

PROGRESSIVE  
GROCER

# POTATO

RETAILING TODAY

NO. 17

POTATOES  
CAN BRING IN  
MORE  
PRODUCE  
SHOPPERS:  
EXCLUSIVE  
NEW RESEARCH

## Leveraging potatoes to build a better image for the produce aisle

Potatoes are already high on most consumers' grocery shopping lists when they hit the produce aisle. But the appeal of spuds can do more than just boost potato sales: Carrying tubers supported by strong branding can also improve customers' perceptions of your produce department and increase the likelihood that they'll shop the store again.

No matter what the variety of potato, the Idaho name is by far the most-named top of mind "brand" of potato, according to exclusive new data from Carbonview Research. In fact, about half of all shoppers say they specifically seek out the Idaho name when they're shopping for potatoes. In addition, the association between "Idaho" and potatoes is the strongest of any of the most common food and state associations, such as Wisconsin and cheese or Washington state and apples.



### Brand Name Recall

TOP MENTIONS INCLUDE

Idaho  
**58%**

Russet  
**17%**

**8%** Yukon Gold

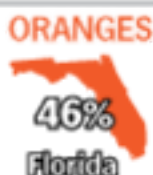
**5%** Red



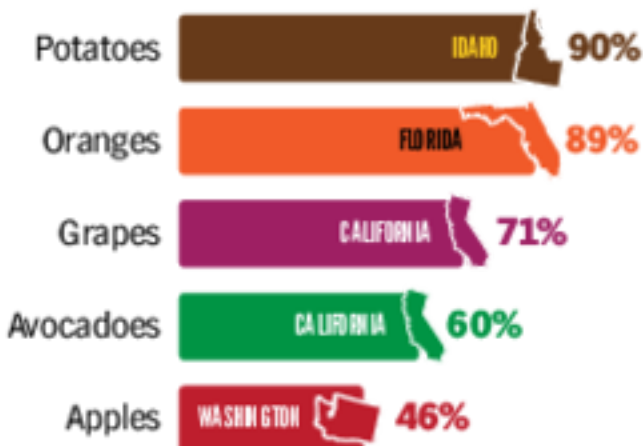
## State Conjures Thoughts of...

