

# WHY DO YOU BUY IDAHO® POTATOES?

It's because **GROWN IN IDAHO®** is much more than a label!

In a survey of Foodservice operators, an overwhelming majority strongly preferred Idaho® potatoes for a multitude of reasons.



of operators surveyed buy Idaho® potatoes



Idaho® potatoes are consistently high-quality, evenly sized, and are readily available.

Laura Owen, CJS on the Bay

Idaho's rich volcanic soil, warm days, cool nights, and clean water from the majestic mountains give Idaho® potatoes their unique texture, taste, and dependable performance.



They make the best mashed potatoes and twice baked potatoes!!!

Sarah Falls, Sodexo

*What*  
**IDAHO® POTATO PURCHASING FACTORS are most IMPORTANT TO YOU?**

Quality

Taste

Consistency and Reliability

Year-Round Availability

Brand Recognition

Versatility

Profitability



SOURCE: CTV, 2021, The Latest Dish Newsletter Subscriber Survey.

Idaho Potato Commission | IdahoPotato.com

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