

2026 Potato Business Summit



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Kim Breshears
Chief Marketing Officer
Potatoes USA



Today's Potato Consumer

Potato Business
Summit 2026



Potatoes[®]
USA

STRENGTHEN DEMAND FOR POTATOES



BRINGING **AMERICA'S FAVORITE VEGETABLE** TO THE TABLE

Potatoes[®]
USA

POTATOES USA

NATIONAL
POTATO
COUNCIL

**THE NATIONAL
POTATO COUNCIL**



**STATE
COMMISSIONS
AND BOARDS**



**POTATO
SUSTAINABILITY
ALLIANCE**



**AFFILIATED
POTATO
INDUSTRY
ORGANIZATIONS**

**STRENGTHEN DEMAND
FOR POTATOES**



Research



Culinary



Reputation
Management



Retail



Nutrition &
Health



Consumer



Foodservice



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

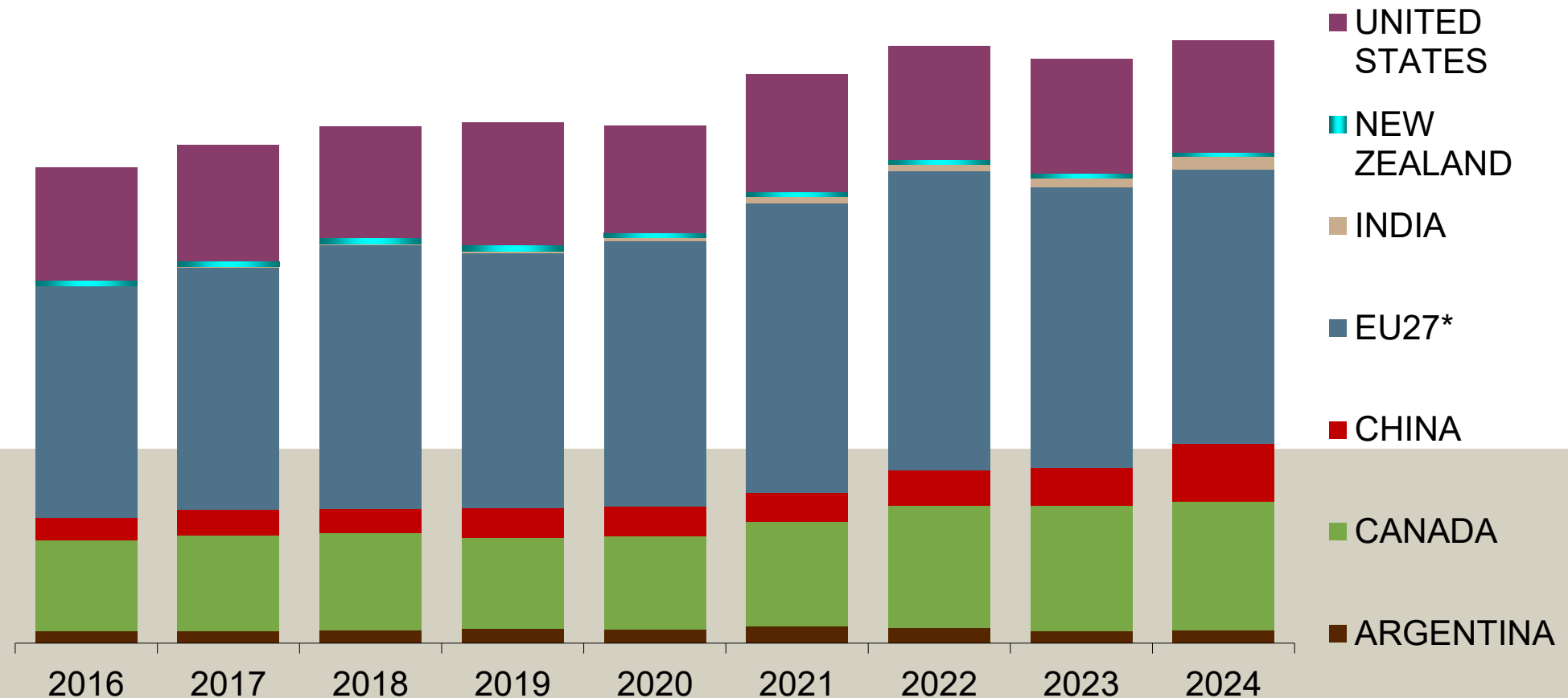


Potatoes
USA

Global Marketplace

