



UNITED STATES
Potato
BOARD



Maximizing Return on Grower Investment

POTATOES
**GOODNESS
UNEARTHED**

“What’s News?”

Q4, FY10, Year-to-Date & Year-End

“Peel Back The Truth” Print Ads Spread Nutritional and Convenient “Potato Goodness” in Consumer Magazines and On Line

- USPB’s FY10 “Peel Back the Truth” print ad campaign was successfully completed in April, delivering 126 million impressions over 28 insertions in 10 publications and ultimately reaching 51% of “Lindas” with our message at least 3 times.
- Six VISTA Print Effectiveness Rating surveys were completed this year to measure reader involvement and effectiveness of the print advertising campaign. The print ads performed very well in the second year of the ad campaign and demonstrate the “Potatoes Goodness Unearthed®” campaign is effectively improving consumer perceptions and motivating consumers to purchase potatoes.
 - With six out of six print effectiveness reports completed in FY10, our averages on key measures exceed averages from FY09 for “considering purchase”, “purchase product” as well as “taking any action”.
 - Further, the averages for the USPB ads exceeds Issue Averages (all other advertisers in the same issue as the USPB ad) for “more favorable opinion”, 15% vs. 9%; “purchase the product”, 40% vs. 18%; and “any action taken”, 77% vs. 64%.
- The campaign was successfully transferred online to the two most popular cooking and recipe websites – AllRecipes.com and Cooking.com. The online advertising campaign showed extremely impressive results that greatly exceeded industry standards:
 - The 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, there were over 43,000 interactions with the Quick & Healthy Potato recipes. This includes over 37,000 recipe views and over 5,000 recipe print-outs. The recipes can be viewed at www.potatogoodness.com/transformpotatoes.
 - This test demonstrates online advertising is an effective way to deliver the “Peel Back the Truth” message and to get potato recipes directly in the hands of “Linda”.



For more information, or to receive the newly revised Registered Trademark Campaign Signature art files and design guidelines, or to request review of proposed marketing materials, contact David Fairbourn at david.fairbourn@uspotatoes.com or 303-873-2331.



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Nutrition Communications and Partnership Provide Constant Promotion of Potatoes

The USPB Nutrition Program's goal is to keep the "Potatoes...Goodness Unearthed®" message and essence in front of consumers. In total, through FY10 Q4, USPB has reached more than 391 million consumers with potato nutrition information and recipes.

- **Quick & Healthy Potato Salads Sizzled this Summer:**
 - Media push touting potato salads as the #1 summer side dish and four new potato salad recipes
 - National short-lead magazine press kit mailing: **66 media placements, 10.7 million impressions**
 - Media tour with FY09 USPB Nutrition Ambassador Katherine Brooking and RD Julie Upton. Segments aired in **six top markets:** New York, NY; Hartford, CT; Sacramento, CA; Phoenix, AZ; New Orleans, LA and San Diego, CA.
 - Potato salad coverage included: About.com, Food2.com, *Chicago Sun-Times*, *Seattle Times*, *Orlando Sentinel* and more.
- **New 18-Month Potato Planner Calendar Unveiled:**
 - A comprehensive 18-month Potato Planner calendar was developed and distributed to media along with the Potato Salad Press Kit mailing.
 - The Potato Planner includes seasonal potato story and recipe ideas and previews upcoming FY11 communications from the USPB.
- **Potatoes Remain a Magazine Staple:** "America's Favorite Vegetable" was featured in several recipes and nutrition articles in national consumer magazines throughout Q4, including *Cooking Light*, *Health*, *People*, *Fitness* and *Woman's World*. The June issue of *Women's Health* quoted USPB nutrition consultant Dr. Kathie Beals in an article titled, "7 Tricks to Suppress Your Appetite", encouraging consumers to "Chow on Potatoes." The article was syndicated on MSNBC.com and other online outlets.
- **New recipes and photography added to the Quick & Healthy series:** Slow Cooker Chicken & Potatoes, Twice Baked Taters and Potato Lasagna.
- **Nutrition Research:** The weight management research abstract was submitted and accepted for the Obesity Society Conference, slated for October 2010. Preliminary results to be shared with NY-based media in August 2010. Scientific Advisory Board (SAB) member, Dr. Adam Drewnowski, has begun the first phase of research using the National Health and Nutrition Examination Survey (NHANES) as it relates to potato nutrient density relative to cost.
- **Digital Potatoes!**
 - **Website Traffic:** YTD 136,000 Unique Visitors, up 30% from FY09. Traffic Drivers: The **Quick & Healthy Summer Potato Salad** recipes and holidays, including **Memorial Day** and **Fourth of July**, contributed to increases in engagement and cross-site traffic. Tactics and messaging are continually evaluated for ROI.
 - **Potatoes, Taters and Spuds: 5,817 "likes" through Q4, up from 5,790 through Q3.**
 - **Mom's Dinner Helper:** 4,610 Unique Visitors to the blog in Q4, 175 incoming links and 29 comments left on the blog.
- **Potato Tastemaker 2K10 Challenge (Blogger Challenge):** Culminated in Q3 with the Chef-style event at Blissdom blogger conference. In Q4, the 27 Tastemaker videos on YouTube were watched an additional **1,802 times**, bringing total impressions for the Tastemaker program to **5.5 million** through Q4.
- **Issues Management:** USPB maintained a tight pulse on the beat of several issues throughout this fiscal year and has plans in place to continue to do so.
 - In Q4, the public comments on the WIC NPC website were compiled, and a comprehensive summary report and analysis was prepared. A WIC one-pager document was developed for use by the NPC at a Q4 meeting with USDA.
 - Close pulse kept on global acrylamide regulatory timeline as part of overall plan to monitor and respond to issue. In Q4, a cover letter and final materials for the second acrylamide industry update were prepared.
 - The USPB kept a close watch on the 2010 Dietary Guidelines Advisory Committee meetings throughout Q4. Final written testimony was submitted in June of Q4. USPB also issued a call to action to third-party advocates for the potato industry encouraging endorsement of potatoes in the final round of public testimony.

