



What Retailers Want (and what we can bring to them)

February 20, 2013

presented
by:
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USPB Retail Programs
Consultant



POTATOES
GOODNESS
UNEARTHED

45% Daily Supply of Vitamin C | Naturally Fat Free | Full of Vitamins and Minerals



USPB Retail Programs

USPB works with retailers in two main ways:

- Retailer Communications
 - Retail Outreach meetings
 - State of the Potato Category (SOPC) newsletter
 - Personal relationships and conversations
- Retail Partnership programs
 - Collaborative Category Optimization (CCO) programs
 - Test & Learn programs

In my work, I **continually** hear from retailers about what they want.

What follows is a summary of their most frequent requests, and how the **USPB can help you respond to these opportunities for increasing sales.**

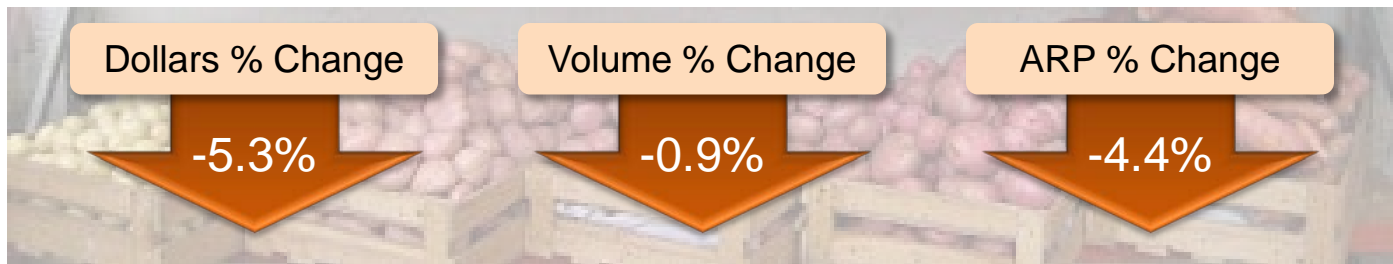


But First... How Is Retail Doing?



Lower prices limited dollar growth

Total Potatoes, Full Year 2012



Russet



Red



Yellow



White

	Russet	Red	Yellow	White
Dollars % Change	-9.5%	-4.9%	0.7%	-10.0%
Volume % Change	-0.2%	10.8%	8.4%	-1.9%
ARP % Change	-9.3%	-14.1%	-7.2%	-8.2%

Source: Nielsen Perishables Group FreshFacts® data, 52 weeks ending 12/29/12

Consumer interests evident

Full Year 2012 Volume % Change vs. YAG

Convenience Shoppers



***Micro/
Steamer***
+31.6%

***Single
Wrapped***
+12.7%

Gourmet/ Foodie Shoppers



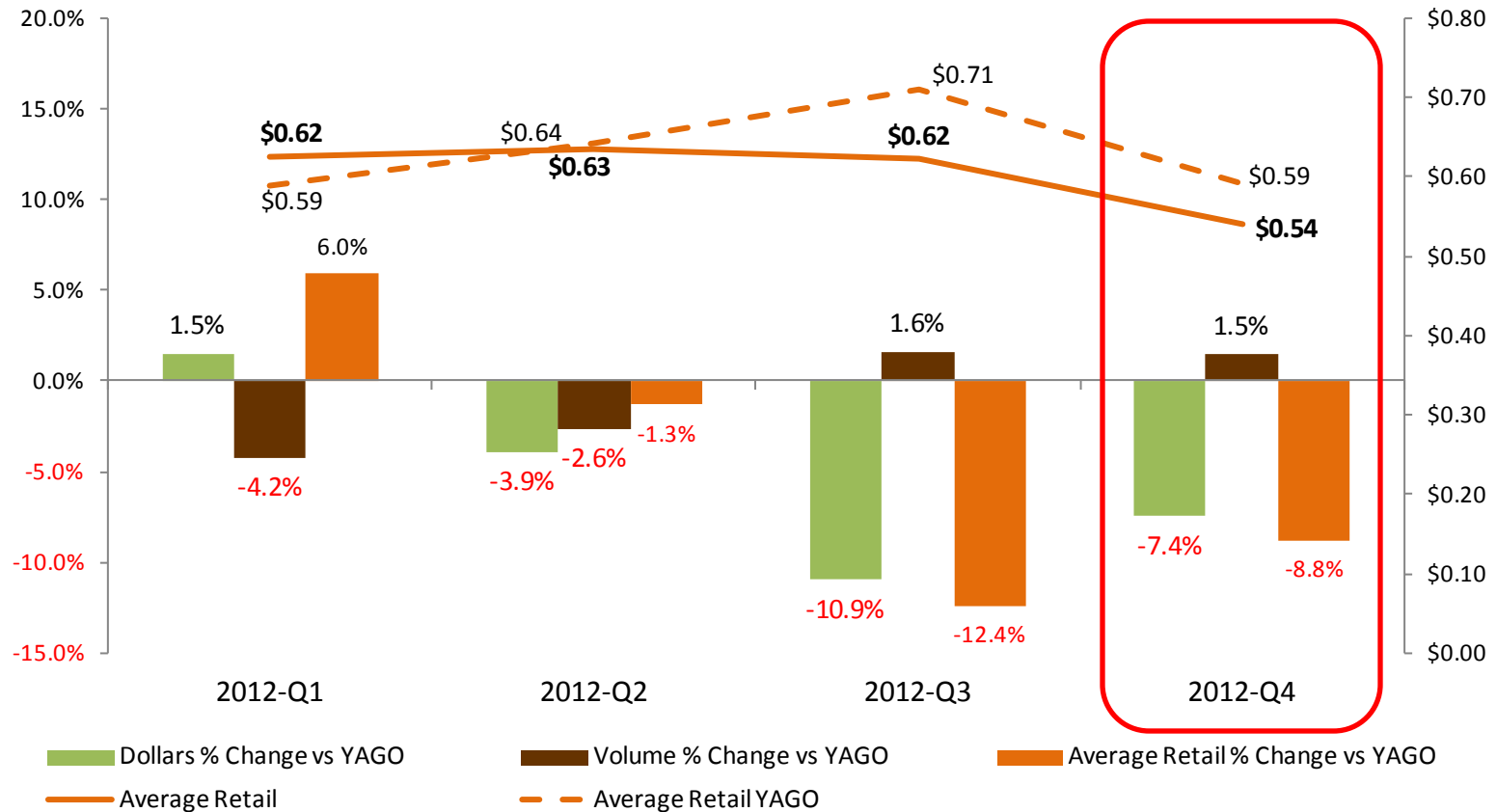
***Fingerlings,
Purples &
Medleys***
+12.7%

***Petite
Potatoes***
+4.5%

Source: Nielsen Perishables Group FreshFacts® data, 52 weeks ending 12/29/12

Volume grew for 2nd straight quarter

- Growth continued despite pricing gap vs. YAGO narrowing



Source: Nielsen Perishables Group FreshFacts® data through 12/29/12

Promotional results varied by holiday

Thanksgiving

Russet 10-lbs

% Vol. on Promo
+0.7 pts
Promo Efficiency:
+1.2 pts

Volume up 3.5%

Russet 5-lbs

% Vol. on Promo
+11.9 pts
Promo Efficiency:
+1.8 pts

Volume up 3.4%

Red 5-lbs

% Vol. on Promo
+7.0 pts
Promo Efficiency:
+0.2 pts

Volume up 19.5%

Christmas

Russet 10-lbs

% Vol. on Promo
-10.2 pts
Promo Efficiency:
-1.4 pts

Volume down 2.0%

Russet 5-lbs

% Vol. on Promo
-8.7 pts
Promo Efficiency:
-9.6 pts

Volume down 5.5%

Red 5-lbs

% Vol. on Promo
+3.6 pts
Promo Efficiency:
-14.2 pts

Volume up 13.6%

Source: Nielsen Perishables Group FreshFacts® data through 12/29/12

Thanksgiving=tradition, Christmas=variety

Share of Thanksgiving
Volume

Share of Christmas
Volume



13.3% of 2012-Q4 potato volume was sold during the week of Thanksgiving!

Nielsen Perishables Group FreshFacts® Data, Thanksgiving: week ending 11/24/12, Christmas: 2 weeks ending 12/29/12



What Retailers Want



Where Do Potatoes Come From?

Shoppers are asking them “where does my food come from?”

- Want to help their shoppers understand how potatoes are grown, harvested and handled
- Desire to increase confidence (i.e. safety) in the foods they carry and the quality of the produce they provide
- Eager to get their hands on videos, photos, “meet the grower” stories and other relevant content



Where Do Potatoes Come From?

- USPB featuring “Meet A Potato Grower” on our consumer website
- Many retailers have a similar section on their websites
- Opportunity for potatoes to be better represented – lots of interest from retailers in video rather than text



MEET A POTATO GROWER



Eric Halverson
Grand Forks, North Dakota

As soon as Eric was old enough to reach up and take hold of a steering wheel, he began contributing as a working member on his family's farm. He... [Read More](#)

Meet More Potato Growers

Where Do Potatoes Come From?

Home | Register | Contact Us | Blog

LUNDS BYERLY'S

Search: LundsandByerlys.com

ABOUT US | OUR STORES | SHOP FOR GROCERIES | ORDER PARTY FOOD & GIFTS | RECIPES & EXPERTISE | CLASSES & EVENTS

Recipes & Expertise

You are here: Home > Recipes & Expertise > Eat Local

• Recipes
• Classes
• Organic & Natural
• Ask Our Food Experts
• Weekly Newsletter
• Sustainable Seafood
• Thanksgiving Menu Ideas
• Easy Appetizers
• Cooking Videos
• FoodSafe
• Eat Local
• Premium Beef
• Food & Wine Guides

Eat Local

EAT LOCAL. MINNESOTA GROWN Fresh From Your Neighbor

Our commitment to local farmers is evident in the many seasonal varieties of fresh fruits and vegetables available at all Lunds and Byerly's.

