic	100	100	000	10.0" x 10.0" x 10.0"	10000 00000 00000
1-000	1-0000	001000	0-Crispy Garlic	100	100	000	10.0" x 10.0" x 10.0"	10000 00000 00000



© 2018 FRESH GOURMET CO. ALL RIGHTS RESERVED. PHOTOGRAPHY BY [unreadable]

1-800-888-8888



Idaho® Potato Tie-Ins

## Idaho Potato Commission Partners with Litehouse™

The Idaho Potato Commission partnered with Litehouse™ by placing displays with \$1 off coupons for a spring and holiday promotion.



**LITEHOUSE** 

**GROW YOUR IDAHO® POTATO SALES**  
With This  
**SPRING PROMO**

**SAVE \$1**  
OFF 5 LB BAGS OF IDAHO® RUSSETTS  
FROM 4/1/19 TO 5/31/19

**\$1 Coupon Included!**

Place displays near  
**SECONDARY DISPLAY OF  
5 LB IDAHO® RUSSETTS**  
TO INCLUDE ANNUAL

Promotion Dates: April 1, 2019 - May 31, 2019

Contact your Idaho® Potato Retail Promotion Director  
800.655.3859 [www.idahopotatocoinc.com](http://www.idahopotatocoinc.com) Sandpoint, Idaho 83864



**LITEHOUSE** 

**GROW YOUR IDAHO® POTATO SALES**  
With This  
**HOLIDAY PROMO**

*It's Time to Celebrate*

Place displays near  
**5 LB BAGS OF IDAHO® RUSSETTS**  
TO DRIVE A HUGE BOOST IN SALES!

Promotion Dates:  
November 1 - December 31, 2019

For more information contact your Idaho® Potato Retail Promotion Director  
OR Your Litehouse representative at 800.655.3859 [www.litehousefoods.com](http://www.litehousefoods.com) Sandpoint, Idaho 83864

# Marketing Materials & Infographics







## Marketing Materials

### Idaho Potato Commission— Providing You with Retail Marketing Support Materials

Your one-stop shop for logos, clip art, recipe photos and other Idaho® potato downloads!  
Visit [idahopotato.com/retail/retail-marketing-programs](http://idahopotato.com/retail/retail-marketing-programs).



## SECONDARY IDAHO® POTATO DISPLAYS GROW SALES!

### PROMOTION

- Test stores that exhibited the secondary displays of Idaho® russets delivered a nearly 10x growth advantage.
- Idaho Potato Commission study confirmed that secondary displays generate positive impact on potato category sales.
- Increasing Idaho® russet space did not cannibalize other potato sales.
- Comparison stores with no secondary display only achieved an average category growth of 2.5%.

**22%**  
SALES INCREASE  
WITH SECONDARY  
DISPLAYS



### VISIBILITY

**5.2%**  
POTENTIAL SALES LIFT  
if signage is visible  
from the store  
entrance

Stand-alone  
shelving causes a  
**5.4%**  
LIFT IN SALES  
when not in  
the wet rack

**86%**

of households  
purchase potatoes

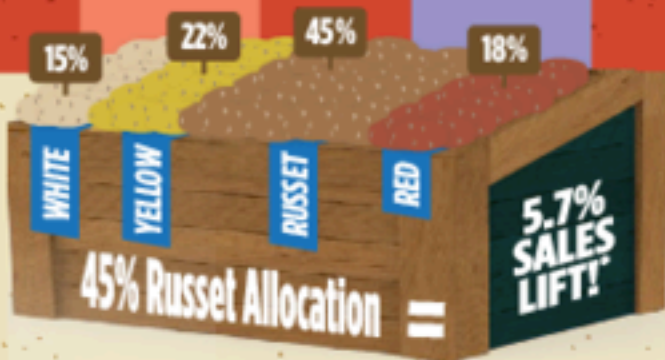
**25%**

of all fresh vegetable  
volume is potatoes

**12%**

of all fresh vegetable  
dollars are potatoes

### ASSORTMENT



When the Russet is used as the Category Anchor

Vertical-shelf blocking  
creates the potential for a

**3.6%**  
TOTAL POTATO SALES LIFT



- A Closer Look at the Value of -

# IDAHO<sup>®</sup> POTATOES

A RECENT STUDY BY ARIZONA STATE UNIVERSITY LOOKED AT VALUE AND PRICE ELASTICITY

## PRICE ELASTICITY

is the value that helps determine the relationship between a change in the quantity demanded of a particular good, and a change in its price.

## THE STUDY FOUND THAT IDAHO<sup>®</sup> RUSSETS

are much less elastic than russet potatoes from elsewhere. This means that when the price goes up, the resulting lost volume is significantly less than non-Idaho<sup>®</sup> Russets.



