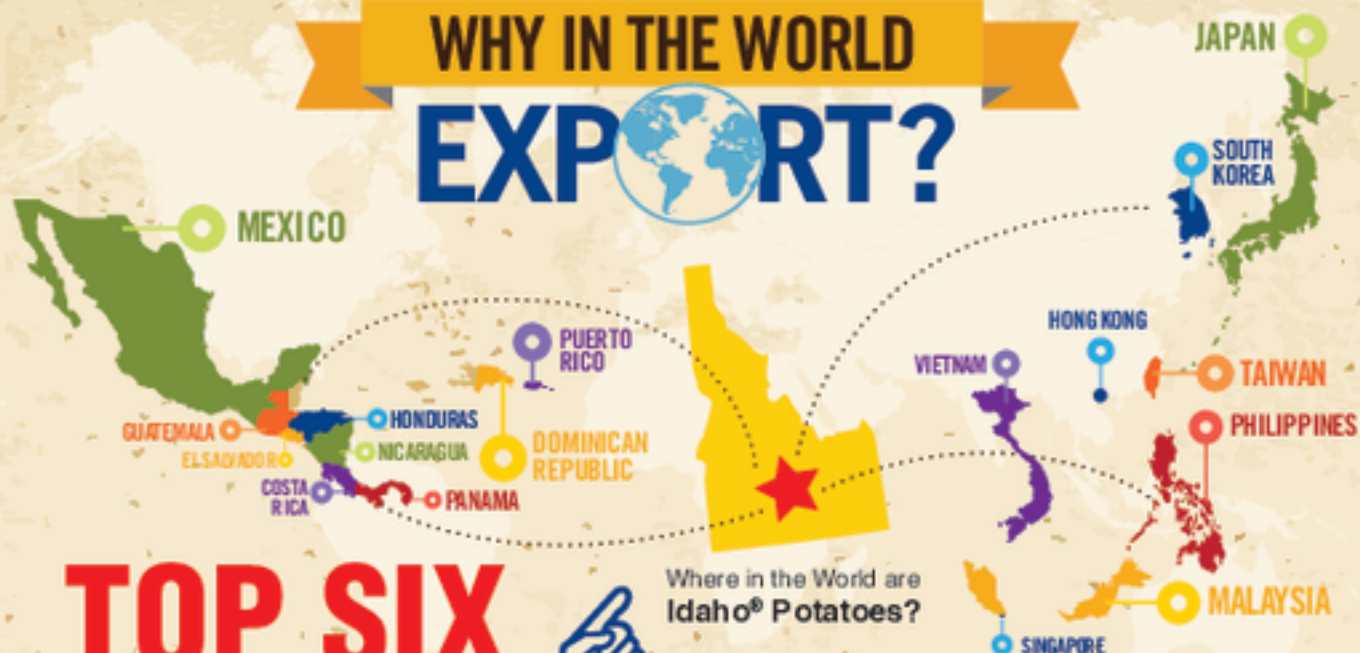


# WHY IN THE WORLD EXPORT?



Where in the World are Idaho® Potatoes?

## TOP SIX REASONS



### • TO BE AN EXPORTER •

Increase sales



2/3 OF THE PURCHASING POWER AND 95% OF THE WORLD'S POPULATION ARE OUTSIDE THE U.S.

**Long-term security** – The U.S. is a mature market with increasing yields and intense domestic competition. Establishing export business can reduce US supply.

5

**4 Improve profits** – Idaho® potatoes have the potential to command a higher price in export markets.



**Diversification** – Customers in international markets mean your business will be less vulnerable to downturns in the U.S.

3

**2 Reaching Idaho's potential** – The U.S. exports 1 in 5 rows of potatoes. Idaho's exports are underdeveloped with only 1 in 6 rows going abroad. There's the potential to increase exports by 20%!

**1 Idaho Potato Commission has your back** – The strength of our brand is recognized all over the world. The IPC will continue to grow the Famous Idaho Potato brand and support you and your export partners in markets around the world.

## TOP TEN EXPORT MARKETS FOR FRESH IDAHO® POTATOES



1. Mexico
2. Malaysia
3. Singapore
4. Taiwan
5. Philippines
6. Guatemala
7. El Salvador
8. Caribbean
9. Panama
10. Hong Kong



Questions? For info on how you can become an exporter contact  
**Traci Lofthus**  
208.334.2350 x 228

Traci.Lofthus@potato.idaho.gov

IdahoPotato.com