Global Potato Market

Volume: 2016 to 2024



Demand-Driven Growth

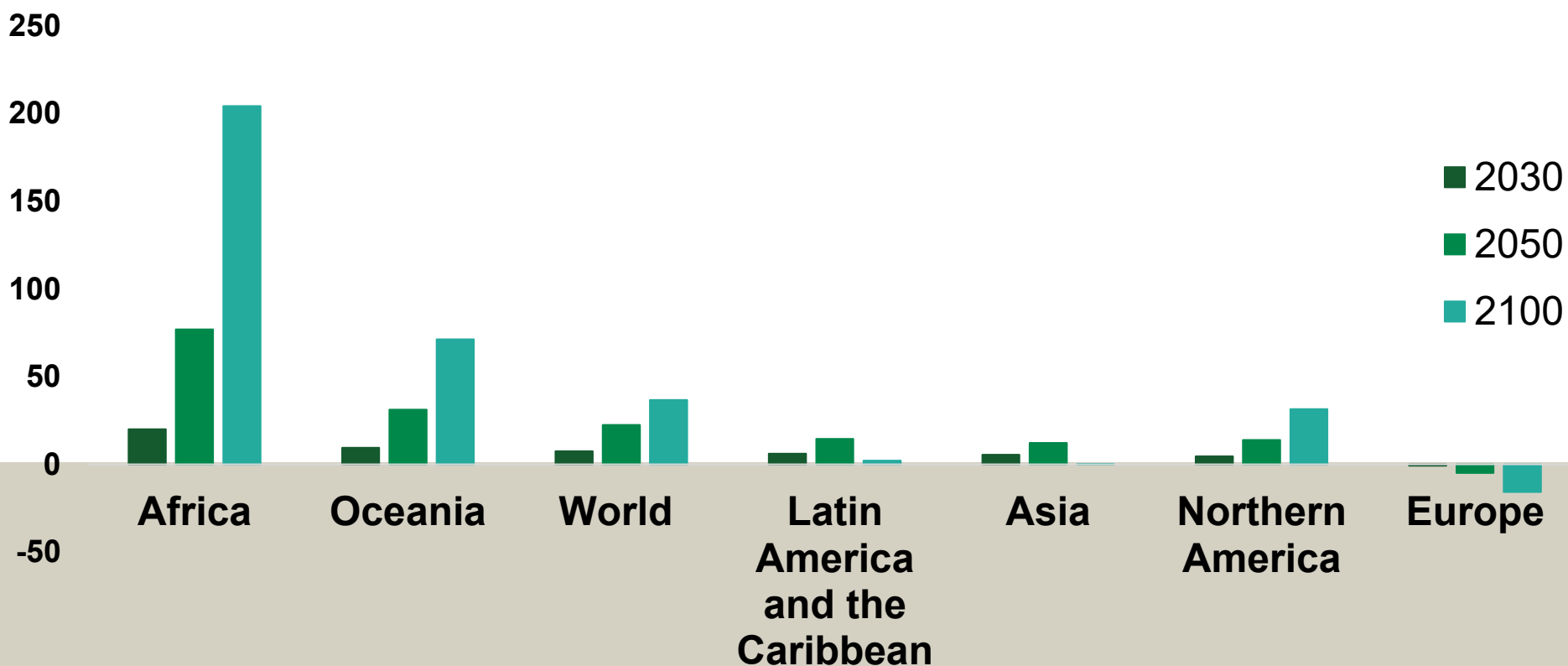
A view to 2030



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

Projected Population Change

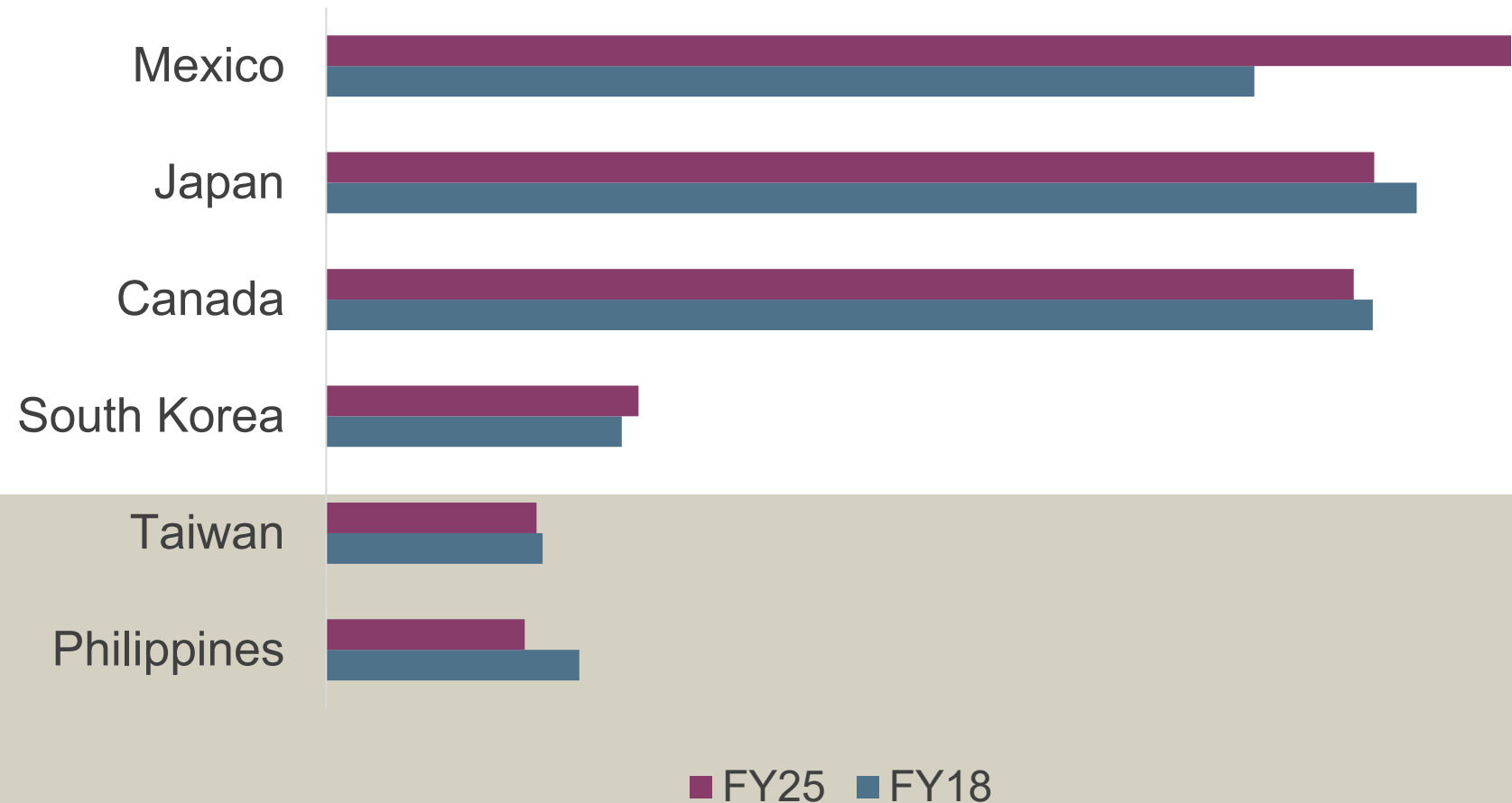
Percent Change from 2023



Top 6 U.S. Export Markets



Volume: 77% of U.S. Exports

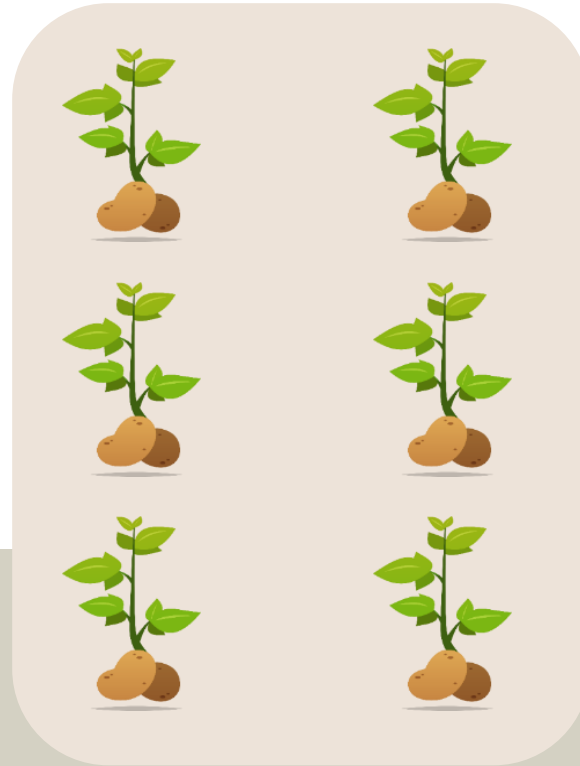




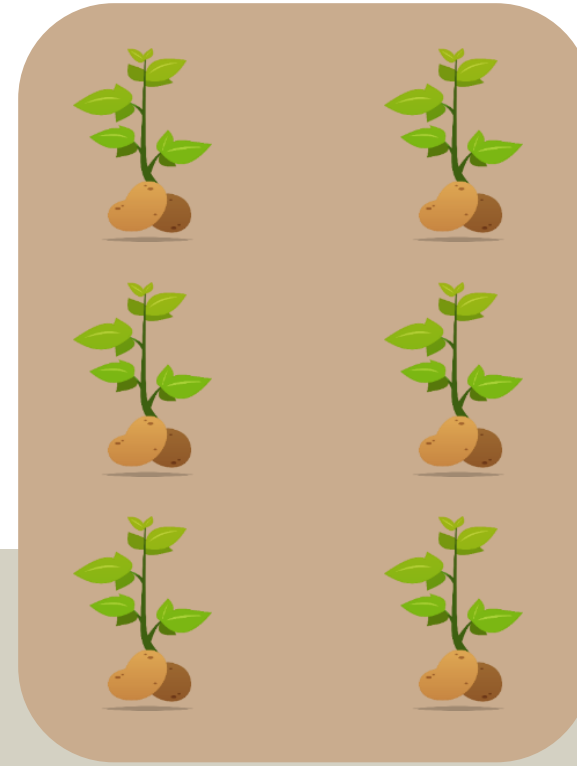
Domestic Marketplace

U.S. Crop Distribution

Foodservice



Retail

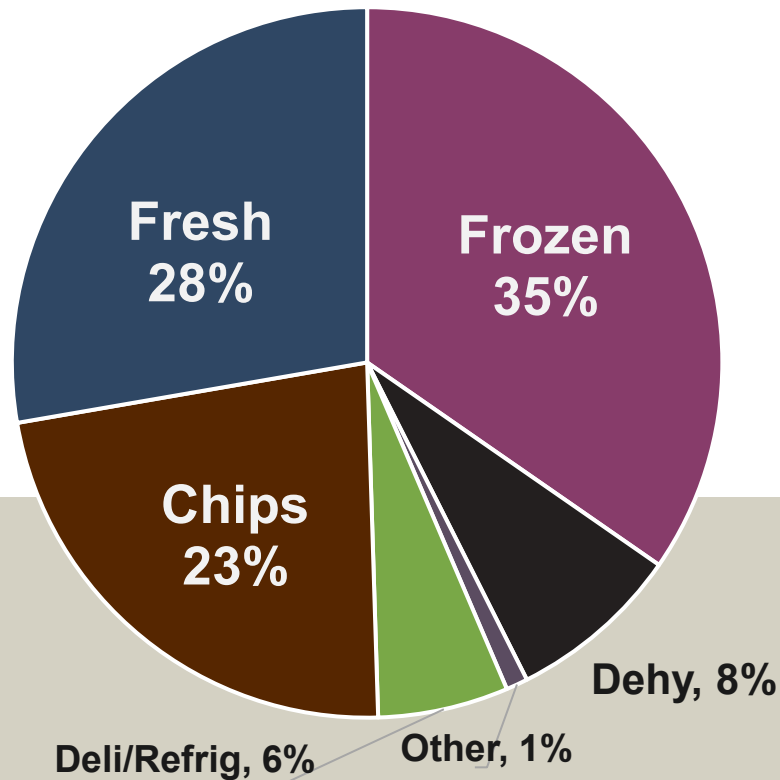


Exports

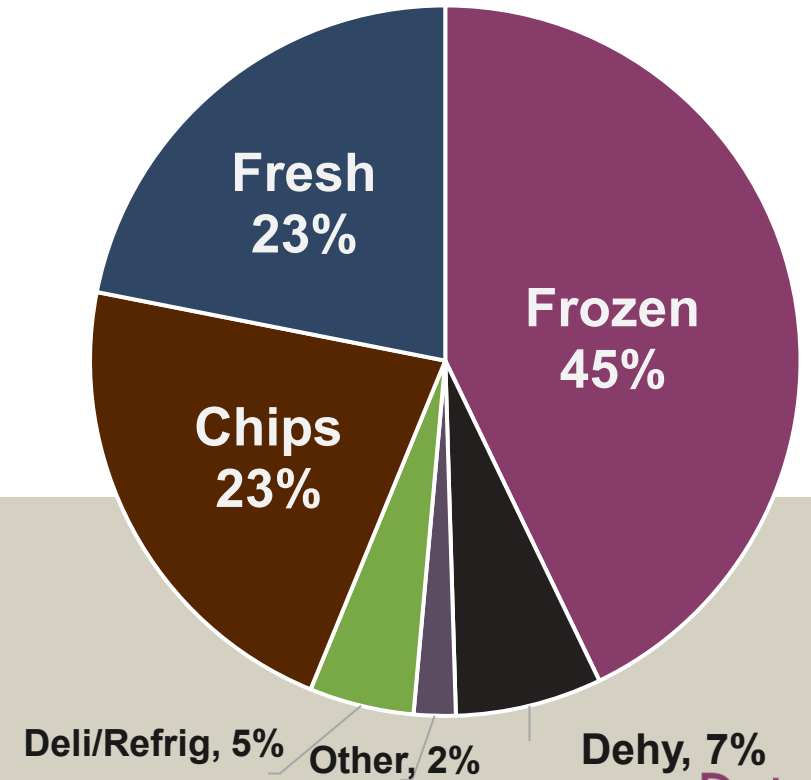


Domestic Sales by Form

U.S. Crop
July-June 2025

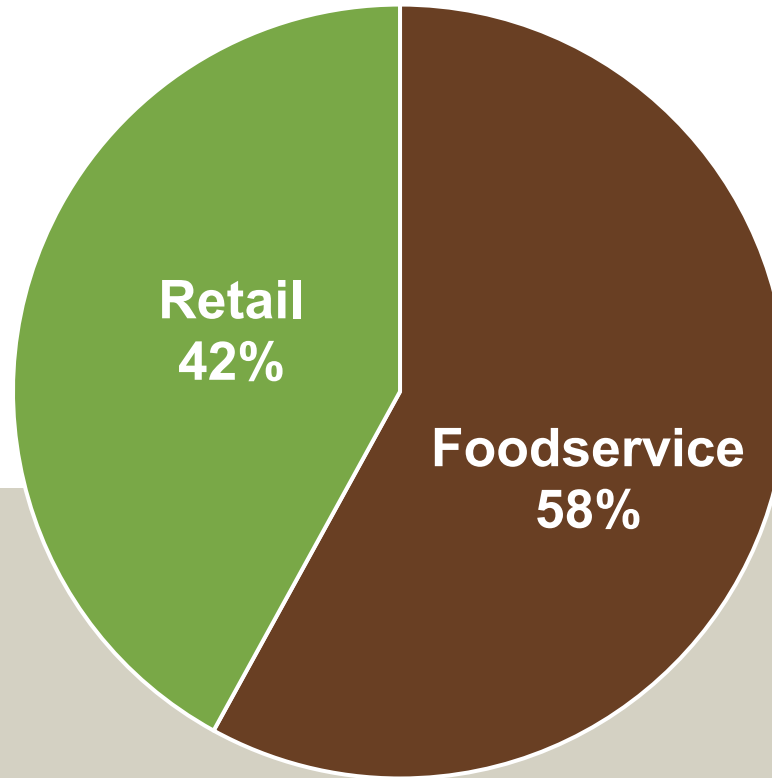


All Sales in the U.S.
July-June 2025

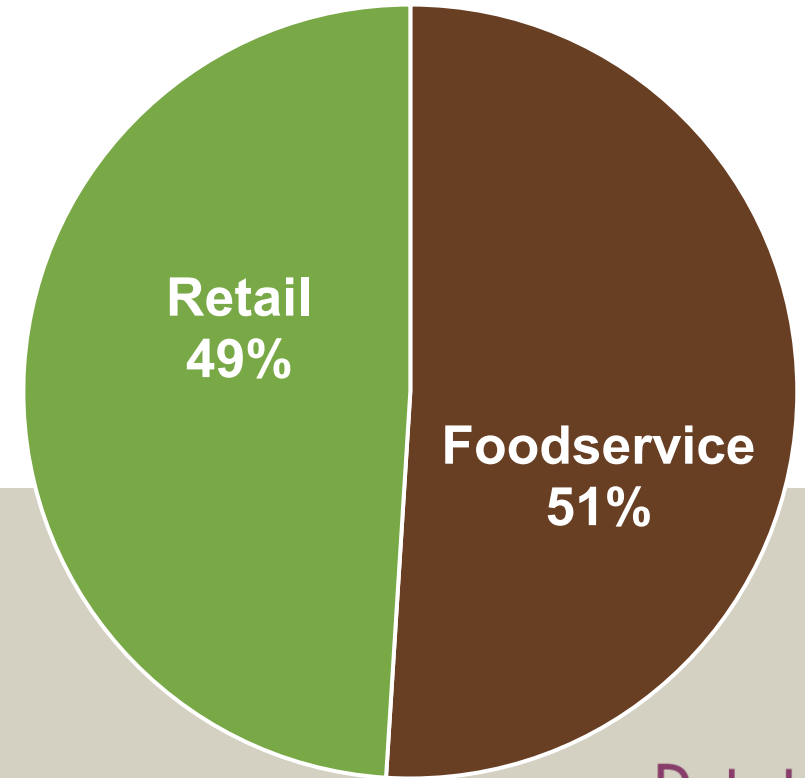


Potato Sales in the U.S.