INCREASED PRICE

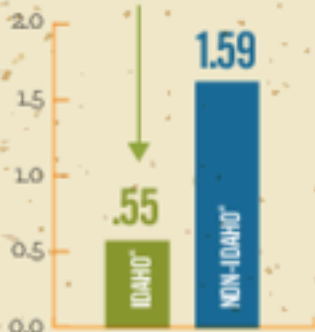
STABLE DEMAND/VOLUME



THE FINDINGS SUGGEST

that retailers don't need to discount Idaho<sup>®</sup> Russets to the same degree as non-Idaho<sup>®</sup> Russets for fear of a decline in volume.

BASED ON 5lb BAGS  
of russet potatoes.



Like in golf, the lower the score the better.



## LOWEST

vulnerability to competitive pricing.

## HIGHEST

potential for increased profit margins.

*"The fact is that even if you pay 10 cents per bag more for Idaho<sup>®</sup> Russets, you can charge 20 cents per bag more at retail."*

**SETH PEMSLER**  
Vice President,  
Retail and International Programs  
Idaho Potato Commission

Study info provided by:  
The Idaho Potato Commission, 800 East 10th St.  
Coeur d'Alene, ID 83814  
Phone: 208-666-5555  
Fax: 208-666-5555  
Email: [info@idopotatoes.com](mailto:info@idopotatoes.com)  
Website: [www.idopotatoes.com](http://www.idopotatoes.com)  
Idaho Potato Commission, 800 East 10th St., Coeur d'Alene, ID 83814

Please visit [idaho.com](http://idaho.com) for more than 1,300 nutritious and delicious Idaho<sup>®</sup> potato recipes. For daily updates and to be part of our social media community, follow us on:

[Facebook](#) @famousidopotatoes [Instagram](#) @idopotatoes [Twitter](#) @idopotato [Pinterest](#) @idopotatoes [YouTube](#) IdahoPotatoVideos



# CONSUMER MARKETING PROGRAMS OVERVIEW

One Marketing Budget – Many Successful Marketing Programs  
See what the Idaho Potato Commission is up to!

## NATIONAL COMMERCIAL



So effective that hundreds of thousands of people all over the country are still telling the Big Idaho Potato Truck to go home because the farmer is looking for it! With **550 million media impressions**, it's no wonder.

- Our title sponsorship has the **lowest cost** of all 13 ESPN-owned bowls
- The average television audience is **2.2 million**
- Links Potato Bowl with other well-known bowls: Orange, Rose, Cotton, Peach



## A FULL YEAR OF NATIONAL EXPOSURE

	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
TRUCK ON THE ROAD												
COMMERCIAL AIRING												



This potato-baked local New Year's event makes national and even global news. Rated as one of the Top 5 Things to see dropped on New Year by USA Today.



## RODS RACING

Athletes racing all over the country to support adoption of Down Syndrome children is a **win-win**. So far we've helped get 35 orphans to their forever families.

## FAMOUS IDAHO® POTATO TOUR



**A BIG HELPING** is the Idaho Potato Commission's chance to help local communities all over the country. For every signature added to our "Big Helping" sign board, \$1 is donated (up to \$500) to a local charity in the community that the Big Idaho Potato Truck visits.



THAT'S  
**83**  
YEARS

The Big Idaho Potato Truck is directly compared to the success of the Oscar Mayer Wienermobile that has been around since **1935!** ❤️ People love the truck!

## QUESTION ON THE STREETS



Since 2012 the number one question we still get about the Big Idaho Potato Truck – **"Is that potato real?"**

For more information on our programs, visit [IdahoPotato.com/industryrelations](http://IdahoPotato.com/industryrelations)

Please visit [IdahoPotato.com](http://IdahoPotato.com) for more than 1,200 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:



# POTATO STORAGE & HANDLING TIPS

## STORAGE & ROTATION

### WHAT MAKES A GREAT POTATO STORAGE AREA?

- A cool, dry, dark, and clean space
  - Disinfect both storage and display areas
- Air circulation around boxes allows potatoes to breathe
  - Don't stack too many boxes
- Do not drop cartons or bags, it will break potatoes or cause bruising

### ROTATE THE DISPLAY

- Potatoes should be stocked first-in/first-out
- Keep some distance
  - If potatoes are displayed near other fruits and veggies, they can absorb those flavors
- No wet racks
  - Wet potatoes are more prone to disease
  - Do not mist or spray water on potatoes

- If potatoes are too cold, their starch content will convert to sugar. Potatoes will taste sweet if stored below 42° F
- Place newer stock in the BACK; move the older stock to the FRONT
- Rotating potatoes provides an opportunity to remove the bad ones. Leaving potatoes with defects will cut down on impulse sales

### *Put Them to Bed at Night*

Covering potatoes at night with burlap bags or a fabric wrap protects them from the light. Potatoes turn green when exposed to light.

