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<td>We Love You, Too</td>
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<td>Hey Alexa!</td>
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<td>Big Idaho® Potato Truck</td>
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Public Relations

Certified
Grown in Idaho
100% Idaho Potatoes
Will He Find His Truck?

Is this the year our real Idaho® potato farmer finally finds his missing Big Idaho® Potato Truck? What new tricks do he and his faithful hound have up their sleeves to locate the titanic mobile tater? Join them on two all-new adventures as they continue to track the Truck across America. The eighth year of this highly popular campaign commercial commenced on Saturday, September 15, on ESPN during the Boise State University vs. Oklahoma State University football game. And the commercial will continue to air nationwide on CNN, FOX News, Headline News, the Weather Channel, the History Channel, the Food Network, the Cooking Channel, Hulu and CBS All Access beginning in October. The spots are scheduled to run through early April. You can also catch the entire “Missing Truck” series by visiting the IPC’s YouTube channel, IdahoPotatoVideos.
Strong Web and Social Media Presence

According to Facebook, in July 2018 there were 2.23 billion monthly active users. During the first quarter of 2018, there were 336 million monthly active users on Twitter.

As of June 2018, Instagram had 1 billion monthly active users.

YouTube has 1.8 billion users visiting the site every month. Social media is bigger than ever, and the IPC’s presence grows stronger every month. Over the past few years, the IPC has made great strides in creating and maintaining active and engaging social media accounts. Daily posts consist of delicious recipes, updates on local events like the solar eclipse and Idaho® Potato Marathon, chronicles of the Adventures of Spuddy Buddy, updates on the Big Idaho Potato Truck Tour, details on promotions and contests and everything tater-related you can think of! Social media creates a unique opportunity for us to talk directly with consumers, ultimately strengthening their loyalty to the Idaho® potato brand. If you’re not already doing so, be sure to follow Famous Idaho® Potatoes on Facebook, Instagram and Twitter—and subscribe to our YouTube channel, IdahoPotatoVideos. This year we’re amping things up with more contests, great prizes and lots of cool information on America’s favorite vegetable.

Stay Connected!
- Visit IdahoPotato.com
- Follow IPC on Instagram
- Follow IPC on Pinterest
- Like IPC on Facebook
- Subscribe to IPC’s YouTube channel
- Follow IPC on Twitter

Please visit us at IdahoPotato.com and follow us on:

- @famousidahopotatoes
- @idahopotatoes
- @idahopotato
- idahopotato
- idahopotatovideos
At last potatoes are being lauded for their nutritional profile...something we’ve known all along! From talk show host Dr. Oz telling people to eat more potatoes to the popular Whole 30 Diet now allowing allowing potatoes, folks can finally feel good about biting into their steaming hot baker!

Close to 10 years ago, the American Heart Association recognized Idaho® potatoes as a heart-healthy food, and the organization’s well-recognized and respected Heart-Check mark is another reminder to consumers that Idaho® potatoes are indeed healthy.

The Heart-Check mark is free for shippers to add to their bags.

Is featuring the Heart-Check mark worth it? You bet! This mark is one of the most recognized and respected symbols in grocery stores. In fact

- 72 million U.S. adults (30 percent of the population) “always” or “usually” use the Heart-Check mark to make decisions about selecting foods and beverages.
- Shoppers look for the Heart-Check mark more than any other on-packaging symbol when shopping for heart-healthy food products.
- 62 percent of shoppers are influenced by the mark when shopping for new heart-healthy food products.

**Nutrition Facts**

In 2016, the FDA announced new requirements that are based on updated scientific and nutrition information designed to help consumers make informed choices about the food they purchase and consume.

Some basic differences are the modifications to serving size, potassium and added sugars.

Manufacturers will have until January 1, 2021, to comply with the final requirements, and manufacturers with less than $10 million in annual food sales will have an additional year to make the changes.
Whenever the IPC communicates with the media, whether it be through a press release or a phone call, pertinent key messages are skillfully woven into the copy or conversation. While there are hundreds of great things to say about Idaho® potatoes, four primary key messages are communicated:

- Idaho® potatoes are a nutritious and delicious part of a healthy and active lifestyle. They contain important vitamins and minerals, including potassium, and are naturally gluten-free.
- Fresh Idaho® potatoes are certified by the American Heart Association as a heart-healthy food.
- Not all potatoes come from Idaho; you have to look for the Grown in Idaho® seal. Idaho’s unique growing environment makes Idaho® potatoes different from potatoes grown anywhere else in the world.
- Visit the Idaho® potato website and social media pages for more information about America’s favorite vegetable and a rich selection of delicious recipes.

The IPC’s primary target audiences are:

**Traditional and Online Media**
- Newspaper, magazine, broadcast and online reporters who cover primarily food, lifestyle and health topics
- Industry trades

**Social Media Followers**
- Consumers using Twitter, Facebook, Instagram, Pinterest
- Bloggers: Food and general lifestyle-focused blogs

**Consumers**
- Target Audience: Women and Men (25-54)
National Trade Advertising Campaign

Last year in our fun-filled comic book-style ad campaign, our super Retail Promotion Directors interviewed dozens of applicants to join their team before hiring “Dynamite” Dave Rhodes. Now, one rejected potential rep seeks revenge!

Meet “Half Baked,” Potatoland’s newest Super Villain! Will Half Baked succeed in foiling our Idaho® Potato Field Force’s heroic efforts to help retailers achieve better sales? Stay tuned as Dave, Kent “Biceps” Beesley and Bill “Speedy” Savilonis battle this nefarious new foe while providing powerful promotions, lightning-fast responsiveness and mighty market data analysis to Category Managers everywhere. Look for all 10 episodes in key publications, including The Packer, Produce Business, The Produce News, and the FMI and PMA SmartBrief e-newsletters.
A Big Helping

The Big Idaho® Potato Truck has proven to be the biggest (both figuratively and literally) marketing program in the IPC’s history. One contributor to its success is its charitable component, “A Big Helping.” In most of the markets the Truck visits, it partners with a local charity to help raise funds and awareness for a specific cause. While in the market, the Tater Team (the group who travels with the Truck) sets up a signature board, and for every signature collected, $1 (up to $500) is donated to the local charity partner.

