Potatoes USA Program
Overview
By
John Toaspern
Potatoes USA Mission

Strengthen Demand for U.S. Potatoes
Potatoes USA Programs

- Domestic Marketing
- International Marketing
- Production Research
Domestic Marketing
Consumer Program
Inspiring Consumers to Eat More Potatoes

PROMOTION
INFLUENCER PARTNERSHIPS
16 Twice-Baked Potato Recipes You Won't Be Able to Resist

Potatoes have never tasted this good.
Influencer Partnerships

For Inspired Potatoes, Try These Simple Tricks

by Katie Macdonald  •  SPONSORED  •  September 20, 2017  •  1 Comment

Mashed Potatoes with Caramelized Onions by Food52

Horseradish Hash Browns by Amanda Hesser
Potato Recipe Searches Increasing

PotatoGoodness.com Recipe Searches

FY17  FY18

July  Aug  Sept  Oct  Nov  Dec  Jan  Feb  Mar  Apr  May  Jun
Nutrition Program
Changing Perceptions of Potatoes

ENGAGING ATHLETES & FITNESS PROFESSIONAL
RECIPE DEVELOPMENT
Engaging Athletes & Fitness Professionals

Proud to be the Official Performance Vegetable of Ironman 70.3 Boulder

runDisney

ACSM’s 22nd Health & Fitness Summit & Expo
“I LOVE this! Every real food should come out here. Go potatoes, the good carb!”

“The potato is the perfect vehicle for anything you want to eat.”

“I’ve never thought of potatoes this way. This has changed my perspective on potatoes.”
Recipe Development
Registered Dieticians
Retail Program
Increasing Potato Sales at Retail

ENGAGING SHIPPERS
ENGAGING RETAILERS
Enable Shippers

PotatoesUSA.com/Growers

Retail Insights

- 2016 Year in Review
- 2017 - Walmart eCommerce
- 2017 Hidden Gems of the Grocery Channel
- 2017 Lidl's Marketing Strategy in the US
- 2017 Nielsen-The Future of Fresh
- 2017 Q3 Hidden Gems of the Grocery Channel
- 2017 The Future of Advertising Spending
- A Club Challenger: How Do Costco's Prices Compare to Amazon?
- June 2017 Kantar Retail Hidden Gems
- Kantar Retail 2017 Western Regional Shopper The Grocery Shopper Journey
Engaging Retailers

Walmart
Save money. Live better.

SpartanNash

Jewel-Osco

Sprouts Farmers Market

Hannaford

meijer

Potatoes USA
Ingredient Program
Increasing Use in Prepared Foods

EDUCATION

INNOVATION
Education

Potatoes 101
Innovation
Foodservice Program
Getting More Potatoes on Menus

INNOVATION
EXPOSURE
ENGAGEMENT
Innovation

Global Potato Innovations
A LOOKBOOK FOR CULINARY PROFESSIONALS
Exposure
Engagement
K-12 School Foodservice Program
Getting More Potatoes on K-12 School Menus

ENGAGING SCHOOL FOODSERVICE OPERATORS
CREATING FUTURE POTATO ENTHUSIASTS
K-12 School Foodservice
International Marketing
## Programs by Country

<table>
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<th>Country</th>
<th>Foodservice</th>
<th>Ingredient</th>
<th>Retail</th>
<th>Consumer</th>
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U.S. Potato Exports
20 Years

US Dollars in Millions

July/June Marketing Year

175%
Production Research
Research Committee

- National Chip Program
- NFPT Program
- Enhanced Availability of Variety Development Data
  - 24/7 access at potatoesusa.mediusag.com
- American Potato Research Alliance (APRE)
Research Committee
Potato Research Advisory Committee

$2.75 Million in SCRI Funding (2017)
- Soft Rots Associated with *Dickeya*
- Remote Sensing

108 Industry Support Letters for Soil Health Project

23 Industry Support Letters for Diploid Breeding

Strengthened Partnership with Research Community
Thank You