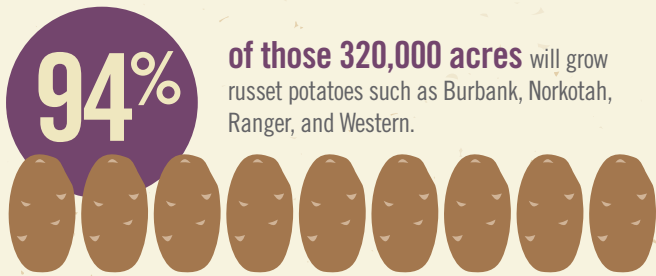


IDAHO POTATO COMMISSION'S POTATO HARVEST



320,000 acres of Idaho® potatoes are harvested per year. That's about 13 BILLION pounds of potatoes!



About 6% grow niche varieties such as golds, reds, fingerlings and more.

Visit idahopotato.com/directory for more potato variety information.

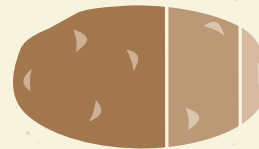


IDAHO® POTATOES and the **GROWN IN IDAHO®** seals are federally registered certification marks that belong to the Idaho Potato Commission. You know you're getting the consistent quality and taste of Idaho® potatoes when you see the seal.

WHAT A BOOST! The Idaho® potato industry contributes about \$4 billion to Idaho's economy and provides more than 30,000 jobs.



Idaho® potato harvests deliver!



- 62% are used in processed products (frozen and dehydrated)
- 29% are fresh
- 9% are grown for certified seed

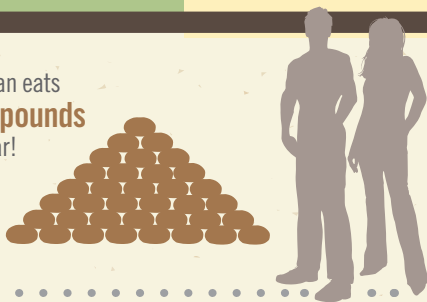
IDAHO® POTATO TRANSPORT:



IDAHO'S rich volcanic soil, warm days, cool nights, and clean water from the majestic Idaho mountains provide Idaho® potatoes with the unique texture, taste, and dependable performance.



The average American eats approximately **111 pounds** of potatoes each year!



POTATOES ARE AMERICA'S FAVORITE VEGETABLE!*

Who s Idaho® potatoes the most? New York! Followed by Ohio, Florida, Pennsylvania and Texas.

*February 2014. Conducted by Kelton Research

HISTORICAL POTATO FACTS

1872 The Russet Burbank potato was developed by American horticulturist Luther Burbank. He sold the rights to his namesake potato for \$150. By the early 1900s this variety, a Russet Burbank, began appearing throughout Idaho.

1937 The Idaho Potato Commission (IPC) was founded as the Idaho Fruit and Vegetable Advertising Commission. IPC is a state agency responsible for promoting and protecting the famous Grown in Idaho® seal—assuring consumers they are purchasing genuine, top-quality Idaho® potatoes.

2012 IPC celebrated its 75th Anniversary in 2012 in a big way! The Big Idaho Potato Truck rolled out the world's largest potato and toured the continental U.S.



Please visit idahopotato.com for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:

