

Positive Story—Healthy Choices

Potato Type Education

- Potato inspiration and education for shoppers
- Important step in encouraging incremental sales of many produce items

Romance Language

“This type...is known for its rosy red skin and white flesh. One favored use is **roasted**. Its moist, waxy flesh stays firm and flavorful throughout the cooking process. The slightly sweet and always-tender texture complements any dish...”



Signature recipes and photos



Videos



Farmer's Market Beauty Photography



Try a different potato every day of the week

TUESDAY		WEDNESDAY	
Yellows Featuring a golden skin and creamy flesh, yellow potatoes are naturally sweet and a hearty staple.	Pelites Pelite potatoes are a little different. They are small, round and have a waxy texture with a little more moisture than the average potato.	Russets Russets are known for their starchy, fluffy skin and soft, moist flesh. They become soft and fluffy when boiling.	Reds Red potatoes have a waxy texture and a slightly sweet flavor. They are perfect for roasting, boiling, and mashing.
THURSDAY Whites A classic potato variety, white potatoes have a firm, moist texture and a slightly sweet flavor.	Red, White and Blue Potato Salad	THURSDAY Fingerlings Fingerlings are small and versatile. They are perfect for roasting, boiling, and mashing.	THURSDAY Chippies Mashed Potatoes
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For these recipes, and hundreds more, visit www.potatogoodness.com.

POTATOES
UNEARTHED
 45% Daily Supply of Potatoes | 100% Daily Potatoes | 100% Daily Potatoes

Retail materials

Positive Story--Ethnic Charm

- The All American potato is also foundational in a wide range of international cuisines.
- Potatoes effortlessly transform into ethnic delights: Mediterranean, Latino, Irish, German, Asian, Indian...



Latin Roasted Potatoes



*Red Cooking Pork
and Potatoes*



Pesto Potato Salad



Irish Potato Bread



Causa



Bombay Potato Curry



Colcannon Chowder

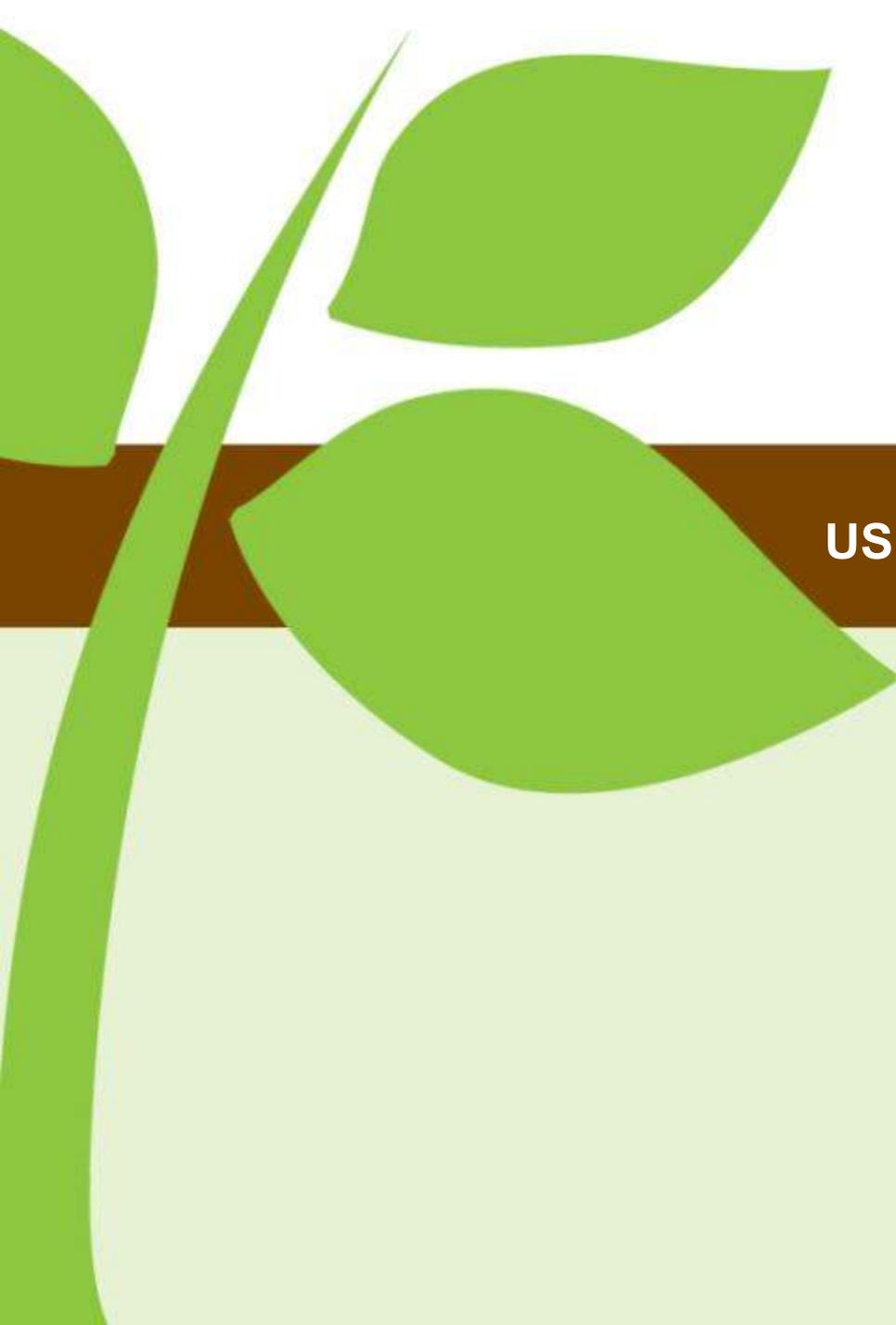
Positive Story (in 6 months...)

