

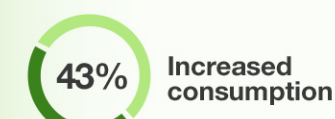
Potato Consumption Outlook

Results from Datassential Survey of Consumers and Restaurant Operators Revealed at POTATO EXPO 2013



CONSUMER Q&A

How has your consumption of potatoes changed over the past year?



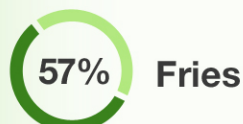
43% indicate their consumption of potatoes has increased over the past year.



How often do you eat potatoes?

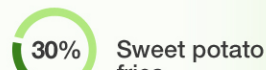
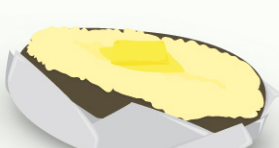
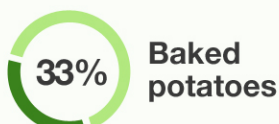


Which types of potatoes do you eat most often?

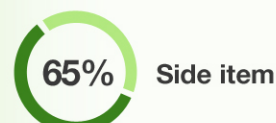


Based on the top potato formats consumed overall. All other formats had 10% or fewer indicating.

What type of potato do you expect to eat more often in the future?



On which part of the menu would you like to see more potatoes?



65% are most interested in seeing potatoes served as a side item with an entrée.



What types of potatoes are you interested in seeing on restaurant menus?



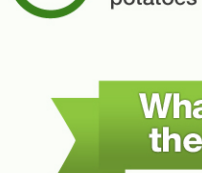
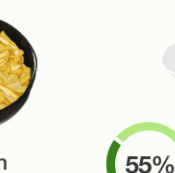
Which potato descriptions or options are you most interested in?



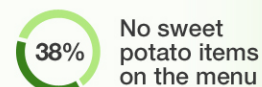
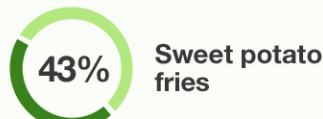
The most appealing potato description is "locally sourced" with 60% expressing strong interest.

RESTAURANT OPERATORS Q&A

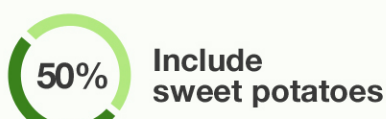
Which of the following do you currently serve?



Do you currently serve any of the following sweet potato items?



What do you plan to change on the menu in the next 2 years?



Nearly 50% of restaurants plan to offer a sweet potato item.



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