A Big Helping has become a very meaningful part of the tour that helps improve the local communities we visit.

RODS—Racing for Orphans with Down Syndrome

While RODS may not be a household name yet, the impact of this small but mighty nonprofit organization is astounding. RODS consists of more than 388 runners and triathletes who live all across the country, but race for one cause—to find homes in the United States for children from other countries who are born with Down syndrome. Sadly, in many countries children born with Down syndrome are often institutionalized and don’t receive the care or love they need to thrive. This year, RODS is celebrating a special milestone—through its fundraising efforts and support from organizations like the IPC, it’s been able to provide the financial support for 30 adoptions. Thirty children are no longer in orphanages but are with loving families.

New Year’s Eve Potato Drop

It was noisy in Boise for the 5th Annual New Year’s Eve Potato Drop. A giant glowing Idaho potato was dropped in front of the state capitol building into an oversized bag of Grown in Idaho Super Crispy Crinkle Cut Fries to ring in 2018. The IPC is a major sponsor of this local event that generates worldwide publicity. The Big Idaho® Potato Truck, the Tater Team, Spuddy Buddy and 40,000 revelers bundle up every year to enjoy the festivities, the countdown and an impressive fireworks show.
Spotlight on Idaho Potato Farmers

More and more consumers want to know where their food comes from. Who grows it? What's in it? Is it all-natural? This year we plan to introduce folks to the farmers who grow their favorite vegetable—Idaho® potatoes! Every few weeks a different Idaho potato farmer will be featured in the IPC’s “Thank a Farmer” social media posts on Facebook. The post will include a photo of the farmer, their family farming history, a few details about their farm and the answer to everyone’s most pressing question—their favorite way to eat an Idaho potato! All this information will be saved in a new section on the IPC website.

Keeping Social

Whether you’re a fan of social media or not, it’s become an integral part of just about every brand’s communication strategy—including Idaho® potatoes. Daily posts on Facebook, Instagram and Twitter keep folks up to date on all the IPC’s activities and provide them with many reasons to eat more Idaho® potatoes! This year, like in past years, the IPC will work with social media influencers who have millions of followers to help reach even more consumers with our targeting messaging. We’ll also host quarterly sweepstakes, contests and quizzes to engage our followers and keep them coming back!

We Love You, Too!

It’s not uncommon for celebrities to profess their love for certain brands, including Idaho® potatoes! Model Chrissy Teigen called out Idaho® potatoes in her new cookbook, Dr. Oz is telling his viewers to eat more potatoes and actress Jennifer Lawrence said during an interview with the Huffington Post that her favorite food is potatoes. This year, when a celebrity dishes on Idaho® potatoes, we’ll send them a box of fresh spuds to show our appreciation and to encourage them to post their unique gift on social media.
Come on Down!
Who can come closest to guessing the retail value of a 10-pound bag of famous Idaho® potatoes? Find out on TV game show “The Price Is Right,” when Idaho® potatoes co-star with Drew Carey.

Amazon’s Alexa, featuring Idaho® Potatoes
And if contestants don’t know what to guess, they can always ask Amazon's Alexa, featuring Idaho® potato answers and information like cooking instructions, recipes, fun facts and more. Q: Alexa, where are America's favorite potatoes grown? A: That’s an easy one. Idaho, of course!
Now on the Line Is Frank Muir

More than 68 million Americans listen to podcasts on a monthly basis—that's one out of every four people! These episodic audio files allow folks to tune into a variety of “shows” at their convenience. In four years, the number of people who listen to podcasts has nearly doubled from 12 percent of the U.S. population in 2013 to 24 percent in 2017, and this number is expected to grow exponentially. Podcasts cover just about every subject matter you can imagine, including marketing and agriculture. These shows provide the perfect venue to tell various aspects of the Idaho potato story, from marketing a commodity to international trade.

*Statistics are sourced from Entrepreneur magazine

The Most Amazing Potato Video Contest

Some people like to make DIY videos ... but millions of people like to watch them! Next summer, the IPC will aggregate all the unusual potato videos that already exist on YouTube and encourage viewers to vote for their favorite. A comprehensive public relations campaign, including social and traditional media, will promote the contest, along with the help of all the contestants! The lucky winner will receive $1,000 plus a 3-month supply of Idaho® potatoes.

Boise State University’s Secret Weapon

Eight years ago, TV stations across the country and millions of viewers loved watching the Boise State Broncos work out with Idaho® potatoes. We’re doing it again this year along with a big social media campaign and a consumer contest.

Video of the Broncos’ unique workout will be distributed to TV stations in the cities where BSU plays. Shorter 10-second clips will be promoted and boosted on the IPC’s Facebook and Instagram pages.

To further underscore the health benefits of Idaho® potatoes, folks will be invited to submit photos and/or videos demonstrating how Idaho® potatoes help keep them fit. The Grand Prize is $500, “bragging rights” plus a year’s worth of Idaho® potatoes.
Idaho Potato Commission
Encouraging Potato Sales Through Consumer PR Programs

Famous Idaho Potato Bowl

The FIPB is fast becoming one of the most exciting and anticipated college bowl games in the country. In 2017, Wyoming quarterback Josh Allen announced his decision to enter the NFL draft, and in 2016 the FIPB was the third highest scoring game in bowl history. Even FIPB alum who now play for the NFL Tweeted about the game, including Atlanta Falcons quarterback Matt Ryan.

From the title of the bowl game, to permanent signage in prominent locations throughout the stadium, to multiple broadcast mentions during the game, to ads airing on ESPN television and radio, the Idaho® potato brand can’t be missed!

Tune in on Friday, December 21, at 2:00 p.m. MST/4:00 p.m. EST for the 22nd Annual Famous Idaho® Potato Bowl to see all the record-breaking action as it happens. It will air live on ESPN.

