

STOCK UP NOW ON IDAHO® POTATOES FOR THE HOLIDAYS!

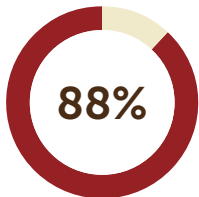


The holidays are fast approaching and last year russets accounted for 67% of all potato category volume sales.

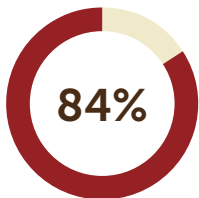


THE AVERAGE AMOUNT SHOPPERS SPEND WHEN POTATOES ARE INCLUDED IN THEIR BASKET.

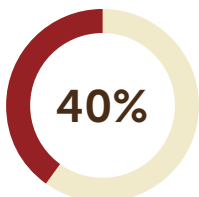
Shoppers **without potatoes** in their basket **only** spend an average \$43.30.



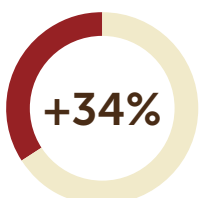
households that purchase fresh potatoes



potato shoppers who watch circulars to decide where to shop



shoppers who have reduced the number of stores visited



average weekly dollar increase since pandemic began



5 lb, 8 lb, and 10 lb

Target these bag sizes to maximize sales!

CONSUMER INSIGHT

Shopping habits are shifting towards larger pack sizes