



*Maximizing Return  
on Grower Investment*



POTATOES  
GOODNESS  
UNEARTHED

# USPB: “Potatoes Playing Offense!”

2013 International Crop Expo

February 20, 2013

Grand Forks, ND

Ritchey Toevs

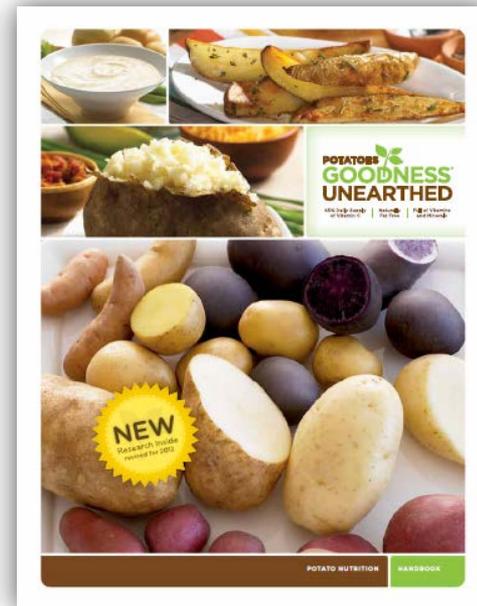
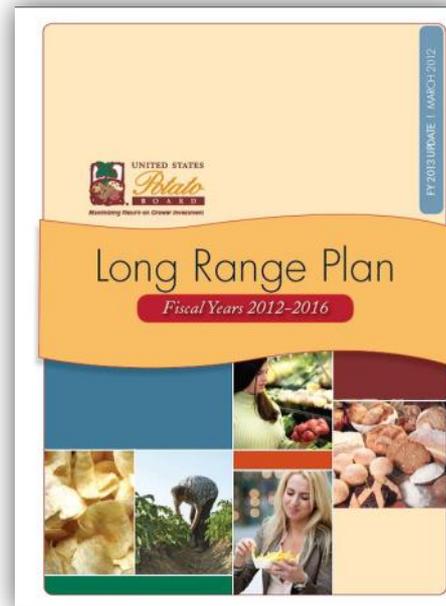
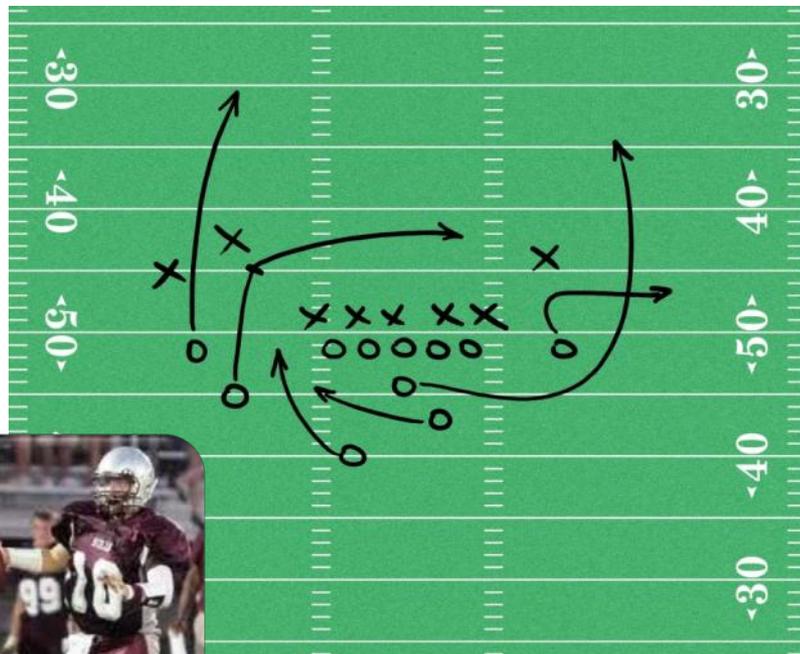
2012/2013 USPB Co-Chair, International Marketing Committee

# “Potatoes Playing Offense”



**IT'S WORKING!!!**

# Research & Strategy— Developing THE Game Plan



- Identifying what is critical to the future of the potato industry
- Developing a game plan to win that future.

# Market Access



Egypt-  
Seed



Japan-  
Chip-Stock



Mexico-  
Table-Stock

**Coordinated Industry Effort  
Produces Results**



# Reaching Linda: Five Distinct Potato Seasons

## Back on Track



### September / October

- School begins
- Getting back into routines
- Looking for quick meal solutions

## Plus Up Potatoes



### November / December

- Cooking to impress family, guests
- Entertaining people
- Preparing traditional Thanksgiving, Christmas meals

## Nurture Me



### January / February

- Holidays are over
- Refocusing energy back to self, family
- Getting through winter months

## Spring Ahead



### March / April / May

- Anticipating new season
- Energy, excitement, ready for change
- New life, spending more time outdoors

## Lighten Up



### May / June / July / August

- Outside as much as possible
- Letting go of routine
- Schedule busy with fun activities



# Increasing Fresh Potato Sales at Retail

When potatoes are in the shopping cart...



Shoppers...



Spend twice as much...



And...