"Menu Innovations with Potatoes" Attendee to Host Potato Palooza

- "Menu Innovations with Potatoes" alumni continue to support US Potatoes: After the 2010 seminar, Safeway corporate chef, Jeff Anderson, requested a presentation of innovative ideas for more than 30 produce/meat & seafood/deli managers at Safeway headquarters. In preparation for the "Safeway Potato Palooza" presentation, scheduled for July 30, USPB Foodservice marketing partner, Ketchum Communications, toured the chain's Pleasanton Store with Chef Anderson and developed a Tasting Menu with 15 different items, including a variety of sauces. During the event, USPB and Ketchum will sample innovative potato items and present merchandising ideas and new product concepts.
- New items added from CIA seminar alumni include *Herb Grilled Chicken with Red-Skin Mashed Potatoes* at Bennigan's and *Carrow's Egg White Scramble with Country Potatoes*. 55% of seminar attendees either added or are testing new potato products. The FY2011 seminar is scheduled for October 24-26, 2010, and invitations are being sent to more than 20 executive



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chefs at leading restaurant chains in early August.

- **Publicity:** FY2009/10 ended with stellar foodservice publicity results. USPB messages, recipes and photos were placed 61 times, an average of 5 media hits per month. Altogether, USPB's foodservice publicity generated 1,770,530 print impressions, plus 1,079,813 web impressions against a marketplace with approximately 1 million units.
- **Digital Marketing:** US Potatoes are reaching chefs where they go for menu inspiration: the Culinary Institute of America microsite Prochef.com/potatoes. The microsite has reached over 17,000 unique visitors this year with recipes, videos and potato tips. Online advertising, including videos and banners, appeared in top trade web sites and e-newsletters like NRN.com (Nation's Restaurant News) and Monkeydish.com (Restaurant Business/Foodservice Director). The 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 three-month campaign.
- **Potato Side Dishes Grow:** The Mintel Q1 2010 report shows the number of potato side dish offerings at chain restaurants grew 8% in the last year (since Q1 2009) and 14% since Q1 2006. Consistent with 2009, three of the top 10 side dishes served at chain restaurants are potato-based with French fries, baked potatoes and mashed potatoes as the most popular potato items. Most potato side dishes are menued in the casual dining and family/midscale segments and *crispy*, *golden* and *homestyle* are the top marketing claims used on menus to describe potato side dishes. Interesting to note is the "trans-fat-free" claim increased from 10 menu items in Q3 to 122 menu items in Q4, and then again to 135 in Q1 2010.

International Marketing Overview

The USPB International Marketing program works to create new market opportunities for all US potato growers. This is accomplished by a set of strategies designed to open new markets to US potatoes and products, increase access to current markets, introduce new US products to foreign markets, develop new channels for US products in the foreign markets, increase consumer demand for US potatoes, deliver positive potato messaging and counteract regulatory and food safety issues.