Throughout the year, the bowl game generates hundreds of millions of media impressions, keeping Idaho’s famous spud top of mind for avid college football fans.

News Bureau

The IPC strategically develops its public relations plans to make sure it’s generating news every month. In the fall, one or two reporters from national publications will be invited to Idaho to participate in the Idaho potato harvest and see for themselves what makes Idaho® potatoes different from potatoes grown in other states. Leading up to the holidays, the busiest time of year for potato sales, reporters will receive tips, new recipes and photographs, and fun facts that they will be encouraged to share with their readers. We’ll also create news by conducting a fun survey, with publicizable results, that gets to the heart of folks’ affection for Idaho® potatoes. And, much of this information will be posted on the IPC’s Facebook and Instagram pages—reaching even more people!
Reaching Millions of Foodies Through Influential Food Influencers

Below are just a few of our fantastic food blogger partners and recipes!

In just a few short years, the IPC has developed relationships with more than 100 of the top food bloggers in the country. Throughout the year, the influencers provide the IPC with dozens of new and delicious recipes and photographs that are added to the IPC’s rich recipe database located on its website. Several bloggers also provide videos, which are both educational and entertaining. These videos are located on the IPC’s YouTube channel, IdahoPotatoVideos.

The IPC also attends and sponsors influencer conferences. These educational events allow the IPC to meet one-on-one with numerous bloggers, both up-and-comers and those already established with large followings. The conferences also provide an opportunity to educate the attendees about Idaho® potatoes and treat them to delicious samplings.

Food influencers have become an extremely important group of influencers who help us promote the Idaho® potato brand to millions of consumers across the country.

Check out hundreds of blogger recipes at idahopotato.com/recipes/tag/blogger.

Kita Roberts
GIRL CARNIVORE
CopyCat Slow Cooker Zuppa Toscana

Maggie Zhu
OMNIVORE’S COOKBOOK
Miso Ramen with Spiraled Idaho® Potatoes

Tina Dawson
LOVE IS IN MY TUMMY
Idaho® Potato Kheer

Sylvia Fountaine
FEASTING AT HOME
Baked Idaho® Russet Potato with Roasted Corn and Black Bean Relish
Category Management
State of the Potato Category

- Potatoes are the second largest volume contributor in the entire produce department, and the commanding first within vegetables.

Top Produce Categories by Volume Share

- Potatoes: 26.8%
- Onions: 11.2%
- Packaged Salad: 8.7%
- Tomatoes: 7.6%
- Cooking Vegetables: 6.5%
- Lettuce: 5.1%
- Cucumbers: 5.0%
- Peppers: 4.4%
- Carrots: 3.8%
- All Others: 13.5%

Source: Nielsen Perishables Group FreshFacts®, 52 Weeks Ending 2/22/14
State of the Potato Category

- Potatoes increased dollar sales 6.1% from the prior year. However, vegetables and total produce outpaced potatoes in dollar growth

<table>
<thead>
<tr>
<th>Type</th>
<th>Dollars % Change</th>
<th>Volume % Change</th>
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</thead>
<tbody>
<tr>
<td>Potatoes</td>
<td>6.1%</td>
<td>-0.5%</td>
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<tr>
<td>Russet</td>
<td>4.2%</td>
<td>-2.7%</td>
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<tr>
<td>Red</td>
<td>9.3%</td>
<td>4.5%</td>
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<tr>
<td>Yellow</td>
<td>12.6%</td>
<td>11.1%</td>
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<tr>
<td>White</td>
<td>7.4%</td>
<td>6.1%</td>
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<tr>
<td>Other</td>
<td>58.0%</td>
<td>0.2%</td>
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<tr>
<td>Fingerling</td>
<td>20.7%</td>
<td>17.7%</td>
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<tr>
<td>Purple/Blue</td>
<td>4.2%</td>
<td>-2.4%</td>
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Potato Performance by Type

- All potato types increased dollar sales from the previous year
  - Volume sales were down slightly, driven by Russet
Potato Performance by Type

- White potatoes make up a larger share of the category in the East and drove the positive growth of category volume, as volume sales of both Russet and red potatoes declined.

Potato Performance by Type

- Russet was the only potato type to have a negative volume trend, which resulted in a negative trend for the entire category.
Potato Performance by Type

- All potato types, with the exception of ‘other’, increased dollar sales from the previous year in the South region.

<table>
<thead>
<tr>
<th>South Region Dollar Share</th>
<th>South Region Volume Share</th>
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<tbody>
<tr>
<td>Potatoes</td>
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<tr>
<td>6.7%</td>
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<tr>
<td>Red</td>
<td>4.2%</td>
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<tr>
<td>9.9%</td>
<td>-3.2%</td>
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<tr>
<td>Red</td>
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<tr>
<td>13.3%</td>
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<tr>
<td>White</td>
<td>17.8%</td>
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<tr>
<td>Yellow</td>
<td>10.0%</td>
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<tr>
<td>7.1%</td>
<td>2.1%</td>
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<tr>
<td>White</td>
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<td>17.8%</td>
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<tr>
<td>Other</td>
<td>3.7%</td>
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<tr>
<td>Purple/Blue</td>
<td>1.4%</td>
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<tr>
<td>1.4%</td>
<td>-10.2%</td>
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- Of all of the regions, the West had the largest increase in total potato dollar sales.

