

IDAHO

Potato Commission



2019

RETAILER GUIDE
Retail Marketing Programs

IDAHO

Consumer Media Plan





Powerful National Advertising and Marketing Programs for 2018-2019

ACTIVITY	SEP	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG
National TV Advertising	■	■	■	■	■	■	■	■	■			
Spotlight on Idaho Potato Farmers	■	■	■	■	■	■	■	■	■	■	■	■
Keeping Social	■	■	■	■	■	■	■	■	■	■	■	■
Come On Down			■									
Join the Navy		■										
We Love You, Too	■	■	■	■	■	■	■	■	■	■	■	■
Hey Alexa!	■	■	■	■	■	■	■	■	■	■	■	■
Now on the Line Is Frank Muir	■	■	■	■	■	■	■	■	■	■	■	■
Potato Video Contest											■	■
Heart Healthy Recipes						■						
Famous Idaho Potato Bowl / Spuddy Buddy Touchdown Dance				■								
BSU	■	■	■	■								
News Bureau	■	■	■	■	■	■	■	■	■	■	■	■
Ongoing Programs	■	■	■	■	■	■	■	■	■	■	■	■
Big Idaho® Potato Truck	■	■	■	■	■		■	■	■	■	■	■

IDAHO

Public Relations

Public
Relations





Engaging Consumers Through National Television Advertising

Will He Find His Truck?

Is this the year our real Idaho® potato farmer finally finds his missing Big Idaho® Potato Truck? What new tricks do he and his faithful hound have up their sleeves to locate the titanic mobile tater? Join them on two all-new adventures as they continue to track the Truck across America. The eighth year of this highly popular campaign commercial commenced on Saturday, September 15, on ESPN during the Boise State University vs. Oklahoma State University football game. And the commercial will continue to air nationwide on CNN, FOX News, Headline News, the Weather Channel, the History Channel, the Food Network, the Cooking Channel, Hulu and CBS All Access beginning in October. The spots are scheduled to run through early April. You can also catch the entire "Missing Truck" series by visiting the IPC's YouTube channel, IdahoPotatoVideos.





Strong Web and Social Media Presence

According to **Facebook**, in July 2018 there were 2.23 billion monthly active users.

During the first quarter of 2018, there were 336 million monthly active users on **Twitter**.

As of June 2018, **Instagram** had 1 billion monthly active users.

YouTube has 1.8 billion users visiting the site every month. Social media is bigger than ever, and the IPC's presence grows stronger every month. Over the past few years, the IPC has made great strides in creating and maintaining active and engaging social media accounts. Daily posts consist of delicious recipes, updates on local events like the solar eclipse and Idaho® Potato Marathon, chronicles of the Adventures of Spuddy Buddy, updates on the Big Idaho Potato Truck Tour, details on promotions and contests and everything tater-related you can think of! Social media creates a unique opportunity for us to talk directly with consumers, ultimately strengthening their loyalty to the Idaho® potato brand. If you're not already doing so, be sure to follow Famous Idaho® Potatoes on Facebook, Instagram and Twitter—and subscribe to our YouTube channel, IdahoPotatoVideos. This year we're amping things up with more contests, great prizes and lots of cool information on America's favorite vegetable.

Stay Connected!

- Visit 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 and follow us on:



@famousidaho potatoes



@idaho potatoes



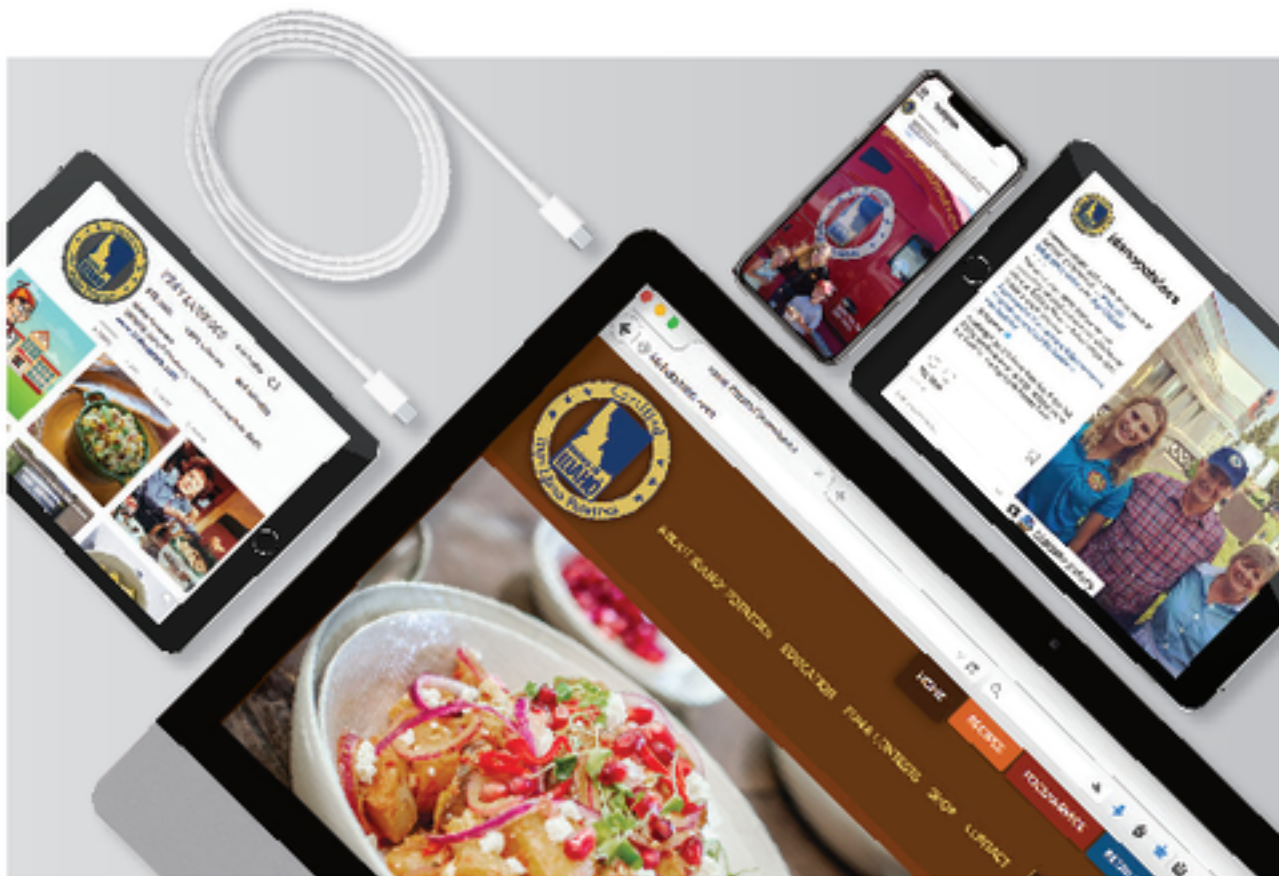
@idaho potatoes



Idaho potatoes



IdahoPotatoVideos





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 percent 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 percent 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 ₆ 0.2mg	10%

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

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, 2021, 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, Pinterest
- Bloggers: Food and general lifestyle-focused blogs

Consumers

- Target Audience: Women and Men (25-54)

Magazines

Bloomberg

bon *appétit*
BY THE BAKER & PAINTER

rachael ray
every day

FORTUNE

MARTHA
LIVING

Newspapers

Chicago Tribune

HOUSTON
CHRONICLE

Los Angeles Times

The New York Times

USA
TODAY

THE WALL STREET JOURNAL

The Washington Post

Television

abc NEWS

JERRY
Kimmel
live!

