

# INCREASE YOUR SUPPLY OF IDAHO® POTATOES TODAY!



- Restaurant sales are down dramatically causing more availability of quality foodservice bulk Idaho® potatoes.
- Idaho shippers/packers are unable to keep up with increased demand for bagged retail product.

**Solution** 1. **Reallocate** some of your merchandising space from bags to bulk. This will take pressure off the lack of supply for bags, while giving you, the retailer, and your customers, quality Idaho® potatoes on display to purchase.

2. Save time and labor by displaying **bulk** in their boxes while still creating a well-merchandised display.
3. Work with your **suppliers today** to use bulk as a solution for your Idaho® potato needs.



[idahopotato.com](http://idahopotato.com)

661 South Rivershore Lane, Suite 230 | Eagle, ID 83616 | Phone: 208-334-2350 | Fax: 208-334-2274

# MEETING CUSTOMER NEEDS WHILE MAXIMIZING POTATO SALES



## WATERFALLING

- Retail fresh potato dollar sales are up 72%, and continuing to surge (w/e 3/15 IRI)
- Retailers are purchasing cartons to mitigate supply chain constraints

### Solution

1. **Waterfall** your potatoes to help displays look fuller and last longer
2. **Save time** and labor by displaying **bulk** in their boxes while still creating a well-merchandized display
3. Work with your **suppliers today** to use bulk as a solution for your Idaho® potato needs



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# JUMBO BIN PROMOTION! FOR POTATO LOVERS



## Promotion Terms

- During this promotion the Idaho Potato Commission will be offering an incentive of \$25 per 1000 pound bin (prorated) with bags of any variety of JUMBO Idaho® Potatoes (greater than 10 ounces).
- Please contact any authorized Idaho® Potato shipper or your Idaho Potato Commission Field Representative for more details.
- For a complete listing of shippers or field representatives, visit our website at [www.IdahoPotato.com/retail](http://www.IdahoPotato.com/retail).

## When

This promotion applies to product shipped between February 1–March 31, 2021

## How

Get the promotion form at [www.IdahoPotato.com/binpromo](http://www.IdahoPotato.com/binpromo), the Idaho Potato Commission office, field personnel, or any Idaho shipper. Print and fill out the form and submit it with the appropriate proof-of-purchase invoices.

## Eligibility

- The promotion applies to bags of any variety of JUMBO Idaho® Potatoes (greater than 10 ounces).
- 1,000 pound bins (prorated) qualify for the promotion.
- Paperwork must be postmarked no later than May 31, 2021.

## Proof of Performance

- Invoices must specifically identify the purchase of bins with bags of any variety of JUMBO Idaho® Potatoes (greater than 10 ounces).
- Bins must be shipped between February 1–March 31, 2021
- Any approved Idaho® Jumbo bag or bin will be accepted.

## Payment

Payment will be made directly to the party who pays the invoice, not the ship-to party. Retailers buying from wholesalers will need to gain any applicable payment from their wholesaler. Distributors or brokers will also be responsible for payment to their customers if they take ownership of the product.

Submit all forms and qualifying invoices to the Idaho Potato Commission.



## THE IDAHO POTATO COMMISSION

P.O. Box 1670, Eagle, ID 83616 • [IdahoPotato.com](http://IdahoPotato.com) • [seth.pemslers@potato.idaho.gov](mailto:seth.pemslers@potato.idaho.gov) • (208) 334-2350