Whether it's organic vegetables from Gardens of Eagan or crisp apples from Fireside Orchard and Gardens, we value the relationships we've built with farmers right here in Minnesota.

To learn more about these local farmers, click on the links below. You'll also see these informational signs posted throughout our produce departments.

Axdel's Garden Farm & Greenhouse
Bushel Boy Farms
Costa Farm
Featherstone Farms
Fireside Orchard and Gardens
Gardens of Eagan
Gray Potato Farm
Gardens of Eagan
Joe Zywiec Vegetable Farm
Melamen Gardens
Peplin Heights
Riverside Farms
Salad Girl
Vine Valley

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Recipes & Expertise

You are here: Home > Recipes & Expertise > Eat Local > Gray Potato Farm

• Recipes
• Classes
• Organic & Natural
• Ask Our Food Experts
• Weekly Newsletter
• Sustainable Seafood
• Thanksgiving Menu Ideas
• Easy Appetizers
• Cooking Videos
• FoodSafe
• Eat Local
• Premium Beef
• Food & Wine Guides

EAT LOCAL. MINNESOTA GROWN Fresh From Your Neighbor

Family
THE GRAYS

Location
CLEAR LAKE, MN

Products
RED POTATOES

The Gray Potato Farm has supplied red potatoes to Lunds and Byerly's for 10 years. The fourth generation family farm began in Brooklyn Park in the 1940s. Today it's located in Clear Lake, managed by brothers Paul and Gary Gray. In addition to potatoes, they raise sweet corn, soybeans, strawberries, blueberries, and raspberries.

"Dad and Mom have been with us every step of the way," said Paul and Gary. "Their strength and experience have guided us in growing the best crops we can."

Leveraging Local

Local, Local, Local

- LOTS of interest in the local movement!
- Asking USPB about relevance of “local” to the potato category
- Want to know how they can “be more local” with their potato program



Leveraging Local

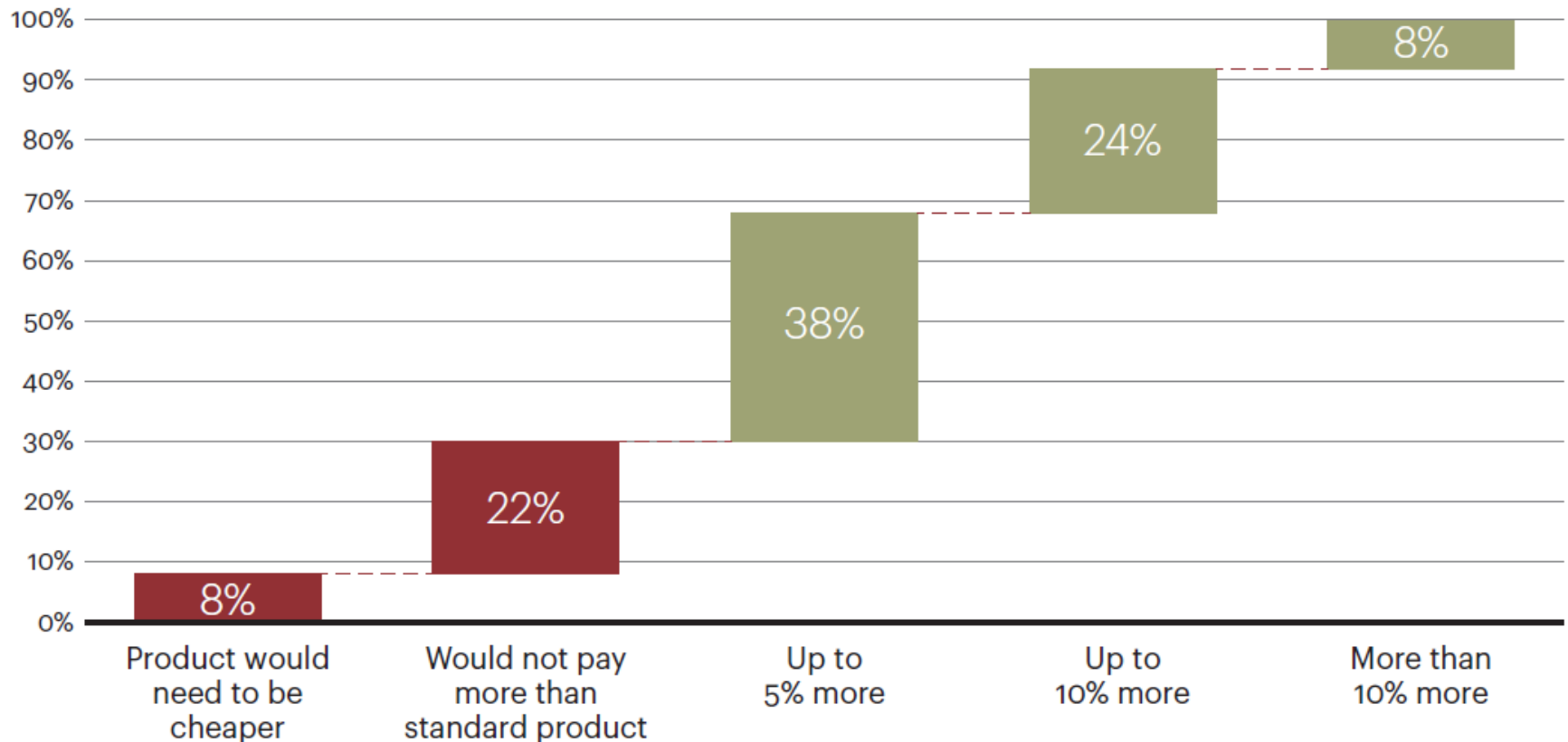
Recent research into shoppers' perceptions of local food found:

- 66% of grocery shoppers believe buying locally-grown food helps their local economy
- 60% feel it delivers a broader and better assortment of foods
- 68% feel locally-grown food contributes positively to sustainability
 - only 50% feel this same way about organic food
- 45% believe it provides healthier alternatives
- 19% buy local food to improve their carbon footprint
- 41% say they would spend more on local groceries if retailers did a better job educating shoppers on the foods' origins

Leveraging Local

How much extra are you willing to pay for local food?

(% of respondents)



And shoppers are willing to pay more for local food!

Leveraging Local

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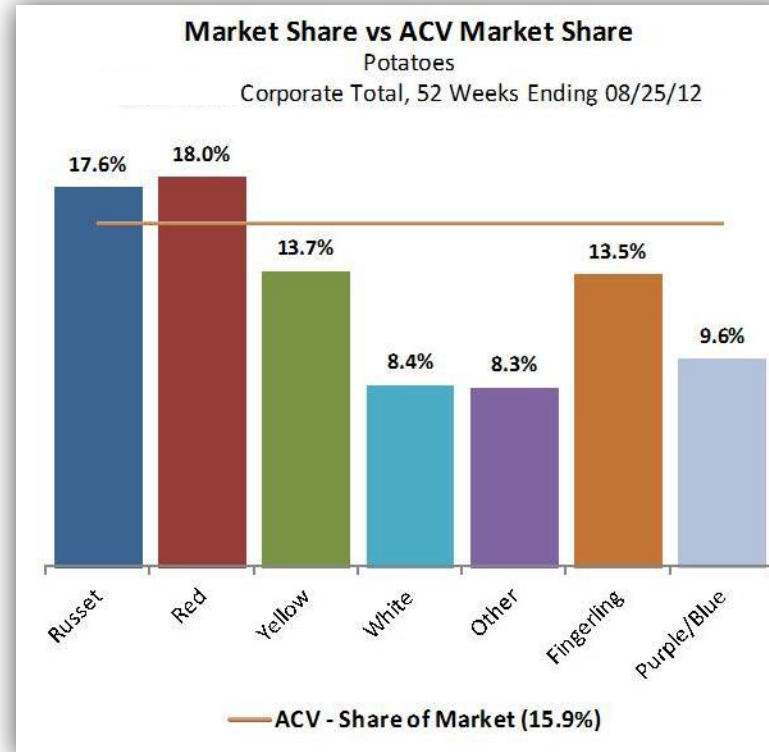
- 64% consider food “local” if it is grown within 100 miles of the store
- 37% consider products from the same state to be local
- Shoppers will switch stores for a better local food selection – 30% say they consider purchasing food elsewhere if their preferred store does not carry local foods



Introduce Shoppers to More Types

Seeking Growth by Driving HH Penetration of Additional Types


- See as key opportunity for increasing overall category sales
- In many instances, they are underperforming on specific types and looking to recapture “fair share”



Introduce Shoppers to More Types

- Huge gaps in household penetration of potato types often exist

Households Purchasing by Potato Type
(Percent of households buying at least once in a year)

	Russet 	Red 	Yellow 	White 	Purple/ Specialty 
Brookshire's	82%	39%	15%	4%	1%
Brookshire's Linda	88%	47%	19%	4%	1%*
Linda	73%	51%	25%	39%	1%

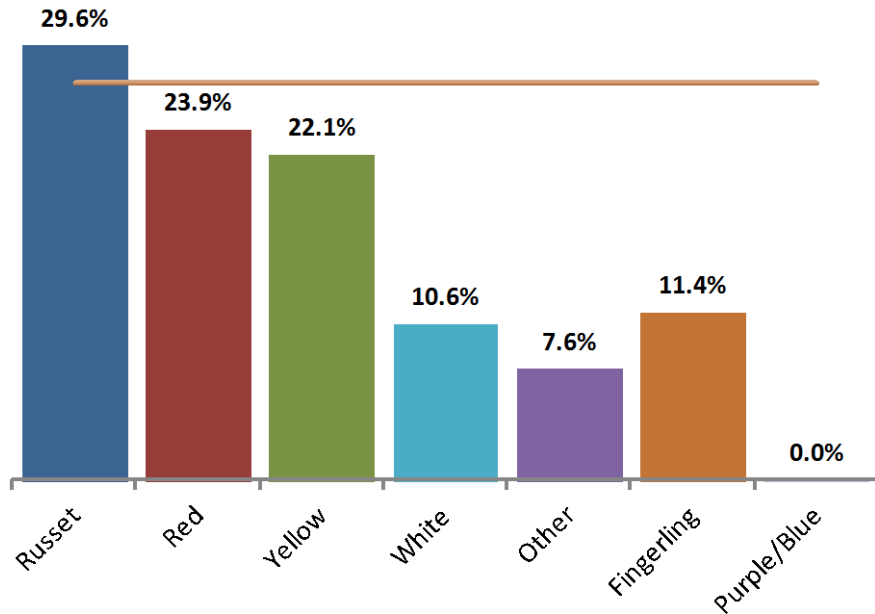
Introduce Shoppers to More Types

- And these gaps offer huge potential for added sales!