## HANDLING POTATOES

### *The Sensitive Tuber*

These **FOUR PHYSICAL FACTORS** are very meaningful to potatoes:

- TEMPERATURE
- HUMIDITY
- LIGHT
- HANDLING

Potatoes stored in warm temperatures and bright light will turn green and sprout.

### POTATOES ARE MORE DELICATE THAN THEY LOOK!

You put them on the shelf and they sell themselves, right? Well, there's actually more to it than that. Potatoes should always be treated with the utmost respect:

- If potatoes are not stored and handled properly, it can affect their quality
- Put potatoes into proper storage immediately

Idaho Potato Commission



[www.idahopotato.com](http://www.idahopotato.com)

# IDAHO® POTATOES ARE BIG

## On Nutrition!

### VITAMINS & MINERALS

VITAMIN

**C**

One potato provides

**45%**

of your daily needs!

## Potassium

There is more potassium per serving in a potato than in a banana!



Potatoes are a good source of Vitamin B<sub>6</sub>, which plays an important role in helping your body metabolize protein and carbohydrates.

VITAMIN

**B6**



Potatoes contain powerful phytochemicals and antioxidants!

### HEALTHY BENEFITS



**POTATOES ARE HEART HEALTHY!**

- FAT FREE
- CHOLESTEROL FREE

*Gluten Free!*

plus, a potato has only about

**110 CALORIES**

Potatoes contain both SIMPLE AND COMPLEX CARBOHYDRATES

**UTILIZED FOR ENERGY!**

One medium potato has 2 grams of fiber, that's:

**8% DAILY FIBER**

Look for the seal!



Please visit [idahopotatoes.com](http://idahopotatoes.com) for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community follow us on



@idahopotatoes



@idahopotatoes



@idahopotatoes



idahopotatoes



idahopotatoes

THE MEDIA IS RAVING  
ABOUT IDAHO® POTATOES BEING A SUPERFOOD!



## HEART HEALTHY

One study discovered the consumption of potatoes, two times a day, assists with the lowering of blood pressure, and reduces risk of heart disease and stroke. - CNN 5/18/17

**“POTATOES ARE A GOOD PART OF A HEALTHY PLANT-BASED DIET”**

- Jeff Novick, MS, RD 9/13/16

**“POTATOES ARE A SURPRISINGLY NUTRITIONALLY COMPLETE FOOD. THE HUMBLE SPUD IS THE REAL SUPERFOOD”**

- Stephen G. Gendall, PhD 11/15/17

**CLOCKING IN AT 110 CALORIES PER 5 OZ POTATO, SPUDS ARE AN EXCELLENT SOURCE OF FIBER**

- PREVENTION MAGAZINE 10/2017

**“I’M BRINGING POTATOES BACK!**

THESE GOOD OLE IDAHO® POTATOES ARE 110-CALORIE WONDERS. AND YOU SHOULD BE EATING THEM AGAIN!

- DR. OZ 3/23/17

”



**THEY CONTAIN HIGH-QUALITY CARBOHYDRATES THAT FUEL THE BRAIN & MUSCLES WITH ENERGY**

- PREVENTION MAGAZINE 3/2017



**POTATOES ARE A KITCHEN STAPLE WORTH BEFRIENDING**

- PREVENTION MAGAZINE 3/2017

# POTATOES BEAT PASTA

in the ability to satiate hunger for a prolonged period of time. The longer you feel satisfied, the less likely you are to eat more during the day. - CNN 5/18/17

Please visit [idaho potato.com](http://idaho potato.com) for more than 1500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:



OUR FAVORITE PAL



THROUGH THE YEARS

# 1983

## A STAR IS BORN!

A Western version of a cartoon-style potato character begins to be used by the Idaho Potato Commission.



### 1980s Potato Character Retail Ads

are popping up to tell people about the Idaho® potato difference!

# 1993

## Named "Potato Buddy,"

the previously used character is given a permanent smile, tennis shoes, and a red sweater, and he now displays the Grown in Idaho® seal.



# 1996



IPC's chairman, Don Dixon, officially changes the name of "Potato Buddy" to "Spuddy Buddy" while being interviewed by Willard Scott on the set of the Today Show in New York City.