# POTATOES

**90% Idaho**



## State Associated with Specific Produce

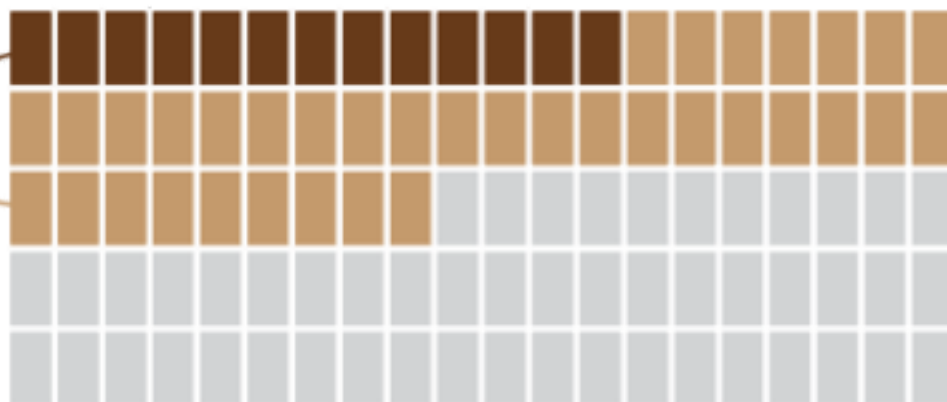


## Consumers Who Look for Idaho® Potatoes When Shopping for Fresh Potatoes

Always look for Idaho: **13%**

Sometimes look for Idaho: **37%**

**49% seek out Idaho**



## BEHIND THE RESEARCH

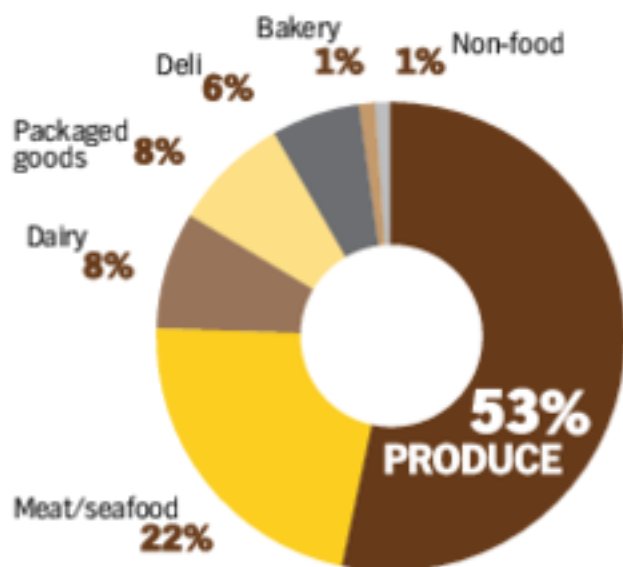
All data are from Carbonview Research, based on an online survey conducted in September 2014 among 1,500 consumers who were all age 18 or older, partially or wholly responsible for purchasing fresh produce for their household, and who had bought fresh potatoes within the past three months.



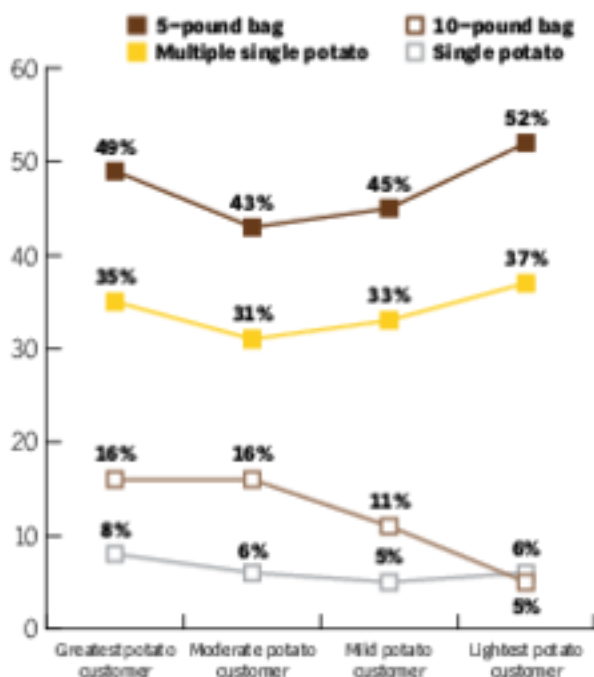
## Potato consumers judge stores by produce aisle

### The Most Important Area in the Supermarket

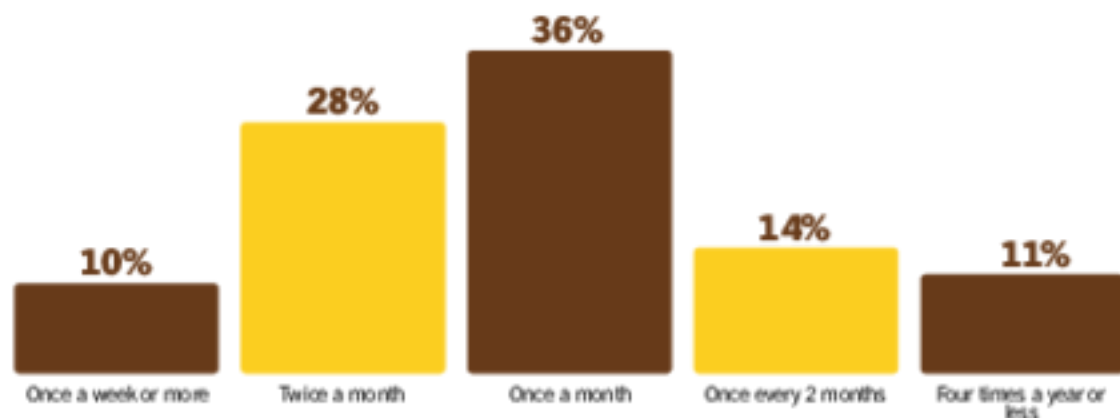
(% OF POTATO SHOPPERS RANKING AREA AS MOST IMPORTANT)