Market Share vs ACV Market Share

Potatoes

Walmart, 52 Weeks Ending 08/25/12

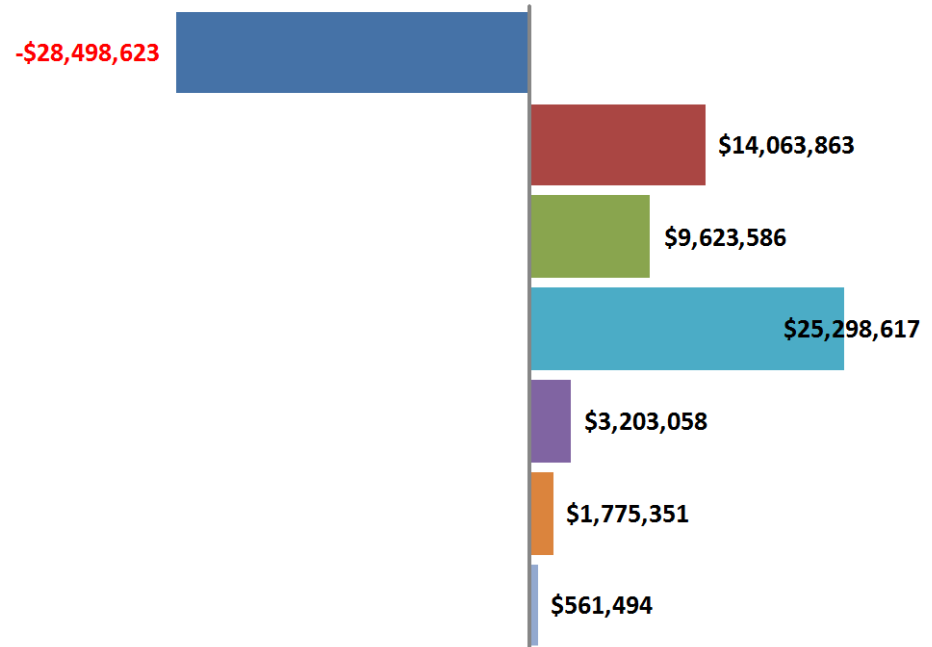


— ACV - Share of Market (27.2%)

Dollar Opportunity Gap

Potatoes

Walmart, 52 Weeks Ending 08/25/12



■ Russet ■ Red ■ Yellow ■ White ■ Other ■ Fingerling ■ Purple/Blue

Introduce Shoppers to More Types

- Much more can be done to encourage shoppers to try new types

Try a different potato every day of the week

MONDAY	TUESDAY	WEDNESDAY
Yellows Boasting a golden skin and golden flesh, yellow potatoes are naturally smooth with a buttery taste. BUTTERY, CRISPY, CREAMY. Grilled Potato Planks FAVORED USES: Grilling, Roasting	Petites Petites come in a wide variety. They are smaller versions of their full-sized cousins with all the flavor. CREAMY, MOIST, SMOOTH. Red, White and Blue Potato Salad FAVORED USES: Salads, Pan-Frying	Russets Russets are known for their brown, hearty skin and white flesh. They become light and fluffy after baking. LIGHT, FLUFFY, HEARTY. Baked Potato Nachos FAVORED USES: Baking, Mashing
THURSDAY	FRIDAY	SATURDAY
Whites A great all-purpose potato, White potatoes have a white flesh and white (sometimes tan) skin. CREAMY, TENDER, SUBTLE. Chipotle Mashed Potatoes FAVORED USES: Mashing, Soups, Stews	Fingerlings Fingerlings are small and slender. They come in a wide range of colors and have a firm, waxy texture. NUTTY, ROBUST, UNIQUE. Fingerling and Wild Mushroom Skillet FAVORED USES: Pan-Frying, Roasting	Purples Purple potatoes are mild and earthy with a distinctly nutty flavor. They have a deep purple skin and moist flesh. VIBRANT, MOIST, NUTTY. Blackened Blue Potato Salad FAVORED USES: Salads, Roasting
SUNDAY	For these recipes, and hundreds more, visit www.potatogoodness.com.	
Reds Red potatoes have rosy red skin and moist flesh. They are slightly sweet and have an always-tender texture. MOIST, TENDER, VERSATILE. Roasted Red Potatoes with Pesto FAVORED USES: Salads, Roasting	 POTATOES GOODNESS UNEARTHED 45% Daily Supply of Vitamin C Naturally Fat Free Full of Vitamins and Minerals	

Reds



Snap to view videos.

MOIST. TENDER. VERSATILE.

Red potatoes have rosy red skin and moist flesh. They are slightly sweet and have an always-tender texture.

FAVORED USES:
Roasting, Salads

Try a different potato every day of the week.



Roasted Red Potatoes with Pesto
Find this recipe and hundreds of others at potatogoodness.com.



Small Potatoes Going Big-Time

Big Interest in Little Potatoes

- Seeing the sales of petite potatoes as almost 100% incremental
- Using aggressive discounting to drive trial
- One chain reporting small potato ads rival volume of 5lb russet ads



Potato Inspirations
Potatoes

**BUY 1
GET 1** Free

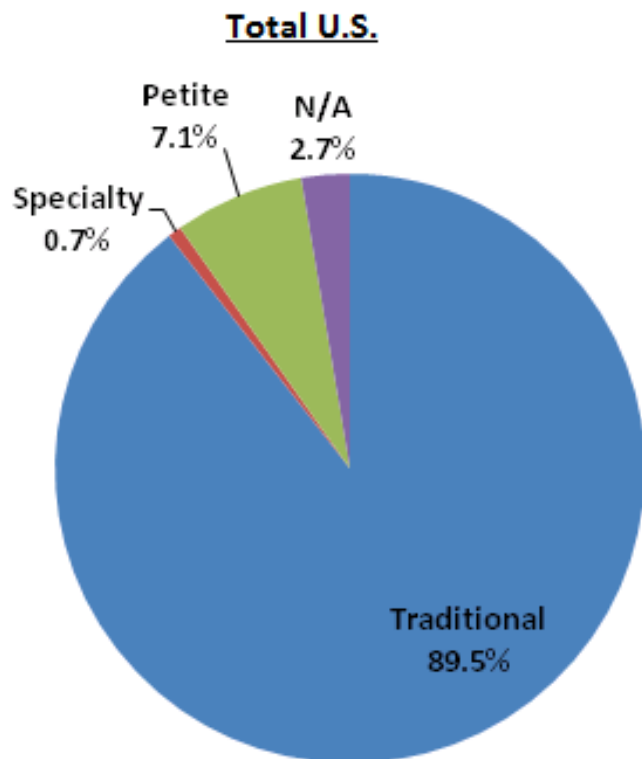
28-oz bag or Fingerling Blend, 1.5-lb bag,
Ready in Minutes, Season to Taste, Assorted Varieties

SAVE UP TO 3.99

(Concord Potato Topping or Roasted Seasoning Mix,
1.1 or 1.25-oz pkg. ... **Buy One Get One Free**)

Small Potatoes Going Big-Time

- Petite potatoes accounted for over 7% of category dollar sales in 2012



Potato Class Dollar Share
52 Weeks Ending 12/29/12

	Total U.S.	Class
Dollars % Change*	-6.6%	Traditional
	4.8%	Specialty
	8.0%	Petite
	7.4%	N/A
Volume % Change*	-1.2%	Traditional
	9.0%	Specialty
	4.5%	Petite
	13.6%	N/A

* % Change vs. 52 Weeks Ending 12/31/11

Small Potatoes Going Big-Time

- However, retailers still may be missing the opportunities to:
 - Leverage petites to drive purchases of other sizes/types (e.g. reds)
 - Utilize “portability” of petite packages to merchandise beyond produce



What's New? What's Next?

Anxious for Innovation

- Are wary of the heavy reliance on russet volume, and fear the same erosion they have witnessed with sales of iceberg lettuce and red delicious apples
- Retailers are looking for innovation that goes beyond mere packaging to bring them new varieties, tastes and textures



More Stability in Potato Pricing

Distressed Over Deflation

- Worried about impact of sinking prices on \$Sales and profit\$
- Feel others are discounting unnecessarily, although often quick to follow
- Key to breaking out of this vicious cycle is selling potatoes on a basis other than price alone

ALDI truth
Impressively high quality

7⁹⁹ Kirkwood Boneless Turkey Breast 4.8 oz. **WINTER SEASONALS**

1¹⁹ PER LB. Appleton Farms Smoked Ham 7-lb. avg. weight

1¹⁹ PER LB. Whole Turkey Frozen, 10-22 lb.

