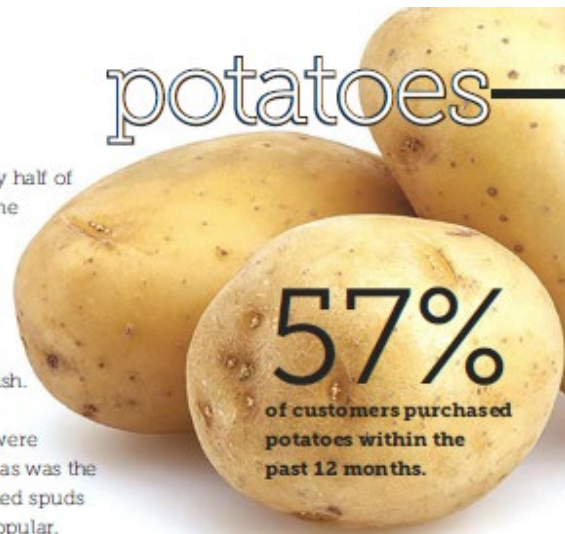


potatoes



POTATOES MAINTAINED THEIR SPOT as the No. 1 vegetable this year, and they were the second most popular commodity overall of those studied in *Fresh Trends 2020*.

A decade of survey results show that older shoppers seek out potatoes more than younger consumers; in fact, nearly three-quarters of shoppers age 59 and older said they purchased the tubers in the past year. Consumers older than age 50 comprised the most likely group to buy potatoes overall.

Potatoes' versatility makes them the real star. More than three-quarters of potato buyers said they used them as a side dish—baked potatoes, mashed spuds, fries,

hash browns—and nearly half of all users said they used the tubers as an ingredient in a recipe. Sometimes this veggie takes over the plate, with three in 10 shoppers saying they made potatoes a main dish.

One-third of potato buyers said that russets were their potatoes of choice, as was the case last year. Red-skinned spuds were the second most popular, followed by whites and Yukon gold potatoes.

Consumers without kids at home were more apt to buy potatoes, at 61%, than those with kids, at 48%—it's possible some of

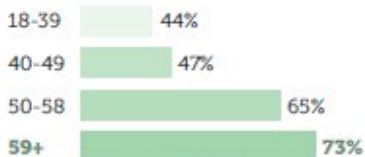
Ways consumers use potatoes

As a side dish	77%
As an ingredient in a recipe	49%
As a main dish	30%
As a salad	15%
As an appetizer	11%
As a snack	10%

Varieties consumers prefer to purchase

Russet.....	33%	Fingerling	2%
Red.....	19%	Purple	2%
White.....	15%	No preference.....	17%
Yukon gold.....	10%		

Likelihood of purchase based on age*



*Considering primary household buyers

—potatoes

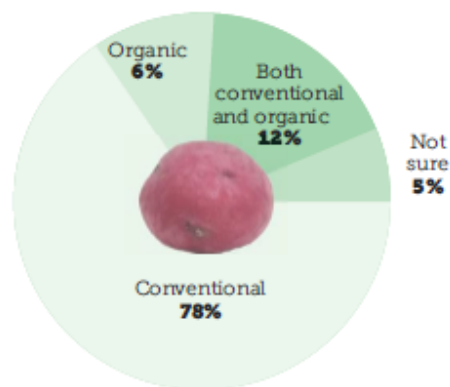
this trend could be related to age.

Caucasians favor this starchy vegetable more than those of other ethnicities; they were among the most likely to buy potatoes overall, while those in the "other" category and African American shoppers were the least likely to buy.

Likely because of proximity to growing regions, Midwestern shoppers were more likely to buy spuds than their counterparts in other regions—those in the Northeast were least likely to buy when considering locale. Although affordable for all income levels, shoppers earning more than \$25,000 annually were more likely to buy potatoes than those earning less.

Most shoppers purchase conventionally grown potatoes. However, 18% of buyers said they purchased organic spuds at least some of the time; 6% said they always bought organic potatoes. 🍷

Types of produce purchased (among those who bought this item)



Likelihood of purchase based on ethnicity

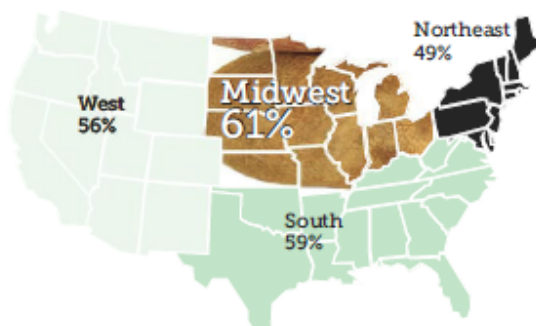
White/Caucasian	62%
Black/African American	40%
Hispanic	46%
Asian	46%
Other	39%