Spend 10 minutes more in the store





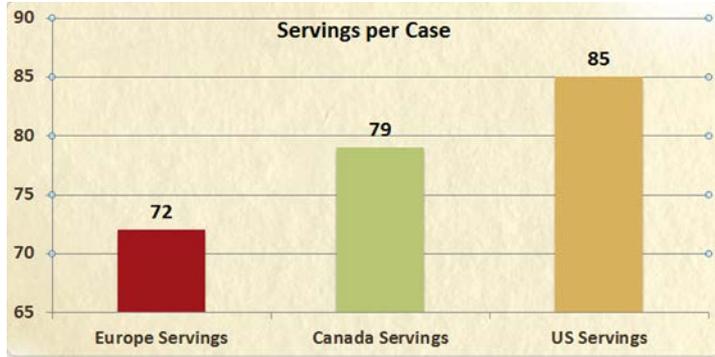
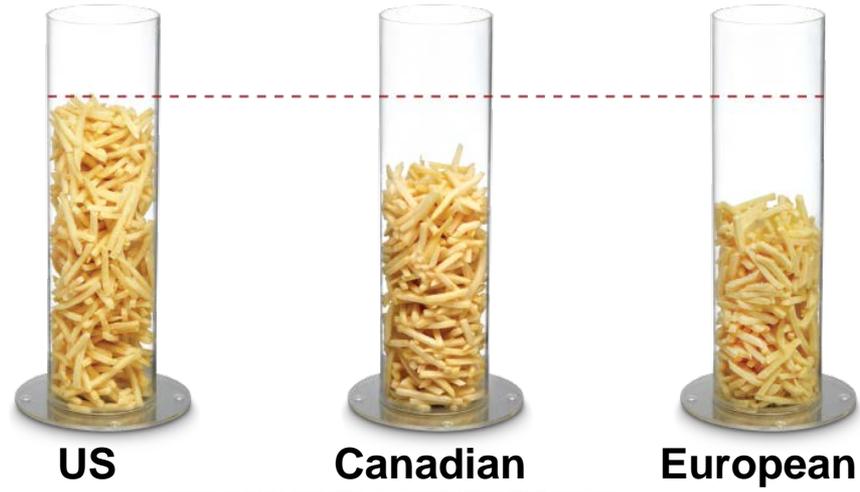
# Why Buy US Project




### Why Buy US Fries

- PROFITABILITY**  
US Fries Provide Greater Profits From Every Case  
US Potatoes = Longer Fries  
Longer Fries = More Servings  
More Servings = More Revenue
- SUPERIOR QUALITY FRIES**  
The US Russet Potato Creates the Best Fry  
Appealing Color  
Appetizing Texture  
Delicious Taste
- CONSISTENT SUPPLY CHAIN**  
The US Consistently Supplies High Quality Fries Year Round  
Dedicated US Growers  
State-of-the-Art US Processing  
USDA Certified Grading System
- US POTATO BOARD SUPPORT**  
Educational and Marketing Support Enhances Your Sales  
Seminars and On-Site Training  
Brochures, Posters, Educational Materials  
Representation in Your Country

## Volume of 1 kg of Frozen Fries





# National Fry Processing Trials

Five Locations in 2012...



Regional breeding programs across the country submitted 88 clones into the NFPT in 2012.

Many clones with reduced acrylamide levels were identified in 2011.

Top clones are being evaluated in a nationally coordinated effort.

# USPB Chip Program Variety Trials



10 National Chip Processing Trials were conducted this past year in...



The NCPT trials have around 200 varieties in them each year.

These trials began in 2010 with increased funding through processor investment.

In 2012, Lamoka through Cornell University, and Nicolet through the University of Wisconsin, completed the NCPT Fast-Track program and are now commercially available.

# Culinary Institute of America Seminar



## “Menu Innovations with Potatoes”



# Food-Aid: Your Production Nourishing the Least



Executing THE Game Plan

Maximizing Return on Grower Investment

# Potato Nutrition Image Has Improved

Attitudes: Net Positive (*a new measure!*)  
The Net Positive score Improved in 2012

PERCENTAGE WHO RATED  
POTATOES EXCELLENT FOR BEING:

Healthy for you

AND

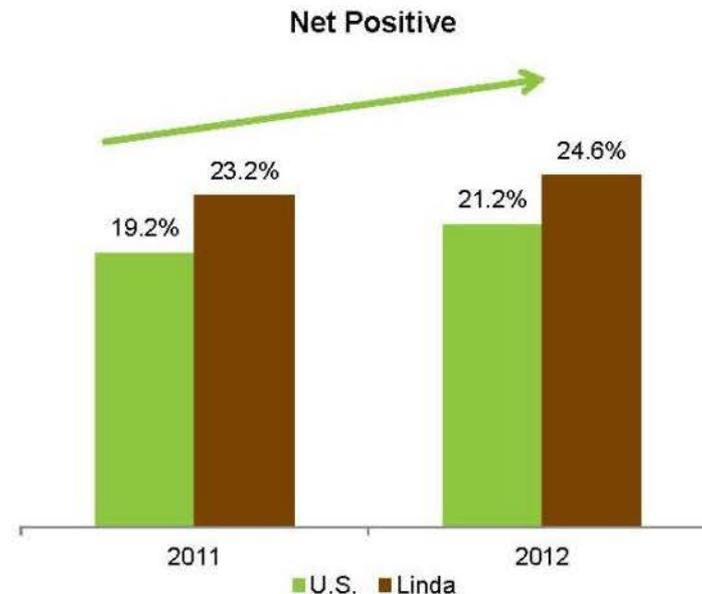
Convenient

AND

Flavorful

AND

Fresh



# Industry Cooperation



Working with the National Potato Council, the State Potato Organizations, various industry trade associations and USDA, the entire US potato industry has realized tremendous success.





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## “Potatoes Playing Offense”

Thank you

*For More Information:*

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