



Research, Evaluation & Innovation

Background

The development of a sound program is based on sound information. The USPB has invested in the best consumer, market, and industry data available, within budgetary guidelines, to provide growers, shippers and processors with the information necessary to make proactive and informed decisions. This research has provided the foundation for our messaging, public relations and retail efforts, and it supports our activities with shippers and processors and has provided the foundation for new product innovation. Given the rapidly changing environment, it is critical to update and add to our research library to ensure programs and activities stay in tune with the marketplace. We determine the status and trends of the food industry by acquiring and summarizing available syndicated retail and foodservice sales and consumption data. We provide intelligence about relevant consumer attitudes and behavior through both secondary sources and custom-designed proprietary qualitative and quantitative projects. We have research resources to investigate category innovation opportunities.

Challenges

Given the rapid changes taking place in the marketplace and with the consumer, the biggest challenge is to prioritize and obtain the most valuable and actionable research within budget. The second, and more critical, challenge is to convince the industry to utilize the research to their benefit.

Resolution

Support the industry's ability to increase demand by connecting with the consumer through insightful consumer research and by identifying opportunities that will stimulate industry innovation.

Understanding the consumer, the market, and the drivers that can impact change are critical to increasing demand. The research conducted by the USPB is designed to achieve that goal. It provides the foundation for our programs, but also provides the industry with information that can help them make informed decisions.

While sales analysis activities will continue, a larger share of our research resources will be deployed to come to a deeper understanding of our target market; further understand the purchaser as well as what's purchased. A series of projects aimed at better understanding how our target decides what to serve at dinner and how her perception of potatoes fits into those dinner decisions was conducted. The results of these studies provide actionable input in message and overall program development.

Also instrumental in supporting the industry's ability to increase demand is its ability to innovate. Innovation is the path to competitive advantages for the category as a whole as well as within the industry. Real, new innovative advances alleviate margin pressures and allows for the cost of marketing to be built into the product's selling cost. Additional marketing is necessary to increase awareness and educate target audiences on the benefits/differences of the innovation. Through the discipline of research, we will explore aspects of innovation, as it applies to the potato category, resulting in information/ideas that will spark private investment/development within the industry.

Domestic Marketing <i>Research, Evaluation & Innovation</i>	
<i>Growth Strategy</i>	<i>Productivity Strategy</i>
<p><i>Enable the industry to identify opportunities and make informed decision to increase demand for potatoes</i></p> <ul style="list-style-type: none"> • Evolve and optimize USPB programs and promote a proactive and forward-looking approach • Enable industry to leverage new opportunities to increase demand for potatoes • Identify industry opportunities through research that will stimulate industry innovation 	<p><i>Identify Opportunities</i></p> <ul style="list-style-type: none"> • Provide actionable consumer and market insights to develop and optimize programs • Emphasize a forward-looking approach to research and marketing programs to identify change forces/ trends that impact potatoes • Explore potential innovation areas with the capacity to improve, advance or increase industry's competitive position. <p><i>Track Trends</i></p> <ul style="list-style-type: none"> • Utilize sales trend data and consumer attitudes and usage to assess program performance