# THERE'S NO SUMMER BREAK WHEN IT COMES TO STOCKING IDAHO<sup>®</sup> POTATOES



## POTATO SALES ARE UP, ON AVERAGE, 61%!



**DON'T GET CAUGHT SHORTHANDED WITH POTATOES**



**SOLVE OUT OF STOCKS**

### TOP 12 PRODUCE ITEMS IN ABSOLUTE DOLLAR GROWTH Week ending vs. comparable growth in 2019

	3/15	3/22	3/29	4/5	4/13	4/19	4/26	5/3	5/10	Average Growth
<b>Potatoes</b>	<b>72%</b>	<b>115%</b>	<b>65%</b>	<b>67%</b>	<b>74%</b>	<b>15%</b>	<b>51%</b>	<b>47%</b>	<b>41%</b>	<b>61%</b>
Oranges	64%	58%	43%	61%	58%	59%	71%	68%	69%	61%
Onions	59%	69%	31%	37%	37%	13%	43%	29%	25%	38%
Lemons	37%	43%	33%	42%	44%	19%	49%	42%	40%	39%
Mushrooms	35%	31%	18%	26%	30%	22%	46%	38%	35%	31%
Peppers	38%	33%	12%	22%	24%	17%	37%	31%	28%	27%
Tomatoes	44%	34%	15%	21%	22%	15%	33%	25%	28%	26%
Broccoli	34%	29%	12%	17%	23%	5%	32%	29%	21%	22%
Cucumber	34%	20%	9%	17%	20%	11%	30%	23%	20%	20%
Berries	33%	24%	4%	13%	20%	-2%	27%	22%	16%	17%
Lettuce	29%	16%	1%	7%	8%	7%	20%	12%	14%	13%
Melons	11%	-2%	-18%	-13%	-8%	-9%	-1%	10%	14%	-2%

Source: IRI, Total U.S., MIDO, 1 week% change vs. VA

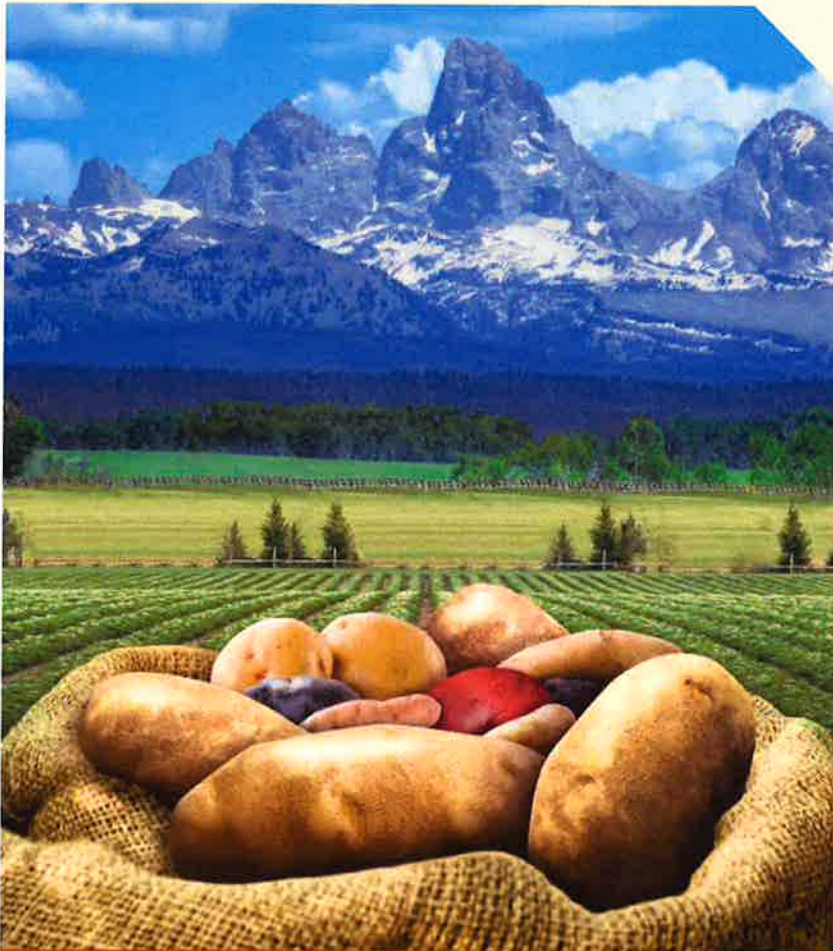
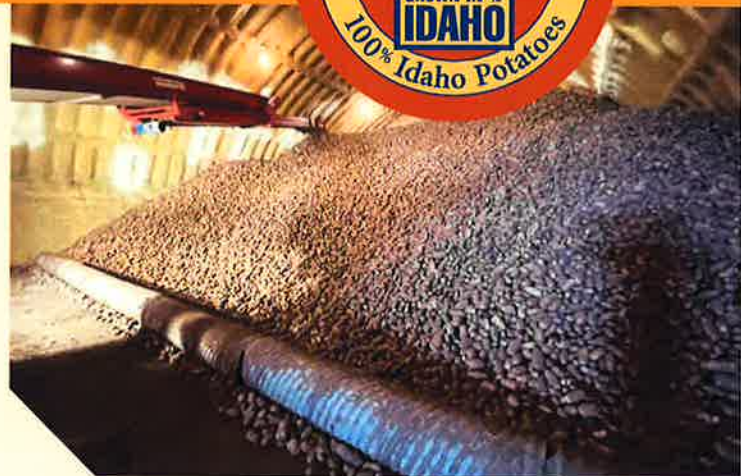
[idahopotato.com](http://idahopotato.com)

