



UNITED STATES
Potato
BOARD



Maximizing Return on Grower Investment

POTATOES
**GOODNESS
UNEARTHED**

USPB HIGHLIGHTS FY2009 ACCOMPLISHMENTS ACHIEVED ON BEHALF OF US POTATO INDUSTRY JULY 1, 2008 – JUNE 30, 2009

Nutrition

- 6 percent improvement in consumer attitudes about the nutritional value of potatoes was achieved in 2009 Attitude & Usage measurement
- Highly-tested “Peel Back the Truth” print ad campaign completed first year with 15 ad insertions across 8 magazines, generated over 90.3 million impressions and reached 45% of the target audience, or approximately 35.6 million of our target consumers. Three ads each featured a Russet, Red or White Potato, with copy debunking negative nutrition myths about potatoes. Both ads and magazines selected spoke directly to “Linda” target audience. Additional \$333,380 in value-added activities negotiated on USPB’s behalf extending reach of campaign.
- “Peel Back the Truth” ad campaign very effective in 1) motivating consumers to buy potatoes and 2) improving opinions about potatoes. These are top two measures in determining ad effectiveness based on indication to measure an active response to USPB messaging, as measured by VISTA Print Effectiveness Rating survey, a third party administered reader survey measuring reader involvement and advertising effectiveness.
- 308 million media impressions achieved for consumer public relations in FY09
- “Potatoes...Goodness Unearthed®” included in all consumer and nutrition opinion leader communications
- Consumer public relations integrated with advertising, leveraging ad buys with *Cooking Light* and *Southern Living*
- Team of USPB Nutrition Ambassadors and elite list of RDs attending influencer dinners delivered key potato nutrition messages to consumers in NYC, Chicago, LA and nationally, including a “Good Morning America Health” segment available at ABCNews.com
- PR adapting quickly to promote potatoes as healthy, affordable staple in down economy; “Nutrition on a Budget” campaign alone reached 63 million consumers
- Blood pressure research promotions resulted in 81 million impressions
- New blog, Mom’s Dinner Helper, reflects refined target audience – moms, age 25-54; site visits, page views per visit, total minutes spent on the site and consumer generated content all have increased with new mom-friendly look and feel
- First-time mommy blogger outreach resulted in 32 unique potato recipe mentions
- Potato nutrition messages featured in *Shape*, *Woman’s Day*, *Health*, *Every Day with Rachael Ray*, *Chicago Tribune*, *Cookie*, *Better Homes & Gardens*, *O, The Oprah Magazine*, *Fitness*, *Woman’s World*, *Men’s Health*, *FoodNetwork.com*, *EatingWell.com*, *About.com*, *Prevention.com*, *Associated Press* and more
- “Summer Grilling with Potatoes” press kit featured four new grilled potato recipes showcasing convenient technique for cooking with potatoes: 3 million consumers reached to date
- Five campaign signature merchandising concepts developed for use at retail, including signage, recipe cards, balloons, and brochures. Successfully tested and executed across four retailers in spring 2009.
- Tested new potassium-focused magazine ad copy with “Linda” target consumers. Ad performed at statistical parity with original and will be introduced into upcoming media schedule.

Foodservice

- With goal of increasing number of Healthy Potato sides and salads in restaurant chains, USPB held 4th custom seminar at Culinary Institute of America (CIA), in Napa Valley, CA. 48 chain chefs have participated to date, representing 85,000 units nationwide and \$72B in sales. Best of all, 50% of chefs who attended seminars have added or tested new potato menu items.
- October 2008 seminar attended by 12 chefs from national chains, including Burger King, Lone Star Steakhouse, Ruby Tuesday, Olive Garden and Dunkin’ Donuts. Highlight: Lone Star rolled out fresh mashed and twice-baked potatoes; the 150-unit chain estimates twice-baked potatoes will generate 1.3 million orders in 2009, or 685,714 lbs.
- FoodBeat research showed potato menu mentions in Top 200 restaurant chains increased 5.25% between second half 2005 and first half 2008.
- USPB’s K-12 school promotion with Sodexo, one of nation’s largest foodservice management firms, increased potato sales 20% in March 2009 versus March 2008. Promotion ran in approximately 2,000 schools and supported by database of 40 potato recipes and merchandising materials touting nutritional benefits of potatoes.
- USPB online ads generated 2.3MM impressions in a marketplace consisting of 1MM units; Monkeydish, popular chef site, reported chefs spent 841 hours viewing USPB cooking demos/videos.
- 22 culinary students from Culinary Institute of America (Hyde Park, NY) participated in “Hot Potato Ideas” recipe contest. Three winners received cash awards for healthy, ethnic and “new classics” entries. Contest publicized in trade publications.