- US potato exports were a record \$1.2 billion for fiscal year 2009 (July 2008 – June 2009), up 9% by value over FY08.
- Frozen potato exports, for the first 11 months of FY10, were down 11% by volume and less than 1% in value. The main reason for this decline is the 43% reduction in exports to Mexico as a result of the retaliatory tariff, as well as a 29% drop in exports to Canada. Exports to the target markets in Central America were up 18% by volume and 23% in value, with exports to the target markets in Asia up 1% in volume and 9% by value. These increases were led by an 82% increase to Vietnam, 32% increase to Indonesia and a 29% increase in exports to South Korea.
- Fresh exports (table-stock & chip-stock) for the July – May period were up 27% by volume, but down 11% in value. Exports to Mexico are up 62% to 67,001 MT for the 11 month period. Exports to the target markets in Asia were off 5% due to a 56% decline in chip-stock to Thailand as a result of quality issues with previous shipments.
- Exports of dehydrated potatoes for FY10 through May were up 15% in volume and 21% in value, led by an 83% increase to Korea, a 64% increase to Mexico and a 45% increase to Japan, all major markets for US dehy.
- Seed potato exports have risen 16% in volume and 12% in value due to an expansion in seed exports to a number of countries around the world.

Frozen – Largest US Potato Export Category

The USPB is working to expand export of frozen potato products through the introduction of new products, new uses and new channels. Demand is also being built through inclusion of frozen potatoes into local cuisines and the delivery of a positive nutrition message for potatoes in all markets. In emerging and developing markets, the superior quality and value of US frozen potato products is driven home.

- 65 restaurant chains in the target markets added, upgraded or switched to US products from competitors in FY10, these represent net new sales of US frozen potato products.
- 18 retail chains began carrying US frozen potato products, while 39 new products were added to the selection in chains already carrying US products.
- 14 alternative channels were tapped in FY10, including a pizza chain in Japan, a bakery café in Korea, a 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, were introduced at restaurants in Japan, China, Korea, Mexico, Indonesia, Malaysia, Thailand and the Philippines.
- Over 100 positive potato messages, based on the nutrition, quality and convenience of frozen US potato products, were conveyed in all markets through seminars, trade shows, press releases and websites.
- 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 the 466 participants educated about US frozen potato quality, profitability, versatility, variety and proper handling. Over 75% of the participants demonstrated increased knowledge.
- Indonesian government officials were convinced frozen potato products do not require phytosanitary certificates, while the Japanese improved their MRL sanctions policy. These successes were achieved in cooperation with the NPC and American Potato Trade Alliance (APTA).
- A group of 25 chefs from Japan, Korea, the Philippines, Mexico and Central America came on a reverse trade mission (RTM) to Washington State to learn about new and innovative uses of frozen potato products. The group saw harvest, storage and processing in the Pasco area before going to Seattle for culinary training and practice. The chefs reported gaining a whole new understanding of US frozen potato products and coming away with many new ideas for new uses in their restaurants.

Dehydrated Exports – International: Supporting All Growers

The USPB is promoting the use of US dehy in a wide variety of products and dishes to be made in international markets. This requires extensive technical research and expertise into use and benefits of dehy in a wide array of applications. New usage information and ideas are distributed through trade shows, seminars and one-on-one technical meetings. Potential customers are given samples to use in their product development and promotional support to assist with new product launches. The USPB also works to increase the use of dehy in US government-funded international food assistance and development programs.

- 123 new products made with US dehy were under development in all markets during FY10.
- 31 new products were launched, including noodles, soup mixes, breads, pastries, and snacks in FY10. These product launches will result in net new sales of US dehy in the markets.
- 65 one-on-one technical meetings were held with potential customers to help them with product and menu development.
- The USPB participated in 21 trade shows and seminars as a means of more broadly disseminating information about US dehy and its many uses.
- Two new Importers in Malaysia began importing new dehy products from the US.
- 11 technical seminars were given to importers and distributors so they would have a better understanding of US dehy and its many properties and uses.
- In FY10, 480 metric tons of dehy flakes were purchased by the US government for use in a food aid program in Guinea-Bissau. The USPB will provide training in Guinea-Bissau when the dehy arrives in-country.
- Two PVOs have requested changes to their approved commodity mix to include dehy, which will be purchased in FY11.
- Two training workshops were held in Idaho Falls for employees of PVOs involved in international food aid programs. Three training sessions were given to PVOs and government agencies at their offices.
- Two studies were conducted in Senegal, West Africa, to measure the benefits of feeding dehy to preschool children and chronically malnourished children. Another study was conducted in Zimbabwe to measure the benefits of Manna Pack Potatoes (a dehy-soy blend) as a recovery ration for children and adults suffering from acute diarrhea.
- 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.
- The Japanese agreed to change their MRL sanctions policy and Brazil dropped its retaliatory tariff on dehy as part of the settlement of the WTO Cotton case. Both of these successes were achieved in cooperation with the NPC and APTA.