# TODAY

Spuddy Buddy is a more active and contemporary character. He enjoys activities such as basketball, golf, hockey, surfing, tennis, and more!



He can be seen in a variety of settings, on packaging, in advertising, on promotional items and premiums, on websites and social media, and even in blogs.

# 1997



Spuddy Buddy becomes a premium that consumers can purchase at a reduced cost by sending in money plus the Grown in Idaho® seal from any Idaho® potato product, such as instant mashed potatoes or fresh 5-lb. bags.

In the foodservice world, a one-piece drawing box and supplies of entry forms are produced. Restaurant chains use Spuddy Buddy dolls as prizes, attracting more kids to the establishments.

A Spuddy Buddy coloring book is also developed. PR releases allow newspaper readers to send away for their own copy.



## SPUDDY BUDDY PLUSH TOYS

are so popular they've been shared all over the world!

Spuddy Buddy is featured on our famous Big Idaho® Potato Truck that has traveled through all 48 contiguous states. He's been everywhere, man!



Please visit [idahofoods.com](http://idahofoods.com) for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:





# FAMOUS IDAHO® POTATO TOUR

## TOURING SINCE 2012

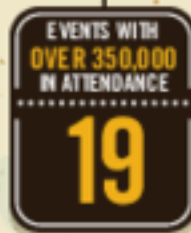
and it is still TRUCKING ALONG stronger than ever!



People of all ages relate to the Idaho seal more than ever

*thanks*  
TO THE TRUCK

### TOUR STATISTICS



That many people would fill up

**102**  
NFL FOOTBALL STADIUMS

Traveled approx. 25,000 miles per year

That's enough miles to circle the world **EVERY YEAR!**

25,000 miles per year

Visited all the lower 48 STATES\*

Events held in 369 cities & towns

Traveled through more than 4,000 cities & towns

We get **APPEARANCE REQUESTS DAILY** from fans, festivals, and events all over the country. (Let's just say the truck is in BIG demand!)

**16,000+ FANS ON FACEBOOK**



*Is it REAL?*  
(seriously)

THE NUMBER 1 QUESTION

How did Tater Team alum Kriste Wolfe answer that?

*It's real...by awesome!*

**IMMEASURABLE**

We can't even begin to measure how many people have a picture of the Big Idaho Potato-Truck on their mobile devices.

**LOCAL, NATIONAL, AND EVEN GLOBAL RECOGNITION**



People always identify with the national commercial and tell the Tater Team to "go home" because the farmer is looking for them. (Even truck drivers tell them to go home over the CB... Truckers are SO jealous of our driver!)

**GO HOME!**



\*One persistent lady writes us all of the time to see if we can get the truck to Hawaii and Alaska!

TV, Press, Newsfeeds, Blogs, Social Media, Magazines

Please visit [idaho.gov](http://idaho.gov) for more than 1,300 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:



# Points for the IDAHO® Potato!

SURVEY ENLIGHTENS AMERICANS ON THE IDAHO® POTATO DIFFERENCE

## TATER NATION

97%



230 million Americans eat POTATOES

4 out of 5 eat potatoes once a week or more

4/5

In the last five years, this figure has increased by one additional day per week



## THE POTATO OF MY EYE

What veggie do Americans crave most often?

24%



potatoes

20%



leafy greens

14%



broccoli

13%



tomatoes

11%



corn

8%



green beans

7%



carrots

## POTATO PREPARATION

How Americans like their TATERS



## IT'S GOTTA BE IDAHO

When I Say Potato, You Say Idaho!



9/10

9 in 10 Americans say they associate potatoes with Idaho more than any other state in the nation

72% (170 million) of Americans would be inclined to eat Idaho® potatoes over potatoes from other states

72%



## WHAT AMERICANS DON'T KNOW

78%

78% don't know potatoes have more POTASSIUM than bananas.

93%

93% don't know potatoes have more VITAMIN C than bananas.



Survey not conducted by IDAHO. © 2014 Idaho Potato Commission. All rights reserved. For more information, visit [idahopotato.com](http://www.idahopotato.com)

Idaho is a leading potato producer in the world. For more information, visit [idahopotato.com](http://www.idahopotato.com)

Please visit [idahopotato.com](http://idahopotato.com) for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:

@farmlandtopotatoes 
 @idaho\_potatoes 
 @idaho\_potatoes 
 idahopotato 
 IdahoPotatoIdeas

# IDAHO POTATO COMMISSION'S POTATO HARVEST



**320,000 acres** of Idaho® potatoes are harvested per year. That's about 13 BILLION pounds of potatoes!

**94%** of those 320,000 acres will grow russet potatoes such as Burbank, Norkotah, Ranger, and Westlin.



About **6%** grow niche varieties such as golds, reds, fingerlings and more.