July-June 2019



July-June 2025

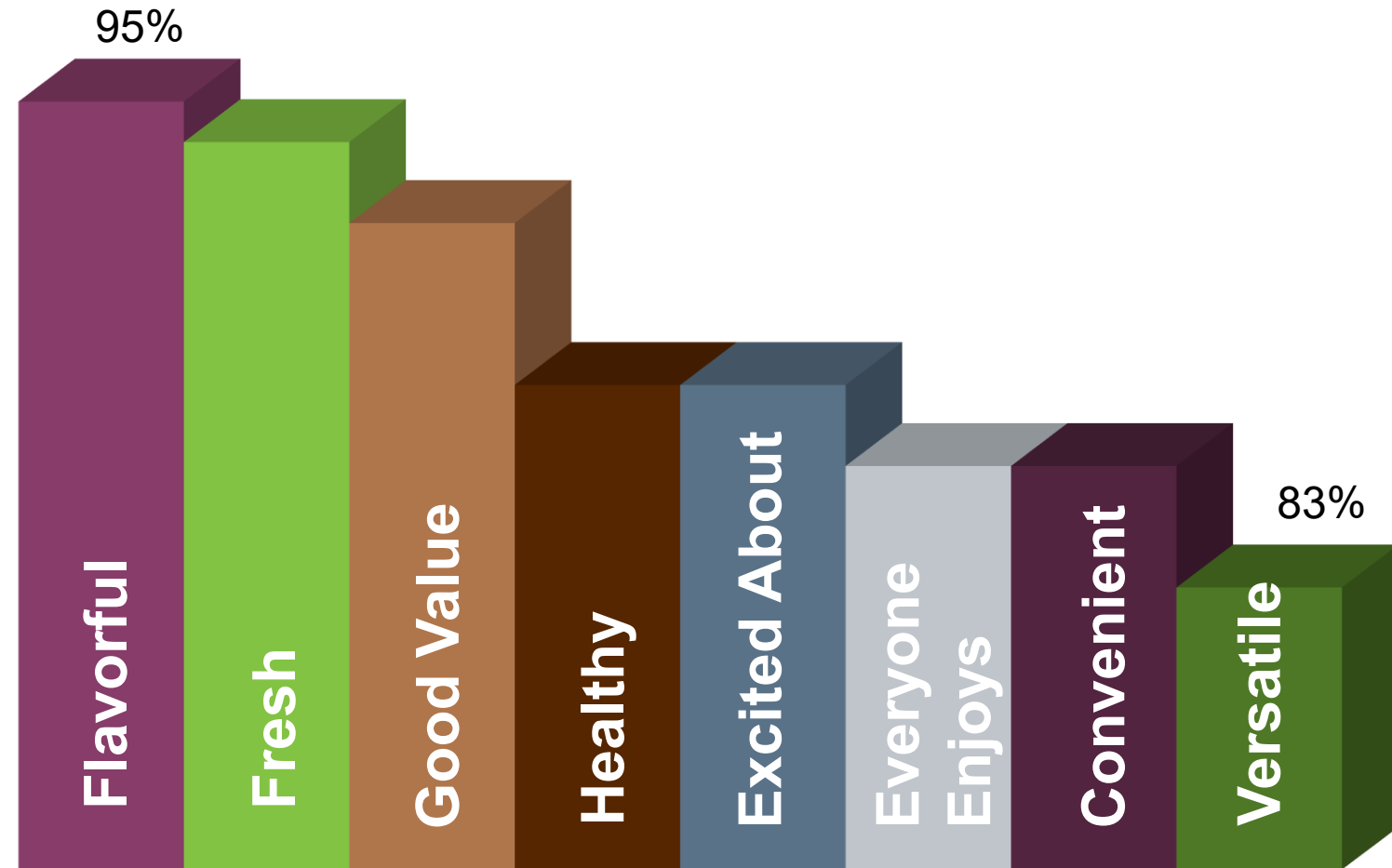


A photograph of three people exercising on treadmills in a gym. In the foreground, a man in a black tank top is running, looking towards the right. Behind him, a woman in a light blue tank top is running and smiling at the camera. In the background, another man in a black t-shirt is running, looking forward. The gym has large windows that look out onto a cityscape with buildings and trees. The lighting is bright and natural.

Consumer Insights

Potatoes[®]
USA

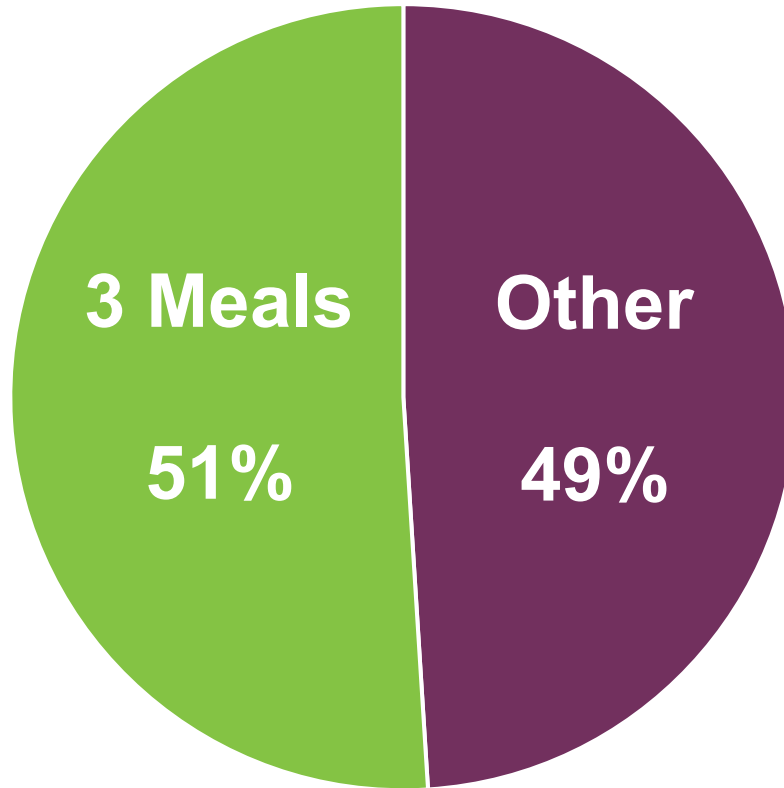
What's important when choosing food?



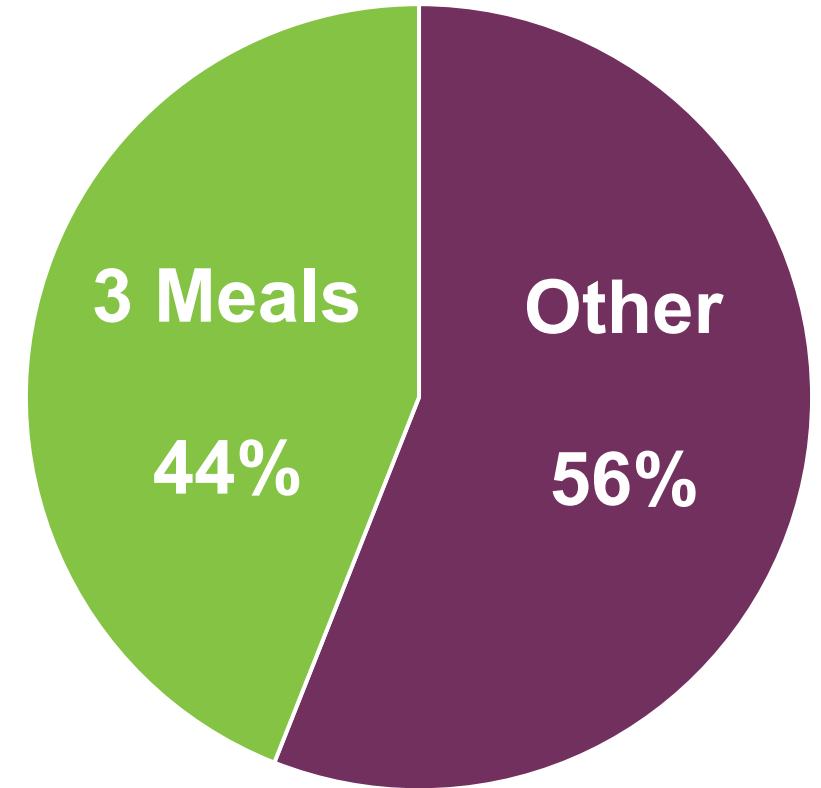
Thinking about what's most important to you when choosing food in general, how important are the following to you?

