

Potatoes - “A Choice for Life”



Love Potatoes

National Chip Week

Grow Your Own Potatoes

Great Potato Challenge



- International collaboration
 - Promotional Vehicle
 - Food a Fact of Life
 - Issues Management
- www.britishpotatoes.co.uk



Sara's Stu boys

AUSSIE minx dives under covers with Stu moments after being in bed with Darnell

- ▶ Darn's never had girlfriend
- ▶ Nic's ugly party trick
- ▶ Mario's shock return



ROBIN RARING TO GO FOR GUNNERS

Slowly but surely, Robin van Persie is rebuilding an Arsenal career that has been so cruelly hit by injury.

• Read more • Have Your Say



PIETERSEN THE PEACEMAKER

• Full Story Here • Have Your Say

• Sport Homepage



Northern Rock suffers £585.4 million loss

10.51 Tue Aug 05

Northern Rock has announced losses of £585.4 million for the first six months of this year.

The recently-nationalised mortgage lender said the number of customers falling behind with repayments had jumped sharply, resulting in its bad debts provision standing at £351.8 million.



BEN'S GIFT OF LIFE

The parents of murdered honeymooner Ben Mullany ask for his organs to be donated for life-saving transplants

For the latest on the Antigua double murder inquiry click here



GIRLS' TERROR

Police arrest Girls Aloud 'stalker' at gig after he confronts them backstage



VITAMIN C JAB TO BEAT CANCER

Vitamin C injections can destroy cancer, ground-breaking research has found.

• Read more • Have Your Say



AT LAST, PETROL IS TO DROP BY 10P A LITRE...

• Full Story Here • Have Your Say

• News / Showbiz Homepage



China confident of safe Olympics

China stresses the Beijing Olympics will be safe, following an attack that killed 16 policemen in the north-west of the country.



Darling: Brown can win election

Alistair Darling says Gordon Brown can overcome his difficulties to "turn things round" and win the next election.

Potatoes are a healthy and convenient meal choice and families should eat more...

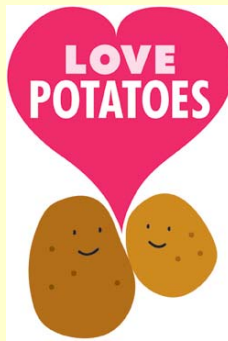


Provides a platform to talk about potatoes

Led to 50 unplanned radio interviews plus much more



Coverage without having to pay for advertising





Potatoes seen as the healthiest choice
up to 29% (from 22%)

At the same time pasta saw a decrease

Potatoes seen as low in fat – up to 24% (from 14%)

BBC Coventry & Warwickshire

And model Nell, 34, added:
"Potatoes are packed full of
essential nutrients."