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- Foodservice program generated 2MM trade publicity impressions and included outreach to chefs at key culinary conferences.

Table-Stock

- Eastern Russia and Vietnam researched as potential new markets; special market reports developed for Hong Kong and Singapore
- Supermarkets in Hong Kong, Malaysia, Singapore and Mexico carried increased assortment of US potatoes for more than six months
- 26 new menu items featuring US potatoes developed and featured at hotel, restaurant and institutions (HRI): 15 in Hong Kong, 7 in Singapore and 4 in Malaysia
- Seven international trade leads for US table-stock generated and distributed to the industry
- Training in proper storage & handling of US potatoes resulted in 81 stores in Mexico and 17 in Malaysia successfully adopting these practices
- 55 positive potato messages delivered through consumer PR, school education and trade shows in all target markets
- Market access for table-stock potatoes to Russia, Nicaragua and Panama established and 8 other market access issues addressed
- First ever US table-stock training program conducted in Singapore for 30 chefs from Singapore, Malaysia and Hong Kong
- USPB new products team, Turover-Straus, developed 3 convenience product concepts that include packaging ideas and seasoning packets to make potatoes a “turn-key side dish”
 - Integrated efforts with Turover-Straus, suppliers, retailers and USPB Retail Team successfully tested one convenient product from this group, Masher Bowl concept. A microwavable bowl with fresh potatoes and seasonings inside offered shoppers fresh, mashed potatoes in less than 10 minutes. Sales peaked at 10 bowls per week at each test store; proving excellent results compared to other new value-added products.
- Best-In-Class program continues to work with new retail partners, expanding presence this year with Grand Rapids, MI-based retailer with nearly 200 stores, utilizing a super-center format with grocery as well as consumer goods. Harrisburg, PA-based retail partner completes third year as Best-In-Class partner, outperforming their competitive rest-of-market (ROM) by 17% in dollar sales based on latest 52 weeks of data. Best-In-Class program at Jewel has closed, as their corporate parent, SuperValu, asked division-level category reviews cease while they implement a nationwide potato program, to be driven from their Minneapolis headquarters. USPB met with the retailer at corporate and shared consumer and category knowledge to assist SuperValu in creating their plan.
- Fresh supplier training offered in shorter, more-focused and easier-to-attend formats. Seven web-based industry trainings were conducted. Attendee feedback and participation indicates this kind of training should be utilized moving forward. This years’ topics included:
 - Promotional Best Practices
 - Utilizing USPB Data Tools
 - Executing Campaign Signature Resources
 - Consumer-Based Segmentation
 - Pricing Consumer Research Project
 - 2008 State of Produce
- The goal of conducting ten Retail Outreach presentations in FY09 met. Six of ten retailers nominated by current suppliers for an Outreach presentation, five of the ten resulted in participation in a USPB-driven program.
- Potato purchasing habits survey completed with 400 fresh potato purchasers on potato shopping habits and reported to industry. Findings indicated two-thirds of supermarket purchases planned, and most decisions about package size, type, etc., made before entering the store. However, one-third of purchase decisions made in store, indicating critical importance of in-store merchandising, assortment, and pricing.
- Fresh potato traditional meal analysis completed, reporting on frequency of eating potatoes and trends in use of fresh potatoes in traditional meals.