### Potato Consumption Segments and Potato Packaging

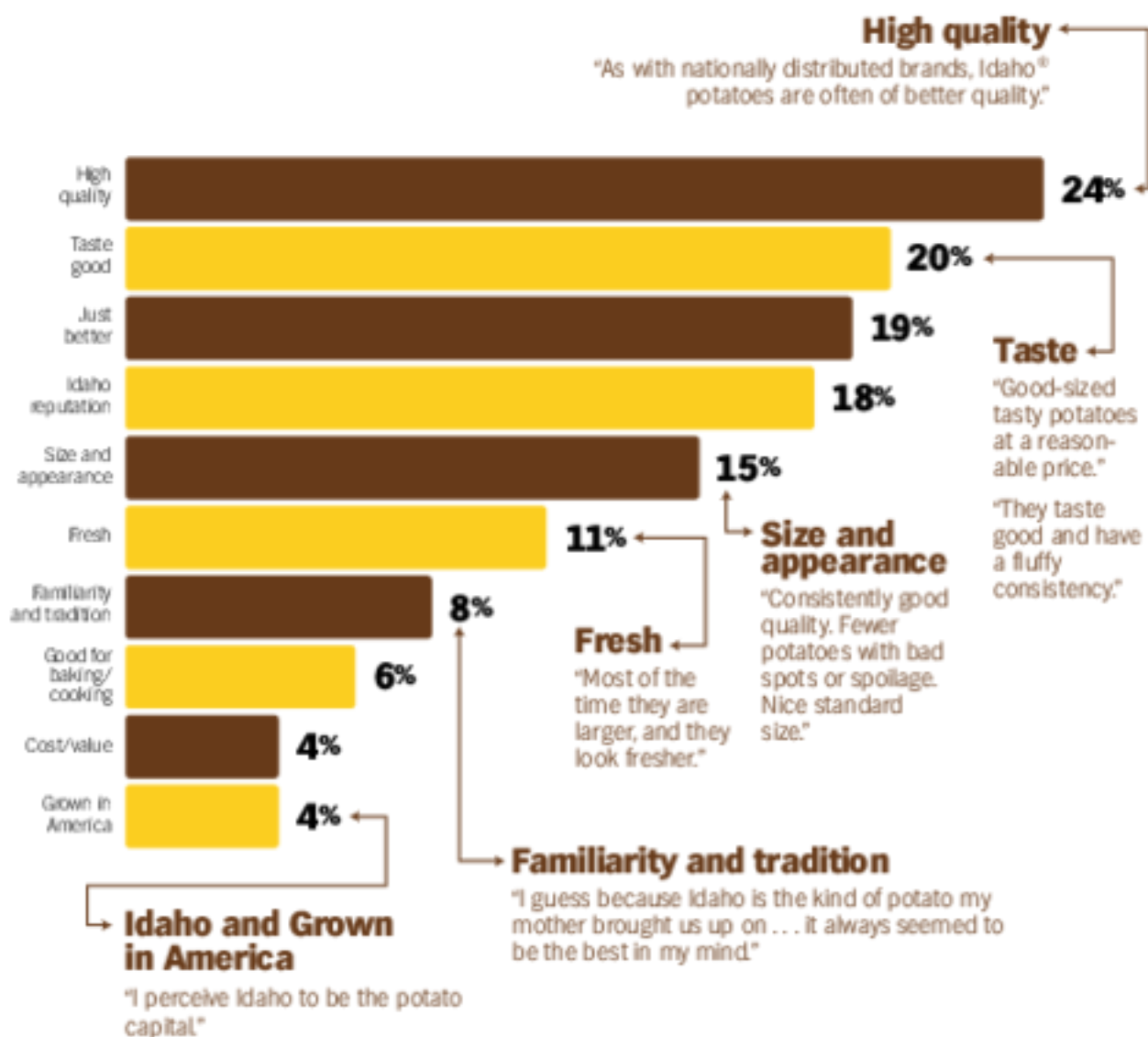


### Consumers Buy Fresh Potatoes an Average of 16.9 Times Per Year



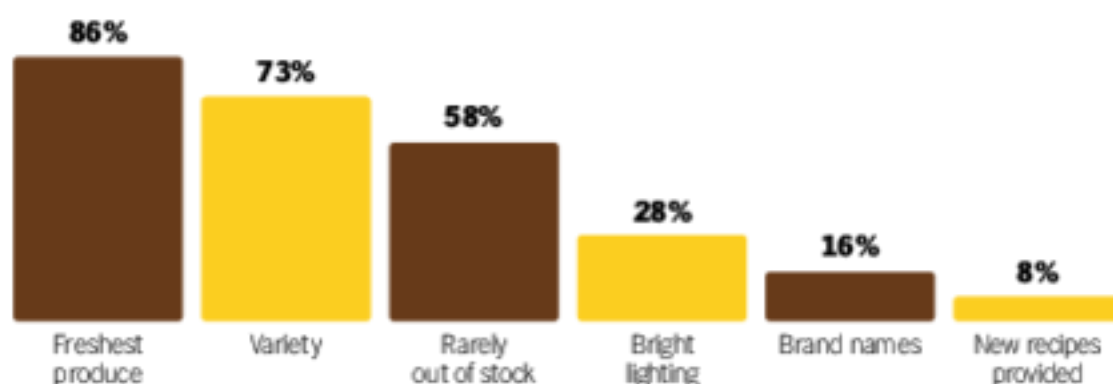
The produce department is by far the most important section of the grocery store for drawing in potato consumers, with meat/seafood a distant second. And these spud shoppers are stocking up: On average, they buy enough potatoes for more than three meals each time they purchase potatoes. From heavy to light potato users, however, the most popular packaging is the 5-pound bag. For those