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# 2020 IDAHO® POTATO HARVEST: BEST IT'S BEEN IN YEARS!



- Perfect weather conditions during planting, growing, and harvest
- Exceptional quality across all varieties



- Strong yields produced a similar crop to last year, despite planting 13,000 fewer acres
- Shippers have responded to retailer demands by increasing bagging capacity
- Idaho is your one-stop shop for Russets, Reds, Yellows, and Gourmet

**CONTACT YOUR**  
Retail Promotion Director  
[idahopotato.com/retail/contacts](http://idahopotato.com/retail/contacts)

Idaho Potato Commission | [idahopotato.com](http://idahopotato.com)

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# 10 WAYS TO DRIVE POTATO CATEGORY SALES



**1 ADVERTISE RUSSETS**  
Gain shopper traffic by promoting the most popular potato. Russet ads have proven to drive dollar growth [up to 13% higher than the competition].



**UTILIZE IPC ASSETS**  
[idahopotato.com/retail](http://idahopotato.com/retail)

**2 SECONDARY DISPLAYS DRIVE SALES**  
The IPC has proven secondary displays drive an incremental 22% sales dollar growth vs. comparable stores.



**8 IDAHO® POTATO LOVERS DISPLAY CONTEST INCREASES IN-STORE ENGAGEMENT**  
Make merchandising fun!



**3 USE PICTURES OF BAGS IN YOUR ADS**  
Don't use bulk-only images in a bag ad, as this gives consumers the perception that bulk is on sale. Make sure your circular images reflect the product on sale.



**9 IDAHO® POTATOES MEANS MORE THAN JUST RUSSETS**  
Idaho shippers also supply high-quality Yellows, Reds, and Gourmet potatoes.



**4 MERCHANDISE BASED OFF OF DOLLARS GENERATED**



**10 REACH OUT TO YOUR EXPERIENCED PROMOTION DIRECTOR FOR A CUSTOMIZED CATEGORY ANALYSIS**

**5 INCLUDE PREPARED IMAGES IN YOUR ADS TO INCREASE TOTAL BASKET RINGS**  
Shoppers who purchase potatoes spend an average of \$85 per trip compared to \$43 when potatoes are not purchased.



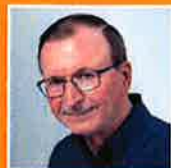
**6 STOCK IDAHO® POTATOES**  
90% of consumers think Idaho when they think potato — Utilize IPC signage in store.



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# IDAHO KNOWS POTATOES!



**OVER 13 BILLION POUNDS  
OF POTATOES GROWN EVERY YEAR**

**Russets:** Farmers have been perfecting these beauties since the 1880's.

**Yellows:** Idaho is the #1 volume supplier in the U.S.

**Reds:** Our high-quality Reds are available in a wide variety of packs and sizes.



**Gourmet:** We have Fingerlings, Creamers, or Baby potatoes, etc. Your shipper can add these to any load.

**IDAHO IS A ONE-STOP-SHOP FOR MANY VARIETIES OF POTATOES.**

Contact your shipper for all of your Idaho® potato needs: [www.idahopotato.com/shippers](http://www.idahopotato.com/shippers)

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