<table>
<thead>
<tr>
<th>West Region Dollar Share</th>
<th>West Region Volume Share</th>
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<tbody>
<tr>
<td>Potatoes</td>
<td></td>
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<tr>
<td>10.2%</td>
<td></td>
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<tr>
<td>Red</td>
<td>7.3%</td>
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<tr>
<td>13.3%</td>
<td>-2.2%</td>
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<tr>
<td>Red</td>
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<tr>
<td>24.7%</td>
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<tr>
<td>Yellow</td>
<td>2.8%</td>
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<tr>
<td>3.2%</td>
<td>-20.2%</td>
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<tr>
<td>Yellow</td>
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<tr>
<td>24.7%</td>
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<tr>
<td>White</td>
<td>26.0%</td>
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<tr>
<td>Purple/Blue</td>
<td>29.6%</td>
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<tr>
<td>28.1%</td>
<td>24.4%</td>
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<tr>
<td>White</td>
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<td>Other</td>
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<td>Fingerling</td>
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<td>14.8%</td>
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<tr>
<td>Fingerling</td>
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</table>
Potato Performance by Size

- All package size groups increased dollar sales from the prior year, with the exception of the 10-lbs bag.

Potato Performance by Size

- 8-lbs and 1-4-lbs were the only package size groups in the East to increase both dollar and volume sales from the previous year.
Potato Performance by Size

- In the Central region, the 1-4-lbs size group had double-digit growth in both dollars and volume

### Central Region

**Dollar Share**

- **Potatoes**: 8.0% -0.5%
- **>10 lbs**: 1.3% -6.8%
- **10 lbs**: 0.9% -2.3%
- **8 lbs**: 22.6% 7.7%
- **5 lbs**: 8.3% 2.9%
- **1-4 lbs**: 20.4% 10.5%
- **Bulk**: 5.5% 0.9%
- **All Other**: 11.5% 14.2%

**Volume Share**

- **Potatoes**: 8.0% -0.5%
- **>10 lbs**: 3%
- **10 lbs**: 21%
- **8 lbs**: 1%
- **5 lbs**: 30%
- **1-4 lbs**: 12%
- **Bulk**: 31%
- **All Other**: 2%

**Source**: Nielsen Perishables Group FreshFacts®, 52 Weeks Ending 2/22/14

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Potato Performance by Size

- In the South region, all bagged potatoes increased dollar sales compared to the previous year. And 1- to 4-pound, 8-pound and 10+ pound had double-digit volume increases

### South Region

**Dollar Share**

- **Potatoes**: 6.7% -1.0%
- **>10 lbs**: 6.3% -0.1%
- **10 lbs**: -2.3% -10.0%
- **8 lbs**: 7.8% 6.5%
- **5 lbs**: 6.8% 2.1%
- **1-4 lbs**: 18.0% 14.0%
- **Bulk**: 6.5% 1.4%
- **All Other**: 15.8% 15.7%

**Volume Share**

- **Potatoes**: 8.7% -1.0%
- **>10 lbs**: 5%
- **10 lbs**: 39%
- **8 lbs**: 4%
- **5 lbs**: 42%
- **1-4 lbs**: 6%
- **Bulk**: 11%
- **All Other**: 2%

**Source**: Nielsen Perishables Group FreshFacts®, 52 Weeks Ending 2/22/14
Potato Performance by Size

- With the exception of 10-lbs and bulk, all package size groups had double-digit growth in dollar sales from the previous year.

Regional Performance

- Potatoes
  - West Region
    - Dollars per Store/Week: $2,250
    - % Chg vs YA: 4.6%
    - Volume per Store/Week: 4,044
    - % Chg vs YA: -3.3%
    - $ Contribution to Dept: 4.6%
  - Central Region
    - Dollars per Store/Week: $2,226
    - % Chg vs YA: 4.6%
    - Volume per Store/Week: 4,044
    - % Chg vs YA: -3.7%
    - $ Contribution to Dept: 4.6%
  - East Region
    - Dollars per Store/Week: $2,250
    - % Chg vs YA: 4.6%
    - Volume per Store/Week: 4,044
    - % Chg vs YA: -3.3%
    - $ Contribution to Dept: 4.6%
  - South Region
    - Dollars per Store/Week: $2,226
    - % Chg vs YA: 4.6%
    - Volume per Store/Week: 4,044
    - % Chg vs YA: -3.3%
    - $ Contribution to Dept: 4.6%

Source: Nielsen Perishables Group FreshFacts®, 52 Weeks Ending 2/22/14
Because Idaho Potato Shoppers are more aware of quality, their baskets are probably even bigger!
More Shopper Insights

The top two factors contributing to an unplanned fresh potato purchase are:
- The potatoes “looked tasty”
- The shopper “thought of a meal idea”

Potato buyers are more likely than average shoppers to buy more than they had planned on purchasing and are more likely to get meal inspiration while in the store.

Opportunity to increase incremental purchases throughout the store!

Source: 2011 USPB Shopper Insights Study

CATEGORY BEST PRACTICES

IPC Category Management
Assortment

Maintain a year-round assortment of potatoes to consistently appeal to a wide range of shoppers

- **Gourmet/Trendy Shopper**
  - Unique and innovative offerings (ex: Steamer bags, or purple/blue potatoes)

- **Quality Shopper**
  - High quality offerings, loose and small bags

- **Family/Traditional Shopper**
  - All types and 5-pound bags

- **Price Conscious Shopper**
  - 10- and 10+-pound bags

Consumers will pay for quality, specific sizes and varieties. It’s important to make sure your assortment attracts all potato shoppers

Source: USPB Assortment Best Practices

---

Assortment

An Idaho offering for each segment is critical to your category assortment

- Among those with a preference, **84% of consumers said they are more likely to purchase Idaho potatoes**, if given a choice

- When asked about who grows the best potatoes, 8 out of 10 consumers responded **Idaho**

Source: *IPC-BYU custom research 2006; **Technomic, Inc.

---
Pricing

Maintain a consistent, segmented pricing strategy that communicates a clear value proposition

- Keep the price gap between products consistent
  - Customers can quickly find the value they are looking for
- Don't give potatoes away! Price for a good margin
  - 80% of consumers plan to purchase potatoes before they enter the stores; as a result potato pricing is relatively inelastic and deep discounts are not needed to sell product*

Consumers associate Idaho Potatoes with high quality products and will pay a premium price for the Idaho Brand!