Table-Stock – Domestic/Retail: Best in Class Launched in New Retail Chains

Increasing demand for fresh potatoes, by responding to the consumer, is the goal of the Domestic Table-Stock program through the Best In Class (BIC), Best Practice Partner Program and tertiary testing initiatives. The implementation of core best practices has produced positive results with all retail partners. This research-supported program also offers several training programs that help grower/shippers take their accounts to the next level.

- **The Best In Class** program is a three-year partnership with a retailer, where all core best practices are implemented and suppliers are included. Delivery of quarterly reviews and recommendations, including Rest of Market (ROM) data, to retail partners and their suppliers helps refine specific programs and more fully develop the potato category.
 - USPB began working with **Meijer** at the end of FY2009. They completed a test of merchandising recommendations, which should result in chain-wide implementation. They continue to out-perform ROM in average weekly volume and dollar sales.

- **Schnucks** kicked off its partnership in late March and are currently working on implementing assortment and merchandising recommendations.
- **Safeway-Seattle** is in the midst of conducting a merchandising test. Results were reviewed in mid-June.
- In FY10, the **Best Practice Partner program** replaced **Best In Class Fast Track**. The program allows retailers to choose and focus on one best practice to meet their strategies and goals over a nine-month period. By changing the program to focus on one best practice, we are able to get our messaging out and work with more retailers than ever before. Three of the four spots were secured in Q2 and include:
 - **Price Chopper, Syracuse, NY – 122 stores**
 - Following their successful participation in the Best In Class Fast Track program in FY09, Price Chopper continued to work with the USPB to further develop their potato category. Based on learnings from the program, updated assortment and merchandising recommendations have been developed and approved. Roll-out of the assortment recommendations began in February 2010. Merchandising test began Summer 2010.
 - **SUPERVALU Corporate, Eden Prairie, MN – 1,233 stores**
 - SVU Corporate expressed interest in both assortment and merchandising recommendations across all divisions of SVU. Due to the numerous divisions participating in the program across the US, two of our four spots available were used for this portion of the test. Assortment recommendations have been developed, approved and implemented across the divisions. Merchandising recommendations have been developed and are awaiting final approval from the retailer.
- Retail Outreach presentations involve suppliers and their retailers in a review of the retailer's potato performance. USPB explains various available programs that could help grow their potato category. All 10 of the scheduled meetings have taken place. Retailers that participated:
 - SuperValu
 - Food Lion, Salisbury
 - Safeway, Pleasanton
 - Ralphs, Los Angeles
 - Roundy's, Milwaukee
 - SuperTarget, Minneapolis
 - Publix
 - Kroger
 - Fresh & Easy
 - Wakefern
- **Three retail tests** were secured for FY10. Testing focuses on varying store formats and how USPB merchandising best practices impact sales & profitability within these constraints.
 - Meijer conducted a merchandising test as part of their BIC participation, and the results are currently being evaluated.
 - Stater Bros. agreed to test a stair-step rack to merchandise the entire potato category in one location within the produce department; testing is currently underway and results are expected shortly.
 - Safeway Seattle requested to test our merchandising best practices in a sub-set of stores prior to a full BIC roll-out, specifically to gauge the impact of displaying bulk potatoes outside of the wet rack. Testing is currently underway.
- Eight out of six (2 bonus sessions) web-based fresh supplier training sessions have been executed
 - Assortment Best Practices
 - Eight Steps to Developing NEW Fresh Potato Products
 - Preparing for Holiday Promotions
 - Utilizing the USPB Resource Center (twice)
 - Executing Campaign Signature Resources
 - Innovation in the Fresh Space
 - BONUS WEBINAR: State of the Potato Category
- USPB Resource Center received a makeover
 - The USPB Resource Center is a Web-based tool that provides the industry and retailers the data, tools and capabilities to work effectively and maximize potato category performance. The Resource Center was officially launched in November 2009 with an industry-wide training session via webinar

Table-Stock – International: Increasing International Demand for US Potatoes

The USPB works to increase the export of fresh table-stock potatoes through efforts to open foreign markets. Phytosanitary barriers still restrict access to US potatoes in many markets such as Mexico, Japan, the Philippines and China.

