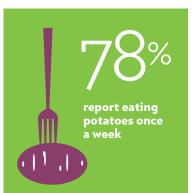
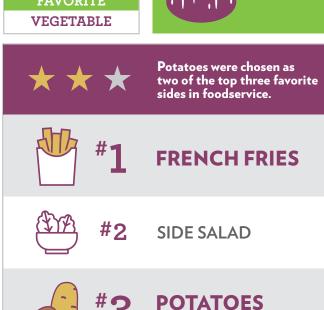


POTATOES ON THE RISE







(any form)

INCREASES IN POTATO DELIVERY ATTRIBUTES





Used and approved by athletes





Good for athletic performance





Provides sustained energy





Helps fuel me for my everyday activities



POTATO USAGE

CONSUMER ATTRIBUTE IMPORTANCE

WHAT THEY LOOK FOR IN FOOD • Very flavorful • Fresh • Something everyone enjoys • Good value • Something everyone enjoys • Convenient • WHAT THEY LOVE ABOUT POTATOES • A good value • Something everyone enjoys • Prepared quickly and easily • Natural and unprocessed • Fresh

COOKING STYLES



AMERICAN PREFERENCES



TEND TO USE RECIPES	VS	TEND NOT TO USE RECIPES
79%		21%

DIETS



81%
Are carb friendly

44%



Claim they follow specific dietary guidelines

WHAT CONSUMERS THINK OF POTATOES

POTATOES WIN HIGH MARKS

55% Versatility 45%

42% Satisfying

Reasons consumers don't eat more potatoes

38% I already eat potatoes

25% Fattening

20% High in calories

Motivations to increase potato consumption

27% Shorter cook time

27% Ideas for new ways of cooking

24% Ideas with healthier nutritionals

POTATOES SCORE HIGHEST AT FOODSERVICE

BEST FOODSERVICE ATTRIBUTES		
★ Best tasting	★ Filling	
★ Kid-friendly	★ Good for special occasions	
★ Satisfying	★ Something I can find anywhere	
★ My favorite side dish	★ Everyday	
★ Something I look forward	to	

Report eating potatoes (excluding fries) at least once a month at foodservice

METHODOLOGY AND OBJECTIVES

The consumer attitudes and usage study is conducted annually to gather insights on American consumers, evaluating their attitudes on foods and their dietary choices. The study also measures attitudes toward potatoes, specifically, along with potato usage and consumption. (Study fielded January 2019, online with 2.015 respondents.)