consumers who go to the supermarket looking specifically for Idaho® potatoes, spuds with superior quality and taste are the expectation, in addition to desirable size and appearance.

## Consumers Look for Idaho® Potatoes for:



# Idaho appeal: More positive produce department perceptions

## Impact of Features on Making Produce Department Desirable

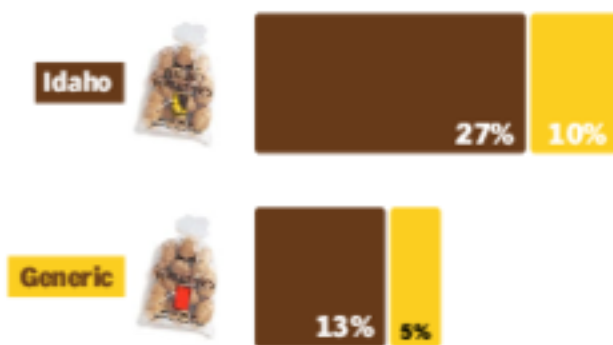
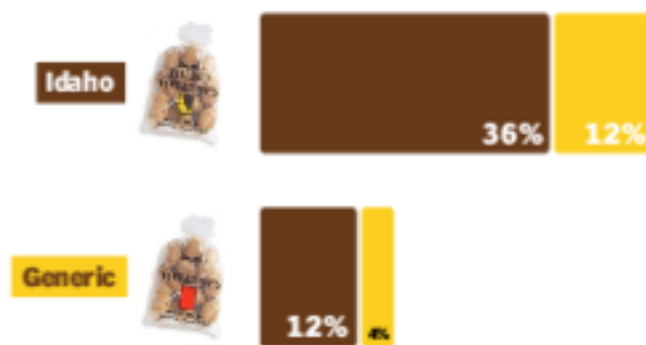


Freshness is among the greatest influencers of positive produce department perceptions, and Idaho® potatoes have a more favorable image of freshness than non-Idaho.

