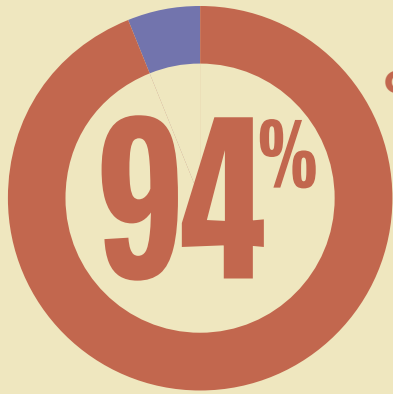


# WHY DO YOU BUY IDAHO® POTATOES?

It's because **GROWN IN IDAHO®** is much more than a label!

In a survey of Foodservice operators, an overwhelming majority strongly preferred Idaho® potatoes for a multitude of reasons.



**94%** of operators surveyed buy Idaho® potatoes



Idaho® potatoes are consistently high-quality, evenly sized, and are readily available.  
 Laura Owen, CJ's on the Bay

Idaho's rich volcanic soil, warm days, cool nights, and clean water from the majestic mountains give Idaho® potatoes their unique texture, taste, and dependable performance.



They make the best mashed potatoes and twice baked potatoes!!!  
 Sarah Falls, Sodexo

*What*  
**IDAHO® POTATO PURCHASING FACTORS**  
*are most*  
**IMPORTANT TO YOU?**



SOURCE: EHY, 2021. *The Latest Dish* Newsletter Subscriber Survey.

Idaho Potato Commission | IdahoPotato.com

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