1⁴⁹ PER LB. Appleton Farms Spiral Sliced Half Ham Includes glaze packet, 8-lb. avg. weight.

99 Appleton Farms Smoked Ham-Shank Portion 8-lb. avg. weight.

NEW LOW PRICES! Countryside Creamery Butter Quarters Regular or Unsalted. **99¢** (was 1.29)



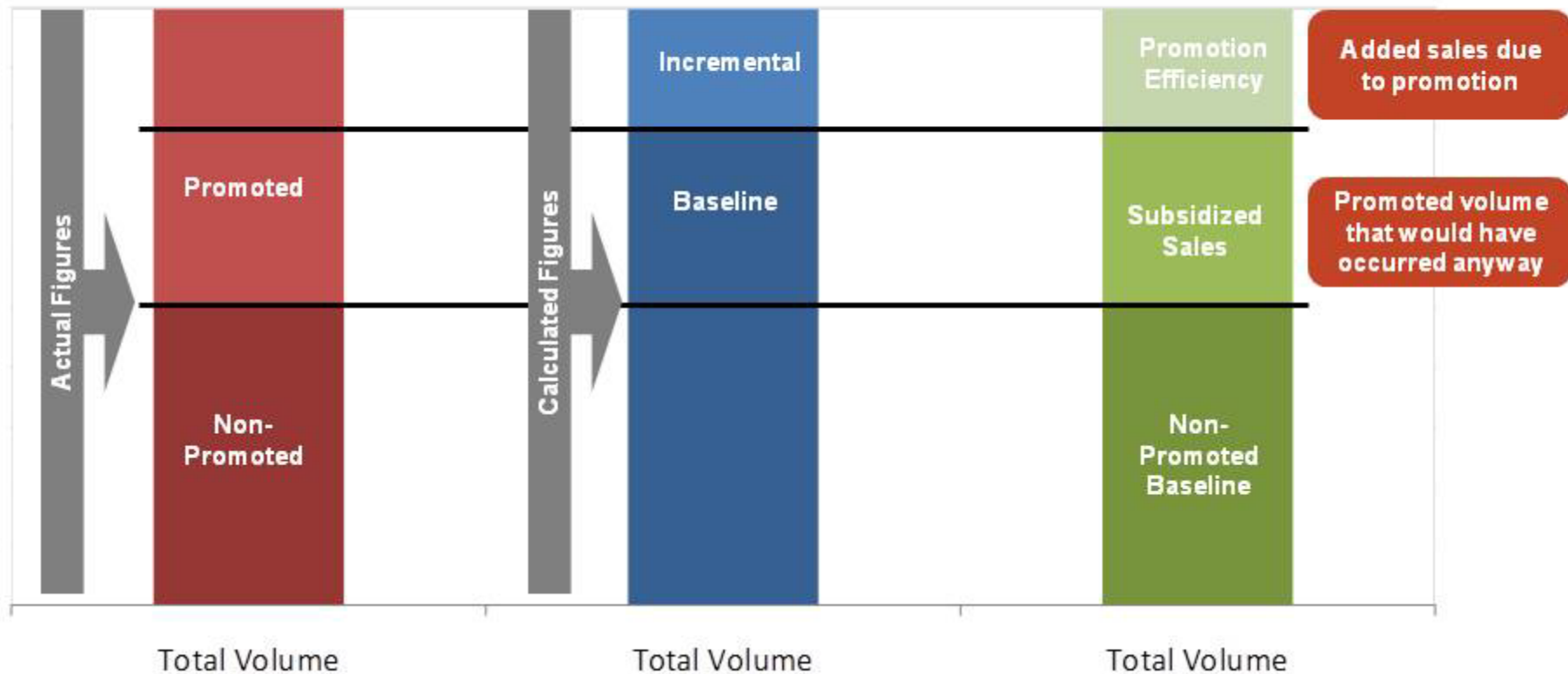
99¢ PER 10-LB. BAG
Russet Potatoes

Aldi ad
Detroit metro 11-11-12

Increase Efficiency of My Promotions

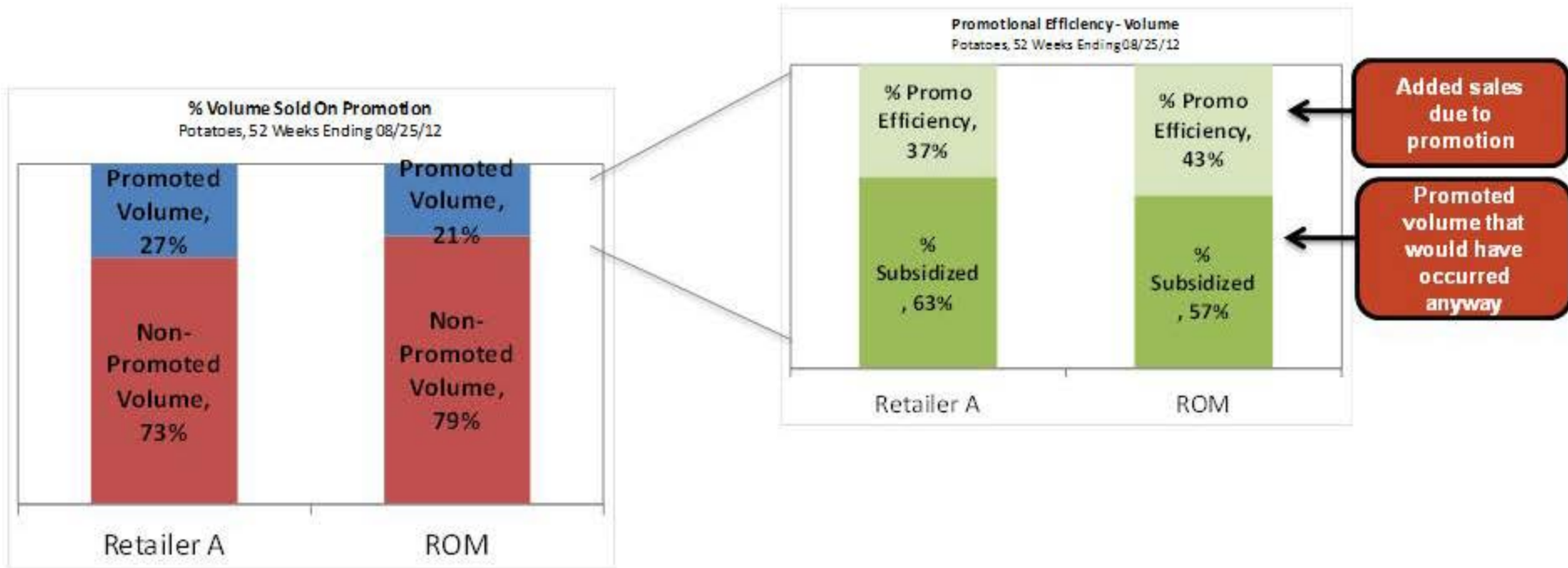
How Can We Increase Our Promotional Efficiency on Potatoes?

Three different ways to look at potato sales:



Increase Efficiency of My Promotions

How Can We Increase Our Promotional Efficiency on Potatoes?



- Promotional efficiency revolves around 3 primary factors:
 - Frequency of discounting
 - Depth of discounting
 - Items being promoted

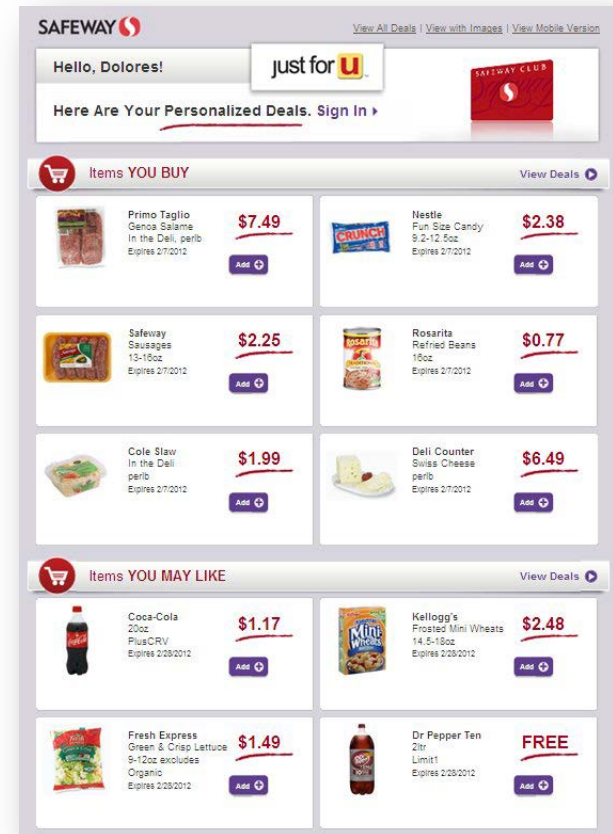
Increase Efficiency of My Promotions

- You can help your retail customers become more efficient by offering data-driven recommendations on how to improve promotional response
 - Nielsen FreshFacts™ sales data
 - ECRM Marketgate ad tracking



Increase Efficiency of My Promotions

- Consider participating in targeted offers using retailers' loyalty card data, investing dollars specifically where it will generate the strongest returns
 - Direct mailer programs like Kroger's Loyal Customer Mailer
 - Digital programs like Safeway's Just for U