Visit [idahopotato.com/directory](http://idahopotato.com/directory) for more potato variety information.



**IDAHO® POTATOES** and the **GROWN IN IDAHO®** seals are federally registered certification marks that belong to the Idaho Potato Commission. You know you're getting the consistent quality and taste of Idaho® potatoes when you see the seal.

**WHAT A BOOST!** The Idaho® potato industry contributes about \$4 billion to Idaho's economy and provides more than 30,000 jobs.

**\$4 BILLION**  
+  
**30,000 JOBS!**

**Idaho® potato harvests deliver!**



- 62% are used in processed products (frozen and dehydrated)
- 29% are fresh
- 9% are grown for certified seed

## IDAHO® POTATO TRANSPORT



65%



35%

**IDAHO'S** rich volcanic soil, warm days, cool nights, and clean water from the majestic Idaho mountains provide Idaho® potatoes with the unique texture, taste, and dependable performance.



The average American eats approximately **111 pounds** of potatoes each year!



**POTATOES ARE AMERICA'S FAVORITE VEGETABLE!\***

Who **❤️**s Idaho® potatoes the most? New York!  
Followed by Ohio, Florida, Pennsylvania and Texas.

\*February 2014. Data used by Market Research.

potatoes 26%

corn 19%

broccoli 17%

## HISTORICAL POTATO FACTS

**1872** The Russet Burbank potato was developed by American horticulturist Luther Burbank. He sold the rights to his namesake potato for \$150. By the early 1900s this variety, a Russet Burbank, began appearing throughout Idaho.

**1937** The Idaho Potato Commission (IPC) was founded as the Idaho Fruit and Vegetable Advertising Commission. IPC is a state agency responsible for promoting and protecting the famous Grown in Idaho® seal—assuring consumers they are purchasing genuine, top-quality Idaho® potatoes.

**2012** IPC celebrated its 75th Anniversary in 2012 in a big way! The Big Idaho Potato Truck rolled out the world's largest potato and toured the continental U.S.



Please visit [idahopotato.com](http://idahopotato.com) for more than 1,500 nutrition and delicious Idaho® potato recipes, for daily updates, and to be part of our social media community, follow us on:



@farmtoidaho potatoes



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### Q. WILL CONSUMING IDAHO® POTATOES WITH GREEN PATCHES MAKE YOU SICK?

- A. No. Green spots or patches on potatoes (known as "greening") are a natural result of chlorophyll production in the tuber from being exposed to light.<sup>1</sup>

## FACTS

**Greening and glycoalkaloids are naturally occurring in potatoes.** Exposure of potatoes to light, either in the field, in storage, on grocery store shelves or at home, can cause green pigmentation to form on the surface of the potato. This "greening" is due to the formation of chlorophyll, a pigment that is found in many plant foods, including lettuce, spinach and broccoli.<sup>1</sup>

**Potatoes as typically consumed contain little solanine.** The highest levels of glycoalkaloids are typically found in the sprouts, flowers, leaves or other actively growing areas of the tuber, which are not the parts of potatoes that people typically consume. Concentrations of glycoalkaloids are higher in immature potatoes and are diluted as the tuber grows and matures.<sup>1</sup> It should also be noted that potato breeding programs have resulted in the commercial release of only potato lines with very low levels of solanine.<sup>2</sup>

**Acceptable limits.** The FDA considers the maximum acceptable glycoalkaloid content to be 20-25mg/100g fresh potato weight (or 200-250 parts per million [ppm]). For example, the mean toxicity response in humans for glycoalkaloids is 3mg/kg body weight (range 1-5mg/kg body weight). Assuming that a potato contained glycoalkaloids at the advisory level of 200 ppm, an 80kg (176 lb.) person would have to consume an entire kilogram of the affected areas of a potato in a serving to trigger a toxic response. Also note that potatoes with this high a level of glycoalkaloids would have a bitter, burning taste that would be unpleasant to consume.<sup>3</sup>

**Minimizing glycoalkaloid formation.** Strategies can be employed at harvesting and post-harvesting to reduce glycoalkaloid formation in potatoes.<sup>4</sup>

- Store in cool, dark place
- If you see a spot of green on a potato, cut it out and eat the remainder



## REFERENCES

1. Wolfe JA. *The Potato in the Human Diet*. Cambridge University Press, Great Britain, 1987. pp 162-181.
2. University of Nebraska Institute of Agriculture and Natural Resources. "Greening Potatoes: The Problem; The Solution." Cropwatch. [www.cropwatch.unl.edu/potato/greening](http://www.cropwatch.unl.edu/potato/greening). Accessed October 10, 2017.
3. Dolan LC, Matulka RA, Burdock GA. "Naturally Occurring Food Toxins." *Toxins*. 2010;2:2289-2332.
4. Friedman M. "Potato Glycoalkaloids and Metabolites: Roles in the Plant and in the Diet." *J Agric Food Chem*. 2006;54:8655-8681.