## Impact of Idaho on Produce Department

Impact of image on opinion of produce department

Impact of image on likelihood to shop store again



Improves Opinion Somewhat  
Improves Opinion Very Much

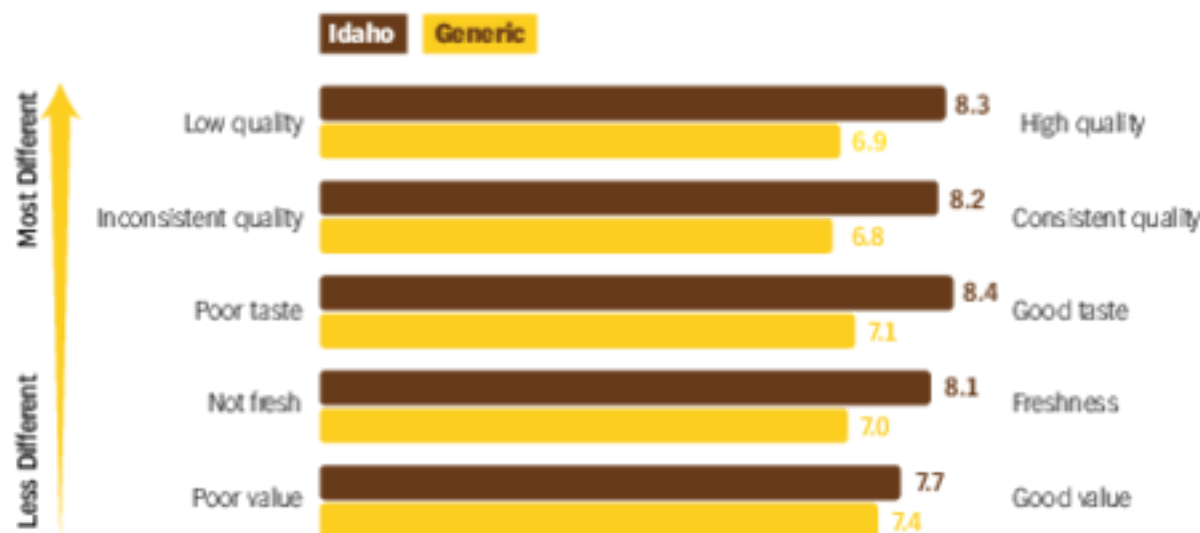
Somewhat More Likely to Shop  
Much More Likely to Shop

Carrying Idaho® potatoes, with their strong branded image among consumers, is likely to positively impact perceptions of produce department desirability, according to new data from Carbonview Research. Seeing a bag of Idaho® potatoes is more likely to elicit positive thoughts about freshness, taste and quality than seeing a bag of generic potatoes. And shoppers even rate spuds from Idaho at least one point higher than non-Idaho potatoes for quality, taste and freshness. It all adds up to a rosier view of the entire produce aisle among shoppers and makes it more likely that they will shop the store again.

## Top-of-Mind Associations to a Bag of Potatoes



## How Consumers Rate Idaho vs. Non-Idaho Potatoes\*



The degree to which consumers see Idaho® potatoes as better than non-Idaho is similar to Florida vs. non-Florida oranges and California vs. non-California grapes.

\*Average rating on 10-point scale

IDAHO

"I'm so popular with my customers that the other category managers are getting jealous."

**Ted**  
CATEGORY MANAGER

CAN STOCKING  
**IDAHO® POTATOES**  
MAKE YOU  
TOO SUCCESSFUL?

Nobody said that dealing with all the success that comes from stocking Idaho® Potatoes would be easy. But we're sure you'll manage somehow.

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