New Clinical Study by Susan Raatz, USDA Grand Forks Nutrition Research Center:
Effects of potato consumption on glucose tolerance and insulin sensitivity

Potential and probable headlines:

“New research shows that potatoes can (and should) be included in a diabetic diet.”

“If you suffer from diabetes don’t pass on the potatoes. Research shows that consuming potatoes, as part of a lifestyle modification program, can be a healthy part of the dietary management of diabetes.”



USPB Resources

POTATOES

UNEARTHED

100 Years Supply of Potatoes
100 Years Supply of Potatoes
100 Years Supply of Potatoes

Insights into your Shopper

meet **linda**

Age: 25–54 (the sweet spot)

Gender: female

Family: kids in household

of U.S. Adults: 34.3MM (15% of U.S. adult pop)

of People Influencing: 117 MM (approx. 1/3 U.S. pop)

about **linda**

- Linda is comfortable in the kitchen and enjoys cooking for her family
- She likes to experiment and try new recipes
- She cooks frequently throughout the week (~5 days per week)
- Prefers to cook with fresh rather than frozen
- Linda has a traditional approach to cooking
- She buys a lot of the same brands and makes a lot of the same meals her mother did when she was a child
- Her family influences the brands and products she buys
- She is a medium-user of potatoes and serves them 1-3 times per week

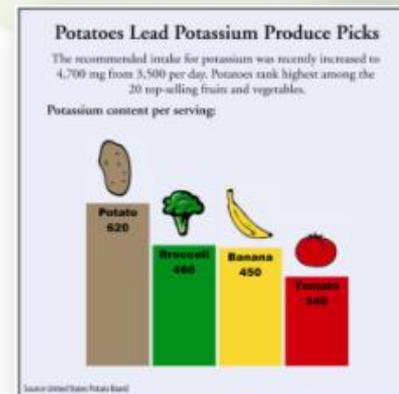
Where does Linda get information?

- Friends and family
- Word of MOM (strangers)
- Traditional media
- Social media
- Nurses and doctors
- **Registered dietitians**



Customizable assets at the ready

- Editorial Content
- Photos
- Recipes
- Video
- Trend Information
- Potato Statistics
- Nutrition Science and Research
- Potato Types Coloring Book and activity sheets



MEDITERRANEAN POTATO SALAD

For a quick and healthy taste of the Mediterranean, serve up this potato salad. A delicious twist on a summertime favorite!

- 1 1/2 lbs. two potatoes
- Cook variety of potato; may be used. If peeling, do so after cooking and peeling. Add before mixing with remaining ingredients.
- 1 cup crumbled feta cheese
- 1/2 cup minced red onion
- 1/2 cup chopped cucumber
- 1/8 cup halved olive wedges
- 1 tablespoon minced garlic
- 1/2 cup crumbled feta cheese
- 1/8 teaspoon sea salt
- Freshly ground pepper to taste
- Chopped fresh parsley and olives, if desired

Place whole potatoes (do not peel) into microwave-safe dish. Cover dish. If cooking dish with plastic wrap, make small hole in plastic. Microwave on HIGH for 10 to 12 minutes depending on strength of microwave. Cook times may vary to reduce dish from microwave. Carefully remove cover from dish due to steam buildup and set aside. Cut potatoes into 1/2-inch pieces and place in a large bowl with remaining ingredients. Stir until well mixed. May be served immediately, but for best results, refrigerate for at least one hour. **Serves 4**

Revised analysis per serving with skin: Calories 215, Fat 2g, Sodium 17g, Total Fat 2g, Cholesterol 10g, Sodium 170mg, Potassium 520mg, Calcium 40mg, Iron 1mg, Total Sugar 2g, Fiber 2g, Vitamin A 40%, Vitamin C 10%, Pot 3%

Regular Quarterly Communications

- SEASON' S E-Newsletter
 - New tools and editorial to use within your own communications
- State of the Potato Category
 - Produce focused newsletter sent to retailers regarding best practices and case studies

(Make sure to give me your email address if you aren' t already on these lists!!!)

Our Motivation

- Your shoppers are eating healthier and living longer, fuller lives
- Forging a stronger, more vibrant relationship with your shoppers and greater loyalty to your company
- Your shoppers are spending more of their food dollars on produce, and spending it in your stores (everyone wins!)