ESPN

NBC

OZ

MEAT
FOOD

Internet

CNN

Forbes

THE
HUFFINGTON
POST

MSNBC

YAHOO!



Idaho Potato Commission Encouraging Potato Sales Through National Integrated Communications

National Trade Advertising Campaign

Last year in our fun-filled comic book-style ad campaign, our super Retail Promotion Directors interviewed dozens of applicants to join their team before hiring "Dynamite" Dave Rhodes. Now, one rejected potential rep seeks revenge!

Meet "Half Baked," Potatoland's newest Super Villain! Will Half Baked succeed in foiling our Idaho® Potato Field Force's heroic efforts to help retailers achieve better sales? Stay tuned as Dave, Kent "Biceps" Beesley and Bill "Speedy" Savlonis battle this nefarious new foe while providing powerful promotions, lightning-fast responsiveness and mighty market data analysis to Category Managers everywhere. Look for all 10 episodes in key publications, including The Packer, Produce Business, The Produce News, and the FMI and PMA SmartBrief e-newsletters.





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 who 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.



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 30 adoptions. Thirty children are no longer in orphanages but are with loving families.

New Year's Eve Potato Drop

It was noisy in Boise for the 5th Annual New Year's Eve Potato Drop. A giant glowing Idaho potato was dropped in front of the state capitol building into an oversized bag of Grown in Idaho Super Crispy Crinkle Cut Fries to ring in 2018. 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.

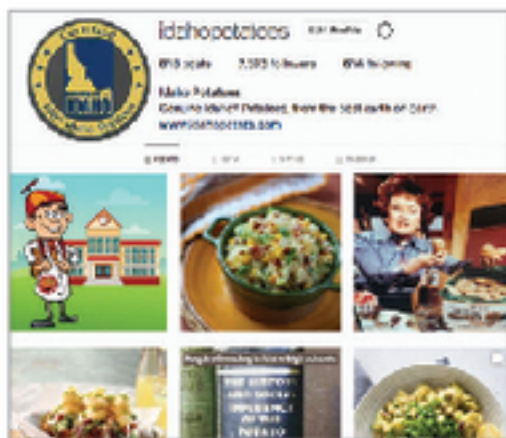




Idaho Potato Commission Encouraging Potato Sales Through Consumer PR Programs

Spotlight on Idaho Potato Farmers

More and more consumers want to know where their food comes from. Who grows it? What's in it? Is it all-natural? This year we plan to introduce folks to the farmers who grow their favorite vegetable—Idaho® potatoes! Every few weeks a different Idaho potato farmer will be featured in the IPC's "Thank a Farmer" social media posts on Facebook. The post will include a photo of the farmer, their family farming history, a few details about their farm and the answer to everyone's most pressing question—their favorite way to eat an Idaho potato! All this information will be saved in a new section on the IPC website.



Keeping Social

Whether you're a fan of social media or not, it's become an integral part of just about every brand's communication strategy—including Idaho® potatoes. Daily posts on Facebook, Instagram and Twitter keep folks up to date on all the IPC's activities and provide them with many reasons to eat more Idaho® potatoes! This year, like in past years, the IPC will work with social media influencers who have millions of followers to help reach even more consumers with our targeting messaging. We'll also host quarterly sweepstakes, contests and quizzes to engage our followers and keep them coming back!

We Love You, Too!

It's not uncommon for celebrities to profess their love for certain brands, including Idaho® potatoes! Model Chrissy Teigen called out Idaho® potatoes in her new cookbook, Dr. Oz is telling his viewers to eat more potatoes and actress Jennifer Lawrence said during an interview with the Huffington Post that her favorite food is potatoes. This year, when a celebrity dishes on Idaho® potatoes, we'll send them a box of fresh spuds to show our appreciation and to encourage them to post their unique gift on social media.





Idaho Potato Commission Encouraging Potato Sales Through Consumer PR Programs

Come on Down!

Who can come closest to guessing the retail value of a 10-pound bag of famous Idaho® potatoes? Find out on TV game show "The Price Is Right," when Idaho® potatoes co-star with Drew Carey.



Amazon's Alexa, featuring Idaho® Potatoes

And if contestants don't know what to guess, they can always ask Amazon's Alexa, featuring Idaho® potato answers and information like cooking instructions, recipes, fun facts and more. Q: Alexa, where are America's favorite potatoes grown? A: That's an easy one. Idaho, of course!





Idaho Potato Commission Encouraging Potato Sales Through Consumer PR Programs

Now on the Line Is Frank Muir

More than 68 million Americans listen to podcasts on a monthly basis—that's one out of every four people! These episodic audio files allow folks to tune into a variety of "shows" at their convenience. In four years, the number of people who listen to podcasts has nearly doubled from 12 percent of the U.S. population in 2013 to 24 percent in 2017, and this number is expected to grow exponentially. Podcasts cover just about every subject matter you can imagine, including marketing and agriculture. These shows provide the perfect venue to tell various aspects of the Idaho potato story, from marketing a commodity to international trade.

*Statistics sourced from *Entrepreneur* magazine



The Most Amazing Potato Video Contest

Some people like to make DIY videos ... but millions of people like to watch them! Next summer, the IPC will aggregate all the unusual potato videos that already exist on YouTube and encourage viewers to vote for their favorite. A comprehensive public relations campaign, including social and traditional media, will promote the contest, along with the help of all the contestants! The lucky winner will receive \$1,000 plus a 3-month supply of Idaho® potatoes.

Boise State University's Secret Weapon

Eight years ago, TV stations across the country and millions of viewers loved watching the Boise State Broncos work out with Idaho® potatoes. We're doing it again this year along with a big social media campaign and a consumer contest.

Video of the Broncos' unique workout will be distributed to TV stations in the cities where BSU plays. Shorter 10-second clips will be promoted and boosted on the IPC's Facebook and Instagram pages.

To further underscore the health benefits of Idaho® potatoes, folks will be invited to submit photos and/or videos demonstrating how Idaho® potatoes help keep them fit. The Grand Prize is \$500, "bragging rights" plus a year's worth of Idaho® potatoes.





Idaho Potato Commission Encouraging Potato Sales Through Consumer PR Programs

Famous Idaho Potato Bowl

The FIPB is fast becoming one of the most exciting and anticipated college bowl games in the country. In 2017, Wyoming quarterback Josh Allen announced his decision to enter the NFL draft, and in 2016 the FIPB was the third highest scoring game in bowl history. Even FIPB alum who now play for the NFL Tweeted about the game, including Atlanta Falcons quarterback Matt Ryan.

From the title 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!

Tune in on Friday, December 21, at 2:00 p.m. MST/4:00 p.m. EST for the 22nd Annual Famous Idaho® Potato Bowl to see all the record-breaking action as it happens. 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.