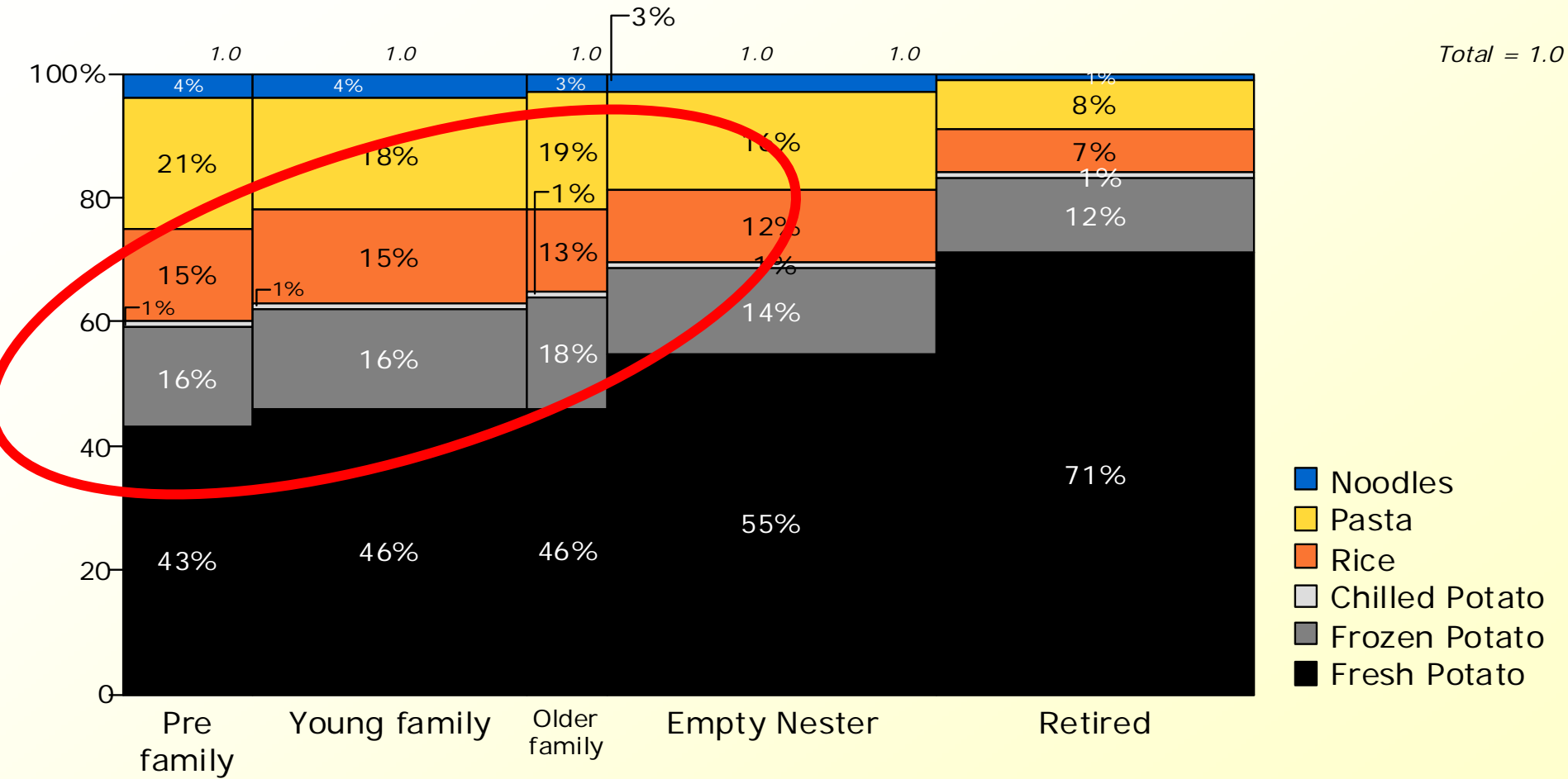
Superfit Nell is backing the Potato Council campaign and says: "As well as being great value, especially when budgets are stretched, potatoes are fat free and low in calories."

"From melt-in-the-mouth mash with sausages to summer salads, potatoes make great accompaniments but also are an ideal meal solution. Fill a jacket

Potatoes contain zinc, magnesium
and B vitamins, plus they're a great
source of fibre, which are all essential
to a healthy balanced diet.

He said: "With the current credit crunch, a staple home-grown crop like potatoes is, as it was to our grandparents, so important. A bag of potatoes offers such tremendous value and so many options.

Potato share of carbohydrate consumption



- Noodles
- Pasta
- Rice
- Chilled Potato
- Frozen Potato
- Fresh Potato

RETIRED

- 8 out of 10 meals feature potatoes
- The more often you shop the potato category the more older and down market you are
- The heavy potato buyer is becoming more important to the category