What are your eating habits?

2018



2025



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

Do you follow any dietary pattern?

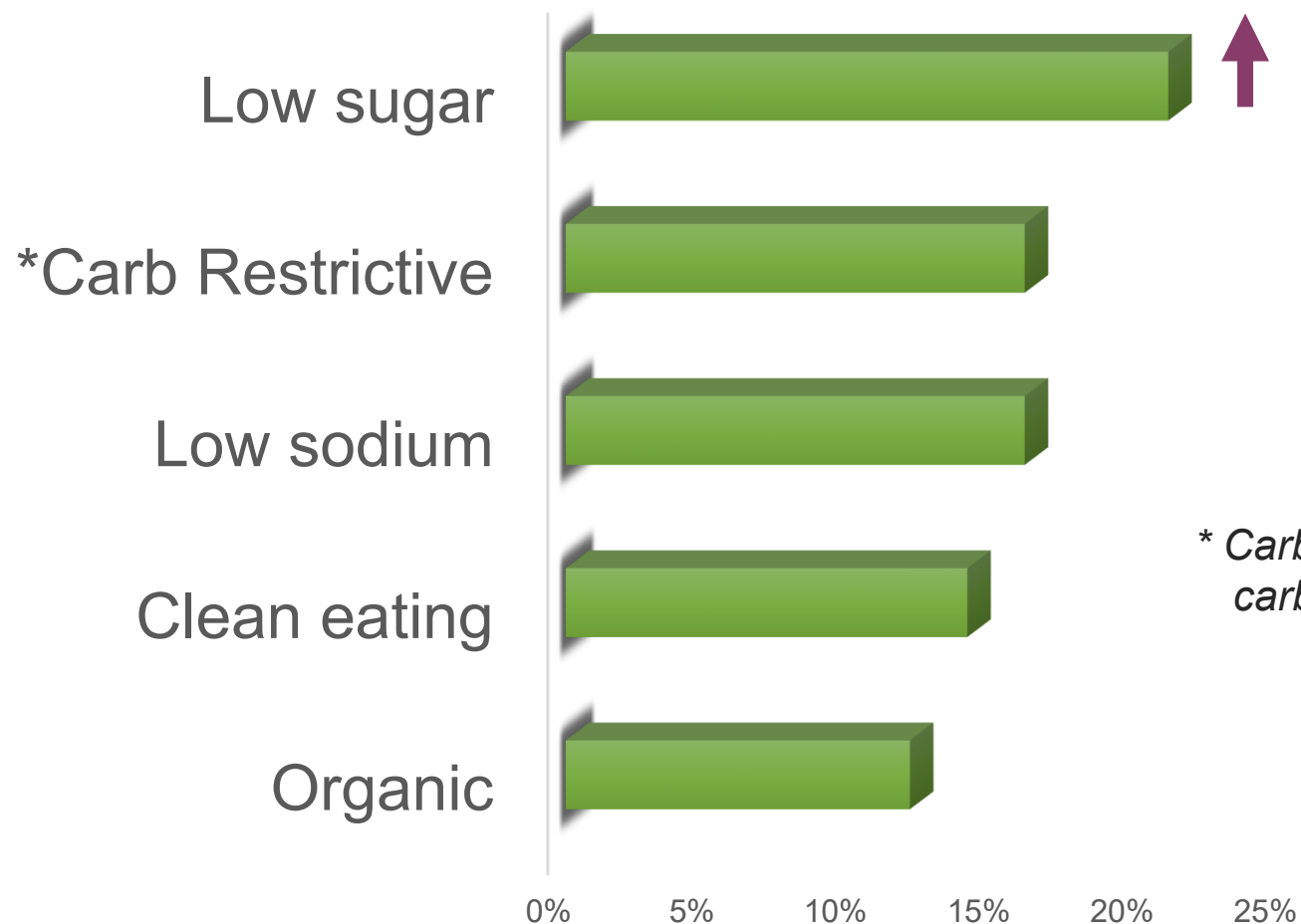
52%

Of households
adhere to some dietary
guideline.

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



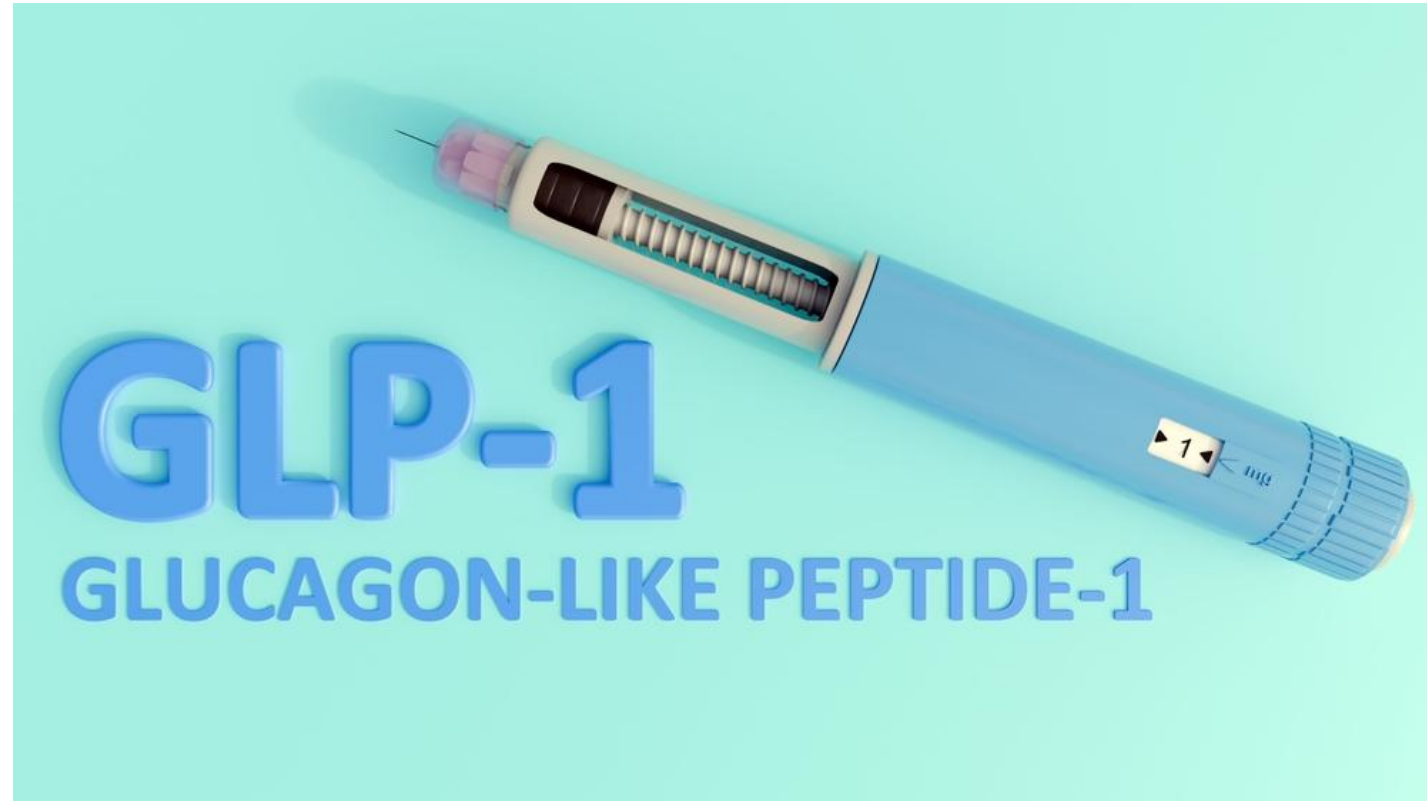
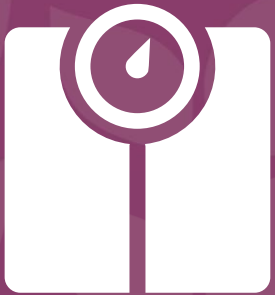
Do you follow any dietary patterns?

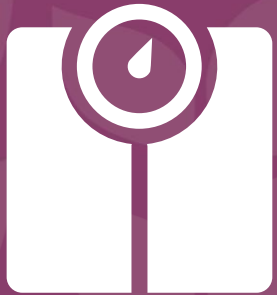


** Carb restrictive include low carbohydrate, Keto, Atkins*

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

Weight Loss Medications





Pharmaceutical
Medications

Supplements

Food &
Beverage

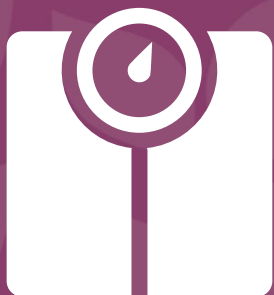
*Eggs, nuts, healthy oils,
whole grains*

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



Reasons for Usage



Past 30-Day Users of Weight Loss Drugs



61%
Lose weight



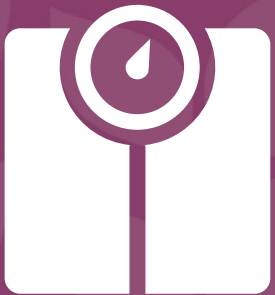
37%
Manage a health/
medical condition



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



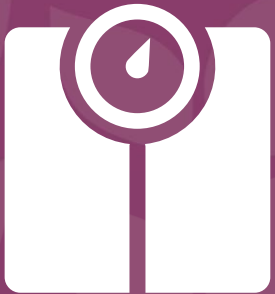
% who stopped...	Prev. Weight Loss User %
...within 3 months	32%
...within 6 months	62%
...within 12 months	81%



