



UNITED STATES  
*Potato*  
BOARD



## Maximizing Return on Grower Investment

POTATOES  
**GOODNESS**  
UNEARTHED

### USPB HIGHLIGHTS FY2010 ACCOMPLISHMENTS ACHIEVED ON BEHALF OF US POTATO INDUSTRY JULY 1, 2009 – JUNE 30, 2010

#### Nutrition

- “Peel Back the Truth” print ad campaign delivered 126 million impressions over 28 insertions in 10 publications, ultimately reaching 51% of “Lindas” with our message at least 3 times.
- VISTA Print Effectiveness Rating surveys on our print advertising resulted in averages on key measures that exceeded averages from FY09 for “considering purchase”, “purchase product” as well as “taking any action”.
- Online advertising campaign test showed extremely impressive results that greatly exceeded industry standards: Advertising units on AllRecipes.com and MyRecipes.com were very effective, producing an average click through rate of 0.42%, four times higher than the industry standard of 0.10%. At the completion of the campaign, over 43,000 interactions with the Quick & Healthy Potato recipes, including over 37,000 recipe views and over 5,000 recipe print-outs.
- USPB Nutrition Program reached more than 391 million consumers with potato nutrition information and recipes.
- Nutrition Research: Weight management research abstract submitted and accepted. Obesity Society Conference reveal in October 2010.
- PotatoGoodness.com website traffic: YTD 136,000 unique visitors, up 30% from FY09.
- Inordinate number of issue this year: Acrylamide (AA) monitoring system, special training for industry spokespersons who could talk to the media about AA if needed, development of a state managers toolkit; persistent Dietary Guidelines Advisory Committee monitoring and communications plus multiple formal submission of scientific testimony; monitoring and response as well as in-depth situation analysis and planning for the release of the Institute of Medicine report; and six media stories that required response and added media monitoring.

#### Foodservice

- 55% of CIA “Innovations with Potatoes” seminar attendees either added or are testing new potato products.
- USPB foodservice publicity generated 1,770,530 print impressions, plus 1,079,813 web impressions against a marketplace with approximately 1 million units.
- Online campaign generated 3.6MM impressions with 4,730 click-throughs. USPB’s online potato videos produced 1,683 clicks and the videos were viewed for nearly 628 hours on Monkeydish.com during the 3-month campaign.
- Mintel report shows chain restaurant potato side dish offerings grew 8% in the last year (since Q1 2009) and 14% since Q1 2006.

#### Table-Stock

- Best In Class Program: First full year with Meijer; Schnucks kicked-off its partnership in late March; Safeway-Seattle division testing recommendations before implementing store-wide.
- Best Practice Partner program replaced Best In Class Fast Track: Price Chopper, Syracuse, NY – 122 stores; SUPERVALU Corporate, Eden Prairie, MN – 1,233 stores.
- Retail Outreach Presentations: All 10 scheduled meetings completed.
- Three retail merchandising tests completed. Tests focused on varying store formats and how USPB merchandising best practices impact sales & profitability within these constraints.
- Eight out of six (2 bonus sessions) web-based training sessions executed. Over 100 attendees.
- USPB Resource Center makeover complete.
- Engaged Mattson, largest independent developer of new food and beverage products, to develop the world's first line of shelf-stable, ready-to-heat mashed potato side dishes. Product line utilizes retort technology to deliver delicious, ready-to-heat, 90-second microwave mashed potatoes with a shelf life of 9-12 months.
- Fresh exports (table-stock & chip-stock) for the July – May period were up 27% by volume, but down 11% in value. Exports to Mexico were up 62% to 67,001 MT for the 11-month period.
- USPB-funded in-store retail promotions in 39 chains in Hong Kong, Singapore, Malaysia and Mexico, resulting in sales increases ranging from 50 to 300 percent.
- Two retail chains implemented USPB Best in Class Program, resulting in increased US potato sales of 26% in value and 11% in volume in Singapore, and 5% in value and 6% in volume in Hong Kong.
- 41 new menu items featuring US potatoes were launched at restaurant chains in Singapore, Malaysia and Hong Kong in FY10. Many of these new items were at restaurants whose chef participated in the USPB chef training program in Hong Kong.
- Seven trade leads generated, resulting in net new sales of US table-stock potatoes.
- 20 stores in Mexico and Malaysia reported significant reductions in shrink after training of the store employees by USPB representatives.

