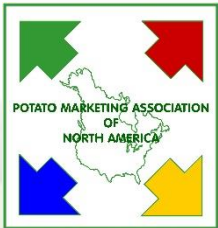


2024 Potato Business Summit



Potato Business Summit



Dan Metherringham
McCain Foods



My Role

VP, Agriculture & Sustainability – NA Potato
26 years in the potato sector
5 years VP Agriculture McCain GB



My Favourite product is...

Jacket Potatoes



Fun facts about me...

- **My Family – Shanie, Seb & Safina**
- **Lincoln City Football Club**
- **Bridges**



Challenges Remain...uncertainty is the new normal



**Labour
Challenges**



**Supply Chain
Challenges**



Inflation



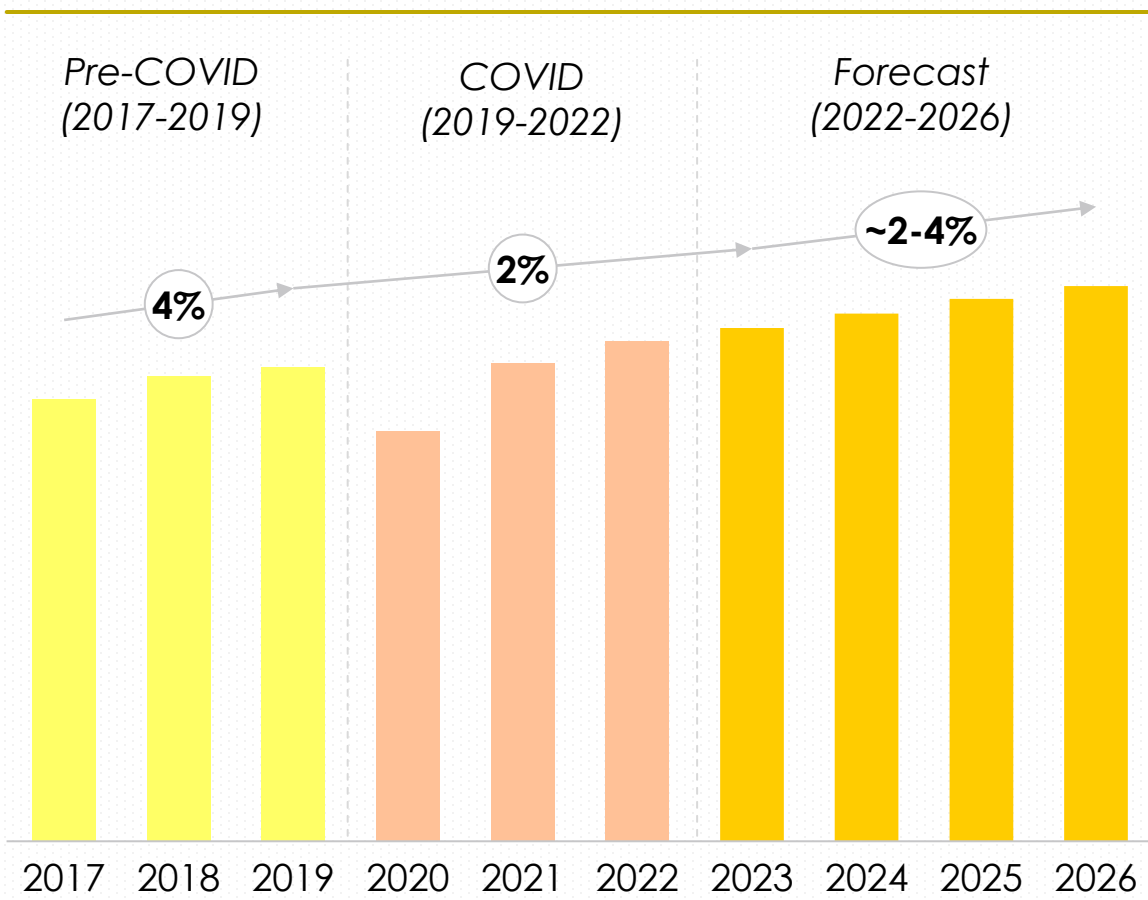
**Environmental
impact and
climate volatility**