Reasons for Ceasing GLP-1

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

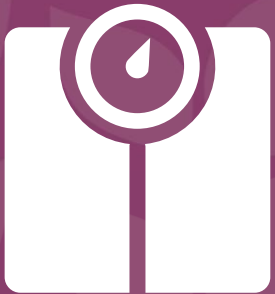


Foods to Eat



Foods to Avoid

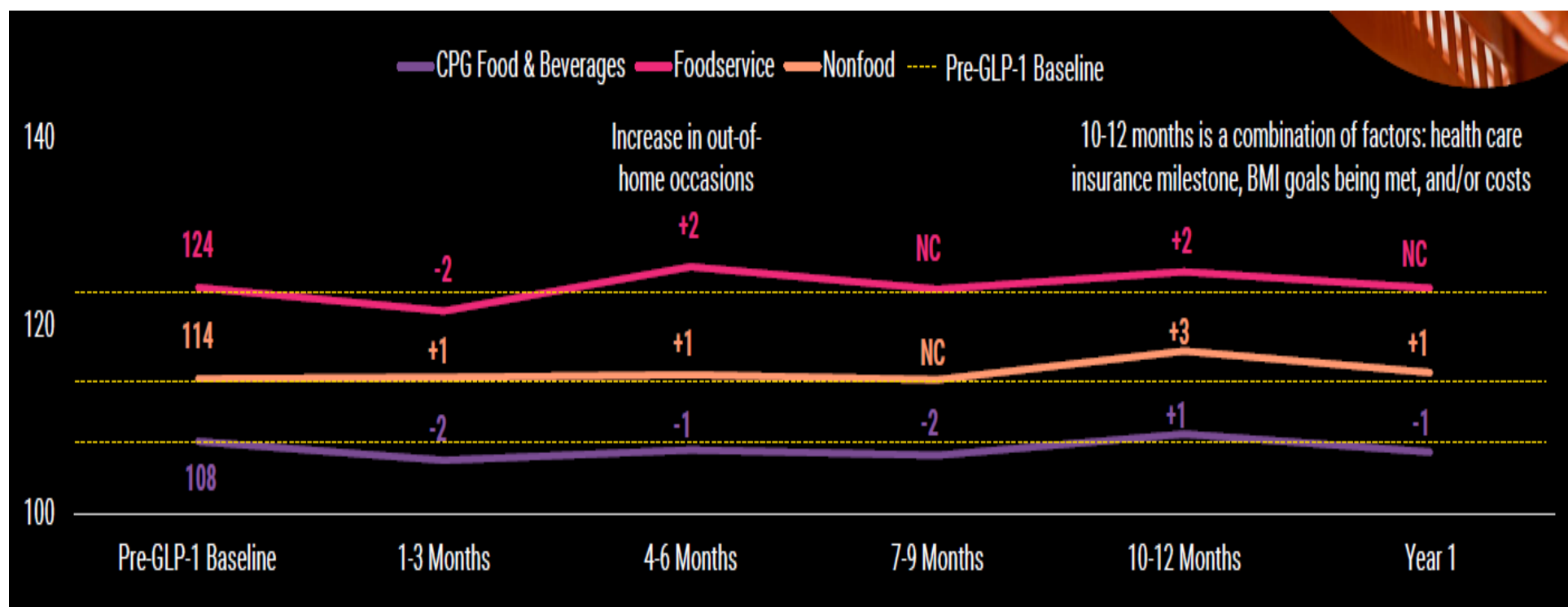
Dietary Choices



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

One-year Sales Trends

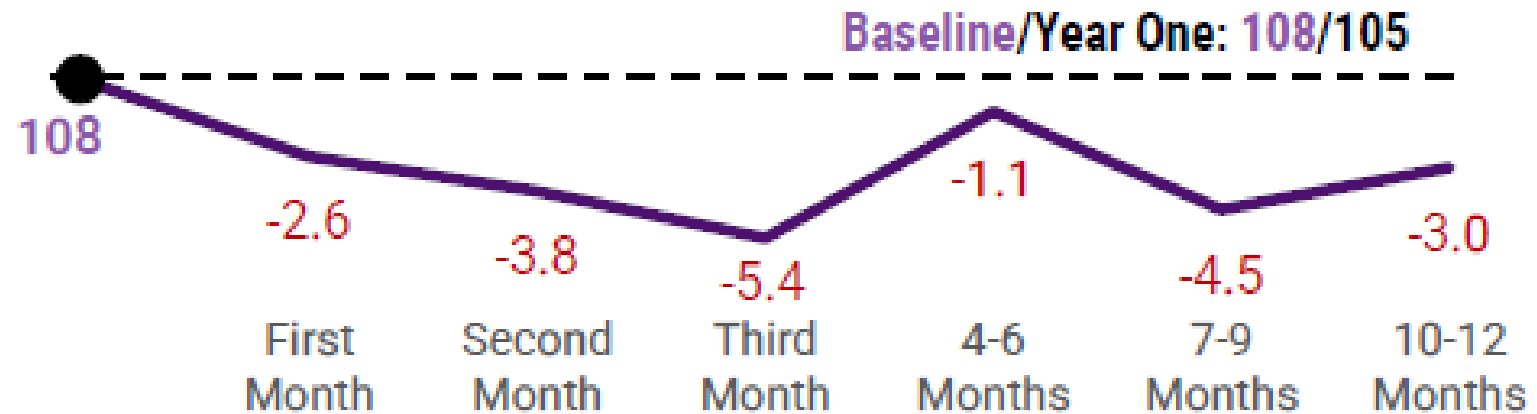
Change in Dollars per Household



GLP-1 Purchase Behaviors

Frozen

Frozen

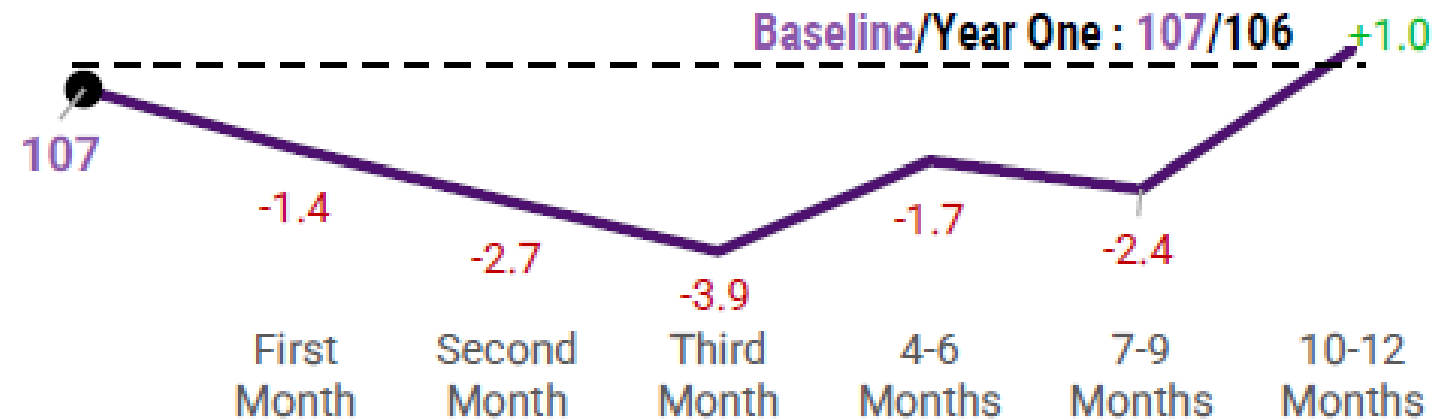


GLP-1 Purchase Behaviors

Refrigerated



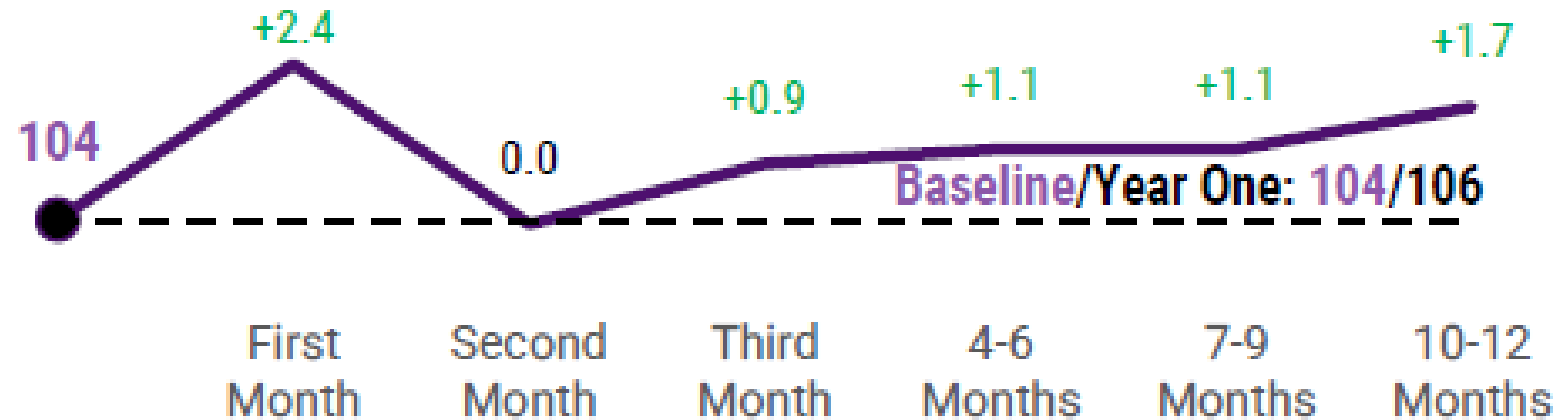
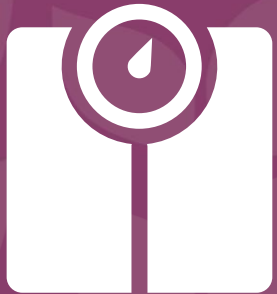
Refrigerated