# POTATOES AND WEIGHT LOSS



**Q.** IF I AM TRYING TO LOSE WEIGHT, DO I NEED TO AVOID IDAHO® POTATOES?

**A.** No. Research demonstrates that people can eat Idaho® potatoes and still lose weight.

## FACTS

There is no evidence that Idaho® potatoes, when prepared in a healthful manner, impede weight loss.

- In fact, a study published in the *Journal of the American College of Nutrition* demonstrates that people can eat potatoes and still lose weight.<sup>1</sup>

The study, a collaborative effort between the University of California at Davis and the Illinois Institute of Technology, sought to gain a better understanding of the role of calorie reduction and the glycemic index (GI) in weight loss when potatoes are included in the diet. Ninety overweight men and women were randomly assigned to one of three groups:

1. Reduced calorie/high GI
2. Reduced calorie/low GI
3. Control group with no calorie or GI restrictions

All three groups were provided potatoes along with healthful recipes and instructions to consume five to seven servings of potatoes per week. All 90 participants were involved in light to moderate exercise. At the end of the 12-week study period, the researchers found that all three groups had lost weight and there was no significant difference in weight loss between the groups.

**STUDY SHOWS YOU CAN EAT IDAHO® POTATOES AND STILL LOSE WEIGHT.**



## REFERENCES

1. Randolph JM, Edirisinghe I, Msoni AM, Kappadoda T, Burton-Freeman B. "Potatoes, Glycemic Index, and Weight Loss in Free-Living Individuals: Practical Implications." *J Am Coll Nutr.* 2014. 33:5, 375-384, DOI: 10.1080/07315724.2013.875441

# NUTRITION IN SKIN VS. FLESH



## Q. ARE ALL THE NUTRIENTS IN THE SKIN OF THE POTATO?

- A.** No. While the skin does contain approximately half of the total dietary fiber, the majority (> 50%) of the nutrients are found within the potato itself.

## FACTS

The only nutrient significantly lost when the skin is removed is fiber.

- A medium (5.2 oz) Idaho® potato contains 2 grams of fiber with the skin and 1 gram of fiber without the skin.<sup>1</sup>

Potassium and vitamin C are found predominantly in the flesh of the potato.

- A medium (5.2 oz) potato with the skin contains 620mg of potassium and 27mg of vitamin C.<sup>1</sup>



## REFERENCES

1. U.S. Department of Agriculture, Agricultural Research Service, Nutrient Data Laboratory. "USDA National Nutrient Database for Standard Reference, Release 28 (Slightly revised)." Version Current: May 2016. [www.ars.usda.gov/ba/bhrrc/nd/](http://www.ars.usda.gov/ba/bhrrc/nd/)

# CARBOHYDRATE

✓ FACT CHECK



## Q. ARE IDAHO® POTATOES HIGH IN CARBS?

A. Yes. Idaho® potatoes are a carbohydrate-rich vegetable.

## FACTS

A medium, 5.2 ounce Idaho® potato with the skin on contains 26 grams of carbohydrates.

The predominant carbohydrate in potatoes is starch, which is considered a complex carbohydrate.<sup>1</sup>

Carbohydrate is the primary fuel for your brain and a key source of energy for muscles and is important for optimal physical and mental performance.<sup>2</sup>

Because of their high carb content, potatoes are often categorized with grains like rice, pasta and bread, but they are officially vegetables, as classified by both the USDA's MyPlate guidelines and the 2015-2020 Dietary Guidelines for Americans, which is jointly published by the USDA and the U.S. Department of Health and Human Services.<sup>3</sup>

Potatoes are an excellent source of vitamin C (45% of the DV), a good source of vitamin B6 (10% of the DV) and a good source of potassium (18% of the DV). They are also fat-, cholesterol- and sodium-free and contribute 7% of the daily value of fiber.

Currently, consumption of all vegetables—including “starchy” vegetables—is about 80% below the intake levels recommended in the most recent (2015-2020) Dietary Guidelines for Americans.<sup>3</sup>



## REFERENCES

1. Wolfe JA. *The Potato in the Human Diet*. New York: Cambridge University Press, 1987, pp10-2.
2. “Nutrition and Athletic Performance.” Position of the Academy for Nutrition and Dietetics, American College of Sports Medicine and the Dietitians of Canada. *Med Sci Sports Exerc*. 2015;48:543-568.3.
3. U.S. Department of Health and Human Services and U.S. Department of Agriculture. “2015-2020 Dietary Guidelines for Americans.” 8th Edition, December 2015. Available at [www.health.gov/dietaryguidelines/2015/guidelines](http://www.health.gov/dietaryguidelines/2015/guidelines).