In markets where the US can ship, such as Hong Kong, Malaysia and Singapore, consumers are being taught about the excellent nutrition from US potatoes and how they can incorporate them into their diet through uses in Western, as well as, local cuisines.



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- The 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 the 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 were generated, resulting in net new sales of US table-stock potatoes.
- 20 stores in Mexico and Malaysia reported significant reductions in potato shrink after training store.
- The positive potato nutrition message was delivered to millions of consumers in all markets through press releases utilized by the print, web based and television media, cooking classes and demonstrations, school programs and in-store materials.
- The second USPB international chef training program for table-stock potatoes was held in Hong Kong. The event attracted 27 chefs from Malaysia, Hong Kong and Singapore. Over a two-day period, chefs learned about US potatoes, new potato culinary trends in the US and how to incorporate US potatoes into local cuisines.
- The first ever table-stock reverse trade mission (RTM) for importers/distributors from Malaysia and the Philippines was held at the end of September, 2009. Participants toured fields being harvested, storages and packing sheds in Oregon and Washington. The tour concluded at the 2009 PMA International Fresh Summit and Convention in Anaheim, CA, where a symposium with US growers and shippers to discuss the markets and US table-stock potato varieties, production and storage and handling was held. The international importers/distributors were then able to meet a wide range of US shippers at the show.
- After extensive efforts by the 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.
- Specific market access issues for US fresh potatoes with Guatemala, Panama and Russia were also resolved.
- Extensive work, coordinated with the NPC, state organizations and USDA continues on market access for US fresh potatoes to Mexico, China, the Philippines and Indonesia.

Innovation – Domestic: Making Potatoes As Convenient as Microwaveable Rice

USPB engaged Mattson, the country's 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. The product line will utilize retort technology to deliver delicious, ready-to-heat, 90-second microwave mashed potatoes with a shelf life of 9-12 months.

- **PROTOCEPT DEVELOPMENT**
 - Mattson developed the first round of the top four scoring varieties, as determined by consumers.
 - Explored feasibility of using russets in the formula. Russets appear to also work at the benchtop, but are not optimal. Chipping potatoes with lower sugars result in better final product color.
 - Post the In Home Usage Test (IHUT), an optimized version of the formulation has been developed and will be retested in September.
- **CONSUMER RESEARCH**
 - Plant-made samples of the mashed potatoes were sent to consumers.
 - The takeaway from the Mashed in Minutes (MinM) IHUT is that the concept is a hit, but the current product needed optimization for color, salt & pepper balance and texture.
 - Optimized formula has been developed and a second round of IHUT will be conducted.
- **COMMERCIALIZATION**
 - Plant trials were completed in April. Learnings from the trials were captured and documented for potential manufacturing partners.
 - Optimized product will go through another round of plant trials using a different cooking method other than the closed kettle cook to allow for moisture escape resulting in a texture requested by consumers via the IHUT
 - Sales presentation to potential manufacturers has been created. Drive to deliver this presentation begins when optimized formulation successfully completes plant trial.

Chip-Stock – Domestic

Through a 20-member Grower Chip Committee, USPB is supporting industry efforts to improve grower returns through education, networking and new variety trials and development for consumer product improvement.



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The USPB Grower Chip Committee has extended an invitation to the Snack Food Association (SFA) and Chip Processors to attend the open session of committee meetings. The intention of this invitation is to gain an industry-wide collaborative effort on those items being addressed or that need to be addressed through the USPB Chip Committee. At the 2010 Potato Expo, representatives from several regional and one national chip processor participated in the meeting, bringing an industry-wide perspective to the meeting.