Likelihood of purchase based on household income*

Less than \$25	54%
\$25-49.9	57%
\$50-99.9	57%
\$100+	58%

*Figures in thousands; Annual household income

Likelihood of purchase based on region



100% Organic
NATURAL PRODUCT

FRESH trends DATA For more *Fresh Trends* data online, including interactive features, visit: ThePacker.com/Fresh-Trends-Data

Photo: Stock Farm Journal

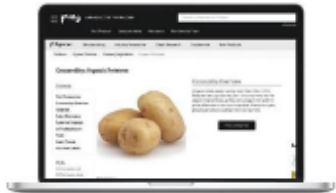
Potatoes pmg organic 2020

OVERVIEW

Organic potato sales held mostly steady in 2019, despite a drop in overall pounds sold. Organic potatoes make up more than 4% of all potato sales, which makes them worth promoting in your department. Educate shoppers about the fewer pesticides that go into the soil that the potatoes are buried in to encourage them to give organic potatoes a try.

FRESH TRENDS 2020

6% of consumers said they purchased organic potatoes exclusively, down from 10% last year, while another 12% said they bought organic potatoes at least some of the time.



To see more online visit:
ProduceMarketGuide.com/produce/organic-potatoes

	Sales	2018	2019
Pounds sold		-4.2% change from 2018	84,334,278
Average retail price per pound		\$1.51	\$1.45
Retail sales		0.4% change from 2018	\$122,165,240
Dollar share of organic vegetables		\$3.76	\$3.66
Organic percent of retail potato sales			4.2%

Source: IRI

MARKETING TIPS

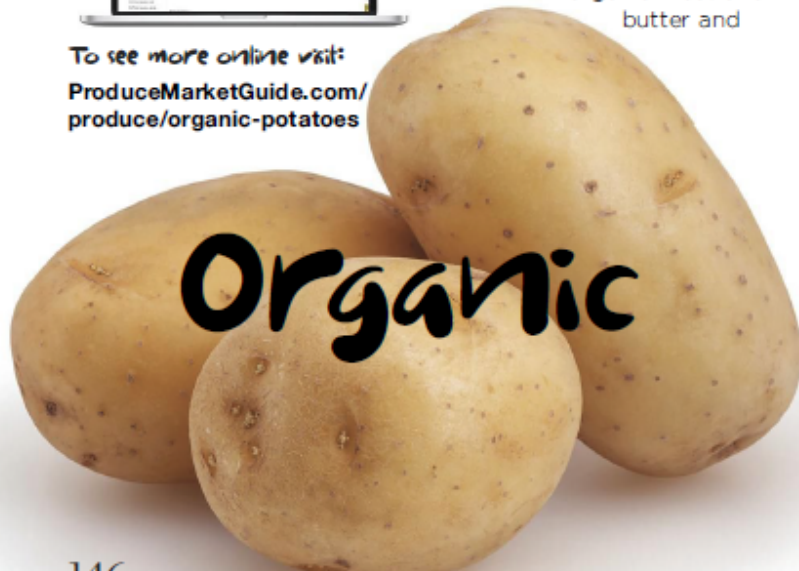
Promote a variety of different types of organic potatoes, from traditional russets to more exotic purple and golden potatoes. Encourage shoppers to try organic potatoes by pricing them as closely as possible to conventional options. Their lower price point can be a draw to getting shoppers to try them. Cross-promote organic potatoes with

organic meat and butter and

encourage consumers to use them as a side dish for grilled dishes. Provide options for organic potato shoppers by including both bagged and bulk options in your display.

HANDLING

- > Temperature: 45 to 50°F (7 to 10°C)
- > Relative humidity: 90%
- > Mist: no
- > Typical shelf life: 30 days
- Odor sensitive/odor producer (Do not store or transport odor-sensitive items with commodities that produce odors. Potatoes produce odors that will be absorbed by apples and pears. Potatoes will absorb odors produced by pears.)
- > Highly sensitive to freezing injury. (Likely to suffer injury by one light freezing.)
- > Susceptible to chilling injury (Damage sometimes is not apparent until produce is returned to a warmer temperature.)
- > Avoid prolonged exposure to light because even a small amount of exposure can cause potatoes to green.



Photos: iStock & Farm Journal