



## USPB HIGHLIGHTS FY2011 ACCOMPLISHMENTS ACHIEVED ON BEHALF OF US POTATO INDUSTRY JULY 1, 2010 – JUNE 30, 2011

### Nutrition

- Consumer Segmentation Study identified refined Linda target audience and key opportunity areas to grow her potato consumption.
- Launched new print advertising campaign, “Many Sides of Potatoes”, based on key insights from Consumer Segmentation Study.
- Print and online advertising campaign delivered over 110 million impressions across 21 insertions in 7 publications and advertising on 4 websites, ultimately reaching 75% of “Lindas” with our message at least 5.5 times.
- Online advertising campaign showed extremely impressive results, greatly exceeding industry standards: At completion of campaign, over 53,000 interactions with the [Quick & Healthy Potato recipes](#), including over 47,000 recipe views and over 5,000 recipe print-outs.
- USPB Nutrition Program reached more than 237 million consumers with potato nutrition information and recipes. Success was driven by [four quarterly news pushes](#), which included editorial, new recipes and photography and a digital element (video, audio files, web chats.)
- Nutrition Research: Weight management research presented at Obesity Society and Experimental Biology Conferences, October 2010. NHANES final report showed potatoes are most nutrient dense and affordable option in produce section. Abstract accepted for presentation at FNCE 2012 Conference. NHANES child potato research presented at Experimental Biology and used to support NPC efforts to defend industry in proposed School Meal Plan regulations. Final NHANES research, completed in FY11, showed, potatoes purchased at home, are rarely fried at home, and there is no association between potatoes, obesity and diabetes. This research will be promoted in FY12.
- [PotatoGoodness.com](#) website traffic: up 30% from FY10.
- Issues Management: Acrylamide (AA) monitoring system, amendments to messaging in toolkit; helped create PotatoesInSchools.com in support of NPC outreach for comments in response to proposed School Meal Plan regulations including use of NHANES data; implemented immediate response strategy to New England Journal of Medicine/Harvard study.

### Foodservice

- 50% of executive chefs who attended “Healthy Menu Innovations with Potatoes” seminar at Culinary Institute of America (CIA) have added or tested new potato items, including chefs from Shoney’s (260 units), McAlister’s Deli (290 units) and Saltgrass Steakhouse (240 units).
- Mintel Menu Insights shows potato menu mentions at Top 350 chain restaurants (USPB’s target) increased 7% in last year (since Q4 2009) and 12% since Q4 2006 when “Menu Innovations” seminar series launched. In 2010, potatoes mentioned 1,440 more times than in 2009.
- Online advertising and videos delivered 2,971,087 impressions, well above our goal. USPB recipe demo videos viewed 1,106 hours almost double last year’s viewing hours.
- USPB foodservice publicity generated 1,678,196 print impressions, plus 1,314,635 web impressions against a marketplace with approximately 1 million units.
- [ProChef.com/potatoes](#)—leading site for professional chefs, linked to the CIA— exceeded visitor goal: achieved 18,829 visits and 20,768 views.
- “Potato Palooza” presentation attended by 21 Safeway executives, featuring new product and deli recipe concepts. Ideas and recipes incorporated into new Deli recipe brochure, distributed at International Dairy Deli Bakery Association Show—the leading supermarket deli show with over 7,000 attendees.
- Forged new chef/culinary influencer connections by exhibiting at Star Chefs™ Conference, attended by 1,500 professional chefs.

### Frozen Food Manufacturers (Innovation)

- Stimulating use of potatoes in growing frozen meal category, worked with food technology advisors to develop “Potatoes, Fresh Ideas for Frozen Innovation” guide and micro-site for food manufacturers, with information about potato nutrition and processed potatoes, and consumer research highlights.
- Six new frozen meal product line concepts developed and tested; concepts received extremely high scores in consumer perception research. Packaging created for concepts and photographed for use in program materials and for PR purposes.
- Leading frozen food manufacturers, including ConAgra Foods, Nestlé and Heinz, and all major potato processors, recruited for USPB’s first-ever Product Developers’ Forum at the Culinary Institute of America. 50% of attendees—and majority of manufacturers— rated Forum as “excellent”, and 50% rated it as “good” (no rating below “good”).

### Table-Stock

- Best In Class Program: Continued success with Meijer, Schnucks and Safeway-Seattle division. Schnucks working towards implementation of full BIC practices, while Meijer and Safeway-Seattle in place; Safeway contemplating national rollout based on Seattle’s success.
- Best Practice Partner Program: Completed successful program with Price Chopper, and added Walmart (merchandising best practice/packaging), Save-A-Lot (promotional best practice) and Safeway-Phoenix (merchandising best practice/planogram) during fiscal year.
- Test & Learn Program: Conducted secondary display test with Giant Eagle, with early results appearing very promising. Gained agreement to

test with Safeway-Vons, focusing on communicating information on potato types and uses to shoppers, as well as produce associate training program with Meijer covering potato handling, potato information and answers to frequently asked potato questions.

