

April 26, 2011

Dear Idaho® Potato Shipper,

I am very pleased to announce that the contract between the Idaho Potato Commission (IPC) and the American Heart Association (AHA) has been finalized.

This certification mark is one of the IPC's biggest initiatives of the year. The heart-check mark indicates that Idaho® potatoes meet the American Heart Association's criteria for foods containing low saturated fat and cholesterol. It has become a guide for millions of consumers who are actively looking for heart-healthy foods.

We have negotiated with the AHA to allow shippers to print the heart-check mark on bags, locking devices and marketing materials at a reduced participation rate of \$1,000 per year, per category (\$4,000/year maximum) regardless of the number of SKU's. The four categories are: russets, reds, yellows (e.g., Yukon Gold) and fingerlings. Each year you will have to renew your participation.

If you are interested in including the heart-check mark on your packaging you will need to fill out an application and have any materials that feature the mark approved by the AHA.

Sue Kennedy from the IPC's public relations agency, Evans Hardy + Young, can apply to the AHA on your company's behalf and present your materials to them for approval. She can be reached at skennedy@ehy.com or 302-547-3625. Please note that the application process takes approximately 2-3 weeks and additional 2-3 weeks for marketing materials to be approved.

I appreciate your patience over the last few months as we worked diligently to create a program for you that will ultimately help consumers better understand the heart health benefits of Idaho® potatoes.

On behalf of the Idaho® potato industry, I do hope that you take advantage of this unique and worthwhile opportunity.

Sincerely,

Frank Muir

President & CEO, Idaho Potato Commission