- Industry education and integration with regional processors is exceeding expectations. Processor involvement and their desire to work with the USPB have been well received and work continues as we integrate the potato chip industry to collaborate on industry wide programs.
- The fiscal year 2011 chip sector budget was presented and approved during the NPC Summer Meeting in Alamosa, CO.
- Processor support for the new National Collaborative Breeders Trials has been exceptional. Several regional chip processing companies have committed financial support to expanding the program. Work continues as we reach out to additional processors within the industry. A conference call and informational presentation will be scheduled sometime in late August or early September.
- Eight National Collaborative Breeders Trials were planted across four Northern and four Southern states, hitting our initial target of 8 locations. Over 200 different varieties were submitted from the major breeding programs in the country.
- The SFA trials were planted as planned, and all trials appear to be in good condition. Results from the 2009 trials were made available for industry review.
- The National Collaborative Breeders Trials in California, Florida and North Carolina have been harvested. Initial indications are the three trials were a tremendous success, with many new learnings to be shared as other trials are harvested later in the year.
- C095051 and MSJ147, two fast track varieties, were shipped by the Michigan Potato Growers for processing in May. The results from the tests were exceptional quality and no reported processing or taste issues. These two varieties have shown promise in their processing characteristics and will need additional agronomic and area testing to determine volume commercial production. Processors are excited about the possibility of obtaining additional supplies for testing.
- The potato product innovations, Frozen Potato Chip, microwaveable Potato Wedge and French Fry were presented to the H.J. Heinz Co. Although they welcome new innovation, there have not been any additional requests for information or material.
- Two new processes have been initiated for new high potential raw materials, taste testing/consumer acceptance and acrylamide monitoring. These processes will allow us to build a database on new material and ensure any new varieties are acceptable to the final consumer.

Chip-Stock – International: Creating International Markets for US Chipping Potatoes

Internationally, the USPB is working to create new markets for US chipping potatoes, by indentifying new markets through research, bringing buyer and seller together with trade missions and reverse trade missions, supplying foreign processors with samples of US chipping potatoes and providing technical assistance with variety selection, shipping, and storage and handling at the plant.

- 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.
- In December 2009, a trade mission of US chip-stock growers and shippers was taken to Central America to introduce US chipping potatoes to Costa Rica, Guatemala and El Salvador. The participants met with importers, distributors and processors in the markets for a two-way exchange of information. As a result of the mission, a sample shipment was sent to Costa Rica later that month.
- Six sample shipments of multiple US varieties were sent to processors in Thailand, Malaysia, Central America and the Philippines.
- Research on the potential market for US chipping potatoes in Vietnam was completed, with very positive results.
- A Korean technical specialist was hosted for a week in Idaho by the Board, IPC and APHIS in an effort to finalize the reestablishment of Idaho as an approved state for shipping potatoes to Korea, following the cyst nematode find there a few years ago.
- Thailand put in place an import protocol for US chipping potatoes, while Vietnam also approved the import of US chipping potatoes.

Seed – Introducing the World to US Seed Quality

The USPB seed export program is working to increase demand for US seed potatoes in targeted international markets through variety trials, trade missions and reverse trade missions, variety registration and market access work.



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- Two US seed potato varieties were imported and planted in foreign markets for the first time.
- Five new US growers began exporting US seed potatoes to the foreign markets in FY10.
- Eight trade leads were generated in target markets and elsewhere.
- The bi-annual seed reverse trade mission brought 20 foreign growers, importers and government officials to the US in July 2009. The week began with a Seed Trade Symposium in Las Vegas, attended by over 10 US growers, shippers and state managers. The foreign participants were then divided up into 4 groups that went to Idaho, California, Washington and Maine. Numerous commercial contacts and opportunities have come about as a result of this activity.
- Variety trials for 16 US seed potato varieties were conducted in Sri Lanka, Brazil, Nicaragua and the DR.
- Market visits for US seed exporters went to Brazil, the DR and Nicaragua in the winter and spring of 2010. The participants met with government officials to discuss market access, toured USPB variety trials and met with importers and growers to discuss future purchases. Team Seed also traveled to Sri Lanka to view variety trials and assist APHIS with market access negotiations.
- Team Seed also accompanied USDA APHIS to Guatemala to meet with government officials there to improve market access for US seed and fresh potatoes.
- The USPB hosted two Ministry of Agriculture officials from Thailand to learn about US seed production and certification in Oregon, Washington, Idaho and California. The trip resulted in a signed import protocol for US seed, initially covering these four states, but to be expanded as other states are visited in FY11.
- The USPB hosted two Ministry of Agriculture officials from Uruguay in Colorado to discuss the powdery scab tolerance on US seed potatoes. USDA/APHIS and Colorado Department of Agriculture officials did a fantastic job teaching the officials about powdery scab and US inspections and controls.
- Three Ministry of Agriculture officials from the Dominican Republic toured representative states of all seed growing regions in the US. The USPB organized the tour and paid for the visitors' travel, while Team Seed accompanied them throughout. USDA/APHIS reports final discussions were very positive, and it appears a comprehensive import protocol for US seed to this important market will finally be put in place.