



## THROUGH THE YEARS

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



## 1980s Potato Character

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

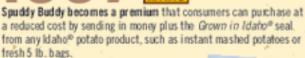
## Named "Potato Buddy."

the previously used character is given a permanent smile, tennis shoes, and a red sweater, and he now

displays 🐃 the Grown in Idaho®



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



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 their establishments.

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

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.



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 (Califo Dollato Colif) for more than 1,500 nutritious and delicious Idahor potato recipes. For daily updates and to be part of our social media community, follow us on

