

# 2026 Potato Business Summit

**AMVAC**  
An American Vanguard Company

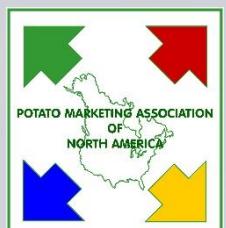
**14**<sup>®</sup> One  
Four  
Group

**JOHN DEERE**

**Volm**  
COMPANIES

**Simplot**

**UNITED**  
POTATO GROWERS OF CANADA  
LES PRODUCTEURS UNIS DE POMMES DE TERRE DU CANADA



**UNITED**  
POTATO GROWERS OF AMERICA

**Kim Breshears**  
Chief Marketing Officer  
Potatoes USA

2026  
Potato  
Business  
Summit



# Today's Potato Consumer

Potato Business  
Summit 2026





**STRENGTHEN DEMAND  
FOR POTATOES**



## BRINGING AMERICA'S FAVORITE VEGETABLE TO THE TABLE



**STRENGTHEN DEMAND  
FOR POTATOES**



Research



Reputation  
Management



Nutrition &  
Health



Foodservice



Culinary



Retail



Consumer



Communications

# Today's Focus

## Insights into Today's Potato Consumer

- ✓ What's Driving Global Demand
- ✓ The U.S. Market
- ✓ Understanding Consumer Eating Behaviors
- ✓ Dietary Patterns & GLP-1
- ✓ How Consumers See Potatoes

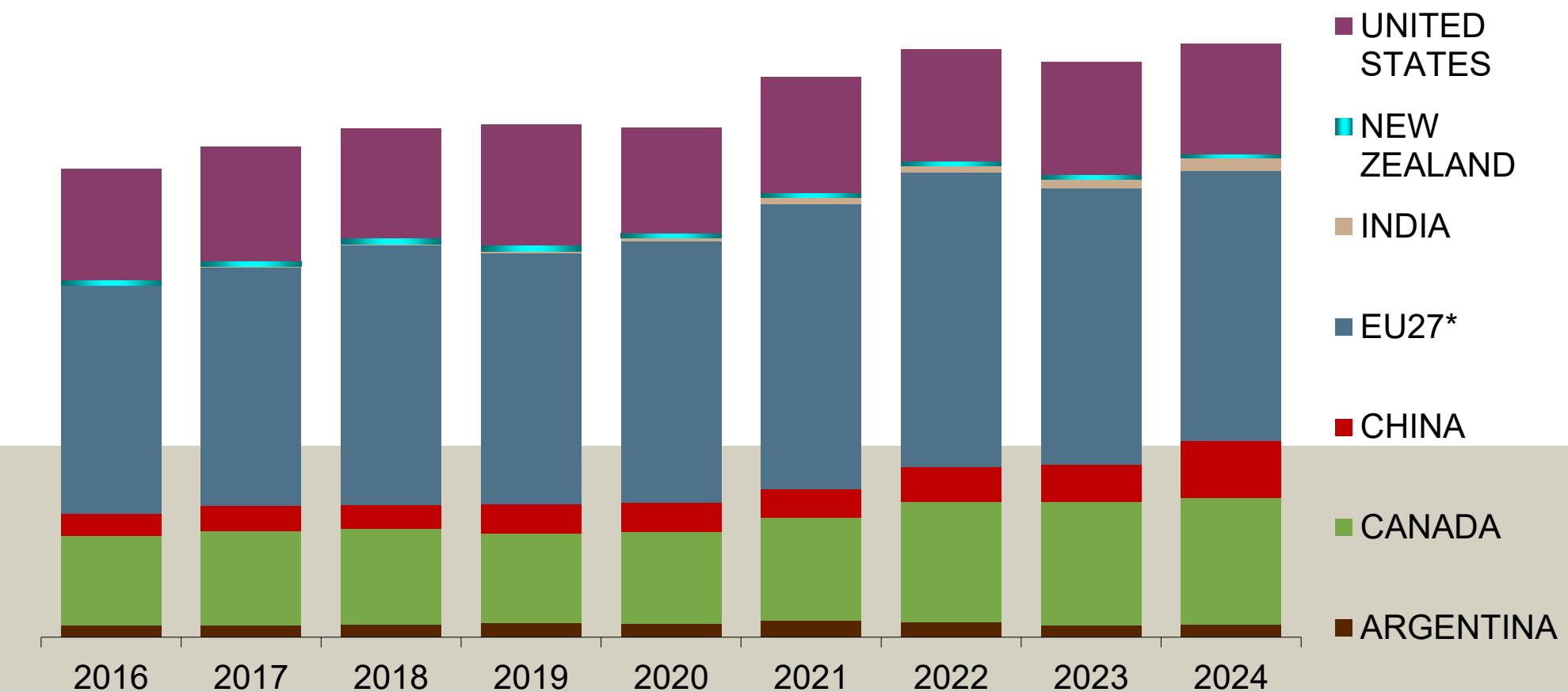
# Global Marketplace



Potatoes<sup>®</sup>  
USA

# Global Potato Market

Volume: 2016 to 2024



# Demand-Driven Growth

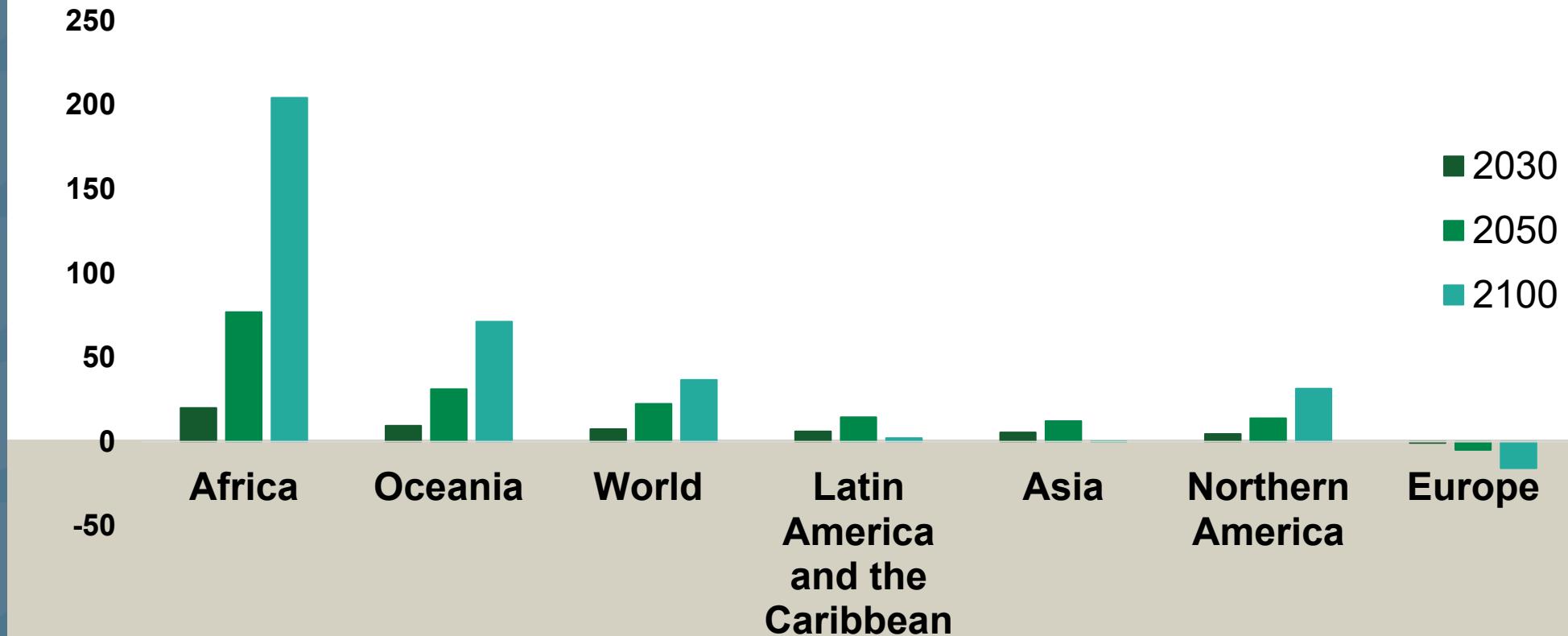
A view to 2030



- Population growth
- Urbanization
- Convenience
- Nutrition
- People like potatoes