News Bureau

The IPC strategically develops its public relations plans to make sure it's generating news every month. In the fall, one or two reporters from national publications will be invited to Idaho to participate in the Idaho potato harvest and see for themselves what makes Idaho® potatoes different from potatoes grown in other states. Leading up to the holidays, the busiest time of year for potato sales, reporters will receive tips, new recipes and photographs, and fun facts that they will be encouraged to share with their readers. We'll also create news by conducting a fun survey, with publicizable results, that gets to the heart of folks' affection for Idaho® potatoes. And, much of this information will be posted on the IPC's Facebook and Instagram pages—reaching even more people!





Strong Social Media Presence Generated by Food Influencers

Reaching Millions of Foodies Through Influential Food Influencers

Below are just a few of our fantastic food blogger partners and recipes!

In just a few short years, the IPC has developed relationships with more than 100 of the top food bloggers in the country. Throughout the year, the influencers provide the IPC with dozens of new and delicious recipes and photographs that are added to the IPC's rich recipe database located on its website. Several bloggers also provide videos, which are both educational and entertaining. These videos are located on the IPC's YouTube channel, [IdahoPotatoVideos](#).

The IPC also attends and sponsors influencer conferences. These educational events allow the IPC to meet one-on-one with numerous bloggers, both up-and-comers and those already established with large followings. The conferences also provide an opportunity to educate the attendees about Idaho's potatoes and treat them to delicious samplings.

Food influencers have become an extremely important group of influencers who help us promote the Idaho potato brand to millions of consumers across the country.

Check out hundreds of blogger recipes at idahopotato.com/recipes/tag/blogger.



Kita Roberts
GIRL CARNIVORE
CopyCat
Slow Cooker
Zuppa Toscana



Maggie Zhu
OMNIVORE'S COOKBOOK
Miso Ramen with
Spiraled Idaho® Potatoes



Tina Dawson LOVE IS IN MY TUMMY
Idaho® Potato Kheer



Sylvia Fontaine
FEASTING
ATHOME

Baked Idaho® Russet Potato with Roasted
Corn and Black Bean Relish



IDAHO

Category Management

Category
Management





IPC Category Management





IPC Category Management



IPC Category Management

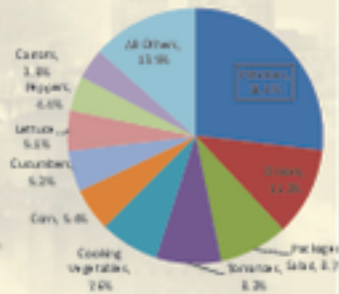
CATEGORY PERFORMANCE



State of the Potato Category

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

Top Produce Categories by Volume Share

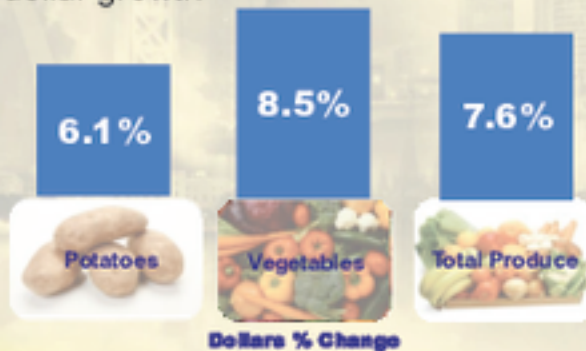


Market Penetration Group First/Fresh®, 52 Weeks Ending 2/22/14



State of the Potato Category

- Potatoes increased dollar sales 6.1% from the prior year. However, vegetables and total produce outpaced potatoes in dollar growth



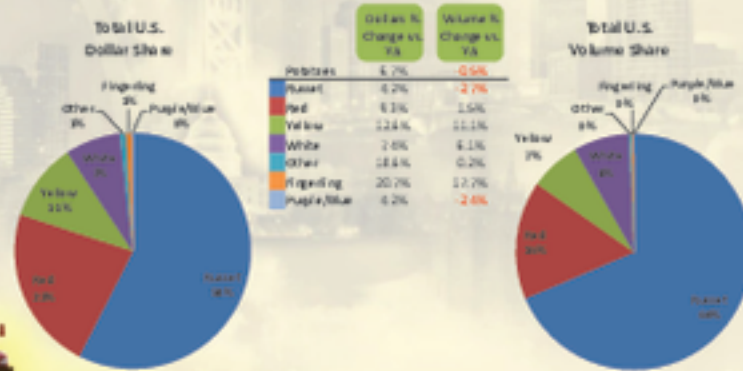
© 2014 Western Potato Producers Group/First Facts® '14 Week Ending 2/22/14

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Potato Performance by Type

- All potato types increased dollar sales from the previous year
 - Volume sales were down slightly, driven by Russet



© 2014 Western Potato Producers Group/First Facts® '14 Week Ending 2/22/14

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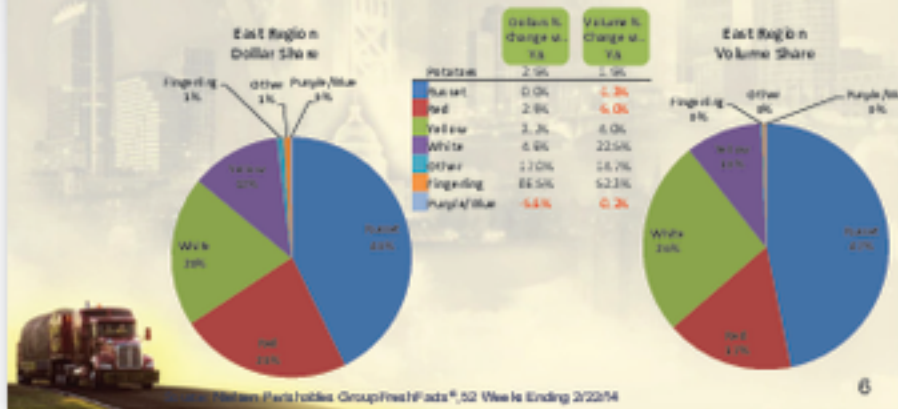


IPC Category Management



Potato Performance by Type

- White potatoes make up a larger share of the category in the East and drove the positive growth of category volume, as volume sales of both Russet and red potatoes declined

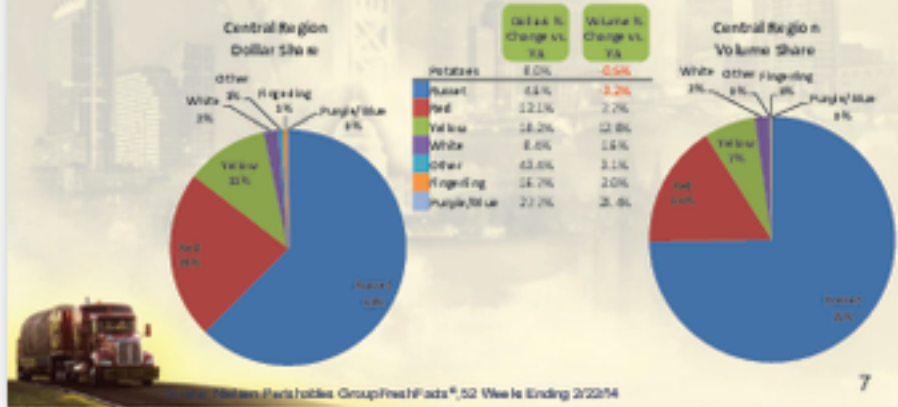


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Potato Performance by Type

- Russet was the only potato type to have a negative volume trend, which resulted in a negative trend for the entire category