End the Digital Drought

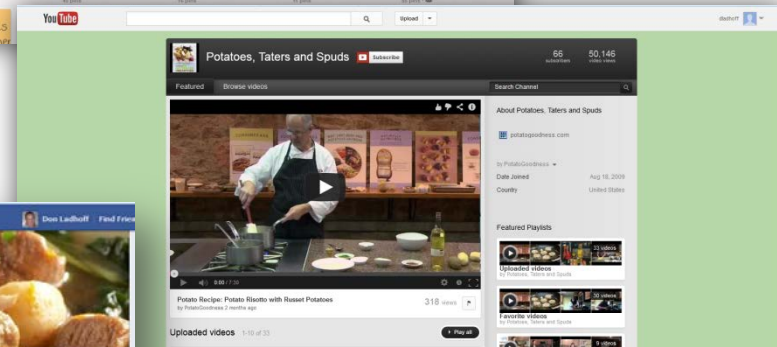
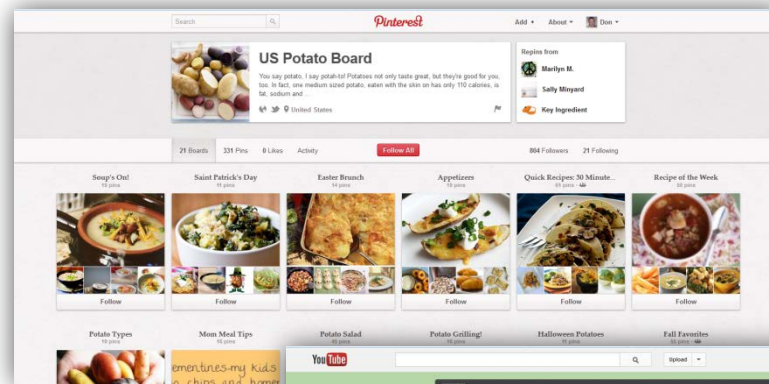
Desperate for More Digital Content

- Looking to get the produce department more involved in their company's social media activities and online sites
- Anxious for videos, recipes, photos and links to other relevant content

The screenshot shows the Pick 'n Save website homepage. At the top left is the Pick 'n Save logo with the tagline "Living Up To Your Life". To the right of the logo is a blue bowl of soup with breadsticks. Further right are links for "Register", "Sign In Page", "Forgot Username", "Forgot Password", and "Help". Below these are input fields for "Username or Email" and a password field, with a "SIGN IN" button. A "SEARCH SITE" button is also present. A navigation menu includes "ADS/COUPONS/LISTS", "WAYS TO SAVE", "OUR BRANDS", "DEPARTMENTS", "RECIPES", "STORE LOCATOR", "CAREERS", and "CONTACT US". The main content area features a large banner for "Crazy about Potatoes." with a photo of potatoes. Below the banner is a "CLICK HERE" link for fun facts, recipes, and budget friendly meals. To the right is a "THIS WEEK'S SPECIALS" section with a thumbnail of a weekly ad and a red button that says "We Want to Hear From You! Please Take Our Survey."

End the Digital Drought

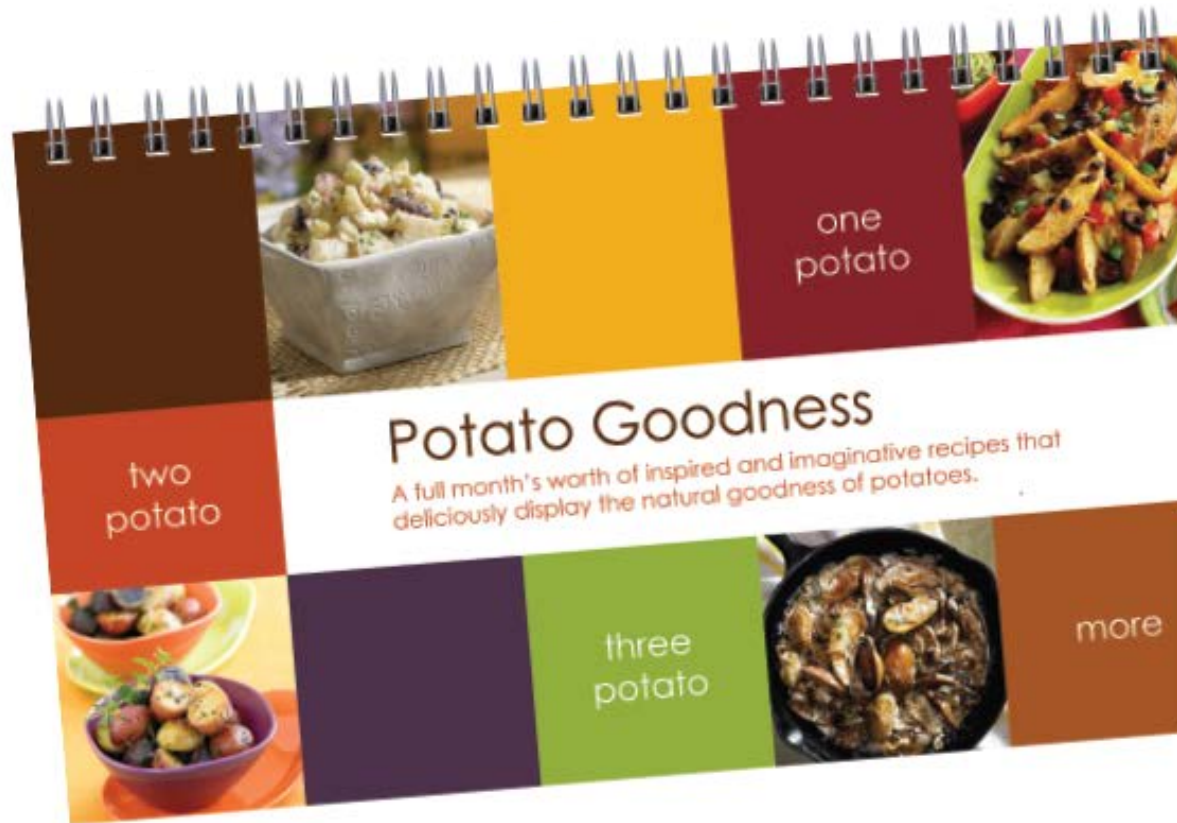
- Start with the digital content and resources that the USPB can provide to aid your efforts with your retail customers
 - Potatogoodness.com
 - Facebook
 - YouTube
 - Pinterest



End the Digital Drought

Potato Goodness e-cookbook

- Available in both .epub (iPad) and .mobi (Kindle) formats



Utilizing Our Retail RDs

Love To Leverage Retail RDs for Potato Category More

- Growing awareness of the influence of their own RDs and how they can positively impact produce sales
- Want to get their RDs more information on potatoes' nutritional benefits and find ways to leverage their activities to benefit the potato category



Utilizing Our Retail RDs

- USPB has several ready-made resources that you can bring to your retail customers' RDs

POTATOES GOODNESS UNEARTHED
Full of Vitamins and Minerals
45% Daily Supply of Vitamin C • Naturally Fat Free

Happy Holidays!
Welcome back to the "Seasons" e-newsletter from the United States Potato Board (USPB), created just for supermarket registered dietitians. Inside each issue you will find up-to-date potato nutrition in the news, retail insights, a ready-to-print potato feature story and seasonal recipes for use in your shopper communications, social media platforms and in-store promotions. Enjoy!

Potato Nutrition in the News
[Perfect Potatoes](#)
From Examiner.net

[11 Secrets to Some of Your Favorite Foods](#)
From The Today Show

[8 Nutritious Reasons to Love the Humble Spud](#)
From Live Better America

Nurture Me with Potatoes
Right now, the holiday season is in full swing and your shoppers are enjoying the festivities and delicious meals. But in just a couple weeks, they'll be ready to start a healthy 2013 with fresh new family meals.

Potatoes can play a special role this season. With the natural nutrition and weight management benefits of the potato, your shoppers can serve lightened up versions of family favorites. An easy way to get more potato goodness on the table? Soups! This staple of the season is full of opportunities for flavor and nutrition, and it all starts with the potato.

Seasonal Recipe Corner: Creamy Potato Leek Soup with Tangy Tarragon Drizzle
This recipe for Creamy Potato Leek Soup is the perfect example of a healthy meal solution that is packed with nutrition and flavor that will meet your shoppers' new year, new you! lifestyles.

[Click here](#) to download a printable recipe card to hand out or display in-store.

Retail RD monthly newsletter

POTATOES GOODNESS UNEARTHED
45% Daily Supply of Vitamin C • Naturally Fat Free • Full of Vitamins and Minerals

NEW
Research inside revised for 2012

POTATO NUTRITION HANDBOOK

FOODS (1 GRAM)	CALORIES
Carbohydrate	4
Protein	4
Alcohol	7
Fat	9

It has been suggested that calories from certain macronutrients (namely carbohydrates) are more "fattening" than others (namely proteins).¹ In fact, a calorie is a calorie (although it may be easier to overconsume calories from carbohydrate and fat vs proteins). And, since one gram of fat has more than twice the calories of a gram of carbohydrate or protein, it makes sense that reducing dietary fat can lead to the consumption of fewer calories and, perhaps, weight loss. And that's precisely why moderate or low-fat diets are often recommended for weight loss or weight maintenance.²

Energy Output: Many people mistakenly believe that they only "burn calories" when they exercise. In fact, your body is burning calories all of the time (yes, even when sleeping). The calories that

you expend in a day (total daily energy expenditure) can be divided into three parts:

1. **Basal Metabolic Rate (BMR):** This is the energy expended just to keep your basic body functions going (breathing, heart beating, liver and kidneys functioning, etc.) and accounts for the greatest amount (about 60%) of total daily energy expenditure.
2. **Thermic Effect of Food (TEF):** This is the energy expended to digest and metabolize the foods you eat. It generally accounts for 6-10% of your total daily energy expenditure.
3. **Thermic Effect of Activity (TEA):** This is the energy expended when doing any form of physical activity, programmed exercise as well as house work, gardening, etc. and generally accounts for 30% of total daily energy expenditure.