GLP-1 Purchase Behaviors

Produce

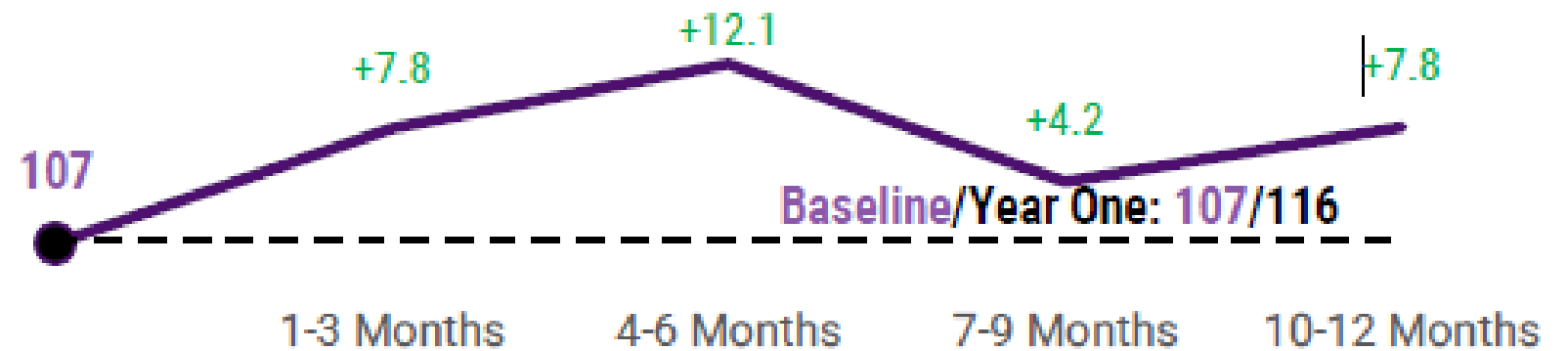
Produce



GLP-1 Purchase Behaviors

Deli

Deli



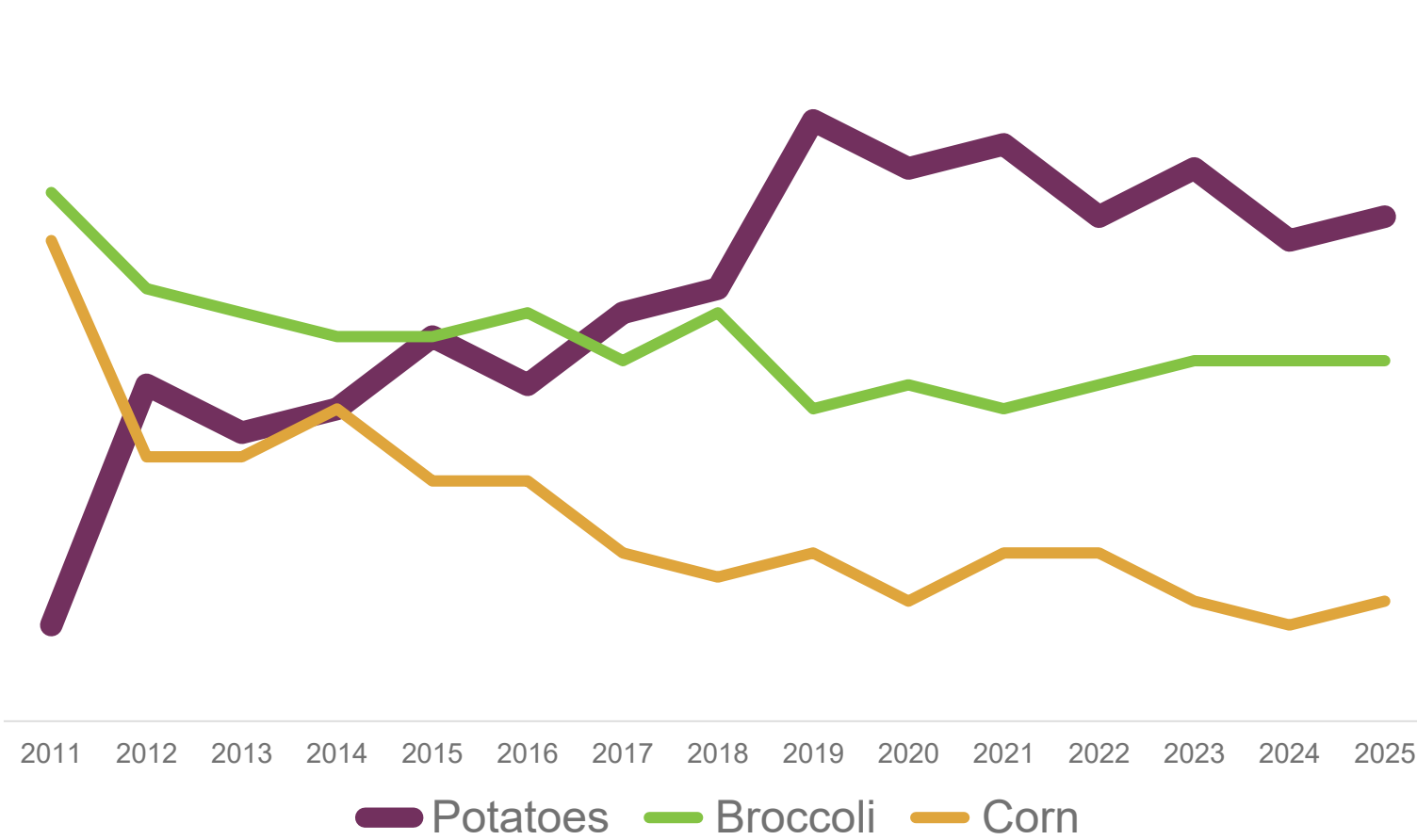
Potatoes.