7

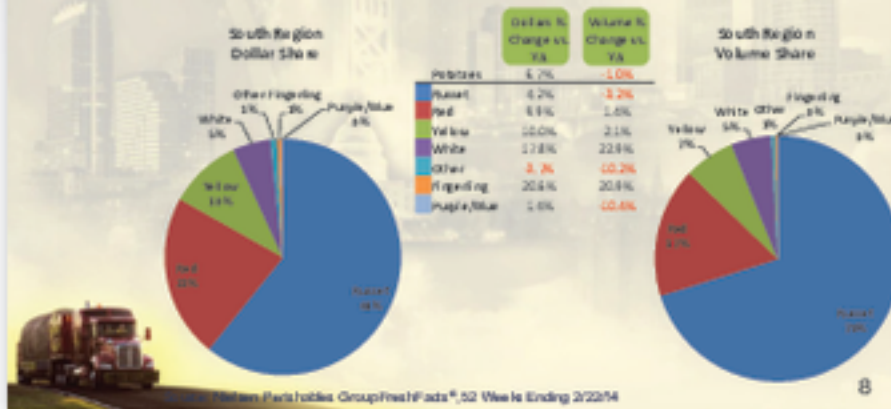


IPC Category Management



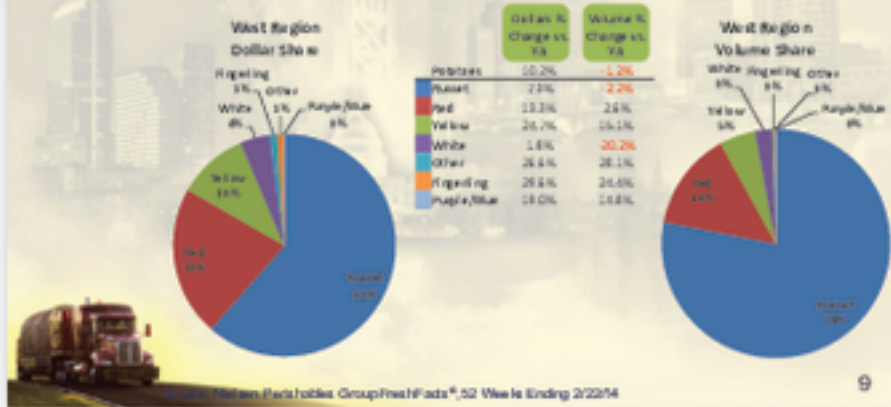
Potato Performance by Type

- All potato types, with the exception of 'other', increased dollar sales from the previous year in the South region



Potato Performance by Type

- Of all of the regions, the West had the largest increase in total potato dollar sales



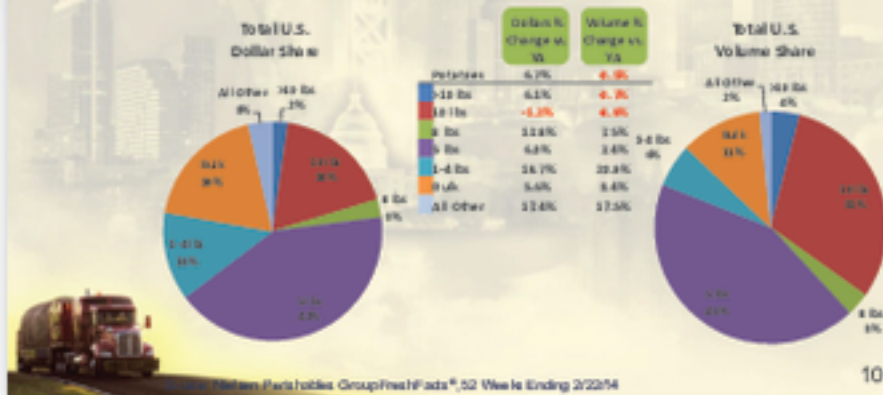


IPC Category Management



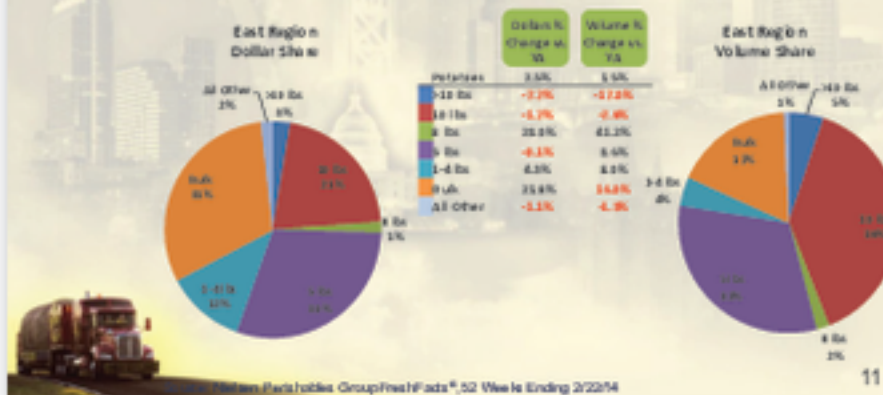
Potato Performance by Size

- All package size groups increased dollar sales from the prior year, with the exception of the 10-lbs bag



Potato Performance by Size

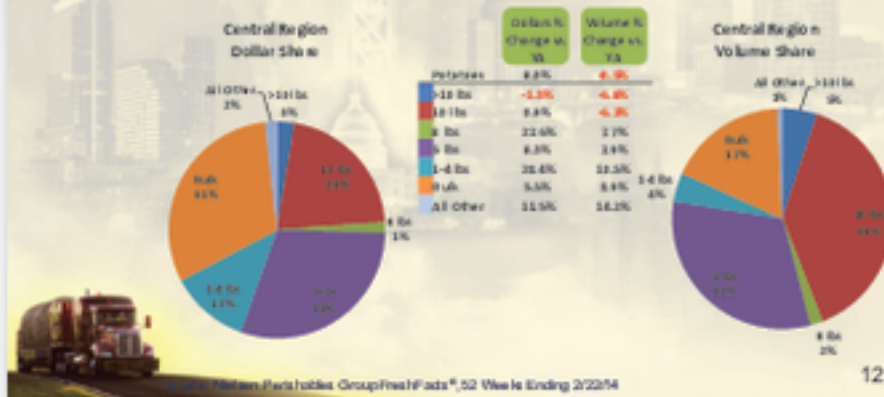
- 8-lbs and 1-4-lbs were the only package size groups in the East to increase both dollar and volume sales from the previous year