# Projected Population Change

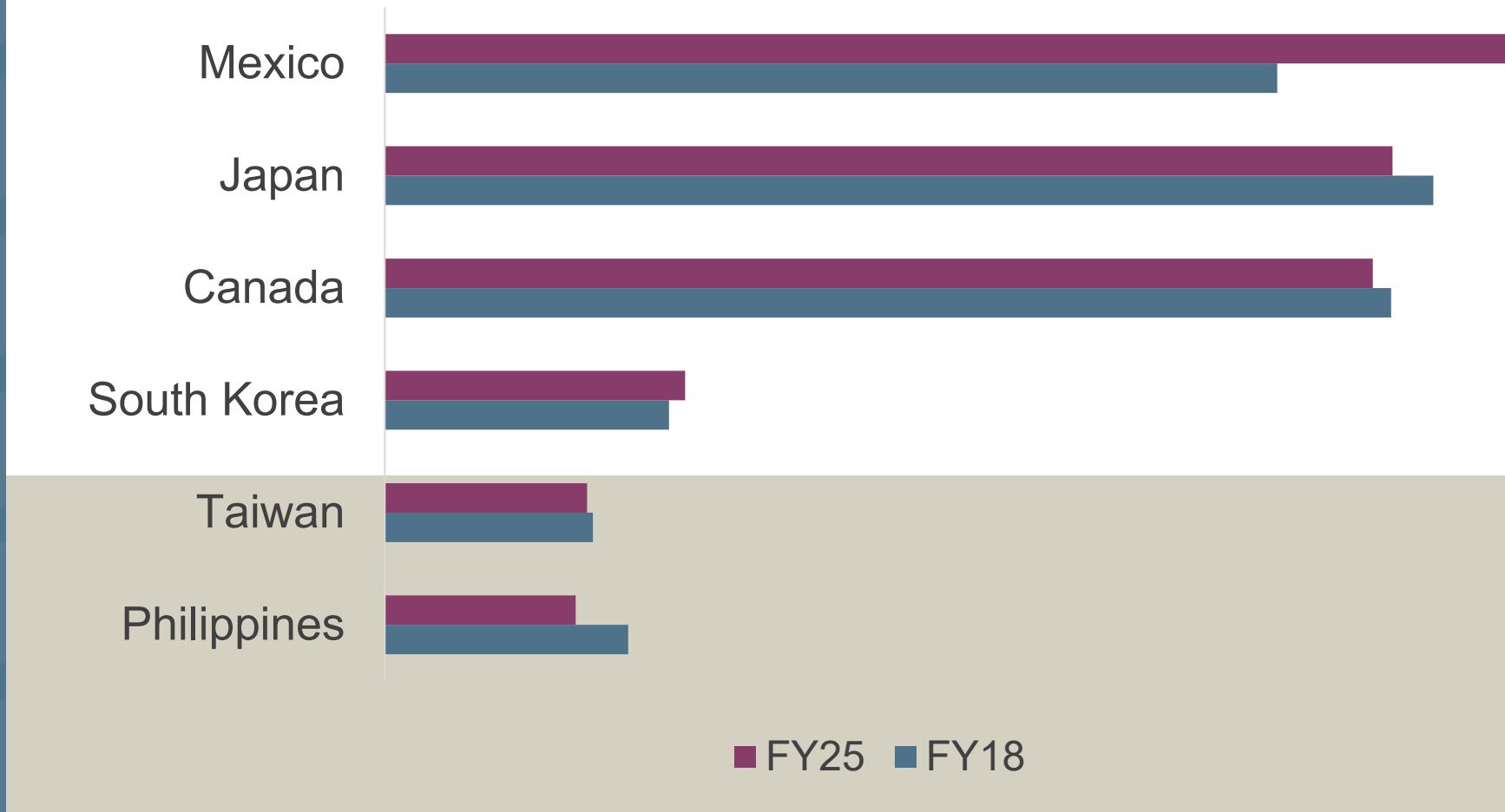
Percent Change from 2023



# Top 6 U.S. Export Markets



Volume: 77% of U.S. Exports

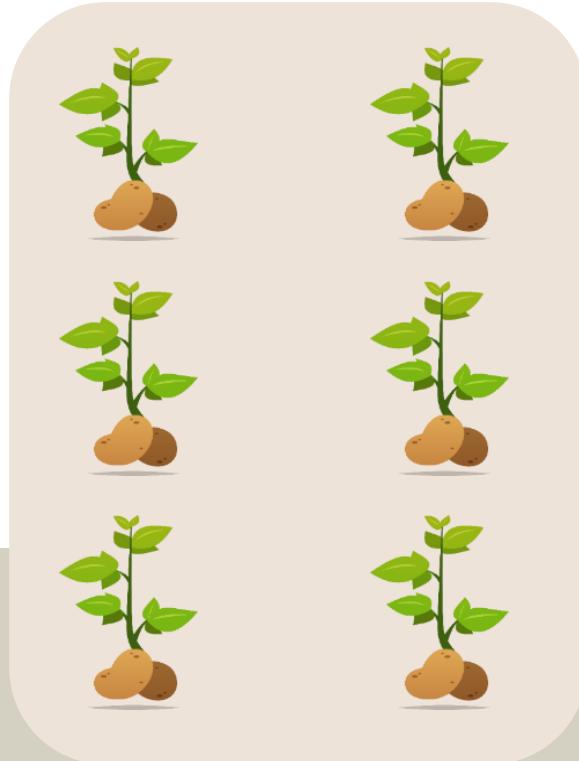


# Domestic Marketplace

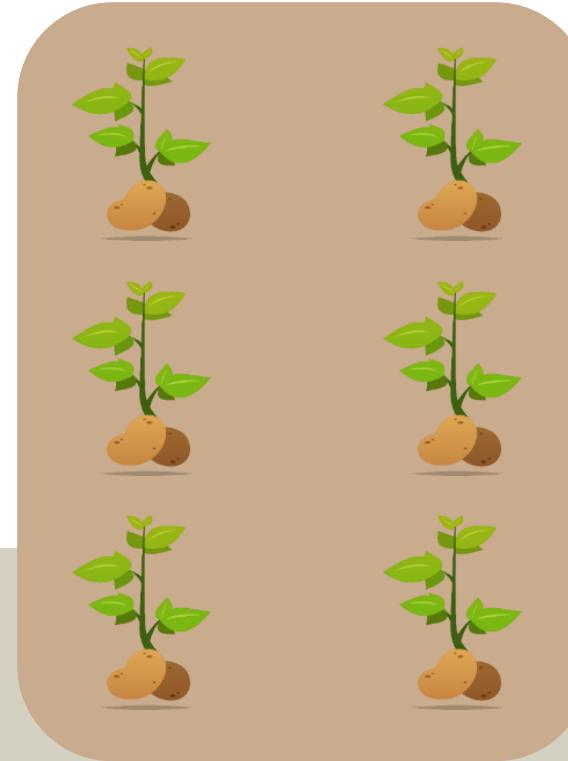


# U.S. Crop Distribution

Foodservice



Retail

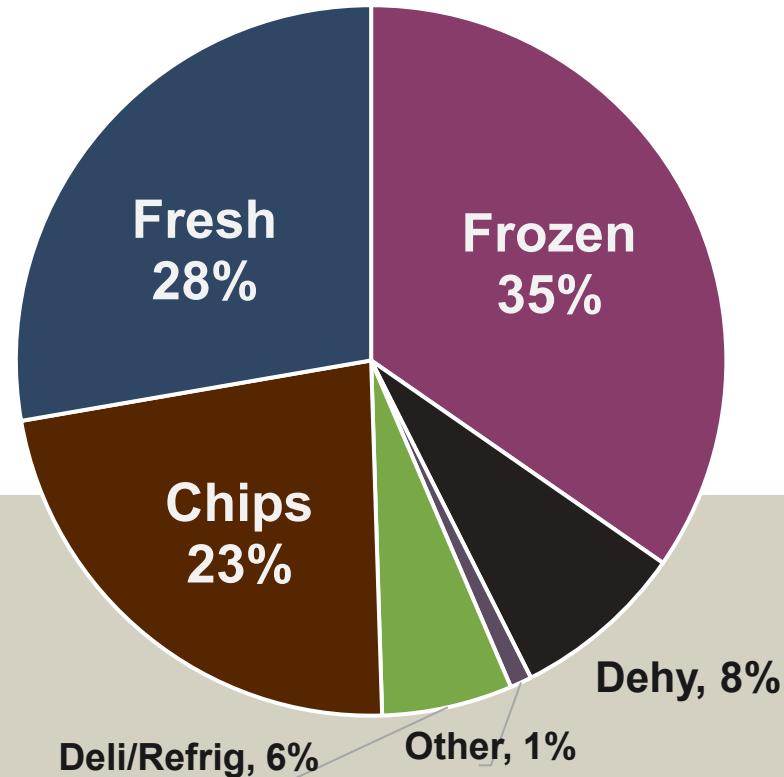


Exports

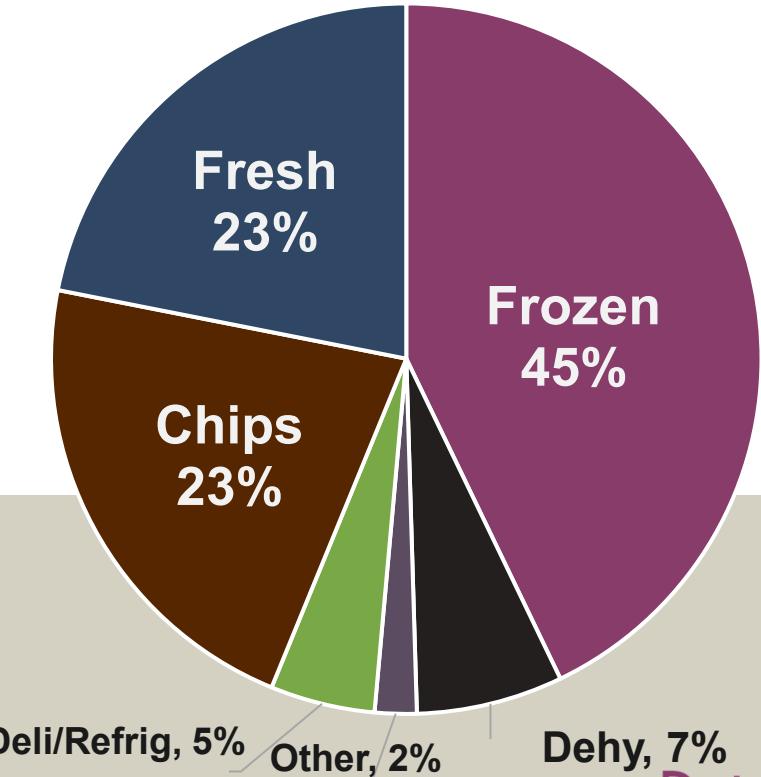


# Domestic Sales by Form

**U.S. Crop**  
July-June 2025



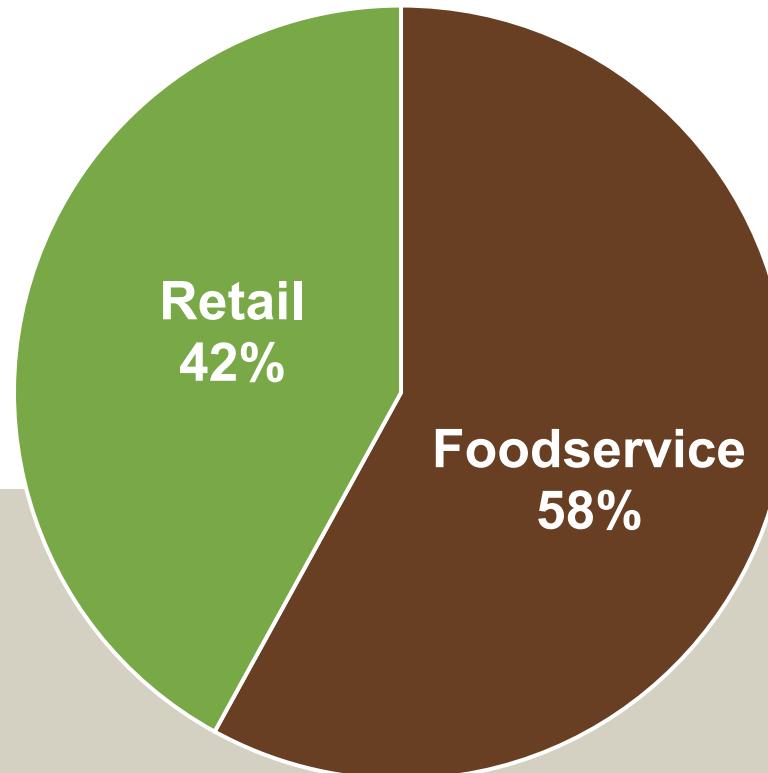
**All Sales in the U.S.**  
July-June 2025