Real Food. Real Performance.®

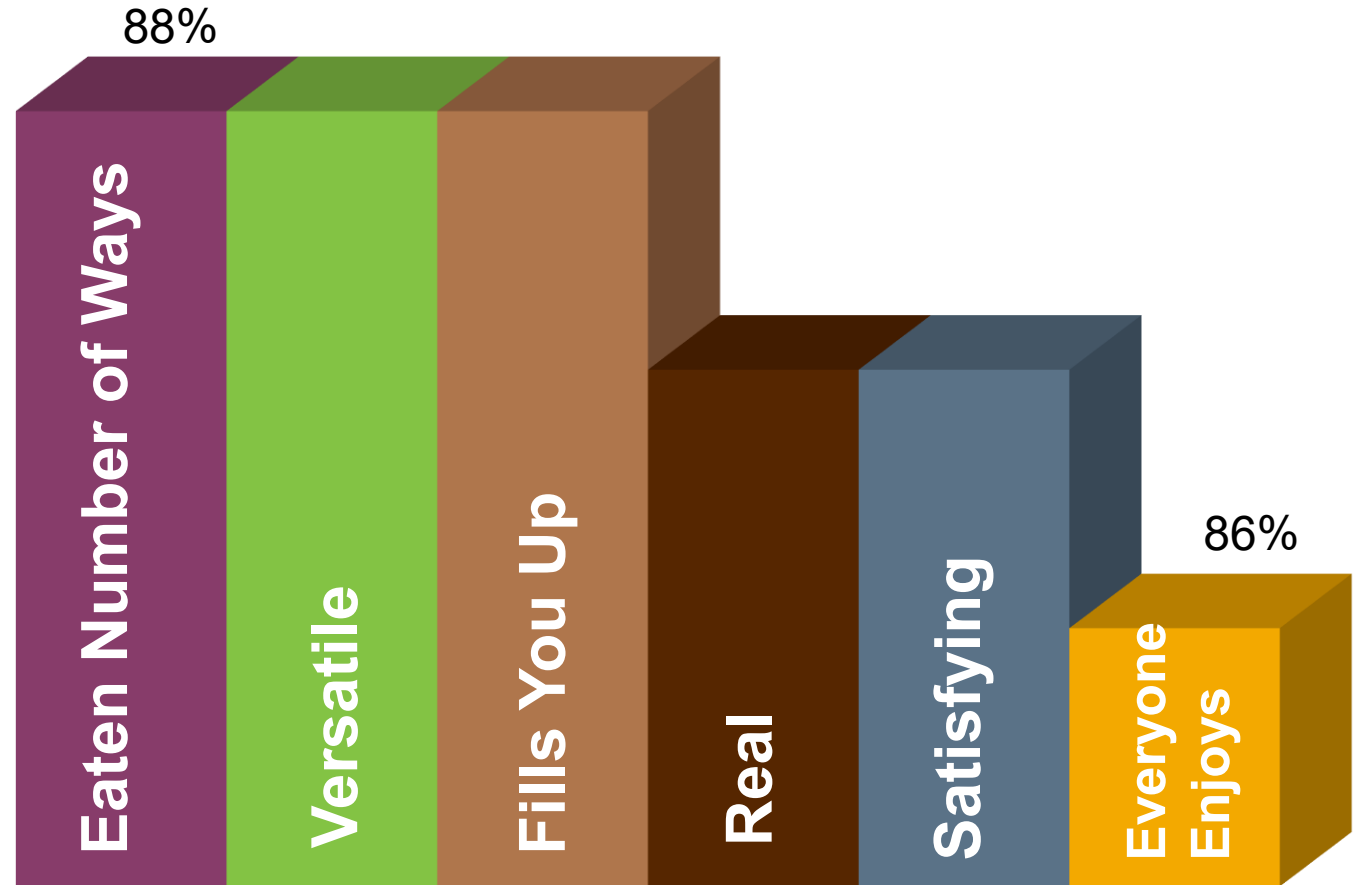
Americans Love Potatoes



America's Favorite Vegetable

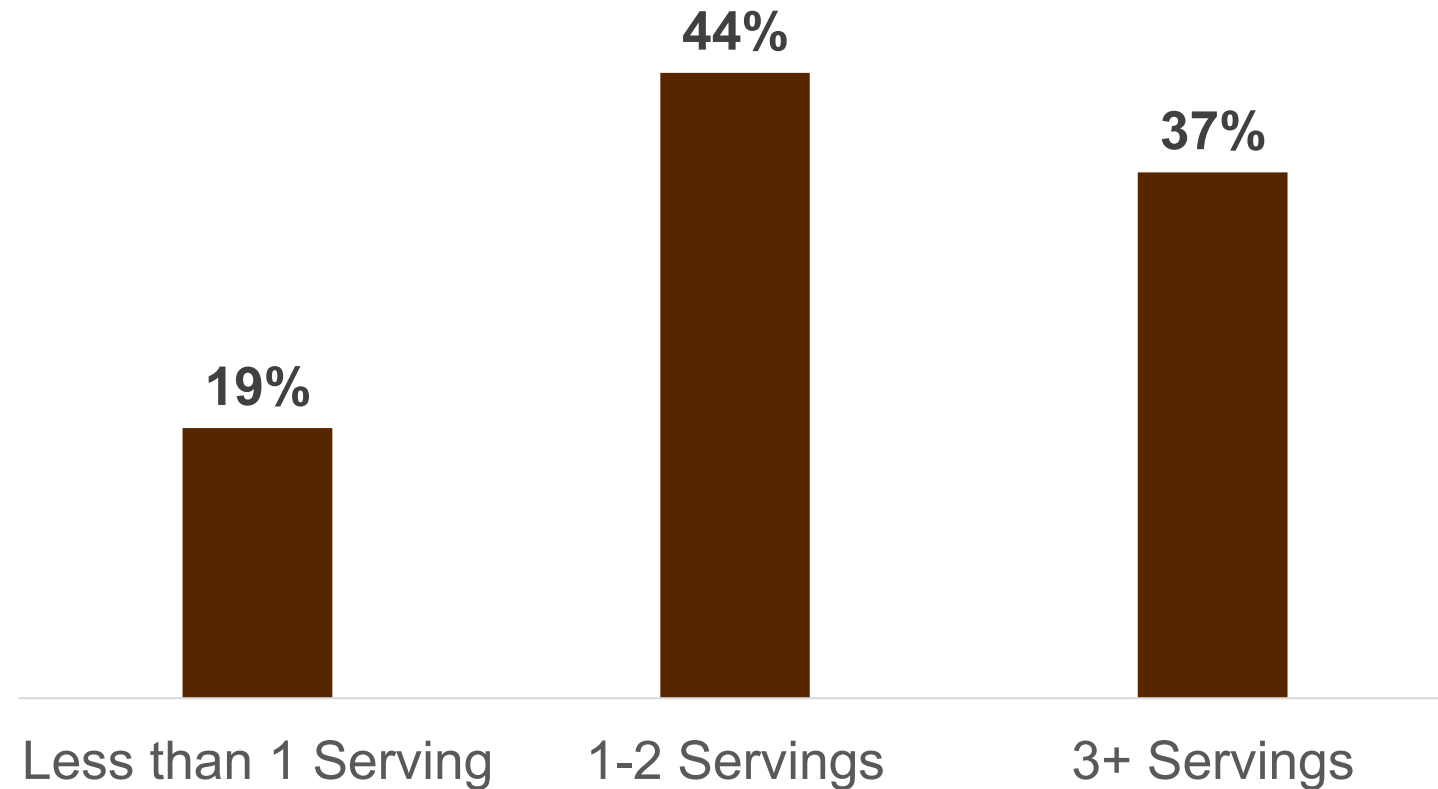


How well do potatoes deliver these attributes?



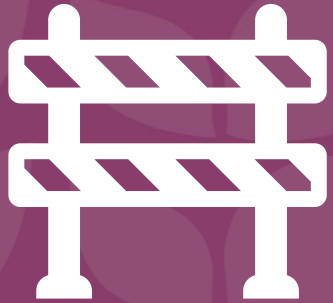
How would you rate potatoes in terms of how well they deliver against the following attributes?

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



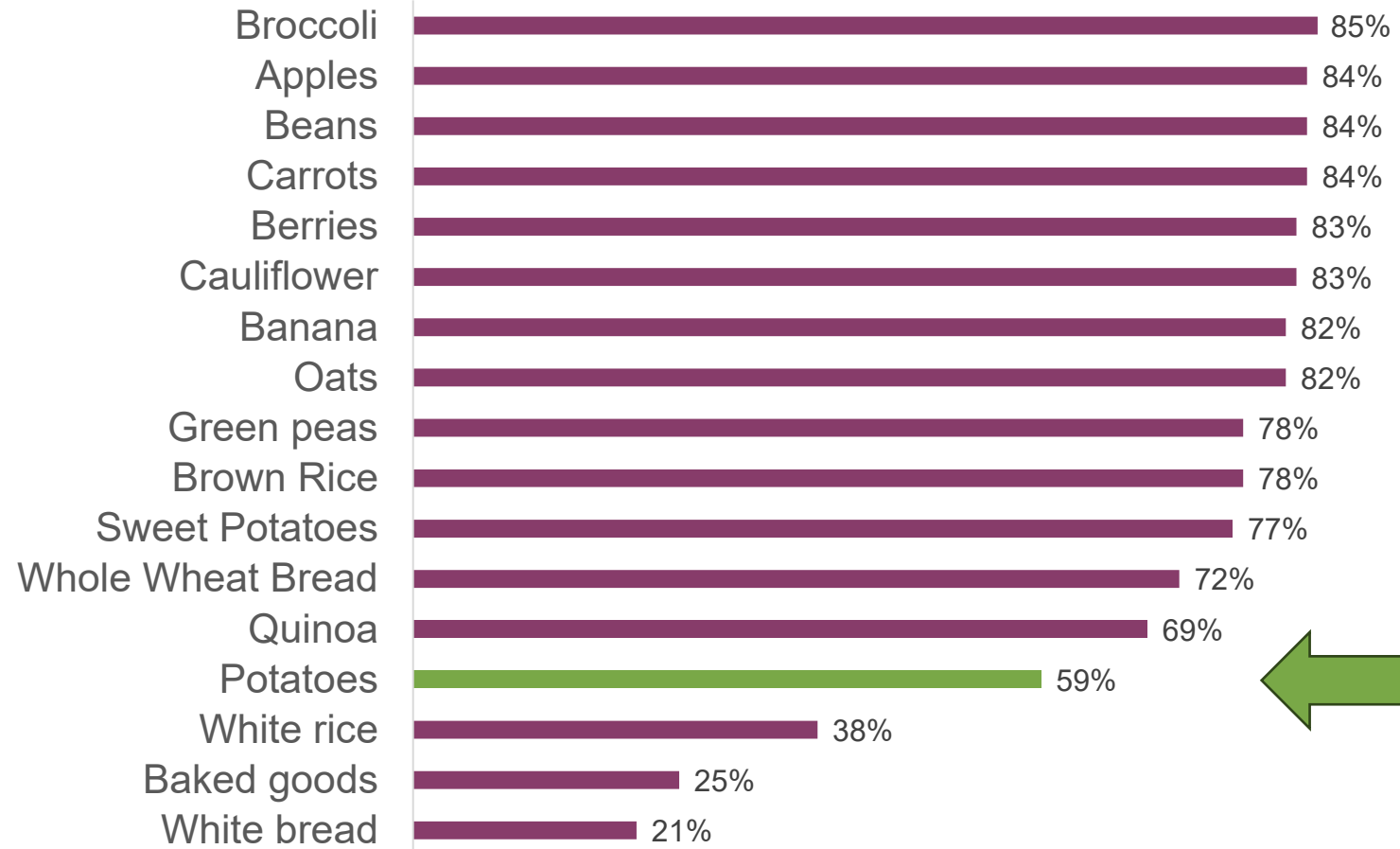
High in Calories



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?

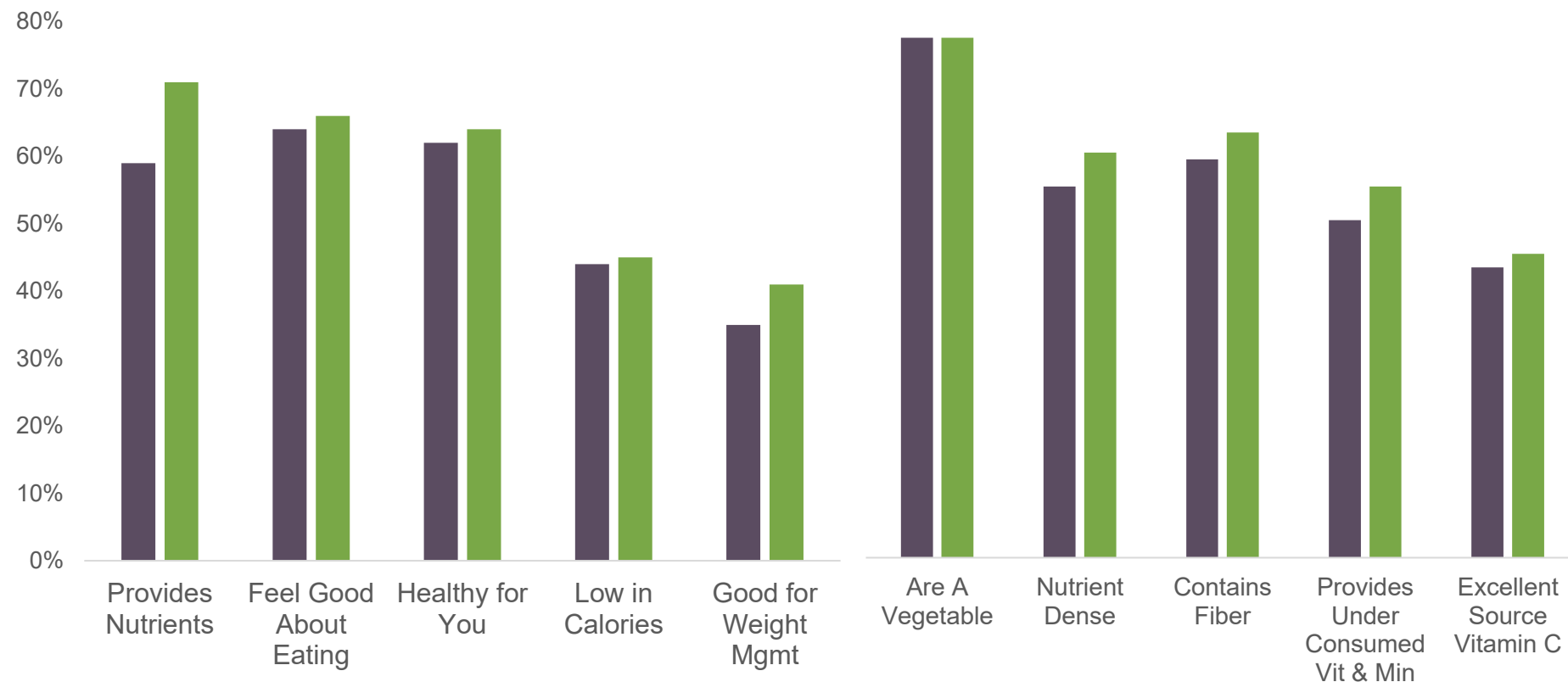
What do you consider a high-quality carb?



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.

