

Nutrition Point of Purchase Materials Increase Potato Dollar Sales 71%!

We're not monkeying around with fad diets! It's time to SELL SOME SPUDS.

The United States Potato Board ran a 'Nutritional' POP (point-of-purchase) test in a retail chain consisting of 200+ stores where 39 stores or 18% of the chain participated. Testing occurred from January 19 to March 22, 2004 and consumers were polled from February 23 to March 5 in the test stores.

The results: 49% of the consumers saw the POP and of those, 30% said it changed their opinion "very much", in a positive way, 28% said it was very important, 16% said it was important, and 42% said it was somewhat important to learn about the nutritional benefits of potatoes.

What about sales??

Over the test period, potatoes sales in the test stores were higher than the "ROC" (rest-of-chain) by 48.0% in pounds and 71.5% in dollars.

The chain's category manager said, "The test stores are so happy with the results they are keeping it up, and we're looking at putting it up in all our stores".

*Call your [Wisconsin Shipper](#) TODAY to get **FREE** Nutrition POP Materials!*