Exactly how many calories a given individual needs varies, depending on such factors as gender, current body size, activity level and body weight goals (i.e. to maintain, lose or gain weight). There are a number of websites that can aid in calculating daily energy requirements, such as www.choosemyplate.gov and <http://bmi.simulator.redk.nl.gov/>.

MAKING CALORIES COUNT
Leading nutrition experts agree that we gain weight when we eat more calories than we expend, regardless of where those calories come from (carbohydrates, protein or fat).³ Similarly, numerous studies have shown that the composition of the diet is not important when it comes to weight loss, so long as calories are reduced.⁴ In fact, the scientific evidence supporting calorie balance is so strong that it was translated

Annual Potato Nutrition Guide

Nutrition Library handouts

POTATOES GOODNESS UNEARTHED
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NUTRITION LIBRARY WEIGHT MANAGEMENT

WHY IS WEIGHT CONTROL SO HARD?
It is estimated that Americans spend more than \$40 billion dollars on weight loss products and programs annually; yet the prevalence of obesity is at an all-time high. According to the most recent data from the National Health and Nutrition Examination Survey (NHANES 2007-2008), 68% of adults (>20 years of age) are overweight while 34% are obese.¹ This data begs the question, why is weight control so hard?

Unfortunately, there is no simple answer, largely because it is a difficult subject to study experimentally. In fact, scientists have a much better understanding of the factors that lead to obesity than of what it takes to actually lose weight permanently. Nonetheless, obesity experts agree that at least part of the problem lies in the difficulty that Americans have in monitoring and managing the calories they consume relative to the calories they "burn," particularly in an environment where high calorie foods are so plentiful and opportunities for physical activity may be limited.²

MANAGING BODY WEIGHT—IT'S A BALANCING ACT
Body weight is determined by what nutritional scientists refer to as energy balance. Basically, energy balance is the relationship between the calories you consume (energy intake) and the calories you expend (energy output) over days, weeks and months. If energy intake is greater than energy output you will gain weight. Conversely, if energy intake is less than energy output you will lose weight.

Energy Intake: A calorie is a measure of heat energy in foods, calories come from the macronutrients—carbohydrates, proteins, fats and alcohol. The caloric values of each of these macronutrients are list in the table provided:

FOODS (1 GRAM)	CALORIES
Carbohydrate	4
Protein	4
Alcohol	7
Fat	9

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Nutrition Facts
Amount Per Serving
Calories 111
Total Fat 0g
Total Carbohydrate 23g
Protein 4g
% Daily Value*

POTATOES GOODNESS UNEARTHED
45% Daily Supply of Vitamin C • Naturally Fat Free • Full of Vitamins and Minerals

BROUGHT TO YOU BY THE UNITED STATES POTATO BOARD

Getting The Message Across

Asking for Merchandising Tools

- Retailers understand that increasing potato awareness and offering new usage ideas can spur greater consumption and sales – and they want our help in communicating this to their shoppers
- Repeatedly asking USPB for pallet bins, display racks, iron man posters, recipe cards and other merchandising tools that exceed our purview



What Retailers would like



What Retailers sometimes get

Getting The Message Across

- USPB has developed a range of POS elements that industry members can produce as-is or adapt to fit their specific opportunity
- Here's just a sampling of what you can find on our Resource Center...

Try a different potato every day of the week

MONDAY	TUESDAY	WEDNESDAY
Yellows Boosting a golden skin and golden flesh, yellow potatoes are naturally moist with a buttery taste. BUTTERY, CRISPY, CREAMY.	Petites Petites come in a wide variety. They are smaller versions of their parent potatoes with a fluffy after baking. CREAMY, MOIST, SMOOTH.	Russets Russets are known for their brown, hairy skin and white flesh. They become light and fluffy after baking. LIGHT, FLUFFY, HEARTY.
Grilled Potato Planks FAVORING USES: Grilling, Roasting	Red, White and Blue Potato Salad FAVORING USES: Salads, Pan-Frying	Baked Potato Nachos FAVORING USES: Baking, Mashing
THURSDAY	FRIDAY	SATURDAY
Whites A great all-purpose potato, white potatoes have a white flesh and white (sometimes tan) skin. CREAMY, TENDER, SUBTLE.	Fingerlings Fingerlings are small and slender. They come in a wide range of colors and have a firm, waxy texture. NUTTY, ROBUST, UNIQUE.	Purples Purple potatoes are mild and earthy with a slightly nutty flavor. They have a deep purple skin and moist flesh. VIBRANT, MOIST, NUTTY.
Chipotle Mashed Potatoes FAVORING USES: Mashing, Soups, Stews	Fingerling and Wild Mushroom Skillet FAVORING USES: Pan-Frying, Roasting	Blackened Blue Potato Salad FAVORING USES: Salads, Dressings
SUNDAY	For these recipes, and hundreds more, visit www.potatogoodness.com .	
Reds Red potatoes have rosy red skin and moist flesh. They are slightly sweet and have an always-tender texture. MOIST, TENDER, VERSATILE.		

Try a different potato every day of the week

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY	SUNDAY
Grilled Potato Planks	Chipotle Mashed Potatoes	Baked Potato Nachos	Red, White & Blue Potato Salad	Pan Fried Fingerling Potatoes with Wild Mushroom Sauce	Blackened Blue Potato Salad	Grilled Potato Potato Salad
Ingredients: - 1 1/2 russets olive oil - 1 pound garlic, minced - 1/2 cup olive oil - 1/2 cup rosemary, minced - 1/2 cup balsamic vinegar - 1/2 cup parmesan, shredded - 1/2 cup extra virgin olive oil	Ingredients: - 2 medium (2 to 3 ounce) potatoes - 1/2 cup natural milk - 1/2 cup unsalted butter - 1/2 cup cheddar cheese - 1/2 cup sour cream - 1/2 cup green onions, sliced - 1/2 cup fresh chives, sliced	Ingredients: - 1 1/2 pounds russet potatoes - 1/2 cup olive oil - 1/2 cup balsamic vinegar - 1/2 cup cheddar cheese - 1/2 cup sour cream - 1/2 cup green onions, sliced - 1/2 cup fresh chives, sliced	Ingredients: - 1 pound small white potatoes - 1/2 cup olive oil - 1/2 cup balsamic vinegar - 1/2 cup cheddar cheese - 1/2 cup sour cream - 1/2 cup green onions, sliced - 1/2 cup fresh chives, sliced	Ingredients: - 2 tablespoons butter - 1/2 cup (1/2 pound) potatoes, cubed - 1/2 cup balsamic vinegar - 1/2 cup cheddar cheese - 1/2 cup sour cream - 1/2 cup green onions, sliced - 1/2 cup fresh chives, sliced	Ingredients: - 1 pound small purple potatoes - 1/2 cup (1/2 pound) potatoes, cubed - 1/2 cup balsamic vinegar - 1/2 cup cheddar cheese - 1/2 cup sour cream - 1/2 cup green onions, sliced - 1/2 cup fresh chives, sliced	Ingredients: - 2 pounds medium-size red potatoes - 1/2 cup olive oil - 1/2 cup balsamic vinegar - 1/2 cup cheddar cheese - 1/2 cup sour cream - 1/2 cup green onions, sliced - 1/2 cup fresh chives, sliced
Directions: Preheat grill over medium heat. Oil together rosemary and salt in a shallow dish. Add potato slices and turn until well coated. Grill potatoes for 8 minutes on each side. Turn and grill for 10 minutes longer or until cooked through. Remove from grill and serve with your favorite grilled dishes.	Directions: Boil skin-on red potatoes and cut into 1-inch chunks. When cooked, drain and add medium saucer and add enough water for reduced sodium broth to cover. Set pan over high heat and bring to a boil. Then reduce to a medium size and simmer for 15 minutes. Drain potatoes, cool, and toss with olive oil. Toss with salt and pepper to taste.	Directions: Preheat oven to 425 degrees. Wash potatoes and cut into 1/2-inch thick slices. Toss with olive oil, salt, and pepper. Bake for 25 to 30 minutes.	Directions: Cut potatoes into 1 1/2-inch cubes. Steam for 20 minutes or until potatoes are tender.	Directions: Steam potatoes in a large microwave-safe bowl. Cover with hot water. Microwave for 10 minutes. Drain and pat dry.	Directions: Steam potatoes in a large microwave-safe bowl. Cover with hot water. Microwave for 10 minutes. Drain and pat dry.	Directions: Steam potatoes in a large microwave-safe bowl. Cover with hot water. Microwave for 10 minutes. Drain and pat dry.

MOIST. TENDER. VERSATILE.

Red potatoes have rosy red skin and moist flesh. They are slightly sweet and have an always-tender texture.

FAVORED USES:
Roasting, Salads

Reds

Try a different potato every day of the week.

Roasted Red Potatoes with Pesto

Find this recipe and hundreds of others at potatogoodness.com.

<p>one potato</p>	<p>two potato</p>	<p>three potato</p>	<p>four potato</p>	<p>five potato</p>	<p>six potato</p>	<p>seven potatoes more</p>
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Getting The Message Across

- More signs from our Resource Center...

**Good to Eat. Good for You.
Good for Dinner Tonight.**

**A fattening,
worthless starch
with empty
calories?
Guess again.**

Peel back the truth!

A medium-size spud:

- Has only 110 calories
- Is naturally fat free
- Is high in vitamin C
- Packs more potassium than a banana*

So a little respect please.