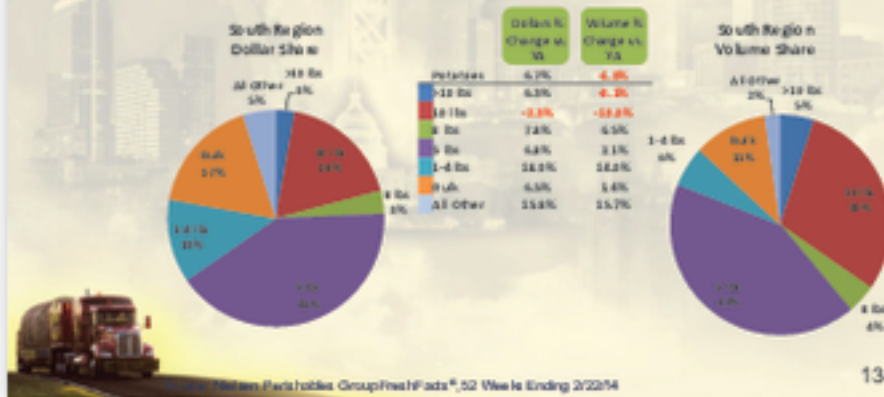
Potato Performance by Size

- In the Central region, the 1-4-lbs size group had double-digit growth in both dollars and volume



Potato Performance by Size

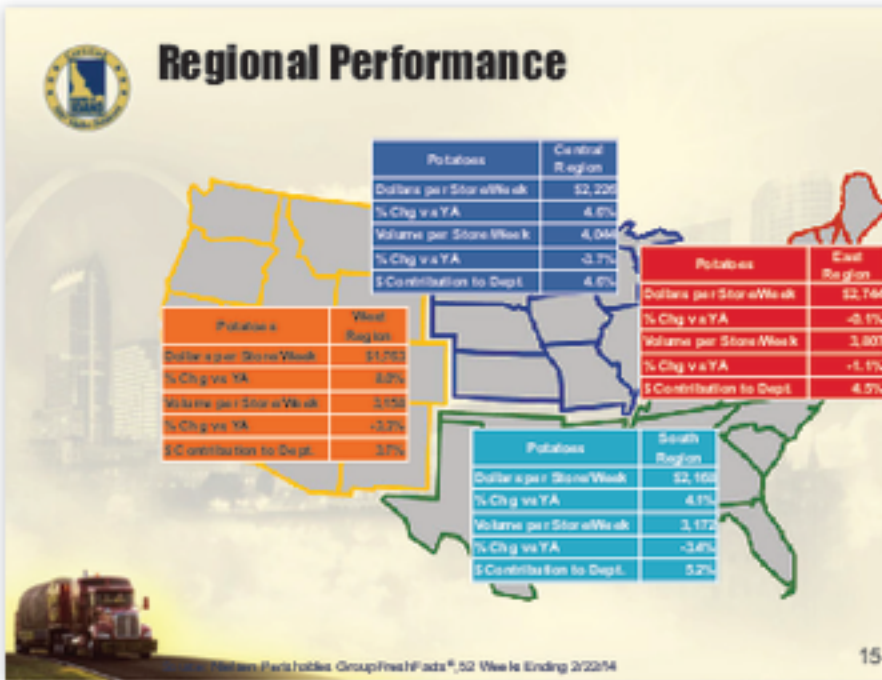
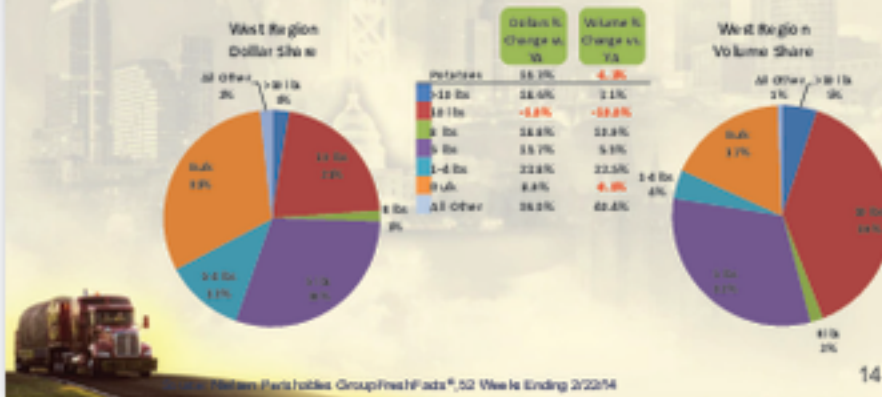
- In the South region, all bagged potatoes increased dollar sales compared to the previous year. And 1- to 4-pound, 8-pound and 10+-pound had double-digit volume increases





Potato Performance by Size

- With the exception of 10-lbs and bulk, all package size groups had double-digit growth in dollar sales from the previous year





IPC Category Management



IPC Category Management

SHOPPER INSIGHTS



Potato Shoppers..

Spend More Money!

Buy More Groceries!

All Transactions



With Potatoes



Monthly Basket Dollars



All Transactions



With Potatoes

Average Basket Item Count



Because Idaho Potato Shoppers are more aware of quality, their baskets are probably even bigger!

© 2011 Idaho Potato Commission Shopper Insights Study

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IPC Category Management



More Shopper Insights

The top two factors contributing to an unplanned fresh potato purchase are:

- The potatoes "looked tasty"
- The shopper "thought of a meal idea"



Potato buyers are more likely than average shoppers to buy more than they had planned on purchasing and are more likely to get meal inspiration while in the store

↳ *Opportunity to increase incremental purchases throughout the store!*



© 2018 NPS Shopper Insights Study

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IPC Category Management

CATEGORY BEST PRACTICES





Assortment

Maintain a year-round assortment of potatoes to consistently appeal to a wide range of shoppers

- **Gourmet/Trendy Shopper**
 - Unique and innovative offerings (e.g. Steamer bags, or purple/blue potatoes)
- **Quality Shopper**
 - High quality offerings, loose and small bags
- **Family/Traditional Shopper**
 - All types and 5-pound bags
- **Price Conscious Shopper**
 - 10- and 10+-pound bags



Consumers will pay for quality, specific sizes and varieties. It's important to make sure your assortment attracts all potato shoppers



IPC Assortment Best Practices

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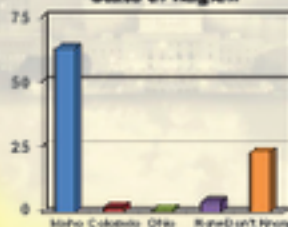


Assortment

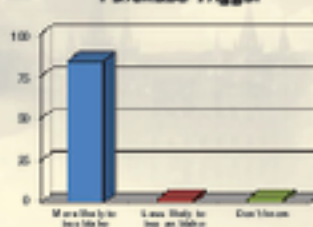
An Idaho offering for each segment is critical to your category assortment

- Among those with a preference, **84% of consumers said they are more likely to purchase Idaho potatoes**, if given a choice
- When asked about who grows the best potatoes, 8 out of 10 consumers responded **Idaho**

Best Potato-Growing State or Region



Idaho Potatoes as a Purchase Trigger



IPC Potato Commission research 2006; **Tetra Tech, Inc.