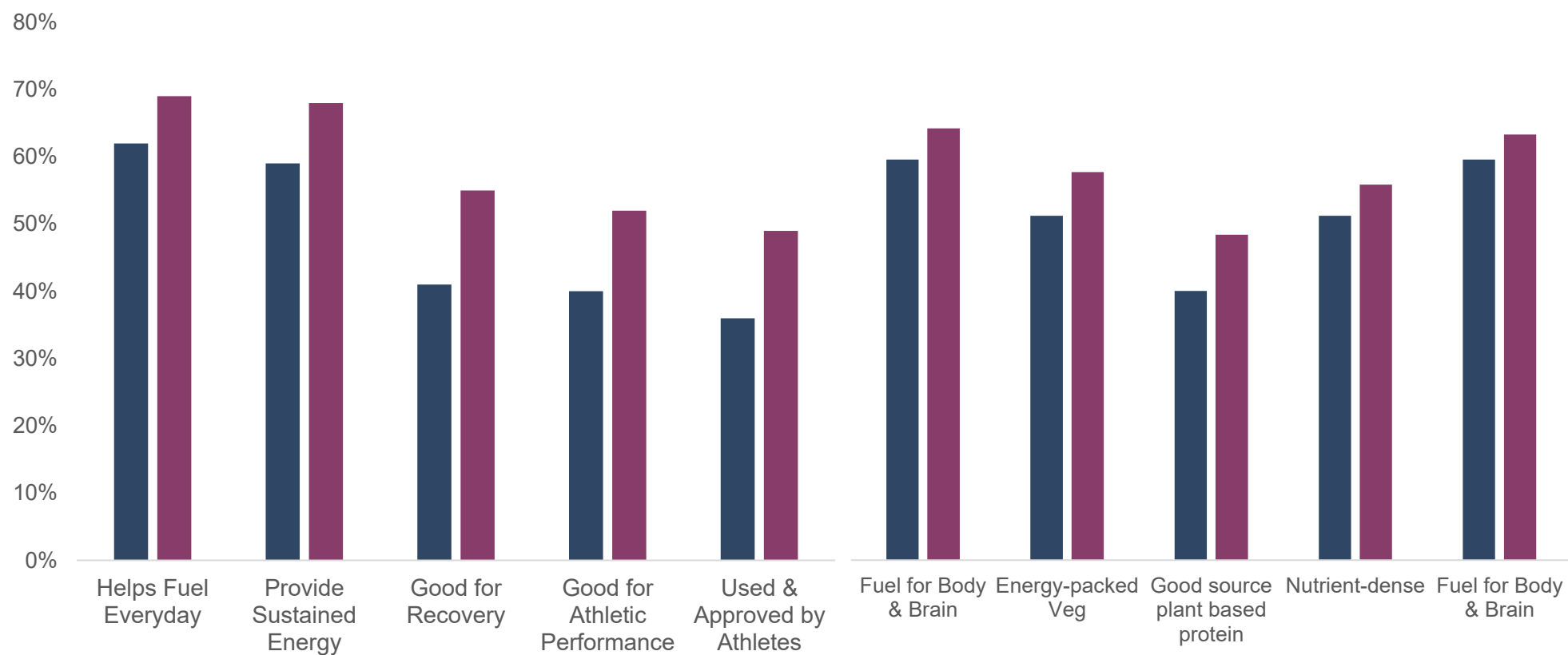
Consumer beliefs are improving

Nutrition & Health



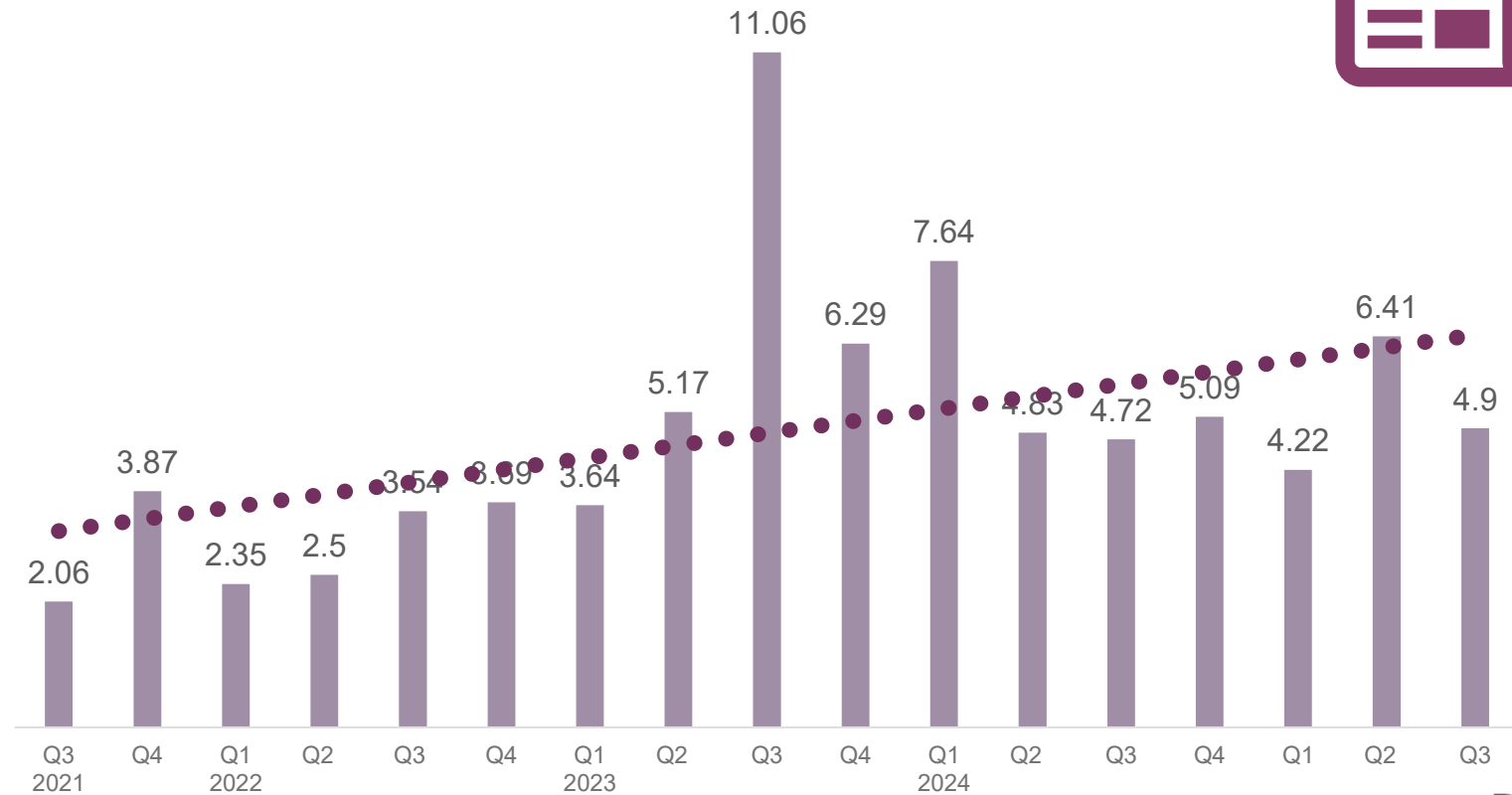
Consumer beliefs are improving

Fueling for Performance



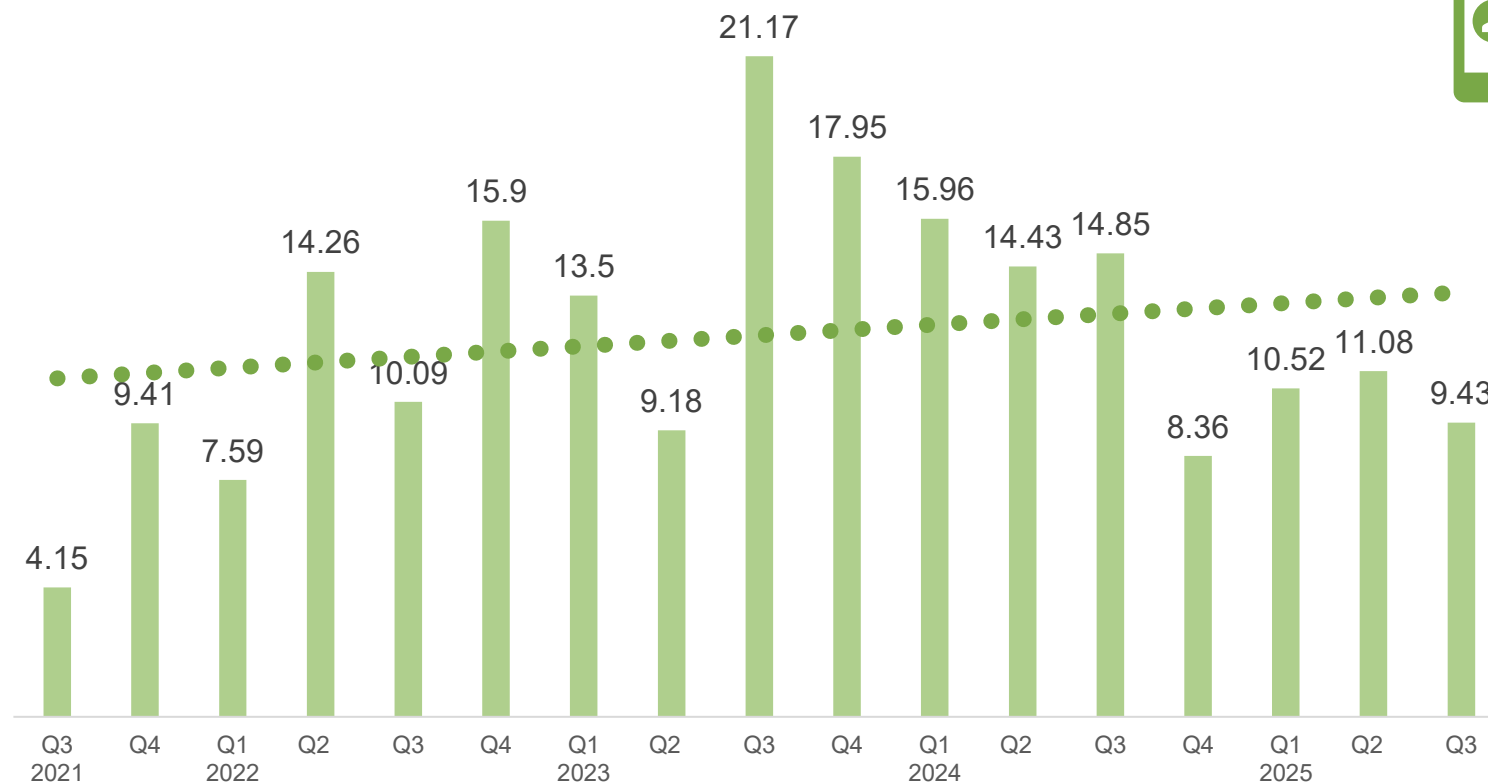
Media sentiment is improving

Traditional Media



Media sentiment is improving

Social Media



Conclusion



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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