Industry demand growth outlook

Anticipate ~2-4% annual demand growth through 2026

Global frozen potato consumption



- Pre-COVID experienced strong demand (~4%) driven by growth in developed markets and increased penetration in emerging markets
- COVID shock triggered global demand slump; fewer instances of frozen potato consumption as dining out occasions reduced
- Several trends supporting sustained growth:



Continued expansion of fast-food restaurants, many top players have increased projected new outlet builds for coming years



Off-premise dining now established behaviour, share of market consistently above pre-pandemic levels

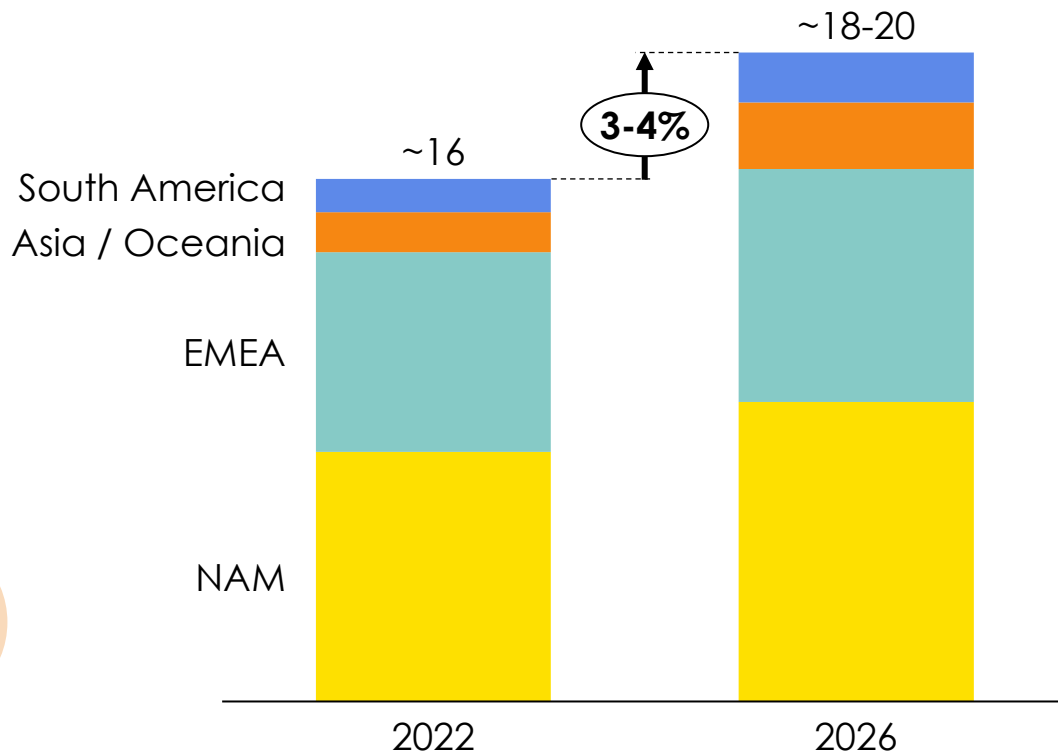


Consumption has proven resilient throughout economic cycle, with trade-up and snacking potential in upcycles and channel robustness during economic downturn

Industry capacity growth outlook

Anticipate ~3-4% annual capacity growth through 2026

Regional evolution of global capacity (000's, kT)



- **Demand and capacity will stay largely balanced**, with possibility for capacity to outpace growth depending on how quickly projects come online
- **Capacity additions will be global in nature:** expect new capacity to come online in most regions around the world
- **Further capacity additions likely beyond 2027**, dependent on consumption growth in the coming years

The Final Word

One Potato industry



Protect



Promote



Partner

