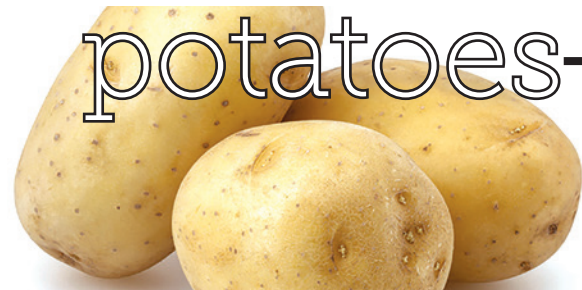


potatoes — potatoes



68% of customers purchased potatoes within the past 12 months



Ethnic background plays a role in potato purchases, with 71% of Caucasian consumers saying they bought the tubers in the past year. Asian consumers were the least likely to buy potatoes, followed by those age 18-39. The age difference is real with potatoes. The likelihood of a purchase increased according to age, and this was the sixth straight year that consumers age 59 and older were the most

likely to buy spuds overall.

Southern shoppers were more likely to buy potatoes this year than those in other regions — Midwestern shoppers claimed the top regional spot for the past three years. Most consumers buy conventionally grown potatoes, but 26% said they purchased organic product at least some of the time. Nine percent of buyers said they always bought organic spuds. 🍌

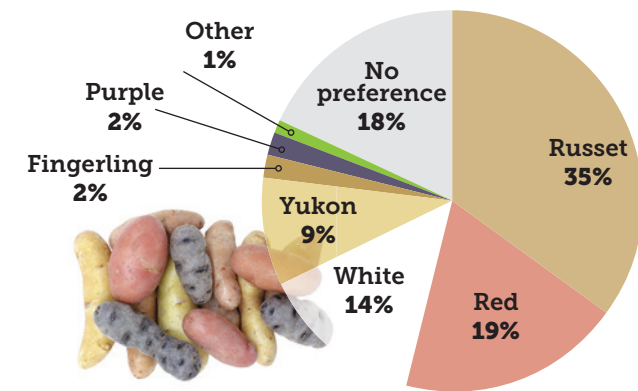
EVER A CONSUMER FAVORITE, potatoes topped the list as the most popular vegetable in the Fresh Trends 2018 survey. It was also the No. 3 item overall that consumers said they purchased.

But, the likelihood of a potato purchase fell eight percentage points from last year — the largest decline of any item in the survey.

This starchy veggie may be the king of side dishes. More than three-quarters of all potato buyers admitted to using potatoes in that way, while another 64% said they used the tubers as an ingredient in a recipe (think potato casseroles and gratins). Nearly four in 10 (39%) made spuds the star of their meal as the main dish.

Red potatoes inched up in the rankings a few points, with 19% of shoppers saying they preferred reds (16% said so last year). But russets are the variety of choice — at 35% of shoppers said they preferred this type over the past two years. Basic white potatoes were next in popularity, followed by the buttery yukon variety. >>>

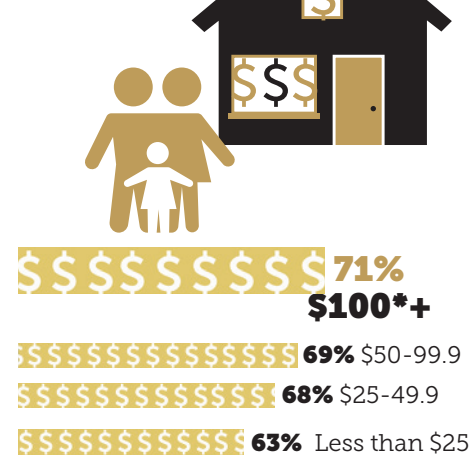
Varieties consumers prefer to purchase



Ways consumers use potatoes

As a side dish	78%
As an ingredient in a recipe	64%
As a main dish	39%
As an appetizer	20%
As a salad	19%
As a snack	13%

Likelihood of purchase based on household income



*Figures in thousands; Annual household income



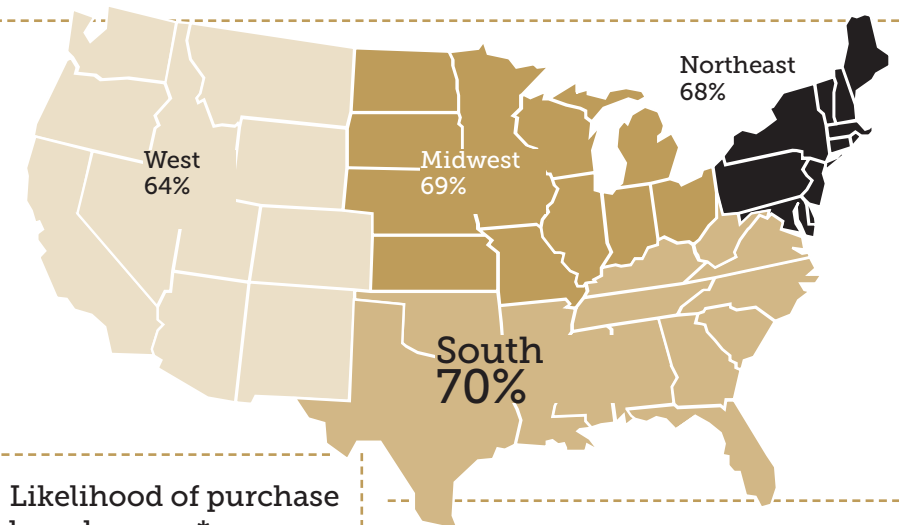
Klondike Rose add's a new *twist* to your traditional recipes. It's creamy golden texture and buttery flavor is sure to please.



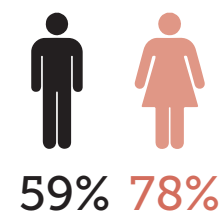
Potandon Produce
The Healthy Potato Company
800-767-6104

To see more varieties, visit www.klondikebrands.com

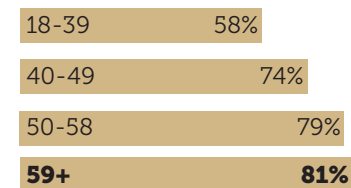
Likelihood of purchase based on region



Likelihood of purchase based on gender



Likelihood of purchase based on age*



*Considering primary household buyers

Likelihood of purchase based on ethnicity

Ethnicity	Likelihood
White/Caucasian	72%
Other	61%
Black/African American	59%
Hispanic	59%
Asian	50%

Likelihood of purchase based on presence of children

Presence of children	Likelihood
Have kids	66%
1 kid	62%
2 kids	68%
3 or more kids	74%
No kids	69%

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