Merchandising

Merchandise all potato items together by type for better impact and easy convenience for consumers

- Set the higher-priced, specialty offerings first in the consumer traffic flow to take advantage of impulse sales
- Merchandise items by potato type then size, to ensure all category offerings are communicated to the consumer
- Make Idaho Russets the focus of the Russet section, as they convey quality and consistency

Source: USPB Pricing Best Practices

Source: USPB Merchandising Best Practices
Merchandising

It is important to educate your customers

- Differences in potato types
  - Encourage specialty types along with traditional
- New preparation ideas
  - Offer on-the-spot meal solutions
- Health benefits
  - Potatoes are one of the best nutritional values of the entire produce department

Poss materials with nutrition information provide consumers with reasons WHY they should eat potatoes...and feel good about it.

Source: USPB Merchandising Best Practices

Merchandising

Numerous industry studies have shown that point of sale materials boost sales

- Make sure Idaho potatoes are properly identified, so customers know they are getting the quality brand they know and trust
- It is also very important to place pricing signage adjacent to the product to which it is referring

IPC can provide marketing support to make your potato category the best around!
Promotion

Use promotions to attract customers and drive incremental sales – these guidelines can help make your promotions more effective

- **Discount**
  - Peak Potato Periods (Nov.-Jan): Don’t discount too deeply, consumers are already buying potatoes
  - Non-Peak Potato Periods: Promotions are more important to generate potato item lift
  - Remember to maintain the category pricing structure

- **Mix**
  - Promote a mix of bag and bulk items
  - When promoting organics, pair with at least one conventional item*

- **Displays**
  - Use secondary displays or end caps to bring attention to the promotion

Displays drive sales! Increase display size or implement a secondary display to drive purchases

*USPB Promotion Best Practices
Famous Idaho Potatoes

Idaho’s growing conditions give Idaho Potatoes their unique texture, taste and dependable performance:

- Warm days
- Cool nights
- Ample mountain-fed irrigation
- Rich volcanic soil

The “Certified” seal is a guarantee that you’re getting top-quality potatoes.

Idaho Potatoes are perceived to be a premium, and command a price premium at retail.

Why Idaho

Idaho is the only brand in potatoes. It’s the way to tell your consumers you care…and because consumers will pay more, by carrying Idaho Potatoes, you can enhance your potato category profitability.
Why Idaho

- When you buy Idaho potatoes you’re also getting the nation’s oldest and most powerful potato promotion program
  - National TV advertising
  - Potato Lovers Display Contest
  - Promotional support $$
  - Point-of-sale materials
  - Tie-in promotions
State of the Potato Category

- Potatoes are in the top 10 largest contributors to dollar share for the produce department, and the third largest within vegetables.

Top Produce Categories by Dollars Share

FreshFacts® Data Overview

- Data includes retail census sales data for key Food, Club and Mass/Supercenter store chains across the U.S., with more than $2 million annual ACV* sales per store.
  - ~18,000 stores nationwide
  - Data by week, by store, by item
    - Custom time periods available
    - 3 years of history
  - Data is for all products sold in the fresh departments.
Potato Lover's Month
The IPC's social media program continues to grow and build Idaho® potato loyalty among consumers nationwide as we interact with tens of thousands of Idaho® potato fans daily on Facebook, Twitter, YouTube, Pinterest and Instagram. Social media brings the IPC's marketing programs to life by generating immediate feedback from shoppers who engage with us through dialogue and the personal experiences they share. Through the sharing of recipes, nutritional information, industry news, monthly promotions and more, these direct-to-consumer communication vehicles increase brand presence on the Internet and drive traffic to the website, all while reinforcing the Idaho® potato image as a quality, premium product.

RECEIVE AN AIR FRYER JUST FOR ENTERING!

EVERY PARTICIPANT IS ENTERED INTO A RANDOM DRAWING TO WIN SIX NIGHTS’ AND SEVEN DAYS’ PAID VACATION FOR TWO TO THE ROYAL LAHAINA RESORT IN MAUI.

WIN A TRIP FOR TWO TO "MAUI!"

WITH MORE THAN $150,000 IN CASH & PRIZES!
Potato Lover’s Month

THIS TOPPER IS A SHOW STOPPER

IDAHOPOTATO onion poppers

HORMEL FOODS Real Bacon Bits

IDAHO POTATO Lover’s Month

Lover’s Month
Idaho® Potato Tie-Ins
Idaho® Potato Commission Partners with Fresh Gourmet®

Fresh Gourmet® has introduced a new line of toppers, and what better brand to partner with to showcase their new Crispy Garlic Chips than fresh Idaho® potatoes?

POS displays will be placed in retailers across the country. The displays will showcase the new Fresh Gourmet® Crispy Garlic Chips along with 5-pound bags of Idaho® potatoes. Fresh Gourmet® is providing a $1 off coupon for the purchase of both items together.

**LOAD UP THE BASKET**

Bundle product display & savings for increased sales

Top quality IDAHO® POTATOES & NEW Fresh Gourmet® Crispy Garlic chips are the perfect pair for bold, delicious potatoes. Delicious served baked, mashed, smashed, weeknights and holiday meals alike. Build the basket with this exciting cross-line promotion.

**IDAHO® POTATO PROMO**

**OCT-DEC**

**PROGRAM ELEMENTS**

DISPLAY Choose from a 6-case or 24-case display with traffic-stopping header & potato display tray

OFFER Save $1 on 5 pounds Idaho® Potatoes & one bag of Fresh Gourmet® Crispy Garlic Chips

DIGITAL Website feature on FreshGourmet.com, social media promoted posts, delicious recipes & photography

**SPECIFICATIONS**

<table>
<thead>
<tr>
<th>Item #</th>
<th>Case Size (12)</th>
<th>Pack Size</th>
<th>Product Name</th>
<th>Gross Weight</th>
<th>case</th>
<th>Display Case Dimensions L x W x H</th>
<th>Store Display Dimensions L x W x H</th>
<th>Last Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>RP100</td>
<td>14 lb.</td>
<td>12 ct.</td>
<td>Idaho® Potato Tie-Ins</td>
<td>14 lb.</td>
<td>12 ct.</td>
<td>6 x 2 x 8</td>
<td>8 x 8 x 8</td>
<td>$1.00</td>
</tr>
</tbody>
</table>
Idaho Potato Commission Partners with Excelsior/Frontera Wines