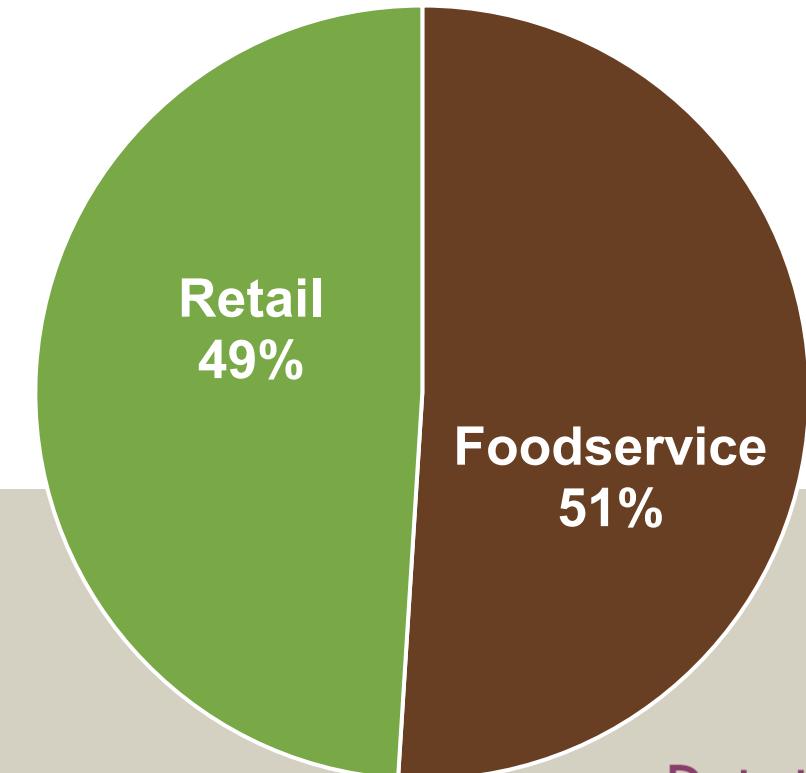
 Potatoes USA

# Potato Sales in the U.S.

July-June 2019



July-June 2025



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USA

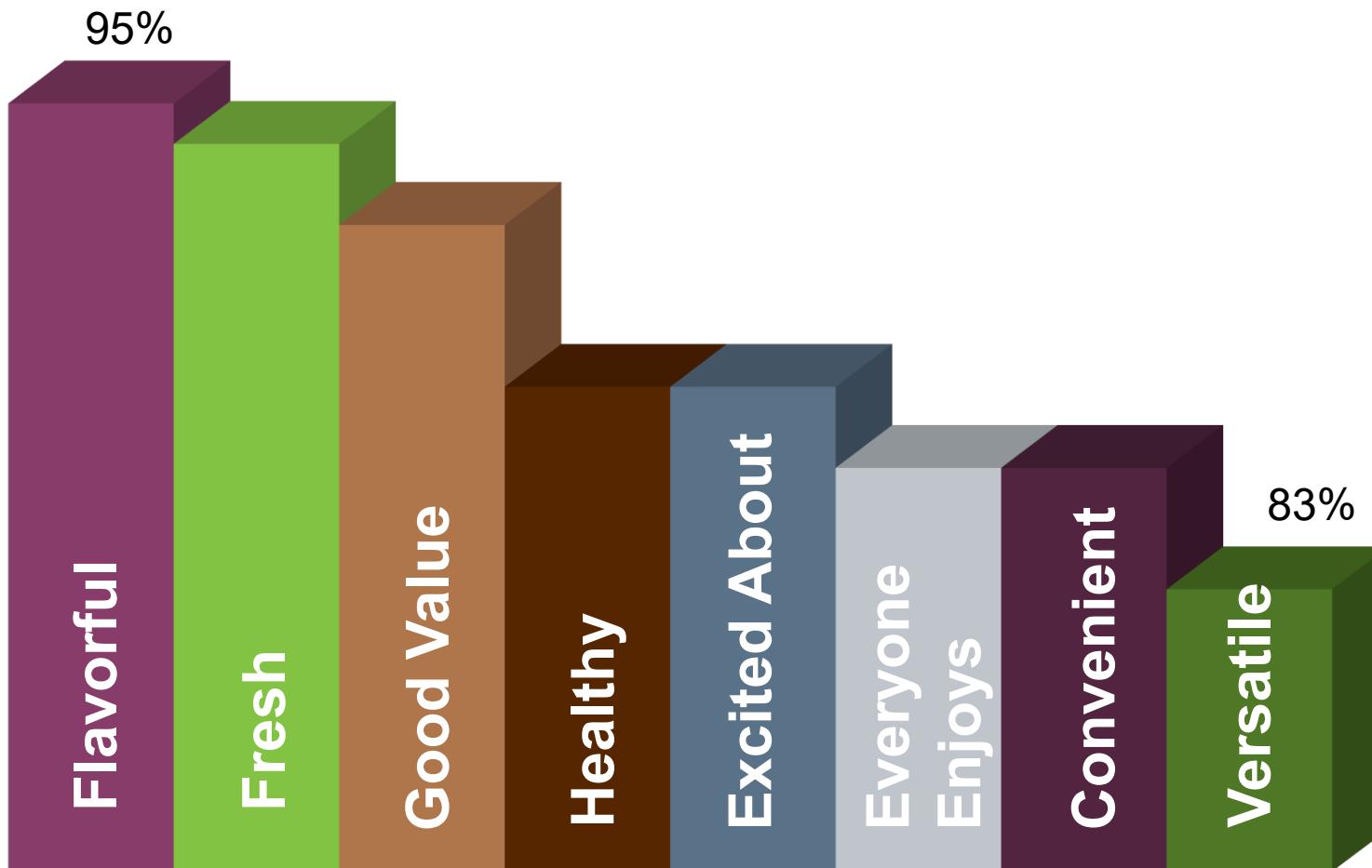
# Consumer Insights



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USA



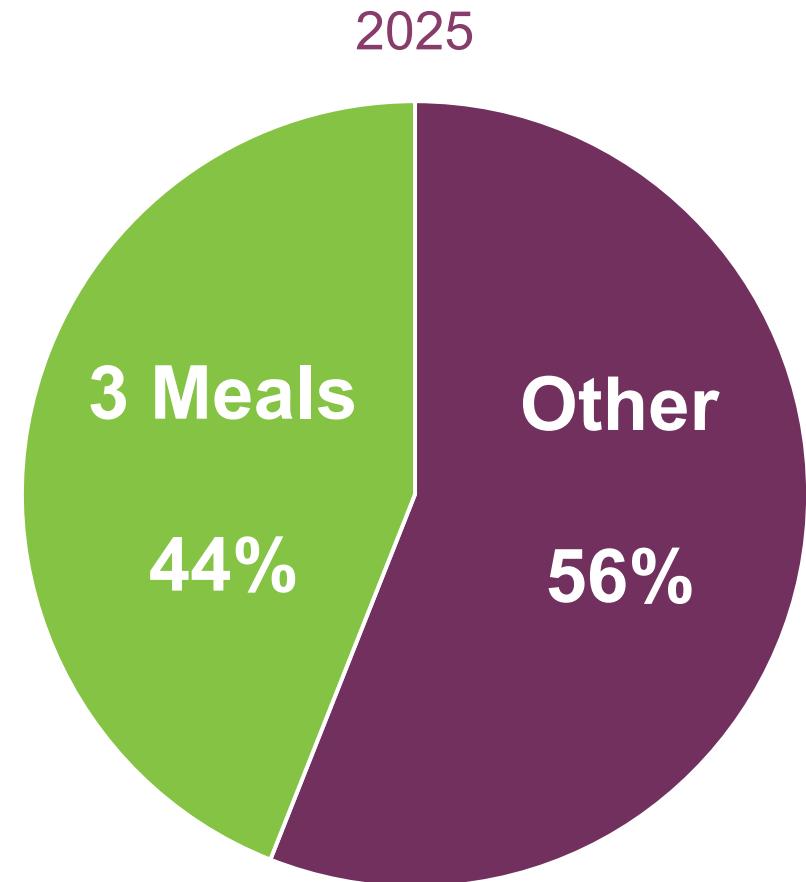
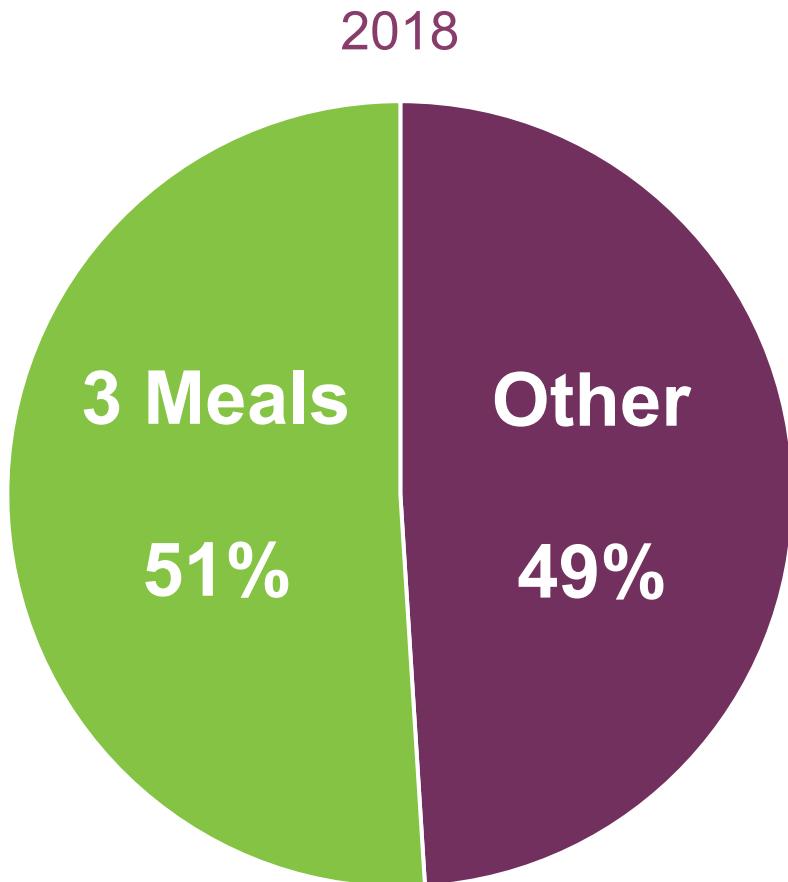
# What's important when choosing food?