# IDAHO® POTATOES VS. SWEET POTATOES

✓ FACT CHECK



## Q. HOW DO SWEET POTATOES AND IDAHO® POTATOES COMPARE WHEN IT COMES TO THEIR NUTRITION PROFILES?

- A. Both sweet and Idaho® potatoes provide similar amounts of key nutrients, including protein (2g and 3g respectively), potassium and vitamin B<sub>6</sub>, all of which contribute to a well-balanced, nutrient-dense diet.

## FACTS

The FDA's nutrient analysis of the Top 20 Raw Vegetables indicates the following:<sup>1</sup>

- Both Idaho® potatoes and sweet potatoes are good sources of potassium. A medium-size Idaho® potato offers 620mg of potassium, while a medium-size sweet potato offers 440mg of potassium.
- Both Idaho® potatoes and sweet potatoes are excellent sources of vitamin C. A medium-size Idaho® potato provides 45% of the daily value, which is more vitamin C than one medium-size sweet potato. Both Idaho® potatoes and sweet potatoes are a good source of vitamin B<sub>6</sub>.
- Idaho® potatoes are similar in calories and carbohydrates when compared to sweet potatoes. One medium-size Idaho® potato contains 110 calories and 26 grams of carbohydrate. Similarly, one medium-size sweet potato contains 100 calories and 23 grams of carbohydrates.



## REFERENCES

1. "FDA Top 20 Raw Vegetables." [www.fda.gov/Food/LabelingNutrition/ucm114222.htm](http://www.fda.gov/Food/LabelingNutrition/ucm114222.htm)



# GLYCEMIC INDEX



FACT CHECK



## Q. DO POTATOES HAVE A HIGH GLYCEMIC INDEX (GI)?

- A. The GI of potatoes is highly variable and depends on a variety of factors, including the potato type, origin, processing and preparation.<sup>1</sup>

## FACTS

The GI is a very complex mathematical measure and is defined as the “incremental area under the blood glucose response curve of a 50 gram portion of available carbohydrate from a test food expressed as a percentage of the response to the same amount of available carbohydrate from the reference food, e.g., white bread or glucose.”<sup>2,3</sup>

Research shows that the GI is not a reliable measure.<sup>4</sup>

Despite claims that potatoes have a high GI, the fact is that the GI of potatoes is highly variable and depends on a number of factors, including:<sup>5,6</sup>

- Processing and preparation
- Variety, origin and maturation
- With what they are consumed, e.g., protein and fat

Both the 2010 and the 2015 Dietary Guidelines committees concluded that there is no evidence indicating that GI aids in weight loss or weight loss maintenance, or aids in the prevention or treatment of cardiovascular disease.<sup>7,8</sup>



## REFERENCES

1. Fernandes G, Valangi A, Wolever TMS. “Glycemic index of potatoes commonly consumed in North America.” *J Am Diet Assoc.* 2005;105:557-562.
2. Jenkins DJ, Wolever TM, Taylor RH, et al. “Glycemic index of foods: A physiological basis for carbohydrate exchange.” *Am J Clin Nutr.* 1981;34:362-366.
3. Pi Sunyer FX. “Glycemic index and disease.” *Am J Clin Nutr.* 2002 Jul;75(1):290S-85S.
4. Mattan NR, Ausman LM, Meng H, et al. “Estimating the reliability of glycemic index values and potential sources of methodological and biological variability.” *Am J Clin Nutr.* 2016;104:1004-1013.
5. Henry CJ, Lightowler HJ, Kendall FL, Storey M. “The impact of the addition of toppings/fillings on the glycaemic response to commonly consumed carbohydrate foods.” *Eur J Clin Nutr.* 2006 Jun;60(6):763-9.
6. Henry CJ, Lightowler HJ, Strik CM, Storey M. “Glycaemic index values for commercially available potatoes in Great Britain.” *Br J Nutr.* 2005 Dec;94(6):917-21.
7. U.S. Department of Health and Human Services and U.S. Department of Agriculture. *Report of the Dietary Guidelines Advisory Committee on the Dietary Guidelines for Americans, 2010.* Available at [www.health.gov/dietaryguidelines/2010](http://www.health.gov/dietaryguidelines/2010).
8. U.S. Department of Health and Human Services and U.S. Department of Agriculture. “2015-2020 Dietary Guidelines for Americans.” 8th Edition. December 2015. Available at [www.health.gov/dietaryguidelines/2015/guidelines/](http://www.health.gov/dietaryguidelines/2015/guidelines/).