The Idaho Potato Commission is partnering with Excelsior Wine Company by placing 200,000 Idaho® potato coupons on Frontera wine bottles in various retail locations exclusively in Texas.
IDaho
Marketing Materials & Infographics
Idaho Potato Commission—
Providing You with Retail Marketing Support Materials

Your one-stop shop for logos, clip art, recipe photos and other Idaho® potato downloads!
Visit idahopotato.com/retail/retail-marketing-programs.
A Closer Look at the Value of

IDAHÔ® POTATOES

A RECENT STUDY BY ARIZONA STATE UNIVERSITY LOOKED AT VALUE AND PRICE ELASTICITY

PRICE ELASTICITY is the value that helps determine the relationship between a change in the quantity demanded of a particular good, and a change in its price.¹

THE STUDY FOUND THAT IDAHÔ® RUSSETS are much less elastic than russet potatoes from elsewhere. This means that when the price goes up, the resulting lost volume is significantly less than non-Idaho® Russets.

INCREASED PRICE

STABLE DEMAND/VOLUME

THE FINDINGS SUGGEST that retailers don’t need to discount Idaho® Russets to the same degree as non-Idaho® Russets for fear of a decline in volume.

LOWEST vulnerability to competitive pricing.

HIGHEST potential for increased profit margins.

“The fact is that even if you pay 10 cents per bag more for Idaho® Russets, you can charge 20 cents per bag more at retail.”

SETH PEMSLER
Vice President, Retail and International Programs
Idaho Potato Commission

Study Info provided by:
The study was conducted using IRI syndicated data
Category: Potatoes
Timeframe: 104 weeks ending 4/17/2016
8 Regions and Total U.S.
Level of Detail: Weekly data broken out by variety and pack
EQ Volume = Lbs
Timothy Richards, Ph. D. with Badger Metrics, LLC using his proprietary price elasticity model provided the statistical results reported.
Category Partners, LLC, in concert with Dr. Richards, provided the conclusions and takeaways reported.

Please visit idahopotato.com for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:

@famousidahopotatoes @idahopotatoes @idahopotato idahopotato IdahoPotatoVideos

¹http://www.investopedia.com/terms/p/priceelasticity

BETIVEN5lb BAGS OF RUSSET POTATOES

Lowest vulnerability to competitive pricing.

Highest potential for increased profit margins.

Increased Price

Stable demand/volume

The study found that Idaho® Russets are much less elastic than russet potatoes from elsewhere. This means that when the price goes up, the resulting lost volume is significantly less than non-Idaho® Russets.

In increased price

Stable demand/volume

The findings suggest that retailers don’t need to discount Idaho® Russets to the same degree as non-Idaho® Russets for fear of a decline in volume.

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POTATO STORAGE & HANDLING TIPS

STORAGE & ROTATION

WHAT MAKES A GREAT POTATO STORAGE AREA?
• A cool, dry, dark, and clean space
  – Disinfect both storage and display areas
• Air circulation around boxes allows potatoes to breathe
  – Don’t stack too many boxes
• Do not drop cartons or bags, it will break potatoes or cause bruising

ROTATE THE DISPLAY
• Potatoes should be stocked first-in/first-out
• Keep some distance
  – If potatoes are displayed near other fruits and veggies, they can absorb those flavors
• No wet racks
  – Wet potatoes are more prone to disease
  – Do not mist or spray water on potatoes

If potatoes are too cold, their starch content will convert to sugar. Potatoes will taste sweet if stored below 40º F
Place newer stock in the BACK; move the older stock to the FRONT
Rotating potatoes provides an opportunity to remove the bad ones. Leaving potatoes with defects will cut down on impulse sales

Put Them to Bed at Night
Covering potatoes at night with burlap bags or a fabric wrap protects them from the light. Potatoes turn green when exposed to light.

HANDLING POTATOES

The Sensitive Tuber

These FOUR PHYSICAL FACTORS are very meaningful to potatoes:

- TEMPERATURE
- HUMIDITY
- LIGHT
- HANDLING

Potatoes stored in warm temperatures and bright light will turn green and sprout.

POTATOES ARE MORE DELICATE THAN THEY LOOK!

You put them on the shelf and they sell themselves, right? Well, there’s actually more to it than that. Potatoes should always be treated with the utmost respect

- If potatoes are not stored and handled properly, it can affect their quality
- Put potatoes into proper storage immediately because they are STILL ALIVE
IDAHØ® POTATOES ARE BIG

On Nutrition!

VITAMINS & MINERALS

VITAMIN C

One potato provides 45% of your daily needs!

Potassium

There is more potassium per serving in a potato than in a banana!

Potatoes are a good source of Vitamin B₆, which plays an important role in helping your body metabolize protein and carbohydrates.

VITAMIN B₆

Potatoes contain powerful phytochemicals and antioxidants!

Healthy Benefits

POTATOES ARE HEART HEALTHY!

• FAT FREE
• CHOLESTEROL FREE

Gluten Free!

Plus, a potato has only about 110 CALORIES

Potatoes contain both SIMPLE AND COMPLEX CARBOHYDRATES UTILIZED FOR ENERGY!

One medium potato has 2 grams of fiber, that’s:

8% DAILY FIBER

Look for the seal!

Certified

GROWN IN IDAHO

100% Idaho Potatoes

Please visit idahopotato.com for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on: @famousidahopotatoes @idahopotatoes @idahopotato idahopotato IdahoPotatoVideos
THE MEDIA IS RAVING
ABOUT IDAHO® POTATOES BEING A SUPERFOOD!