Thinking about what's most important to you when choosing food in general, how important are the following to you?



# What are your eating habits?



Which of the following best describes your eating habits throughout the day regarding meals, snacks, etc.?



# Do you follow any dietary pattern?

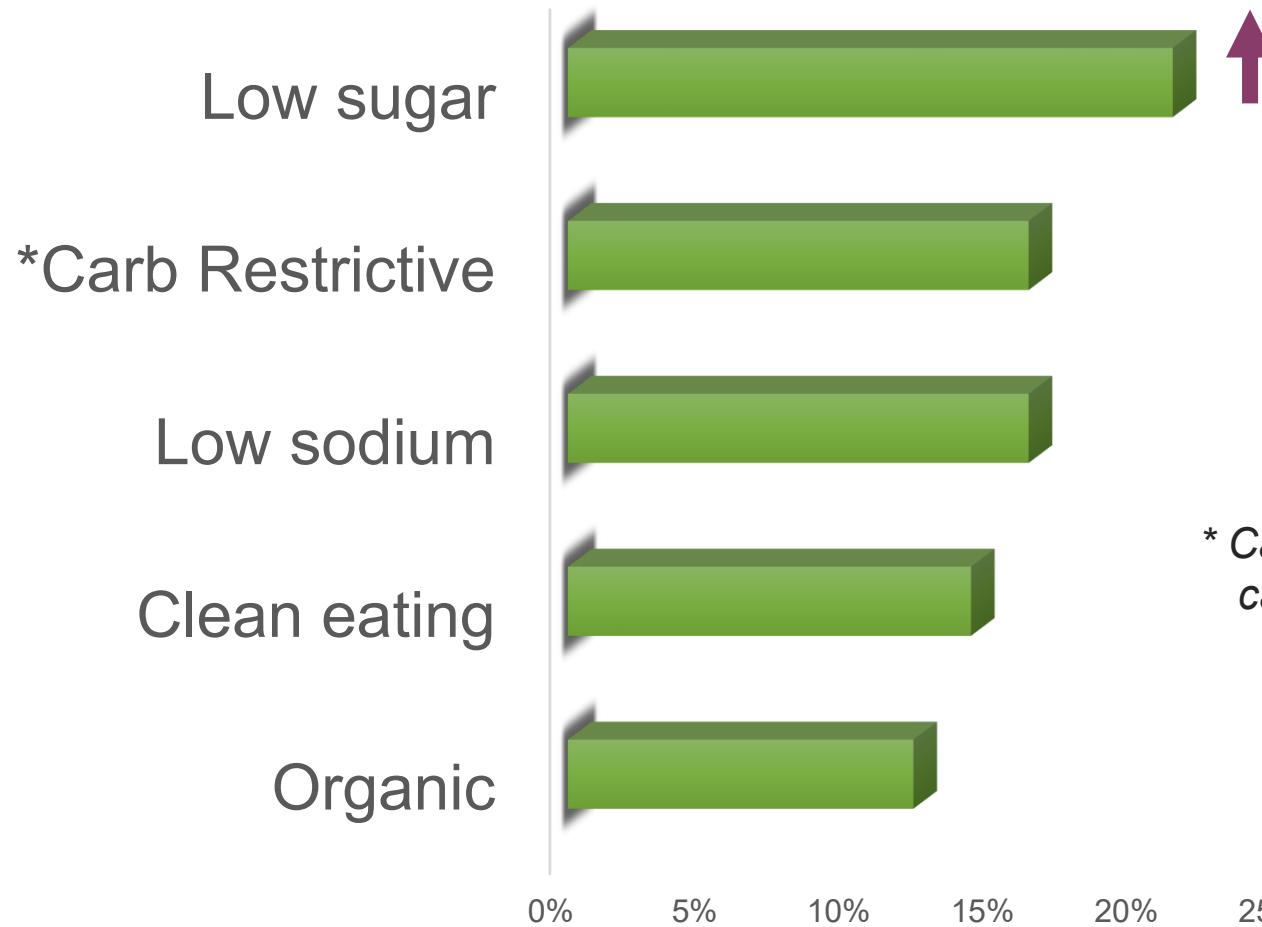
**52%**

Of households  
adhere to some dietary  
guideline.

Do you or anyone in your household follow any of the dietary plans listed?

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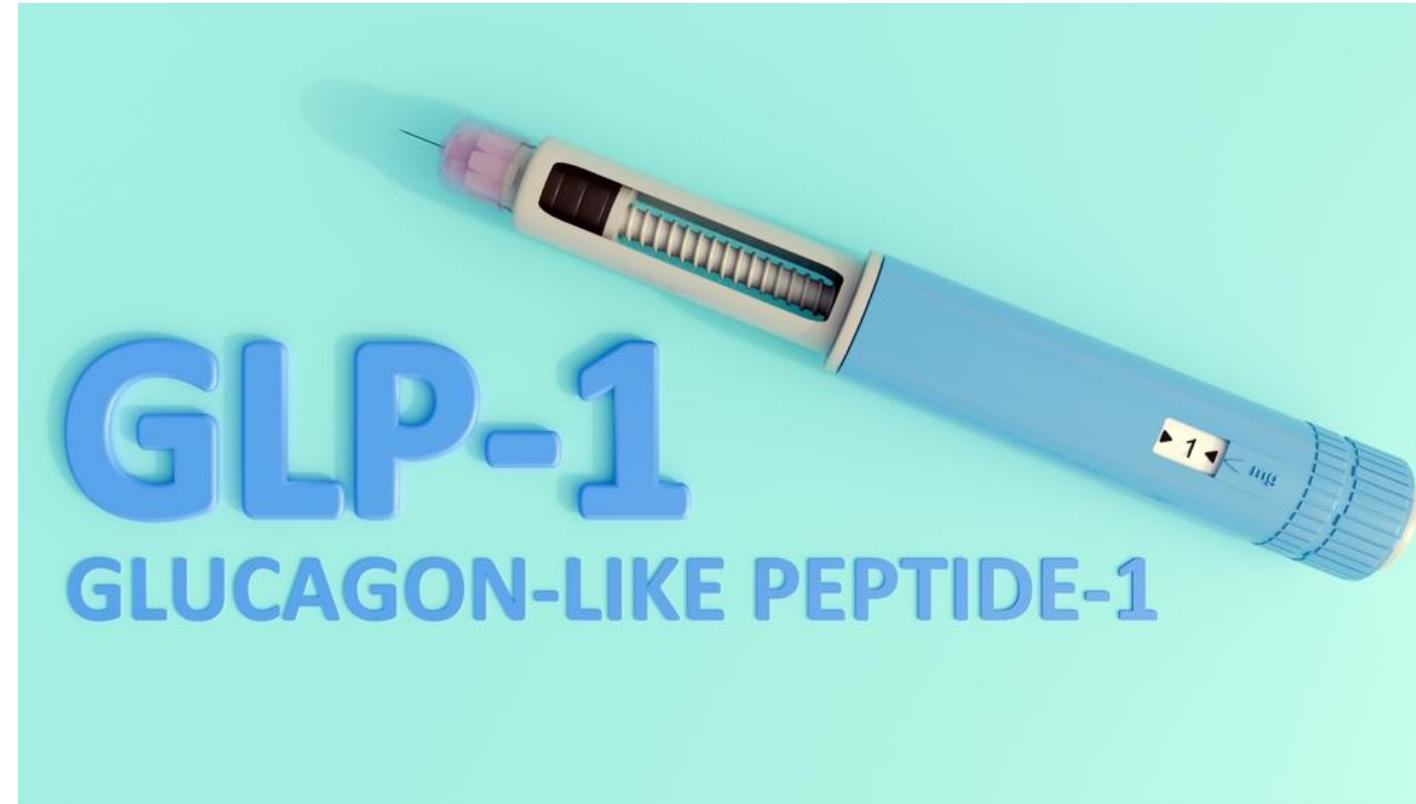
# Do you follow any dietary patterns?



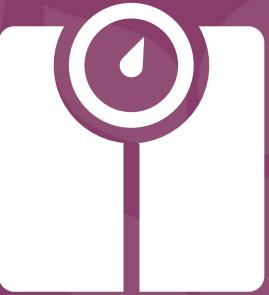
*\* Carb restrictive include low carbohydrate, Keto, Atkins*

Do you or anyone in your household follow any of the dietary plans listed?

# Weight Loss Medications



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USA



Pharmaceutical  
Medications

Supplements

Food &  
Beverage

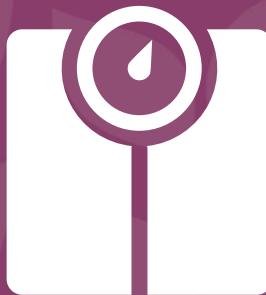
*Eggs, nuts, healthy oils,  
whole grains*

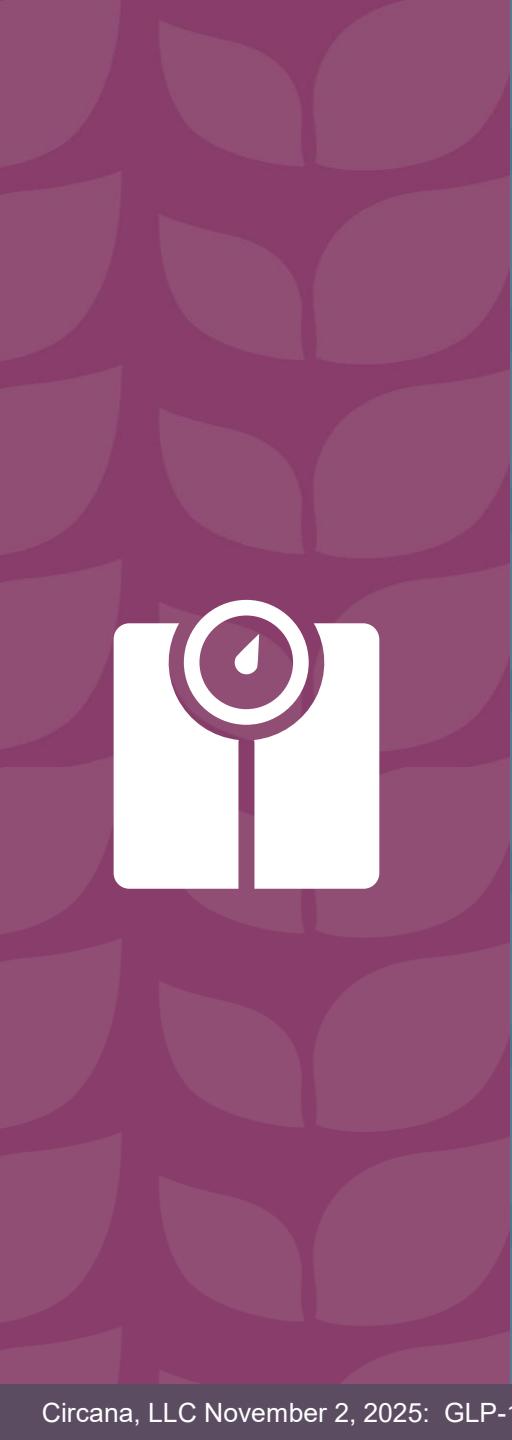
In Advanced Trials

## Retatrutide (GLP-3): The Next-Gen Triple Agonist for Obesity & Diabetes

*Sources Tracker: there are 13 sources used in this article*

Retatrutide is a novel triple agonist peptide under investigation for its potential role in obesity and type 2 diabetes management. Developed by Eli Lilly, this compound targets three key hormone receptors simultaneously: GLP-1, GIP, and glucagon. That makes it the first known GLP-3 peptide, offering a new angle in the evolving field of peptide-based metabolic research.