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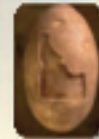


Pricing

Maintain a consistent, segmented pricing strategy that communicates a clear value proposition

- ✓ Keep the price gap between products consistent
 - Customers can quickly find the value they are looking for
- ✓ Don't give potatoes away! Price for a good margin
 - 80% of consumers plan to purchase potatoes before they enter the stores; as a result potato pricing is relatively inelastic and deep discounts are not needed to sell product*

Consumers associate Idaho Potatoes with high quality products and will pay a premium price for the Idaho Brand!



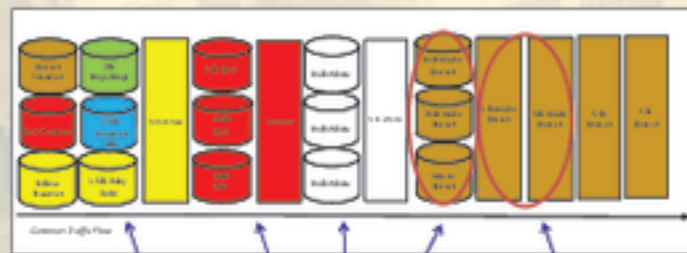
2016 Merchandising Best Practices

22



Merchandising

Merchandise all potato items together by type for better impact and easy convenience for consumers



Set the higher-priced, specialty offerings first in the consumer traffic flow to take advantage of impulse sales

Merchandise items by potato type then size, to ensure all category offerings are communicated to the consumer

Make Idaho Russets the focus of the Russet section, as they convey quality and consistency



2016 Merchandising Best Practices

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Merchandising

It is important to educate your customers

- ✓ Differences in potato types
 - Encourage specialty types along with traditional
- ✓ New preparation ideas
 - Offer on-the-spot meal solutions
- ✓ Health benefits
 - Potatoes are one of the best nutritional values of the entire produce department

POS materials with nutrition information provide consumers with reasons WHY they should eat potatoes...and feel good about it.



Coupling nutrition with usage information (in this case on plans) shows consumers HOW they can enjoy potatoes.



Merchandising Best Practices



Merchandising

Numerous industry studies have shown that point of sale materials boost sales

- Make sure Idaho potatoes are properly identified, so customers know they are getting the quality brand they know and trust
- It is also very important to place pricing signage adjacent to the product to which it is referring



IPC can provide marketing support to make your potato category the best around!





Promotion

Use promotions to attract customers and drive incremental sales – these guidelines can help make your promotions more effective

✓ Discount

- Peak Potato Periods (Nov.-Jan): Don't discount too deeply, consumers are already buying potatoes
- Non-Peak Potato Periods: Promotions are more important to generate potato item lift
- Remember to maintain the category pricing structure

✓ Mix

- Promote a mix of bag and bulk items
- When promoting organics, pair with at least one conventional item*

✓ Displays

- Use secondary displays or end caps to bring attention to the promotion



*Displays drive sales!
Increase display size or
implement a secondary
display to drive purchases*



© 2016 Potato Council on Best Practices

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IPC Category Management

WHY IDAHO





Famous Idaho Potatoes

The "Certified" seal is a guarantee that you're getting top-quality potatoes

Idaho's growing conditions give Idaho Potatoes their unique texture, taste and dependable performance:

- Warm days
- Cool nights
- Ample mountain-fed irrigation
- Rich volcanic soil

Idaho Potatoes are perceived to be a premium, and command a price premium at retail



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Why Idaho

Idaho is the only brand in potatoes. It's the way to tell your consumers you care...and because consumers will pay more, by carrying Idaho Potatoes, you can enhance your potato category profitability.



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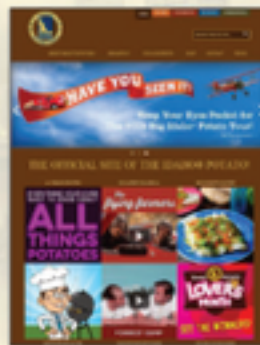


IPC Category Management



Why Idaho

- When you buy Idaho potatoes you're also getting the nation's oldest and most powerful potato promotion program
 - National TV advertising
 - Potato Lovers Display Contest
 - Promotional support \$\$
 - Point-of-sale materials
 - Tie-in promotions



30



APPENDIX

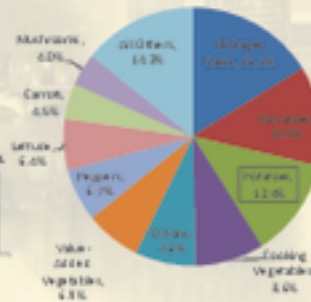




State of the Potato Category

- Potatoes are in the top 10 largest contributors to dollar share for the produce department, and the third largest within vegetables

Top Produce Categories by Dollars Share



© 2014 Idaho Potato Commission. Photo: Paris Lottler. Group: FreshFacts®.52 View is Ending 2/22/14

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FreshFacts® Data Overview

- Data includes retail census sales data for key Food, Club and Mass/Supercenter store chains across the U.S., with more than \$2 million annual ACV* sales per store
 - ~18,000 stores nationwide
 - Data by week, by store, by item
 - Custom time periods available
 - 3 years of history
 - Data is for all products sold in the fresh departments

NEW! Fresh Coverage Area (FCA)

Food

Mass/ Supercenter

Club

IPC



PLU



System



33

IDAHO

Potato Lover's Month

Potato Lover's
Month



**IDAHO
POTATO**

Lover's Month

2019 DISPLAY CONTEST

Insert printed
4-page
PLM Brochure here

ENTER FOR A CHANCE TO

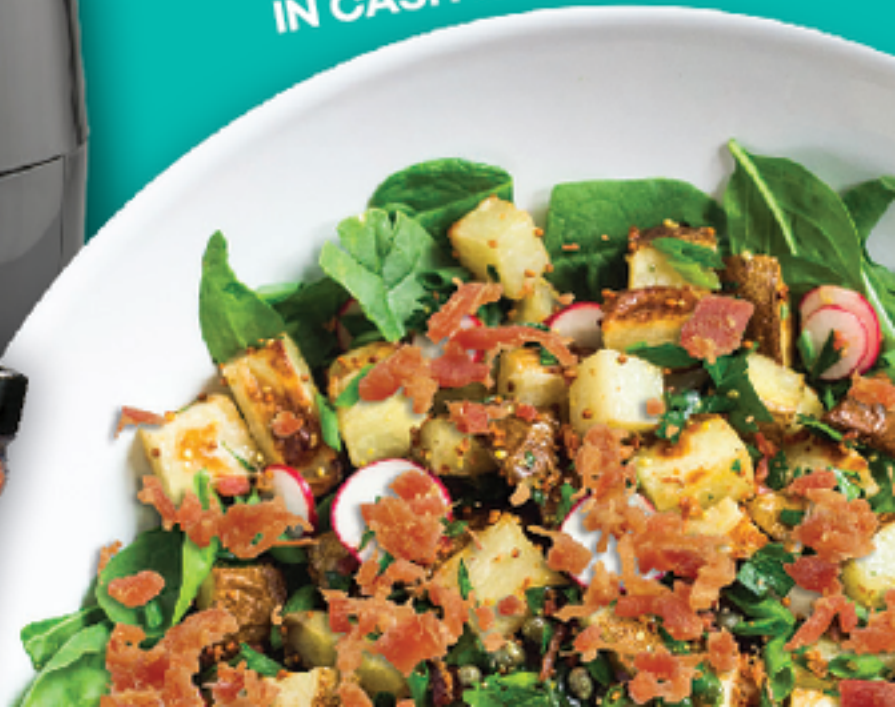
WIN

WIN A TRIP FOR TWO
TO MAUI!