HEART HEALTHY
One study discovered the consumption of potatoes, two times a day, assists with the lowering of blood pressure, and reduces risk of heart disease and stroke. – CNN 5/18/17

“POTATOES ARE A GOOD PART OF A HEALTHY PLANT-BASED DIET”
– Jeff Novick, MS, RD 9/13/16

CLOCKING IN AT 110 CALORIES PER 5 OZ POTATO, SPUDS ARE AN EXCELLENT SOURCE OF FIBER
– PREVENTION MAGAZINE 3/20/17

“I’M BRINGING POTATOES BACK!
THESE GOOD OLE IDAHO® POTATOES ARE 110-CALORIE WONDERS. AND YOU SHOULD BE EATING THEM AGAIN!”
– DR. OZ 3/23/17

THEY CONTAIN HIGH-QUALITY CARBOHYDRATES THAT FUEL THE BRAIN & MUSCLES WITH ENERGY
– PREVENTION MAGAZINE 3/20/17

POTATOES ARE A KITCHEN STAPLE WORTH BEFRIENDING
– PREVENTION MAGAZINE 3/20/17

POTATOES BEAT PASTA
in the ability to satiate hunger for a prolonged period of time. The longer you feel satisfied, the less likely you are to eat more during the day. – CNN 5/18/17

Please visit idahopotato.com for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:

@famousidahopotatoes  @idahopotatoes  @idahopotato  idahopotato  IdahoPotatoVideos
**1983**  
**A STAR IS BORN!**  
A Western version of a cartoon-style potato character begins to be used by the Idaho Potato Commission.

**1993**  
**Named “Potato Buddy,”** the previously used character is given a permanent smile, tennis shoes, and a red sweater, and he now displays the Grown in Idaho® seal.

**1996**  
**IPC’s chairman, Don Dixon,** officially changes the name of “Potato Buddy” to “Spuddy Buddy” while being interviewed by Willard Scott on the set of the Today Show in New York City.

**1997**  
**Spuddy Buddy becomes a premium** that consumers can purchase at a reduced cost by sending in money plus the Grown in Idaho® seal from any Idaho® potato product, such as instant mashed potatoes or fresh 5 lb. bags.

In the foodservice world, a one-piece drawing box and supplies of entry forms are produced. Restaurant chains use Spuddy Buddy dolls as prizes, attracting more kids to their establishments.

A Spuddy Buddy coloring book is also developed. PR releases allow newspaper readers to send away for their own copy.

**TODAY**  
**Spuddy Buddy is a more active** and contemporary character. He enjoys activities such as basketball, golf, hockey, surfing, tennis, and more!

He can be seen in a variety of settings: on packaging, in advertising, on promotional items and premiums, on websites and social media, and even in blogs.

**SPUDDY BUDDY PLUSH TOYS**  
are so popular, they’ve been shared all over the world!

**1980s**  
**Potato Character Retail Ads** are popping up to tell people about the Idaho® potato difference!

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Spuddy Buddy is featured on our famous Big Idaho® Potato Truck that has traveled through all 48 contiguous states. He’s been everywhere, man!

Please visit idahopotato.com for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:

- @famousidahopotatoes
- @idahopotatoes
- @idahopotato
- idahopotato
- IdahoPotatoVideos
FAMOUS IDAHO® POTATO TOUR

TOURING SINCE 2012
and it is still TRUCKING ALONG stronger than ever!

TOUR STATISTICS

<p>| | | | |</p>
<table>
<thead>
<tr>
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<td>AVERAGE MONTHS ON TOUR</td>
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<td></td>
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</tr>
<tr>
<td>EVENTS WITH OVER 100,000 IN ATTENDANCE</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>EVENTS WITH OVER 350,000 IN ATTENDANCE</td>
<td>19</td>
<td></td>
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</tbody>
</table>

People of all ages relate to the Idaho seal more than ever
thanks TO THE TRUCK

That’s enough miles to circle the world EVERY YEAR!

25,000 miles per year

Events held in

369 cities & towns

Visited all the lower 48 STATES*

Traveled through more than

4,000 cities & towns

Traveled approximately

That many people

would fill up

102 NFL FOOTBALL
STADIUMS

*One persistent lady writes us all of the time to see if we can get the truck to Hawaii and Alaska!

That’s enough miles to circle the world EVERY YEAR!

That’s enough miles to circle the world EVERY YEAR!

People always identify with the national commercial and tell the Tater Team to “go home” because the farmer is looking for them.

(Even truck drivers tell them to go home over the CB. ...Truckers are SO jealous of our driver!)

We can’t even begin to measure how many people have a picture of the Big Idaho Potato Truck on their mobile devices.

Is it REAL? (seriously)

How did Tater Team alum Kristie Wolfe answer that?

It’s really...ly awesome!

THE NUMBER 1 QUESTION

Immeasurable

We get APPEARANCE REQUESTS DAILY from fans, festivals, and events all over the country. (Let’s just say the truck is in BIG demand.)

16,000+ FANS ON FACEBOOK

Please visit idahopotato.com for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:

TV, Radio, Newspapers, Blogs, Social Media, Magazines

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CONSUMER
MARKETING PROGRAMS OVERVIEW

One Marketing Budget = Many Successful Marketing Programs
See what the Idaho Potato Commission is up to!

NATIONAL COMMERCIAL

So effective that hundreds of thousands of people all over the country are still telling the Big Idaho Potato Truck to go home because the farmer is looking for it! With 550 million media impressions, it’s no wonder.

FAMOUS IDAHO® POTATO BOWL

• Our title sponsorship has the lowest cost of all 13 ESPN-owned bowls
• The average television audience is 2.2 million
• Links Potato Bowl with other well-known bowls: Orange, Rose, Cotton, Peach

NEW YEAR’S EVE IDAHO® POTATO DROP

This potato-based local New Year’s event makes national and even global news. Rated as one of the Top 5 Things to see dropped on New Year by USA Today.

RODS RACING

Athletes racing all over the country to support adoption of Down Syndrome children is a win-win. So far we’ve helped get 35 orphans to their forever families.