# GLP-1 Usage

**23%**

Of U.S.  
**Households**  
Using GLP-1

**10-14%**

Of U.S.  
**Individuals**  
Using GLP-1

September 2025

**Potatoes**  
USA

# Reasons for Usage

## Past 30-Day Users of Weight Loss Drugs



**61%**

Lose weight



**37%**

Manage a health/  
medical condition



**35%**

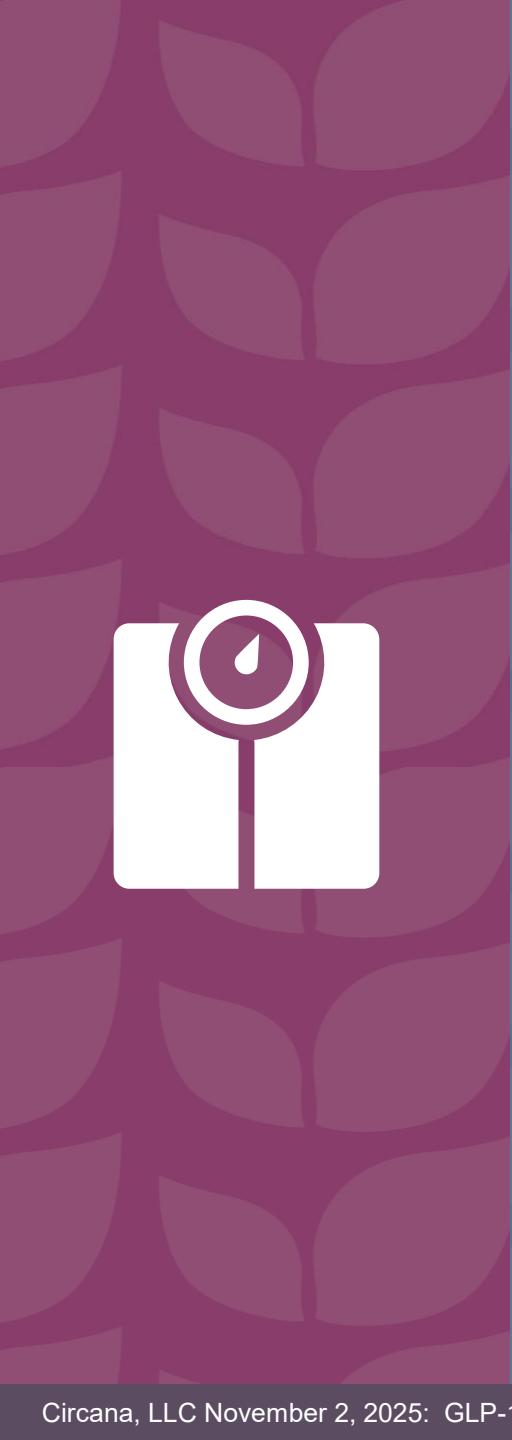
Feel better

# 62% Quit Within 6 Months

Weight Loss users tend to use GLP-1 for a shorter time than non-weight loss users

% who stopped...	Prev. Weight Loss User %
...within 3 months	32%
...within 6 months	62%
...within 12 months	81%





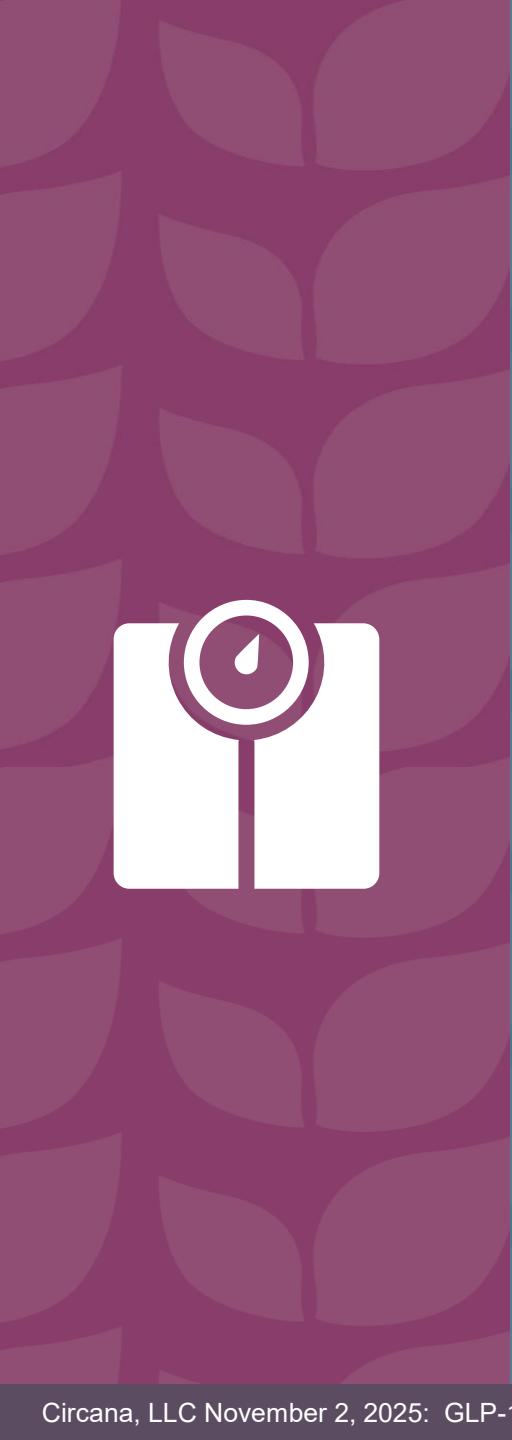
# Reasons for Ceasing GLP-1

Reason	Percentage
Cost/Expense	34%
Side Effects	28%
Achieved Health Goal	16%
Doctor Recommendation	9%
Change in insurance	23%
Out of Stock/Unavailable	7%



# GLP-1 Dietary Guidance





# Dietary Choices

Top Lunch Choices	%	Index to Total Adults
<b>Potatoes, fried/fries</b>	11.8	148
<b>Poultry, chicken</b>	11.6	122
<b>Tea</b>	8.6	139