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- After extensive efforts by USPB, NPC and USDA, Vietnam agreed to an import protocol for US fresh potatoes. Thailand also agreed to an import protocol for US fresh potatoes.

## Frozen

- Exports to target markets in Central America up 18% by volume and 23% in value, with exports to target markets in Asia up 1% in volume and 9% by value. Increases led by an 82% increase to Vietnam, 32% increase to Indonesia and a 29% increase in exports to South Korea.
- 65 restaurant chains in target markets added, upgraded or switched to US products from competitors in FY10, representing net new sales of US frozen potato products.
- 18 retail chains began carrying US frozen potato products while 39 new products added to selection in chains already carrying US products.
- 14 alternative channels tapped in FY10, including pizza chain in Japan, bakery café in Korea, convenience store chain in Mexico, sandwich kiosk chain in Korea, 2,288 cafeterias in Japan, bulk retail sales in the Philippines, hypermarkets in Malaysia and others.
- 57 new frozen potato items or menu items, made with US frozen potatoes, introduced at restaurants in Japan, China, Korea, Mexico, Indonesia, Malaysia, Thailand and the Philippines.
- Employees at 831 restaurants, from 44 chains in 11 countries, were trained in proper storage, handling and preparation of US frozen potato products, with close to 100% of the outlets adopting the better practices taught.
- 18 seminars for importers and distributors were held in 11 countries with 466 participants educated about US frozen potato quality, profitability, versatility, variety and proper handling. Over 75% of the participants demonstrated increased knowledge.

## Dehy

- Exports of dehydrated potatoes for FY10 through May up 15% in volume and 21% in value, led by 83% increase to Korea, 64% increase to Mexico and 45% increase to Japan, all major markets for US dehy.
- 123 new products made with US dehy under development in all markets during FY10.
- 31 new products launched, including noodles, soup mixes, breads, pastries, and snacks in FY10. Product launches will result in net new sales of US dehy in the markets.
- Two new Importers in Malaysia began importing new dehy products from the US.
- In FY10, 480 metric tons of dehy flakes purchased by US government for use in a food aid program in Guinea-Bissau. USPB will provide training in Guinea-Bissau when the dehy arrives in-country.
- Two PVOs requested changes to their approved commodity mix to include dehy, which will be purchased in FY11.
- USDA agreed to allow producer issued Certificates of Analysis (COAs) rather than requiring expensive and lengthy USDA tests for purchases of dehy under US food assistance programs.

## Chip-Stock

- Exceptional processor support for new National Collaborative Breeders Trials program. Several regional chip processors committed financial support to expanding program. Work continues with additional processors.
- CO95051 and MSJ147, two fast track varieties shipped by Michigan Potato Growers for processing in May. Results were exceptional quality and no reported processing or taste issues. Two varieties show promise in processing characteristics but need additional agronomic and area testing to determine volume commercial production. Processors excited about possibility of obtaining additional supplies for testing.
- One new buyer in Malaysia began importing US chipping potatoes in FY10.
- Chip-stock exports to Japan reached a record 1,909 metric tons in the 2010 shipping window.
- Six sample shipments of multiple US varieties sent to processors in Thailand, Malaysia, Central America and the Philippines.
- Technical specialist from Korea hosted for a week in Idaho by the Board, IPC and APHIS in an effort to finalize the re-establishment of Idaho as an approved state for shipping potatoes to Korea, following the cyst nematode find there a few years ago.

## Seed

- Seed potato exports rose 16% in volume and 12% in value due to expansion in seed exports to a number of countries.
- Two US seed potato varieties imported and planted in foreign markets for the first time.
- 5 new US growers began exporting US seed potatoes to foreign markets in FY10.
- Eight trade leads generated in target markets and elsewhere.
- Variety trials for 16 US seed potato varieties conducted in Sri Lanka, Brazil, Nicaragua and DR.
- USPB hosted 2 Thailand Ministry of Agriculture officials to learn about US seed production and certification in OR, WA, ID and CA, resulting in signed import protocol for US seed, covering these four states, but to be expanded as other states are visited in FY11.