RECEIVE AN
AIR FRYER
JUST FOR ENTERING!

Every participant is entered into a random drawing to win six nights' and seven days' paid vacation for two to the Royal Lahaina Resort in Maui.

WITH MORE THAN
\$150,000
IN CASH & PRIZES!



**Hormel
foods**



Potato Lover's Month



IDAHO

Idaho Potato Tie-Ins





Idaho® Potato Tie-Ins

Idaho Potato Commission Partners with Fresh Gourmet®

LOAD UP THE BASKET
Bundle product display & savings for increased sales

Top quality IDAHO® POTATOES & NEW! Fresh Gourmet® Crispy Garlic chips are the perfect pair for tasty, delicious potatoes. Delicious baked baked, roasted, smashed, sautéed and holiday meals all fit. Bundle the basket with the cool bag (available promotion)

FRESH GOURMET®
As low as 1.00/lb
IDAHO® POTATOES
CRISPY GARLIC

FRESH GOURMET CO.

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



IDAHO® POTATO PROMO

OCT-DEC

PROGRAM ELEMENTS

DISPLAY Choose from 8-ft case or 24-case display with off-stopping header & potato 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 up-converted posts, and in-store recipes & photography



Item #	Case #	Part Size	Product Name	Case Weight	Color	Printed Package	Shipping Weight (Lbs)	to Store Dimensions (L x B x H)	Unit Price
1-001	1-001-0	500000	5 Crispy Garlic	2.50	0.00	1.00	11.00	11.00" x 11.00" x 11.00"	\$1.00
1-002	1-002-0	200000	10 Idaho Potatoes	1.00	0.00	0.00	11.00	11.00" x 11.00" x 11.00"	\$1.00



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1-800-888-8888



Idaho® Potato Tie-Ins

Idaho Potato Commission Partners with Excelsior/Frontera Wines

The Idaho Potato Commission is partnering with Excelsior Wine Company by placing 200,000 Idaho® potato coupons on Frontera wine bottles in various retail locations exclusively in Texas.



IDAHO

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.





Idaho® Potato
Bulk Bin POS





Idaho® Potato Nutrition POS Materials



- A Closer Look at the Value of -

IDAHO® 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.¹

THE STUDY FOUND THAT IDAHO® 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® Russets.



INCREASED PRICE

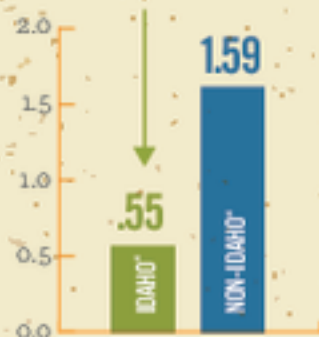


STABLE DEMAND/VOLUME

THE FINDINGS SUGGEST

that retailers don't need to discount Idaho® Russets to the same degree as non-Idaho® 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® 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:
Dr. Andrew C. Mitchell, study co-author and lead
College Professor
Department of Economics
Arizona State University
1000 University Ave.
Tempe, AZ 85287
Study by Mitchell, P. with Roger W. Miller, J.D. using 5lb potato bags. Data provided provided from Market Value, Inc. and
College Professor, ASU, in concert with Dr. Mitchell, provided for the authors and editors, report.

Please visit idahoofid.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:



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 40°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 because they are **STILL ALIVE**

Idaho Potato Commission



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 B₆, 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 idaho potato.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:



@famousidahopotatoes



@idaho potatoes



@idahopotato



idahopotato



IdahoPotatoes@dear

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 Guyer, PhD 4/6/17

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

- PREVENTION MAGAZINE 3/2017

“ 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 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:



@farmtoidaho on fb



@idaho potatoes



@idaho potatoes



idaho potato



Main Potato Videos

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 board and supplies of entry forms are produced. Restaurant chains use Spuddy Buddy dolls as prizes, attracting more kids to their 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 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:



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 approximately
25,000
miles per year

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



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 Kristie 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**

TV, Radio, Newspapers, Blogs, Social Media, Magazines



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!)

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

GO HOME!



Please visit 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





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-based 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

Please visit 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



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%

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



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 was conducted in 2014 among 1,000 U.S. adults ages 18 and older. For more information, visit idaho.com.

Follow us on social media for more potato facts and recipes. For more information, visit idaho.com or call 1-800-833-8333.

Please visit 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:



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, Norкотаh, Ranger, and Western.



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



Visit 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.



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 26%

corn 19%

broccoli 17%

POTATOES ARE AMERICA'S FAVORITE VEGETABLE!*

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

*Survey 2014. Conducted by Mintel Research

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 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:



@farm2tablepotatoes



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idahopotato



idahopotatovideos

IDAHO

The Famous Idaho Potato Tour





The Famous Idaho® Potato Tour

The Big Idaho® Potato Truck—Is It Real?

This is the Big Idaho® Potato Truck's seventh year on the road, and we aren't going to lie, the potato was looking a little worn for the wear. For a potato that was only built to last a year, it certainly outdid itself!

The Big Idaho Potato has been bringing fun and brand awareness to the United States for 6 years, and we thought it was time for an upgrade.

The Schofields, who built the original, took great care in designing and building our Big Idaho Potato 2.0. Although it doesn't look any different to the public, this new version is built out of fiberglass, and it is 2 feet thinner and 2 tons lighter. This allows for a lot more latitude in the way the Truck and Team travel. They also created some amazing space and storage for the Team to better organize for the long months of being on the road.

If you're wondering what we did with the old potato, we donated it to Kristie Wolfe, a former Tater Team member, who is in the process of turning it into a tiny house in Idaho. It'll be ready in 2019 and we promise—you'll want to see it! She already has a Hobbit House in Washington State and a tree house in Hawaii that are consistently rated in the Top 20 Airbnb places to stay.

Look for the new potato out on the road in 2019!