# One-year Sales Trends

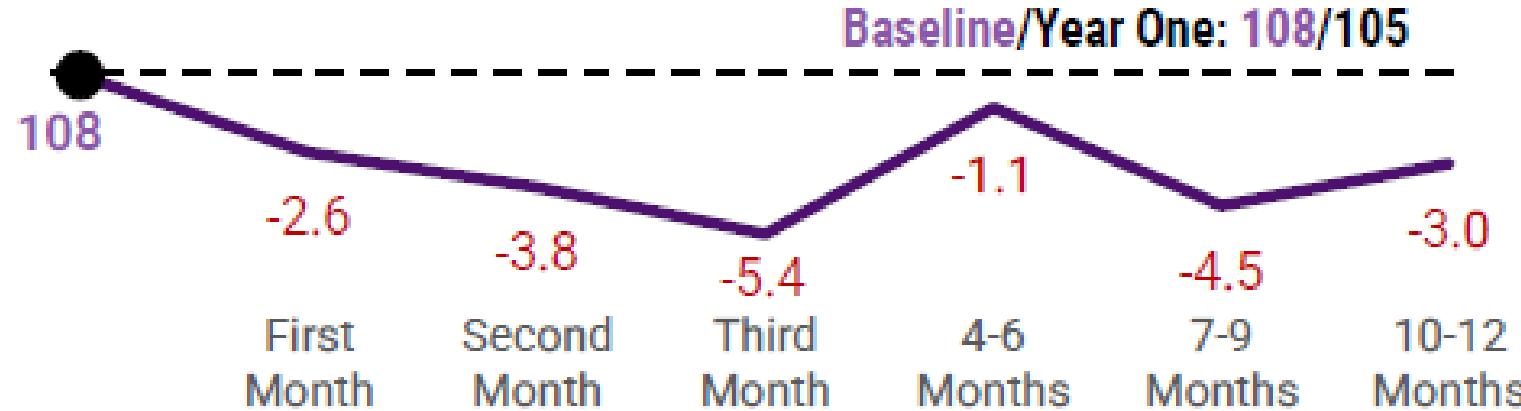
## Change in Dollars per Household



# GLP-1 Purchase Behaviors

Frozen

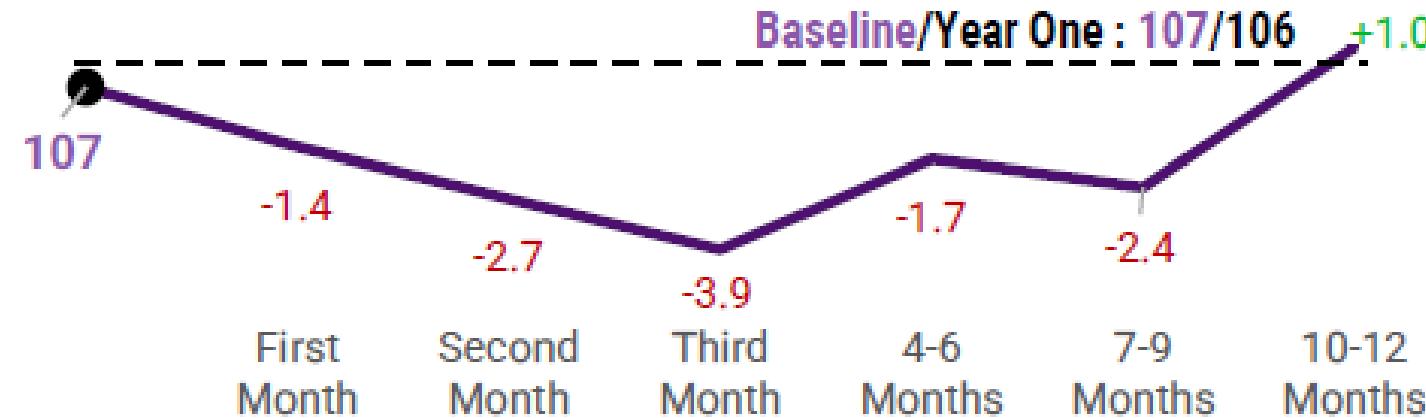
Frozen



# GLP-1 Purchase Behaviors

## Refrigerated

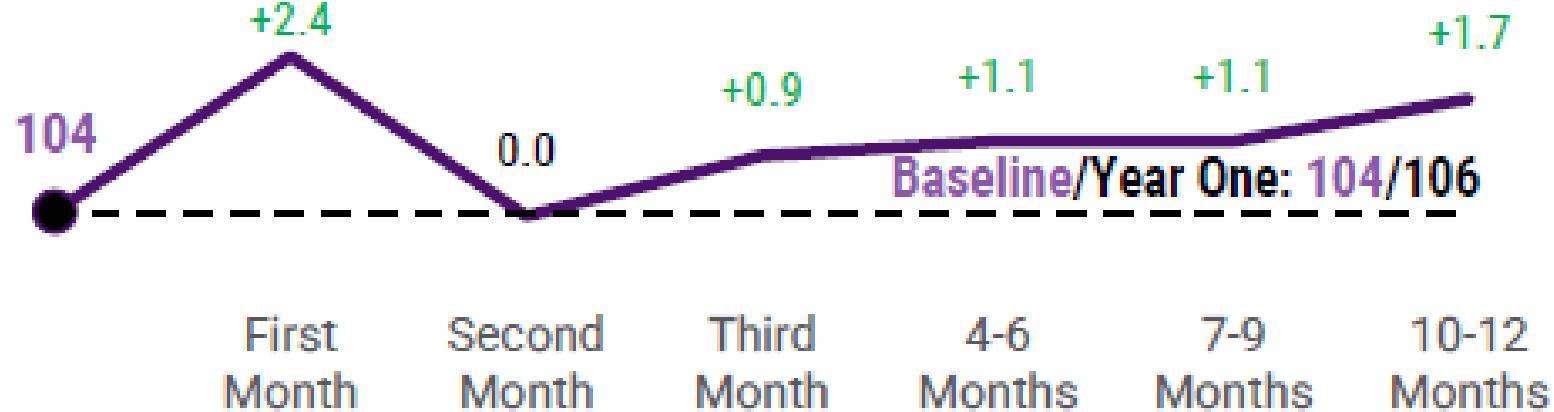
### Refrigerated



# GLP-1 Purchase Behaviors

## Produce

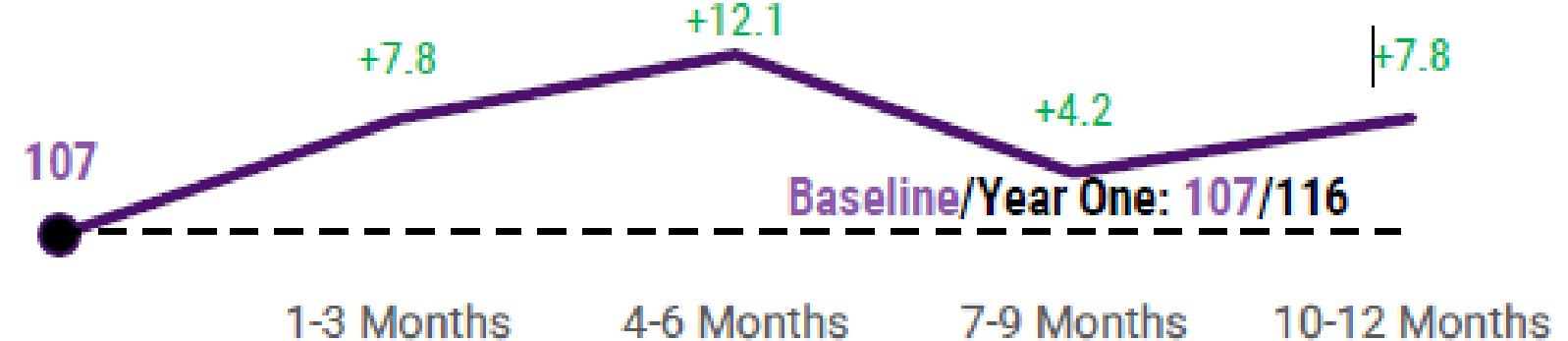
### Produce



# GLP-1 Purchase Behaviors

Deli

Deli



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# Potatoes.

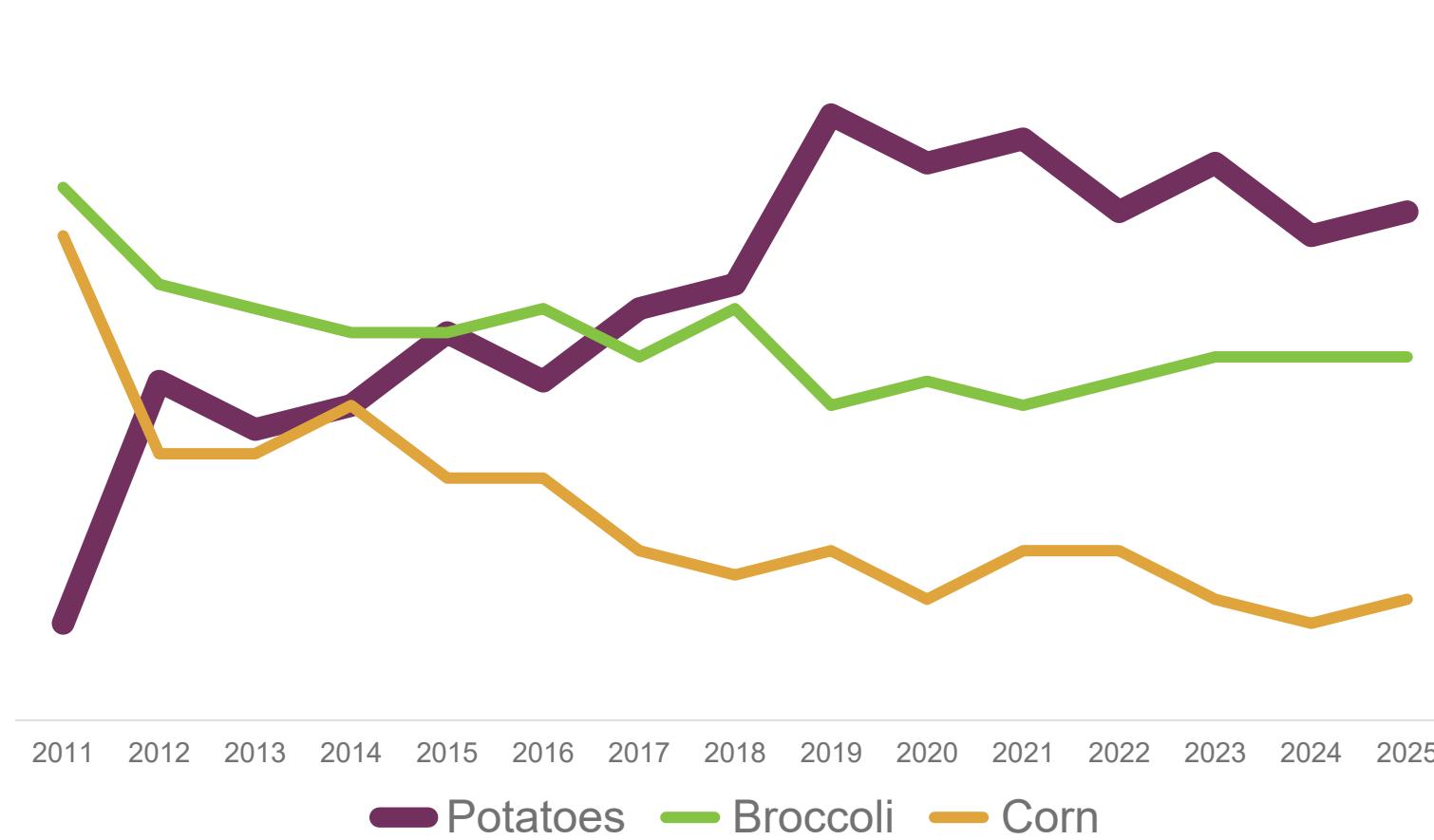
Real Food. Real Performance.<sup>®</sup>

# Americans Love Potatoes



Potatoes<sup>®</sup>  
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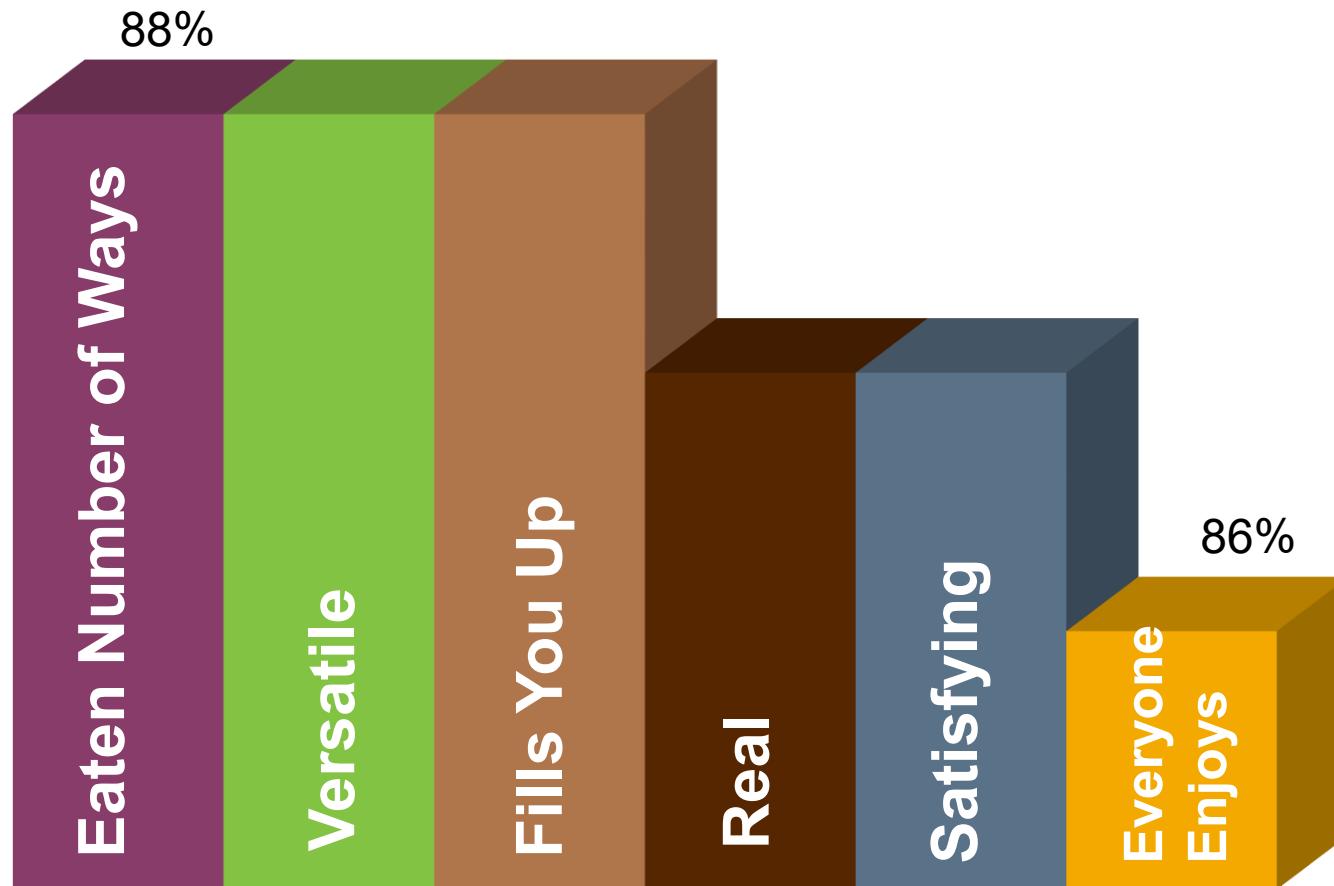
# America's Favorite Vegetable