A FULL YEAR OF NATIONAL EXPOSURE

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FAMOUS IDAHO® POTATO TOUR

A BIG HELPING

A BIG HELPING is the Idaho Potato Commission’s chance to help local communities all over the country. For every signature added to our “Big Helping” sign board, $1 is donated (up to $500) to a local charity in the community that the Big Idaho Potato Truck visits.

The Big Idaho Potato Truck is directly compared to the success of the Oscar Mayer Wienermobile that has been around since 1935! People love the truck!

For more information on our programs, visit IdahoPotato.com/industryrelations

Please visit IdahoPotato.com for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:

@famousidahopotatoes  @idahopotatoes  @idahopotato  idahopotato  IdahoPotatoVideos
230 million Americans eat potatoes once a week or more.

In the last five years, this figure has increased by one additional day per week.

97% of Americans eat potatoes.

4 out of 5 eat potatoes once a week or more.

In the last five years, this figure has increased by one additional day per week.

29% like their Taters baked.

25% like their taters mashed.

17% like their taters French fries.

10% like their taters potato chips.

9% like their taters potato salad.

72% (170 million) of Americans would be inclined to eat Idaho® potatoes over potatoes from other states.

9 out of 10 Americans say they associate potatoes with Idaho more than any other state in the nation.

9 in 10 Americans say they associate potatoes with Idaho more than any other state in the nation.

78% don’t know potatoes have more potassium than bananas.

78% don’t know potatoes have more potassium than bananas.

93% don’t know potatoes have more vitamin C than bananas.

93% don’t know potatoes have more vitamin C than bananas.

Survey was conducted in 2014 among 1,000 nationally representative Americans ages 18 and over, using an email invitation and an online survey.

Kelton is a leading global insights firm serving as a partner to more than 100 of the Fortune 500 and thousands of smaller companies and organizations. For more information about Kelton, please call 1 (888) 8.KELTON or visit www.keltonglobal.com.

Please visit Idahopotato.com for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:

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IdahoPotatoVideos
320,000 acres of Idaho® potatoes are harvested per year. That’s about 13 BILLION pounds of potatoes!

94% of those 320,000 acres will grow russet potatoes such as Burbank, Norkotah, Ranger, and Western.

About 6% grow niche varieties such as golds, reds, fingerlings and more. Visit idahopotato.com/directory for more potato variety information.

IDAHO® POTATO TRANSPORT: 65% 35%

IDAHO’s rich volcanic soil, warm days, cool nights, and clean water from the majestic Idaho mountains provide Idaho® potatoes with the unique texture, taste, and dependable performance.

IDAHO® POTATOES and the GROWN IN IDAHO® seals are federally registered certification marks that belong to the Idaho Potato Commission. You know you’re getting the consistent quality and taste of Idaho® potatoes when you see the seal.

WHAT A BOOST! The Idaho® potato industry contributes about $4 billion to Idaho’s economy and provides more than 30,000 jobs.

Idaho® potato harvests deliver!

- 62% are used in processed products (frozen and dehydrated)
- 29% are fresh
- 9% are grown for certified seed

HISTORICAL POTATO FACTS

1872 The Russet Burbank potato was developed by American horticulturist Luther Burbank. He sold the rights to his namesake potato for $150. By the early 1900s this variety, a Russet Burbank, began appearing throughout Idaho.

1937 The Idaho Potato Commission (IPC) was founded as the Idaho Fruit and Vegetable Advertising Commission. IPC is a state agency responsible for promoting and protecting the famous Grown in Idaho® seal—assuring consumers they are purchasing genuine, top-quality Idaho® potatoes.

2012 IPC celebrated its 75th Anniversary in 2012 in a big way! The Big Idaho Potato Truck rolled out the world’s largest potato and toured the continental U.S.

The average American eats approximately 111 pounds of potatoes each year!

POTATOES ARE AMERICA’S FAVORITE VEGETABLE!* Who loves Idaho® potatoes the most? New York! Followed by Ohio, Florida, Pennsylvania and Texas.

*February 2014, Conducted by Kelton Research

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$4 BILLION + 30,000 JOBS!
The Big Idaho® Potato Truck—Is It Real?

This is the Big Idaho® Potato Truck’s seventh year on the road, and we aren't going to lie, the potato was looking a little worn for the wear. For a potato that was only built to last a year, it certainly outdid itself!  
The Big Idaho Potato has been bringing fun and brand awareness to the United States for 6 years, and we thought it was time for an upgrade.

The Schofields, who built the original, took great care in designing and building our Big Idaho Potato 2.0. Although it doesn't look any different to the public, this new version is built out of fiberglass, and it is 2 feet thinner and 2 tons lighter. This allows for a lot more latitude in the way the Truck and Team travel. They also created some amazing space and storage for the Team to better organize for the long months of being on the road.

If you're wondering what we did with the old potato, we donated it to Kristie Wolfe, a former Tater Team member, who is in the process of turning it into a tiny house in Idaho. It'll be ready in 2019 and we promise—you'll want to see it! She already has a Hobbit House in Washington State and a tree house in Hawaii that are consistently rated in the Top 20 Airbnb places to stay.

Look for the new potato out on the road in 2019!
Retail Promotion Directors
Kent Beesley
Retail Promotion Director, Western United States & Canada
Cell: 208-631-9760
Fax: 970-241-6534
Email: kbeesley@potato.idaho.gov
Arizona, California, Colorado, Idaho, Iowa, Kansas, Minnesota, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oregon, South Dakota, Utah, Washington, Wyoming and Canada
Bill Savilonis
Retail Promotion Director, Southern United States
Cell: 904-610-4475
Email: bsavilonis@potato.idaho.gov
Alabama, Arkansas, Florida, Georgia, Western Kentucky, Louisiana, Mississippi, Missouri, North Carolina, Oklahoma, South Carolina, Tennessee, Texas, Virginia
Dave Rhodes
Retail Promotion Director, Northeastern/Midwestern United States
Cell: 317-627-9377
Email: drhodes@potato.idaho.gov