Frozen

- Market research in Vietnam resulted in decision to add that market to FY10 program, while further research on Russia led to decision to hold off on that market
- 53 new menu items featuring US frozen potato products launched by food service sector in Japan, China, Korea, Mexico, Malaysia and the Philippines
- 18 new retailers or new US frozen products or additional items carried in foreign markets, including ready-to-eat items and bulk displays
- 25 alternative channels began using US frozen potato products, including: bakeries, TV shopping networks, online sales and movie theaters
- Over 200 positive messages about US potatoes and nutrition delivered to trade and consumers, through PR, websites, media events and educational seminars
- 48 chains switched to US frozen potatoes from another source, upgraded specs or added an additional item to their menu
- Six new importers in Central America, Malaysia, Mexico and China began importing US frozen potato products
- 24 importers and distributors from Central America-DR, China, Mexico, Thailand, the Philippines, and Malaysia participated in USPB training program held in Washington state
- One market access barrier in Japan resolved and 4 others addressed in China, Japan and Taiwan

Dehy

- 124 companies tested new products made with US dehy in Japan, Mexico, Korea, Indonesia, Malaysia, China, the Philippines and Thailand
- 37 new products/items utilizing US dehy launched, including items such as noodles, soups, breads and snacks
- 89 one-on-one technical meetings held with companies to present new information or help solve development problems
- One-on-one meetings, seminars or trainings conducted with importers and distributors in all markets
- Six new dehy products handled by current US dehy importers in Korea, Malaysia, Mexico, Indonesia and the Philippines
- Five training sessions held for PVO employees and two demonstrations projects carried out in recipient countries to demonstrate effectiveness of US dehy in international food aid programs
- 2 new applications for USDA Food For Education program and 1 new application under USAID development grant program submitted with requests for dehy

- US government purchased 120 MT of dehy under USAID Title II program for school feeding program in Senegal
- One market access barrier in Japan resolved and 3 addressed in other markets
- American Institute of Baking (AIB) retained to help identify opportunities in high volume bakery applications. Results show use of dehy in muffin production resulted in 25% reduction in fat content, as well as other positive benefits such as increased shelf life. Summary reports made available to industry.

Chip-Stock

- Reverse trade mission for 15 chip processors from Japan, China, Thailand, the Philippines and Malaysia came to Oregon and California to learn about US chipping potatoes, production and storage
- International chip-stock symposium held at conclusion of RTM, bringing US growers & shippers together with foreign buyers
- 7 chip-stock samples sent to: Thailand (3), Malaysia (2) and the Philippines (2)
- Three new buyers of US Chip-Stock began importing in the Philippines, Thailand and Central America
- Market access for US chipping potatoes to Russia achieved; issues with chip-stock imports into Taiwan and Japan resolved, while barriers to entry of US chip-stock addressed in 6 other countries
- AIS Consulting LLC principal, David Parish, and Charlie Higgins hired to manage USPB Chip Programs
- Additional tests conducted to refine frozen export chip concept (Chipping potatoes sliced and quick frozen to be fried out by chip manufacturers in export markets, getting around phyto/tariff issues). Product concept presented to 4 major potato processors including McCain's, Simplot, Lamb-Weston and Frito-Lay. Several companies interested in conducting additional testing with chipping potatoes.
- Two fast track varieties processed at Utz and Herts. One variety from Colorado had exceptional fry performance for late storage.
- Conducting industry relationship building program: Total of 4 processors visited covering 6 potato chip brands.
- Zebra Complex research delivering results as Complex has been significantly reduced in Texas production areas.
- Chip Committee approved extended cold storage chipping potato study test, stem end research, "fast tracking" chipping varieties with good potential—all to deliver a better end product to the consumer.

Seed

- Variety trials of US seed, utilizing 18 varieties from around the US, conducted in Uruguay, Nicaragua, the Dominican Republic and Sri Lanka
- Three new US seed varieties grown in Honduras and Brazil
- One new importer began bringing US seed potatoes into the Dominican Republic and one new US exporter began exporting
- Six trade leads from target markets and elsewhere generated and distributed to US industry
- Market visits, including US growers and shippers taken to the DR, Uruguay and Nicaragua
- Market access issues for US seed potatoes resolved in Nicaragua and Taiwan and addressed in 8 other countries