PHOTO: JEFFREY MORGAN/ISTOCKPHOTO.COM

**POTATOES
GOODNESS
UNEARTHED**

**A fattening, worthless starch
with empty calories?
Guess Again.**

**Actually, a medium-size spud has
only 110 calories, is naturally fat
free, high in vitamin C and packs
more potassium than a banana.
So a little respect please.**


©2013 United States Potato Board. All Rights Reserved. *Potatoes are loaded with skin.

**POTATOES
GOODNESS
UNEARTHED**

Peel back the truth about your favorite veggie and dig up more recipes at potatogoodness.com

Getting The Message Across

- As well as a range of recipe cards...



Steak and Potato Pizza

Ready Time: 1 hr 45 min
Prep Time: 30 min
Cook Time: 10 to 15 min

Courtesy of Our Family Eats
www.ourfamilyeats.com

Ingredients:

Dough:

- 3 cups bread flour
- 1 cup lukewarm water
- 1 tablespoon extra virgin olive oil
- 1 teaspoon sea salt
- 1/2 teaspoon honey
- 1 packet instant dry yeast

Pizza:

- 1 1/4 pounds Yukon Gold potatoes
- 1/2 pound skirt steak*
- Salt and pepper to taste
- 1 1/2 cups shredded mozzarella cheese
- 4 cloves garlic, minced
- 1 (5-oz.) package crumbled blue cheese
- 2 tablespoons chopped fresh rosemary

*Leftover cooked steak works well for this or substitute 1 large thinly sliced Vidalia onion for steak to make a vegetarian version.

Directions: **Serves: 8 people**

- Place all dough ingredients in a food processor. Process for 30 to 60 seconds or until mixture forms a ball. Place in a lightly oiled bowl loosely covered with a damp cloth. Let rise in a warm spot for 1 hour. (To save time, a 14-oz. ball of pre-made pizza dough may be substituted.)
- Place potatoes in a microwave-safe bowl. Cover and cook on HIGH for 8 minutes or until potatoes are tender (potatoes may be cooked 1 to 2 days ahead and stored in the refrigerator until ready to use.) Let potatoes cool and slice 1/8-inch thick.
- Preheat grill to medium-high. Grill steak for 3 minutes on each side or until rare. Cut across the grain into thin, bite-size strips; season with salt and pepper and set aside.
- Preheat oven to 450°F. Divide dough into 2 pieces and roll each into a 12 to 14-inch circle on a lightly floured board. Place on 2 parchment-lined baking sheets or pizza pans. Top evenly with cheese, potatoes, garlic, steak and blue cheese. Bake for 10 to 12 minutes or until cheese is lightly browned. Remove from oven and sprinkle with rosemary.

Nutritional analysis per serving (with steak topping):
 Calories: 440, Fat: 15g, Saturated Fat: 7g, Trans Fat: 0g, Cholesterol: 45mg, Sodium: 810mg, Potassium: 225mg, Carbohydrates: 52g, Fiber: 2g, Sugar: 1g, Protein: 23g, Vitamin A: 6%, Vitamin C: 30%, Calcium: 25%, Iron: 20%



Dig in to the Healthy Side of Potatoes

Searching for a flavorful, natural and easy meal option? Try potatoes! A fresh and satisfying side dish, potatoes come in many varieties and are versatile for every dinner. Plus, they're fast and low calorie—try our favorite Baked Fries Recipe.

Family Favorite Baked Fries Recipe
 Serves 8

- 6 russet potatoes or potato type of your choice (like red, yellow, white, fingerlings)
- 6 cloves of garlic
- 8 sprigs fresh thyme, picked from stems
- 5 tablespoons olive oil
- Salt and freshly ground black pepper to taste

METHOD

- Preheat the oven to 450°F.
- Place whole potatoes (do not poke) into microwave-safe covered dish.
- Microwave on HIGH for three to four minutes depending on microwave strength. Let cool.
- Cut each potato length-wise to desired size.
- In a large mixing bowl toss the potatoes with garlic cloves, olive oil, thyme and sprinkle lightly with salt and pepper.
- Arrange the potatoes in a single layer on a baking sheet.
- Bake for 10 minutes until the potatoes are crisp and dark golden brown on all sides.
- Transfer the potatoes to a plate. Try serving with roasted garlic.

Discover more fresh and light modern potato sides ready in under 30 minutes at potatogoodness.com.

Roasted Pesto Potato Salad

Ingredients


- 3 pounds medium-size red potatoes
- 1/4 cup extra virgin olive oil
- 1/3 cup white or golden balsamic vinegar
- 1/2 teaspoon sea salt
- Olive oil cooking spray

Directions

Place potatoes in a large microwave-safe bowl; cover with lid or plastic wrap. Note: If using plastic wrap, make sure plastic wrap is not touching any ingredients and poke one small hole in cover to vent. Microwave on high for 10 to 12 minutes or until potatoes are tender. Use oven mitts to carefully remove from microwave. When cool enough to handle, cut potatoes in half or quarters and spray liberally with olive oil. Roast in 450 degree oven for 5 to 7 minutes, turning occasionally. Remove from heat and let cool. Cut into bite-size pieces and place in large bowl.

Whisk together vinegar, oil, salt and garlic; pour over potatoes and toss lightly to coat. Season with pepper, then cover and refrigerate until ready to serve. Just before serving, toss with Parmesan cheese and basil, then sprinkle with pine nuts.

Reds MOIST, TENDER, VERSATILE.
 Red potatoes have rosy red skin and moist flesh. They are slightly sweet and have an always-tender texture.



Snap to view videos

Getting The Message Across

- We also have a range of materials created for retailer-specific programs that you could adapt to your own needs



Know Your Potatoes

RUSSETS

LIGHT. FLUFFY. HEARTY.

- Characterized by a brown, netted skin and white flesh
- Fluffy and light in texture, considered the classic baked potato
- Hearty skin that is crispy and delicious
- Full of vitamins and minerals and just 25c, on average, per serving

Try something new!
Baked Potato Nachos

Snap this code to view videos and discover hundreds of potato recipes, or visit www.potatogoodness.com

Potatoes: Big nutrition. Who knew?			
just 110 calories	45% daily value vitamin C	620 mg potassium	2 grams fiber
<small>Based on serving size of medium potato with skin (3.5 oz.)</small>			




Purple Potatoes

Vibrant. Moist. Nutty.

Bursting with flavor, this salad comes alive with the natural earthy flavor of our fresh purples!
Take a recipe card home.



Blackened Steak & Purple Potato Salad

GIANT EAGLE.

Red, White & Blue Potato Salad


Serves: 8-10 **Prep Time:** 10 minutes **Cooking Time:** 20 minutes

Ingredients:
2-3/4 lbs. petite-size red, white and blue potato medley (about six 2-inch red, six 2-inch white and six 2-inch blue potatoes)
1/4 cup Market District® olive oil, divided
8 cloves garlic, minced
1/3 lb. thinly sliced deli ham, chopped
2/3 cup chopped walnuts
1/4 cup white balsamic vinegar
1 red bell pepper, diced
5 green onions, thinly sliced
Salt and pepper for seasoning

Directions:
Place whole potatoes in a large pot and add water until potatoes are covered. Bring to a boil and simmer for 13-14 minutes, until just tender; drain well in colander and let stand until cool enough to handle.

While potatoes are cooking, heat 1 tablespoon olive oil in a large skillet. Sauté garlic for 1 minute, then add chopped ham and walnuts; cook for another 2-3 minutes, until nicely browned. Remove from heat and add vinegar.

Once potatoes have cooled slightly, cut into 1-1/2 inch pieces and place in a large bowl. Add browned ham mixture, remaining olive oil, red bell peppers, and green onions. Season with salt and pepper as desired; toss gently. Serve warm or cover and refrigerate until ready to serve.



GIANT EAGLE

11GE14Z71P88L
23/MAY/2011



White Potatoes

CREAMY. TENDER. SUBTLE.

VONS

A great all-purpose potato, White potatoes have a white flesh and white (sometimes tan) skin.

Snap to view videos. **FAVORED USES:** Mashing, Soups, Stews

Chipotle Mashed Potatoes

Find this recipe and hundreds of others at potatogoodness.com.



Getting The Message Across

- We also have a range of materials created for retailer-specific programs that you could adapt to your own needs

Yellow Potatoes

Try something new and delicious.

BUTTERY. CRISPY. CREAMY.

The thin skin and golden flesh of yellow potatoes make them an interesting and delicious alternative to russets. Grilling creates a crispy skin and enhances the dense and buttery texture of the flesh. The slightly sweet flavor and buttery texture lends itself well to lighter versions of baked or roasted potatoes.

Popular uses:
Grilling, Roasting

Try These Delicious Potato Tacos

Get a **FREE** Copy of Our Potato Recipe E-Book
Go to <http://marsh.com/mywebgrocer.com/Recipes>
or scan the qr code to get your free copy of our Potato Recipe E-Book.

7

days
ways

Try a Different Potato Every Day of the Week

For hundreds more delicious recipes, visit www.potatogoodness.com.

Baked Potato Nachos

Ingredients:

- 1 medium sweet potato
- 1 medium onion (chopped)
- 1 cup shredded cheddar cheese
- 1 cup shredded mild cheddar cheese
- 1/2 cup shredded jalapeno
- 1/2 cup shredded cheddar cheese
- 1/2 cup shredded cheddar cheese
- 1/2 cup shredded cheddar cheese
- 1/2 cup shredded cheddar cheese
- 1/2 cup shredded cheddar cheese

Directions:

Preheat oven to 375 degrees. Wash, scrub and cut the 1/2-inch thick wedges. Place potatoes in a medium saucepan with 1/2 cup water and boil for 15 minutes. Drain and pat dry. Toss with olive oil and seasonings. Transfer to a large baking sheet and spread in a single layer. Bake for 35-40 minutes, until tender and golden brown. Top with shredded cheddar, mild cheddar, jalapenos, onion, and shredded cheddar. Serve with salsa, guacamole and sour cream.