Potatoes  
USA



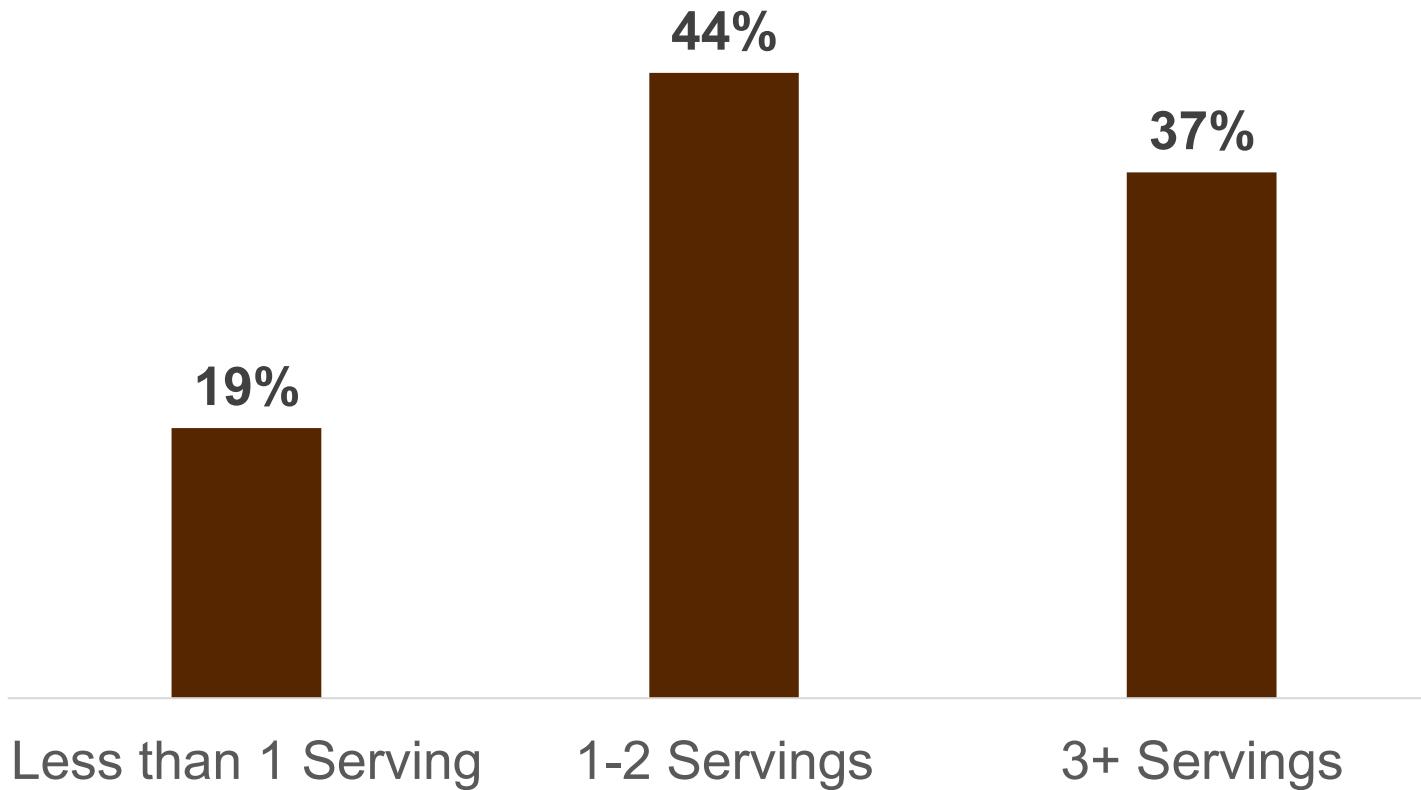
# How well do potatoes deliver these attributes?



How would you rate potatoes in terms of how well they deliver against the following attributes?



# How many servings of potatoes did you eat in a week?



In an average week, how often do you eat the following foods?

# Why don't you eat more potatoes?

Other Veggies Healthier



I already Eat Enough



High in Carbs



Prefer other Veggies



Fattening



High in Calories



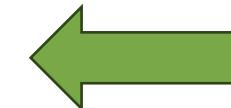
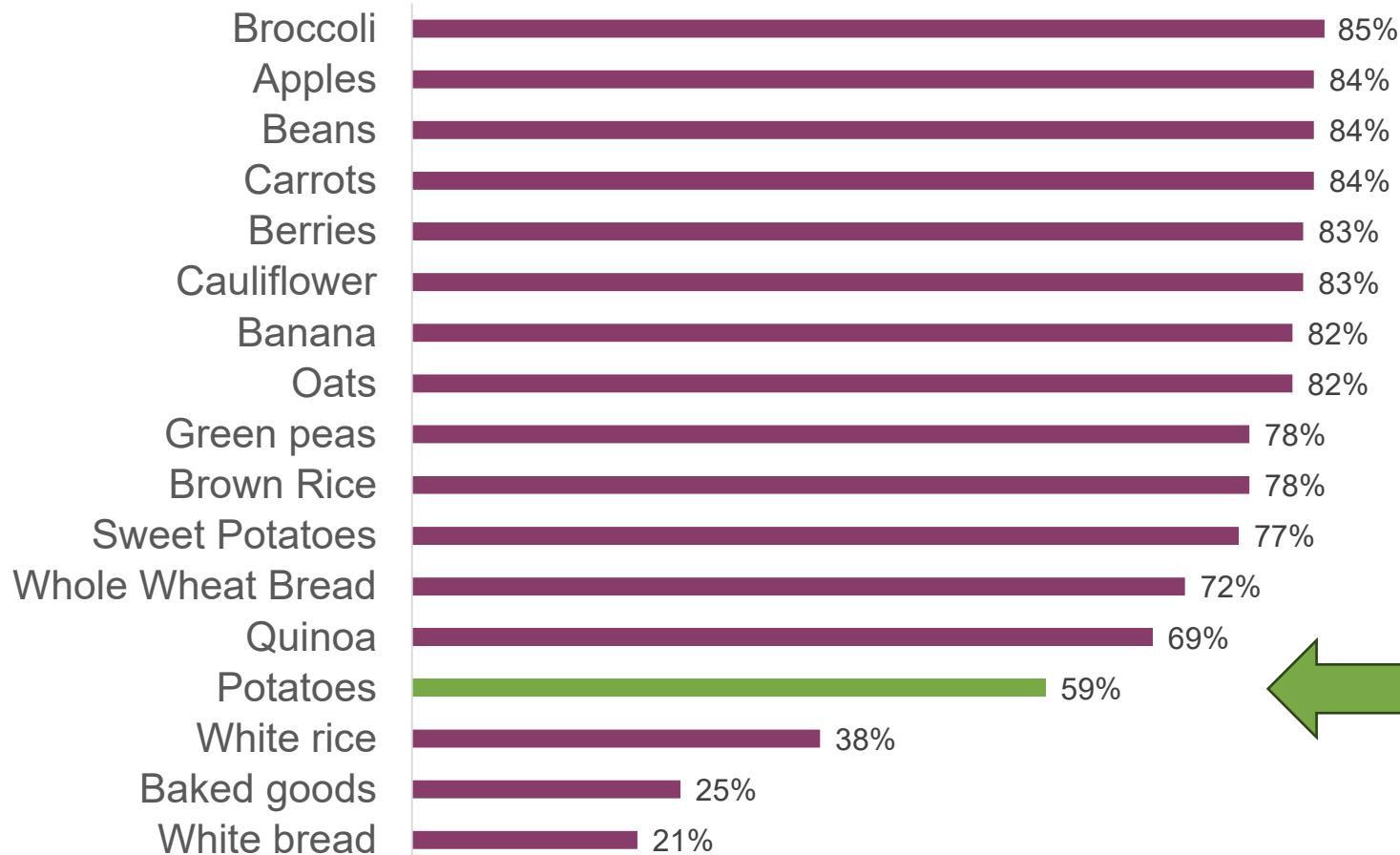
0% 2% 4% 6% 8% 10% 12% 14% 16% 18%

Which of the following, if any, are reasons you don't eat potatoes more frequently?

