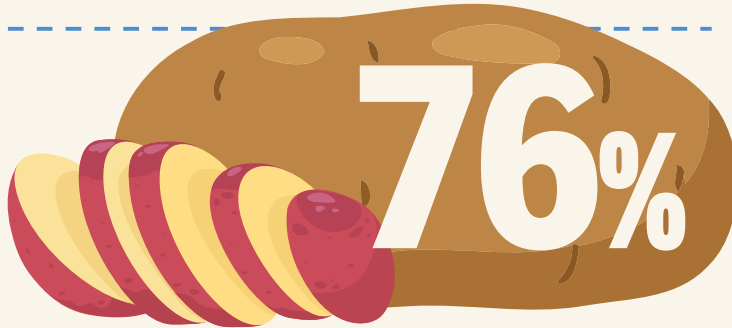
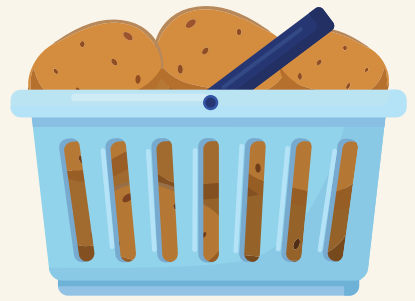


IDAHO® POTATOES

MORE THAN A COMMODITY – A BRAND
CONSUMERS *TRUST.*



Of Shoppers Prefer to Purchase
IDAHO® POTATOES

**BRAND
ASSOCIATION
SCORE**

The MOST RECOGNIZED
NAME IN PRODUCE

75%

82%

OF SHOPPERS ARE
CONFIDENT THEY CAN
IDENTIFY GENUINE
IDAHO® POTATOES.



3 OUT OF 4

shoppers think of *Idaho*
first when they hear
"Potatoes"



THE AVERAGE BASKET RING
OF A POTATO SHOPPER IS

\$99.00

64%
OF SHOPPERS
AGREE

that *Promotions*
encourage them to
Purchase MORE



2026 BYU Marketing Lab study of 1,500 grocery decision-makers

Idaho Potato Commission | idahopotato.com

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