Chipotle Mashed Potatoes

Ingredients:

- 2 medium russet potatoes
- 2 medium onions (chopped)
- 1 medium sweet potato
- 1/2 cup shredded cheddar cheese
- 1/2 cup shredded cheddar cheese
- 1/2 cup shredded cheddar cheese
- 1/2 cup shredded cheddar cheese
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- 1/2 cup shredded cheddar cheese

Directions:

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Grilled Pesto Potato Salad

Ingredients:

- 2 medium russet potatoes
- 1/2 cup shredded cheddar cheese
- 1/2 cup shredded cheddar cheese
- 1/2 cup shredded cheddar cheese
- 1/2 cup shredded cheddar cheese
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Directions:

Preheat oven to 375 degrees. Wash, scrub and cut the 1/2-inch thick wedges. Place potatoes in a medium saucepan with 1/2 cup water and boil for 15 minutes. Drain and pat dry. Toss with olive oil and seasonings. Transfer to a large baking sheet and spread in a single layer. Bake for 35-40 minutes, until tender and golden brown. Top with shredded cheddar, mild cheddar, jalapenos, onion, and shredded cheddar. Serve with salsa, guacamole and sour cream.

Grilled Potato Planks

Ingredients:

- 1/2 cup shredded cheddar cheese
- 1/2 cup shredded cheddar cheese
- 1/2 cup shredded cheddar cheese
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Directions:

Preheat oven to 375 degrees. Wash, scrub and cut the 1/2-inch thick wedges. Place potatoes in a medium saucepan with 1/2 cup water and boil for 15 minutes. Drain and pat dry. Toss with olive oil and seasonings. Transfer to a large baking sheet and spread in a single layer. Bake for 35-40 minutes, until tender and golden brown. Top with shredded cheddar, mild cheddar, jalapenos, onion, and shredded cheddar. Serve with salsa, guacamole and sour cream.

Good to Eat. Good for You. Good for Dinner Tonight.

A fattening, worthless starch with empty calories?
(Sweet potato)

Peel back the truth!

Actually, a medium-size spud:
• Has only 110 calories
• Is naturally fat free
• Is high in vitamin C
• Packs more potassium than a banana!
So a little respect please.

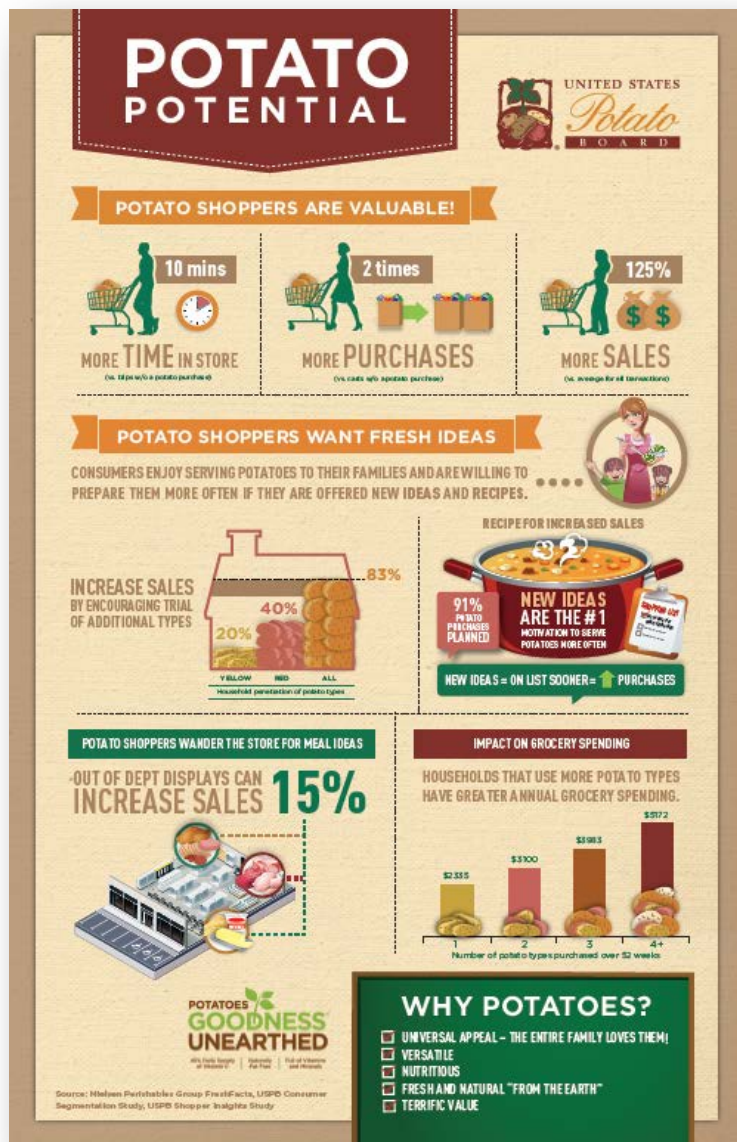
40

Getting The Message Across

- We've also talked to retailers about the “magic” of promoting potatoes & onions together. Retailers understand the synergies of co-promoting these categories, and are looking for tools to use in this effort.



Potatoes Have BIG Potential!



- USPB has created a simple infographic poster to remind your retailers of the sizable sales potential that potatoes offer!

USPB Online Resources

Industry website

- www.uspotatoes.com



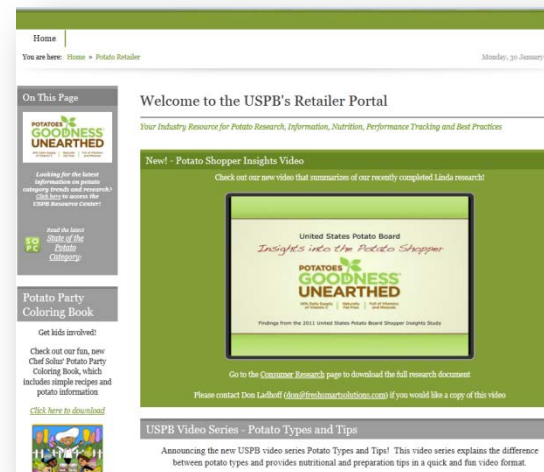
Consumer website

- www.potatogoodness.com



Retailer website

- www.potatoretailer.com



Nielsen FreshFacts Available Online

Industry website

- www.uspotatoes.com



The screenshot shows the 'Category Performance' page. On the left is an 'Account Login' section with fields for User Name and Password, and a 'Login' button. Below it are links for 'Remember Login', 'Need a USPB Login?', and 'Forgot Password?'. The main content area is titled 'USPB Interactive Category Management Tools' and contains two green buttons: 'PPT Wizard (MS PPT presentation)' and 'FreshFacts® Lite (MS excel reporting)'. The 'FreshFacts® Lite' button is circled in red. Below this is a '2012 Potato Database Refresh Schedule' table.

Period	Estimated Delivery Date
5 Wks Ending 12/31/2011	2/3/2012
4 Wks Ending 1/28/2012	3/2/2012
4 Wks Ending 2/25/2012	3/30/2012
5 Wks Ending 3/31/2012	5/4/2012
4 Wks Ending 4/28/2012	6/1/2012

ECRM Marketgate Ad Tracking Tool

Firefox | ECRM® MarketGate™ Ad Comparisons™ | adcompare.marketgate.com/AdComp/PlatinumSearch.aspx?search_tp_c=2 | Google

MarketGate Ad Comparisons | Logged In As Don Ladhoff of United States Potato Board | Logout | NEED HELP ?

ANALYTICS & INSIGHTS
Promotional Planning Overview » Analytic Reports » Share of Voice Report

Share of Voice Report
Use Share of Voice to view ad share across category, retailer, by manufacturer/brand and time frame.

Start New Search | Load My Defaults | I'M READY! TAKE ME TO MY ADS!

RETAILERS
Search Retailers OR Select Retailers
Retailers Selected
99 Cents Only Stores
A & P
Acme Markets
Adams Super Food Stores
Ahold USA

CATEGORIES
Search Categories OR Select Categories
Categories Selected
Russet Potatoes

MANUFACTURERS/BRANDS
Search Mfgs/Brands OR Select Manufacturers
Manufacturers Selected | **Brands Selected**
All Manufacturers | All Brands
Include all private brands with your search?
 Yes No

SEARCH PARAMETERS
Select Parameters
This parameter is required.
Searching Parameters
Representative Markets Searched
Last Calendar Year
All Pages Searched
Search Brand Name & Private Brand
Group By Retailer, Date-Month
I'M READY! TAKE ME TO MY ADS!

My Saved Searches
Run or edit your favorite searches with one click.
View all of your saved searches.

- All Retailers 2011 Ad Count by Month
Run | Edit | Delete | Schedule
- by month
Run | Edit | Delete | Schedule
- Fingerling ads 2011
Run | Edit | Delete | Schedule
- purple ads 2011
Run | Edit | Delete | Schedule
- Red Ads 2011
Run | Edit | Delete | Schedule
- Russet Ads 2011
Run | Edit | Delete | Schedule
- Single Retailer SOV 2010
Run | Edit | Delete | Schedule
- Single Retailer SOV 2011
Run | Edit | Delete | Schedule
- White ads 2011
Run | Edit | Delete | Schedule
- Yellow ads 2011
Run | Edit | Delete | Schedule

Windows taskbar: 10:25 AM 6/11/2012

Free access for industry members – contact Don to get logon and password

Thanks!

How can we help you get retail sales growing faster?



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