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USA



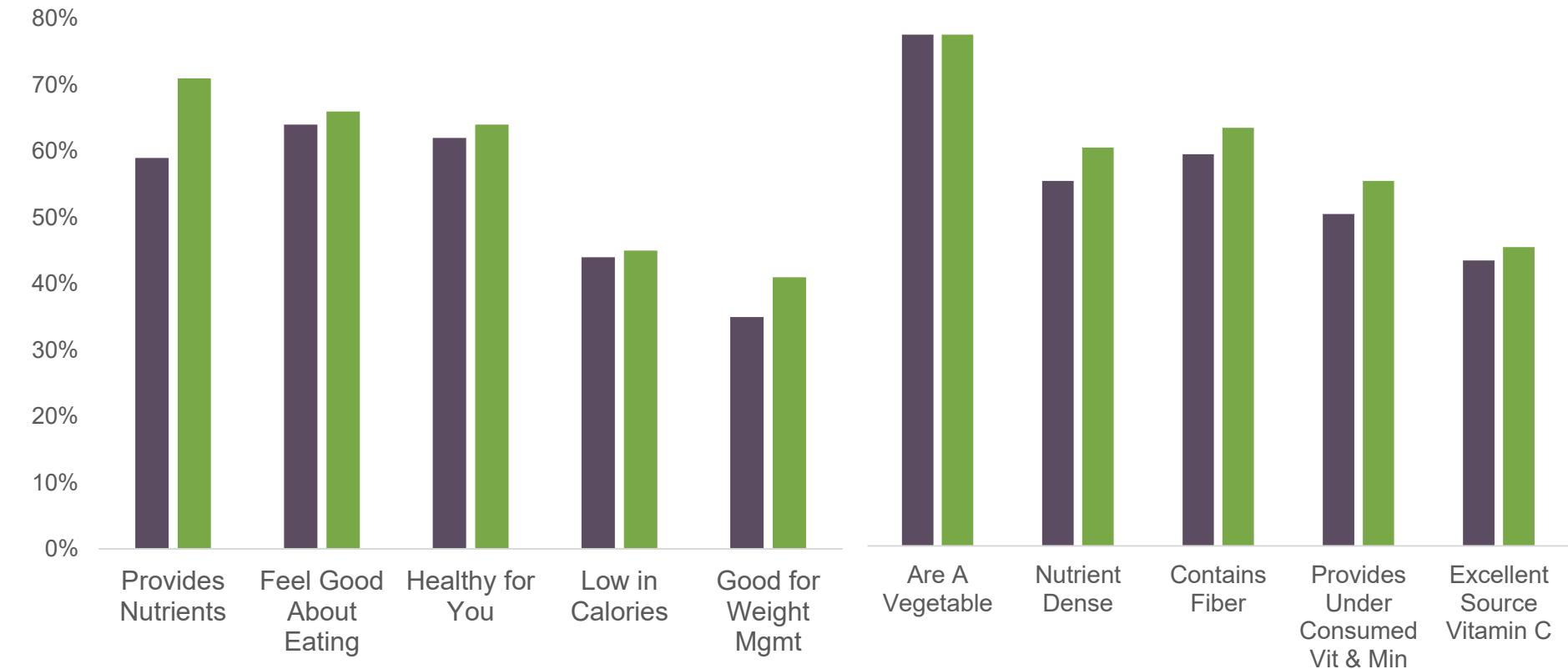
# What do you consider a high-quality carb?



For each of the following, please select whether you consider them to be a high-quality carb, low-quality carb or if you are unsure.

# Consumer beliefs are improving

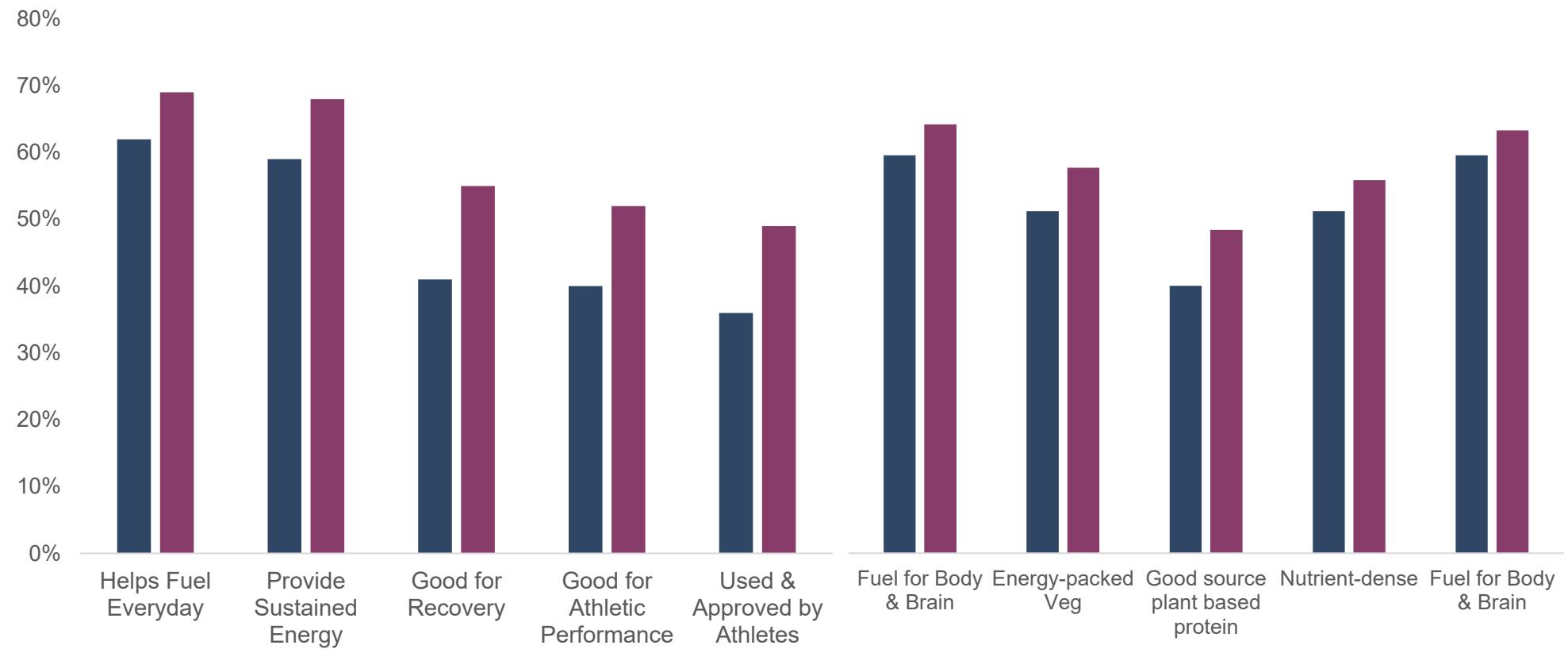
## Nutrition & Health



How would you rate potatoes in terms of how well they deliver against the following attributes?

# Consumer beliefs are improving

## Fueling for Performance



How would you rate potatoes in terms of how well they deliver against the following attributes?

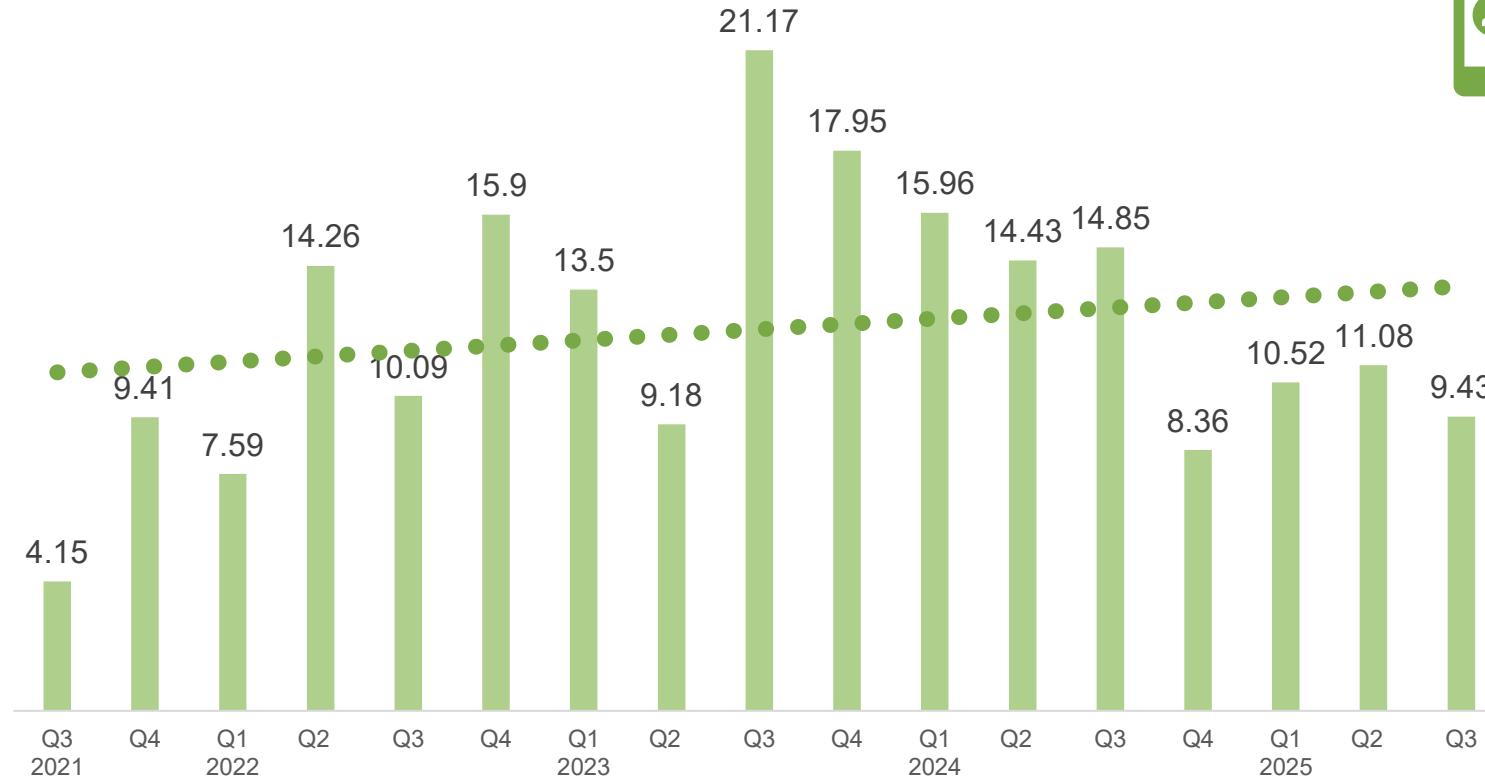
# Media sentiment is improving

## Traditional Media



# Media sentiment is improving

## Social Media



# Conclusion



Potatoes<sup>®</sup>  
USA



# In Summary

- Global Supply is Shifting and Strong
- Domestic Demand is Strong
- Nutrition Conversations are Evolving
- Reasons Consumers Cite for Not Eating Potatoes are Declining
- Consumer Sentiment is Strong and Increasing



# Thank You

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PotatoesUSA.com



PotatoGoodness.com



Potatoes Fuel You

