

Points for the IDAHO® Potato!

SURVEY ENLIGHTENS AMERICANS ON THE IDAHO® POTATO DIFFERENCE

TATER NATION

97%

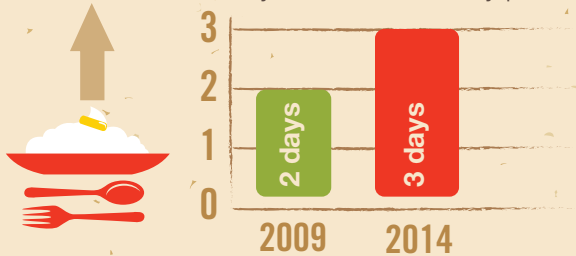


230 million Americans eat POTATOES

4 out of 5 eat potatoes once a week or more

4/5

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



THE POTATO OF MY EYE

What veggie do Americans crave most often?

24%



potatoes

20%



leafy greens

14%



broccoli

13%



tomatoes

11%



corn

8%



green beans

7%



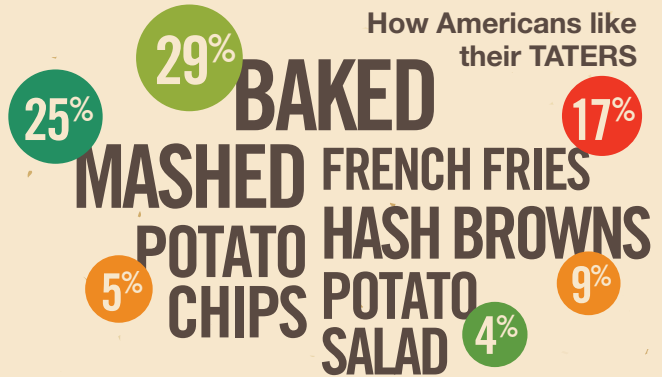
carrots



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

POTATO PREPARATION

How Americans like their TATERS



IT'S GOTTA BE IDAHO

When I Say *Potato*, You Say *Idaho!*



9/10

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

72%

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



WHAT AMERICANS DON'T KNOW

78%

78% don't know potatoes have more **POTASSIUM** than bananas.

93%

93% don't know potatoes have more **VITAMIN C** than bananas.



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