# The Famous Idaho® Potato Tour





## The Famous Idaho® Potato Tour

### The Big Idaho® Potato Truck—Big Potato, Big Impact

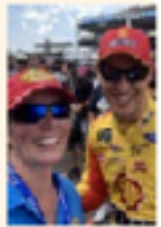
The Big Idaho® Potato Truck has been on the go for eight years now, and people still can't get enough of our four-ton Idaho® potato on wheels!

Every year, the wheels keep turning and the demand for the appearance of the Truck and Tater Team increases to the point where we have to break potato hearts all over the country by not being able to attend all of the requested events. We do manage to average around 70 events each year during our six-month schedule with the hopes of making a positive impact on hundreds of thousands of people!

This year we had a first—an all-female Tater Team! We were fortunate to find a wonderful driver, Melissa (aka Spudracer), who is an Idaho native and a personable driver who fit in well with Tater Twins Jessica and Kaylee. So well, in fact, that they called themselves the Tater Triplets.

The Tater Team shined throughout the year by creating memorable event stops, social media posts and funny videos and by safely driving our showcase Big Idaho® Potato Truck all around the country.

Look for Spudracer and the Tater Team in 2020 for our ninth Tour!



THE WORD ON THE STREET ABOUT THE

# BIG IDAHO POTATO!

IT TAKES 2 YEARS TO GROW

IF YOU EAT THEM I WILL GIVE YOU 20,217 SERVINGS OF FRIES (OF WASHED POTATOES)

IT WOULD TAKE A HORSE 7,000 YEARS TO EAT

IT TAKES ONE YEAR TO GROW

IT'S A TONS OF FUN

IT'S 80% TIPS



# Retail Promotion Directors





## Retail Promotion Director— Western United States and Canada



### **Kent Beesley**

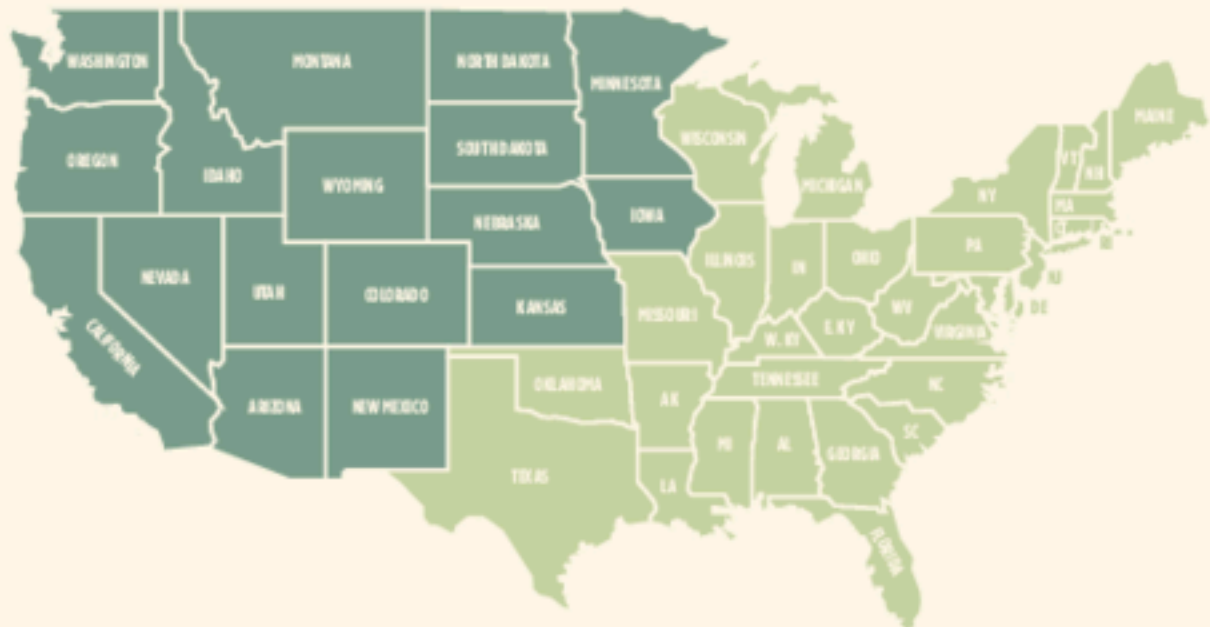
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