- Retail Outreach Presentations: All 15 meetings conducted as planned, with strong interest from participating retailers.
- Seven out of six (1 bonus session) web-based training sessions implemented, covering range of key potato marketing topics. Over 100 industry members attended.
- New online portal introduced to enable retailers to access relevant tools and information in a single location.
- Fresh potato exports (table-stock & chip-stock) for FY11 up 14% by volume and 34% by value.
- USPB-funded in-store retail promotions in 28 chains in Singapore, Malaysia and Mexico, resulted in sales increases from 82 to 262 percent.
- Four week Best In Class signage tests conducted in Singapore and Malaysia resulted in sales increases of 130% and 28% respectively.
- 23 new menu items featuring US potatoes launched at restaurant chains in Singapore and Malaysia. Many new items were at restaurants whose chef participated in the USPB chef training program in Singapore.
- Fourteen trade leads generated, resulting in net new sales of US table-stock potatoes.
- 24 stores in Mexico and Malaysia reported significant reductions in shrink after training of store employees by USPB representatives.
- After extensive efforts by USPB, NPC and USDA, market access issues for fresh potatoes were resolved with Korea, Mexico and Honduras; while other issues still being addressed in Mexico, China, Taiwan, Indonesia and the Philippines.

## Frozen

- Five key processors came together to conduct national variety trial targeting identification of raw material to reduce acrylamide levels, while maintaining all positive processing and consumer attributes.
- Four states planted a NFPT trial: Idaho, Washington, North Dakota and Wisconsin.
- All breeding programs contacted to submit high potential material for NFPT trials. A total of 81 clones were submitted for analysis.
- Frozen potato exports up 9% by volume and 11% by value. Exports to Mexico rebounded up 40%, while exports to Central America increased by 36%, with exports to target markets in Asia up 8%.
- 88 new items/menu applications launched by foodservice sectors in 8 countries, helping to expand sales of frozen potato products thru new products and applications in established and developing markets.
- 24 retail chains began carrying US frozen potato products, while 64 new products added to selections in chains already carrying US products.
- 19 alternative channels tapped; including online shopping, home delivery services, mini-markets, gas stations, Home Meal Replacement, wholesale public markets, pizza chains, Ready to Eat counters, and numerous local restaurant chains.
- 74 restaurant chains in target markets added, upgraded or switched to US products from competitors, representing net new sales of US frozen potato products.
- Employees at thousands of restaurants in 13 countries trained in proper storage, handling and preparation of US frozen potato products, with nearly all outlets adopting the better practices taught.
- 121 positive messages to consumers on US frozen potatoes disseminated in 10 markets with the result all markets reported greater than 73% positive attitudes towards US frozen potatoes by consumers.
- Five research studies related to frozen product attributes/market sector research paved way to creating positive messages for US frozen potatoes. "Why Buy US" project messages will assist in conveying positive benefits of US frozen shoestring fries to the markets.
- Seminars for importers and distributors held in 11 countries with participants educated about US frozen potato quality, profitability, versatility, variety and proper handling. Over 75% of participants demonstrated increased knowledge.
- Additionally, 30 importers and distributors from 12 countries educated in US on benefits and varieties of US frozen potato products, as well as receiving valuable instruction by US experts on cold chain to extend and ensure shelf-life of exported high quality US frozen potato products.
- Market access issues for US frozen potato products addressed in eight markets by the USPB, NPC and APTA; including resolution of the US-MX trucking dispute, resulting in reduction of punitive duty on US frozen potatoes from 20% to 2.5%.

## Dehy

- Exports of dehydrated potatoes up 13% by volume and 11% by value, led by 482% increase to China, 59% increase to Malaysia, 198% increase to the Philippines and 107% increase to Vietnam.
- 133 new products made with US dehy under development, and 40 new products launched in all target markets.
- 74 one-on-one technical meetings held with potential buyers in all markets.
- Five new Importers began importing US dehy products for the first time, or imported new products into the Philippines, Malaysia, Indonesia, Mexico and South Korea.
- 550 metric tons of dehy flakes purchased by US government for use in international food aid programs in Guatemala and Guinea Bissau. Two applications for USDA food assistance program funding, that included dehy, were approved for purchases to occur in FY12.
- Training provided to PVOs receiving dehy to ensure it was properly utilized.
- Dehy provided to Japan as part of relief efforts following earthquake and Tsunami, as well as Haiti to support earthquake survivors.
- Two market access issues for dehy products resolved and eight addressed by the USPB, NPC and APTA.

## Chip-Stock

- Processor participation in National Collaborative Processor Trials (NCPT) reached ten members for FY2011, contributions totaling \$197,000.
- All original ten NCPT processors committed to second year. Additional members added through industry consolidation and addition of one new processor partner. Participating processors represent 50% of regional chip industry.
- C095051-7W, Colorado State University clone showing exceptional storage characteristics, released from Fast Track Seed Program. \$57,000 in proceeds allocated back to Chip Program to cover cost of seed and development.
- Nine new potato clones selected, approved and entered into Fast Track mini-tuber production system.
- One new buyer in Vietnam and one in Central America began importing US chipping potatoes.
- Chip-stock exports to Japan increased 203% to reach a record 7,141 MT valued at \$3.6 million.
- Nine samples of US varieties sent to processors in Thailand, Malaysia, Central America and Vietnam.
- Seventeen participants attended reverse trade mission to Washington and Idaho.
- Market access issues for chipping potatoes resolved in Korea, Dominican Republic, Nicaragua and Japan, including extension of shipping

window to Japan to include July.

## Seed

- Seed potato exports rose 12% in volume and 24% in value due to expansion in seed exports to a number of new countries.
- One US seed potato variety imported and planted in Nicaragua for the first time.
- Three new importers began importing US varieties.
- Three new US growers began exporting US seed potatoes.
- Six trade leads were generated in target markets and elsewhere.
- Variety trials for 21 US seed potato varieties were conducted in Brazil, Nicaragua, Egypt and Sub-Saharan Africa.
- Market access issues resolved in five markets and being addressed in seven others. Full access to Egypt, one of the world's largest seed import markets, pending.