IDAHO

Retail Promotion Directors





Retail Promotion Director— Western United States and Canada



Kent Beesley

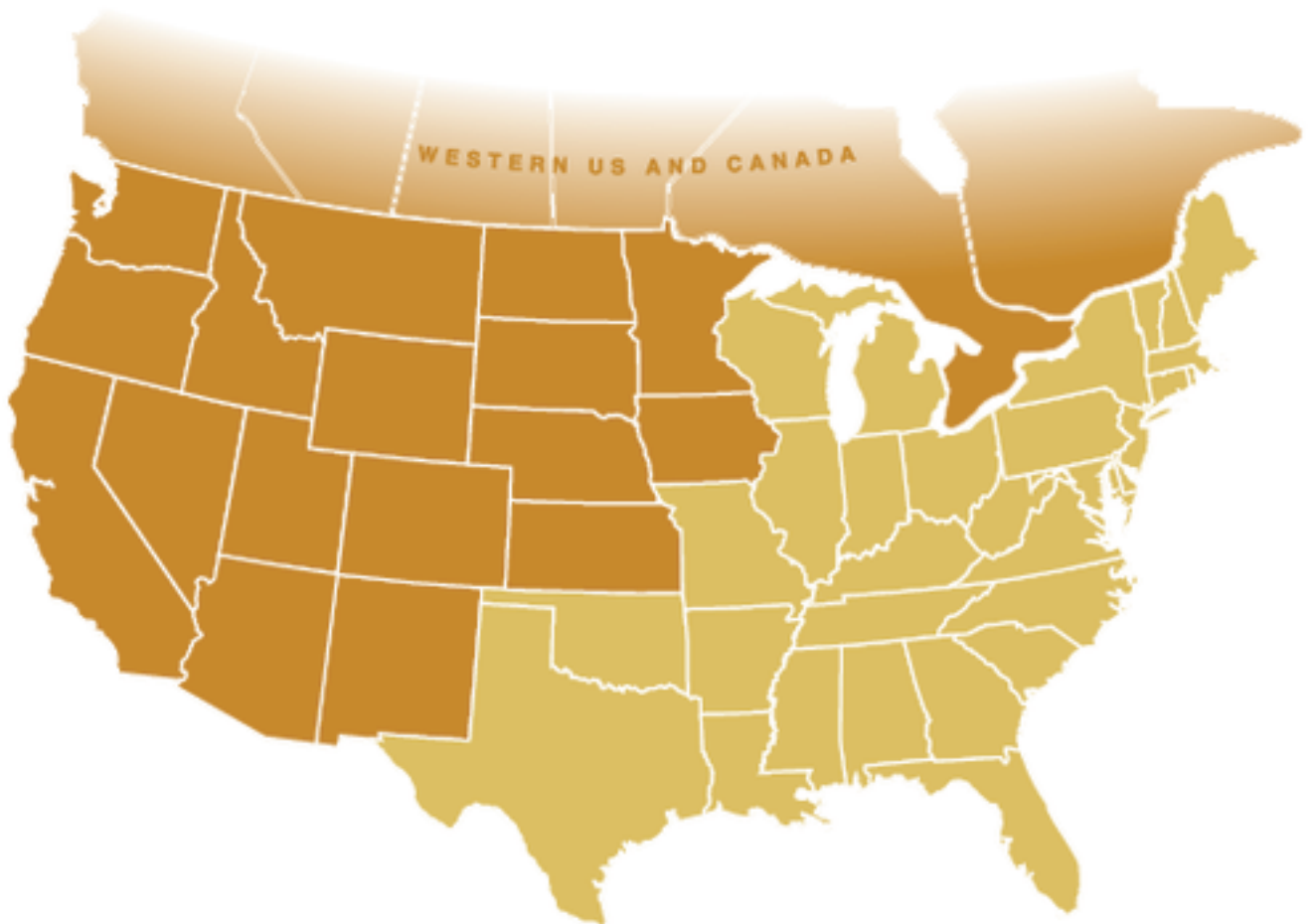
Retail Promotion Director, Western United States & Canada

Cell: 208-631-9760

Fax: 970-241-6534

Email: kbeesley@potato.idaho.gov

Arizona, California, Colorado, Idaho, Iowa, Kansas, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington, Wyoming and Canada





Retail Promotion Director— Southern United States



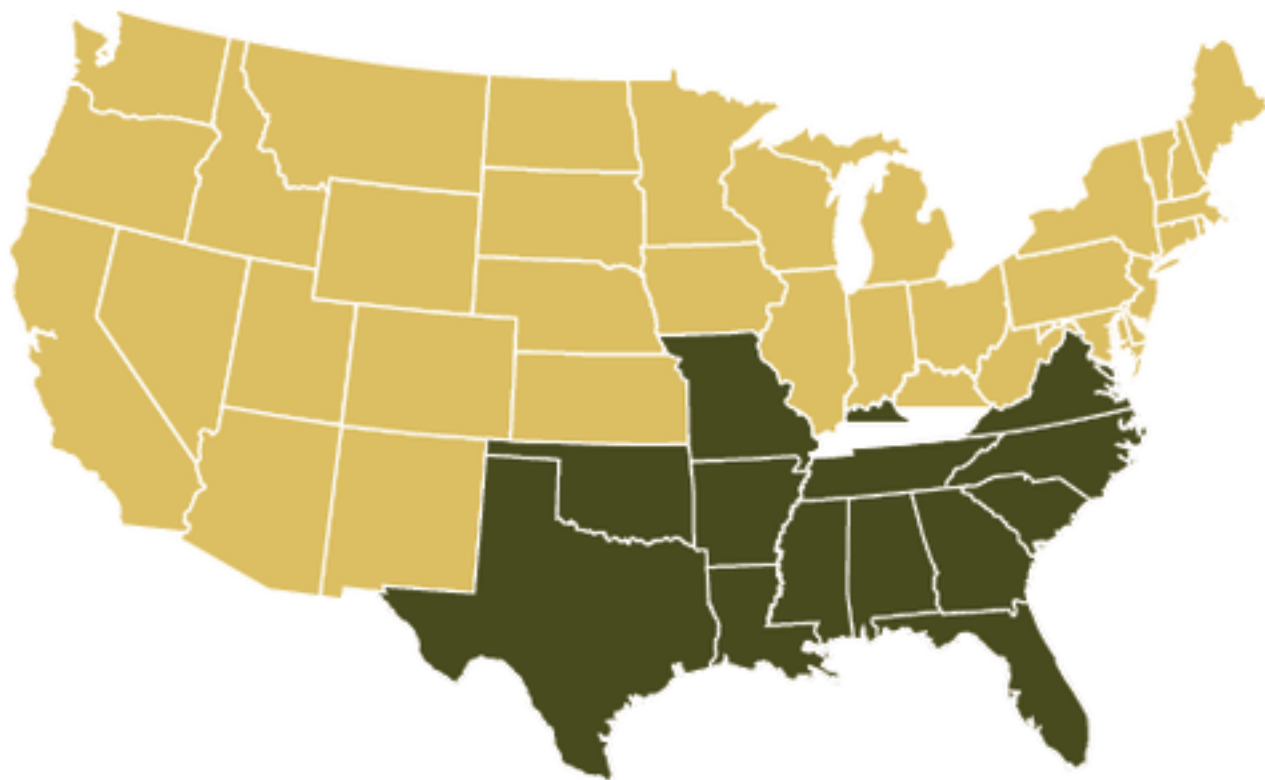
Bill Savilonis

Retail Promotion Director, Southern United States

Cell: 904-610-4475

Email: bsavilonis@potato.idaho.gov

Alabama, Arkansas, Florida, Georgia, Western Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia





Retail Promotion Director— Northeastern/Midwestern United States



Dave Rhodes

Retail Promotion Director, Northeastern/Midwestern United States

Cell: 317-627-9377

Email: drhodes@potato.idaho.gov

Connecticut, Delaware, District of Columbia, Illinois, Indiana, Eastern Kentucky, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Rhode Island, Vermont, West Virginia, Wisconsin