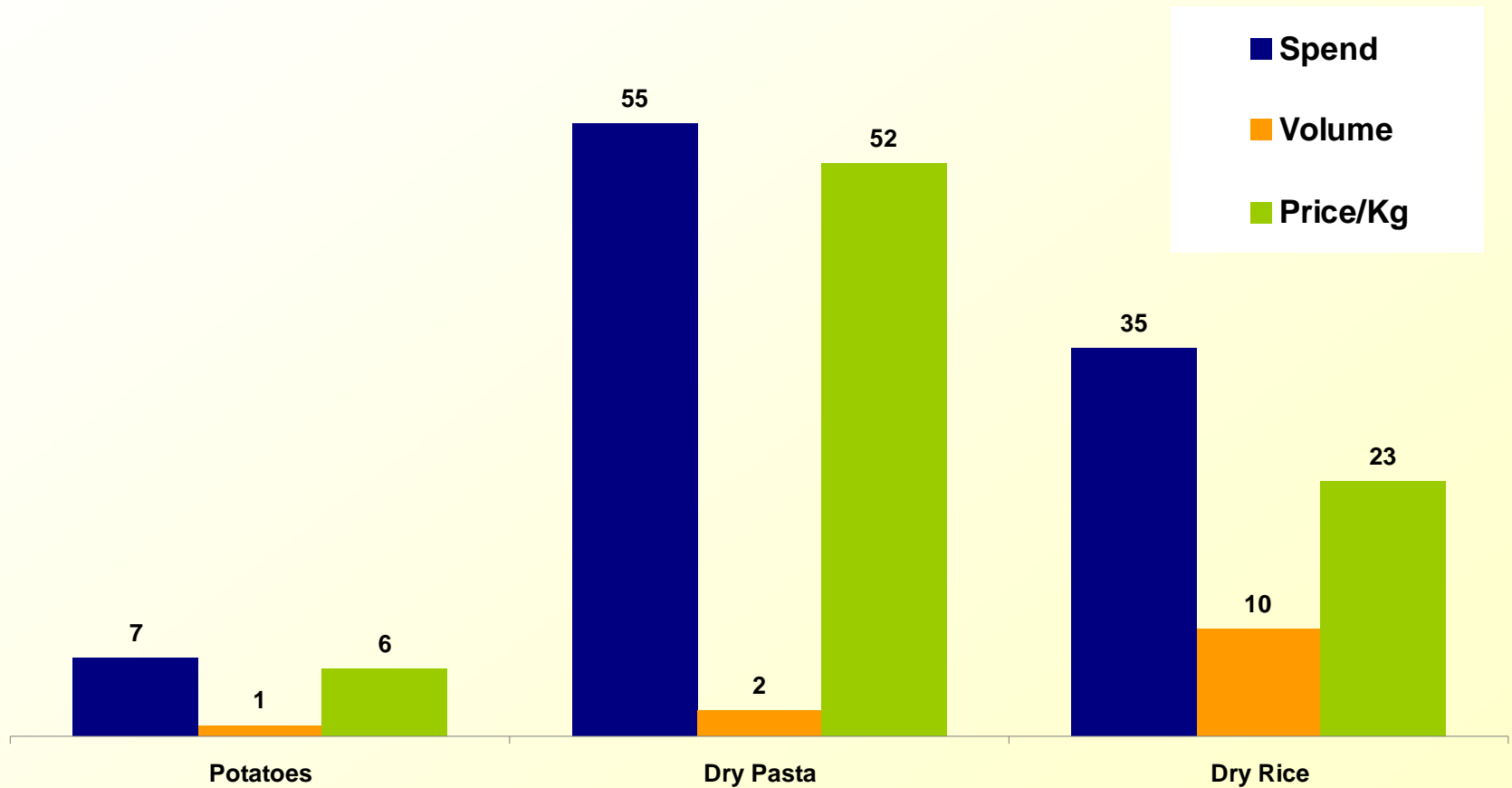


YOUNG FAMILIES

- 2 out of 10 meals feature potatoes
- Poorer image of potatoes
- Don't understand the health benefits
- Don't think potatoes are convenient
- Heavy rice and pasta buyers are younger and upmarket and are skewed heavily towards families (*this is potatoes key target market*)

Potatoes, Pasta and Rice

12 w/e Spend, volume and price movements



Fish and chip shop sector
worth 1.2bn

A third of our
crop goes into
this sector

Only 20% of
the marketing
budget

A portion of fish
and chips contains
20% less fat than
a 12" cheese and
tomato pizza



Ten things you never knew about... chips

DAILY EXPRESS
BRITAIN DEFYANT
TUESDAY SEPTEMBER 4, 2007 45p

The World's Greatest Newspaper
The average American consumes 16lb a year, while the average American consumes 16lb.

1. Around one in four of all potatoes in this country is made into chips.
2. The earliest recipe for chips appears in an 1854 volume called *Shilling Cookery*, which refers to them as 'thin cut potatoes cooked in oil'.
3. Five years later, in *A Tale Of Two Cities*, author Charles Dickens mentions 'husky chips of potatoes'.
4. The average American consumes 16lb a year, while the average American consumes 16lb.
5. The American term for chips, French fries, from the verb 'to french', which means 'to strip before cooking'. It was originally applied to potatoes but green beans.
6. The Belgians claim to have invented them, calling them Belgian fries.
7. Punching a partner's chips came out top poll of causes of arguments in restaurants.
8. There are more than 11,000 fish-and-chips shops in the UK.
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MORNING
Good Food

THE MAIN DIARY
FEBRUARY 2008

01. **100** - The most popular TV shows of the year. Includes a list of the top 100 TV shows of the year.

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delicious.
The deliciously different food magazine

Good Food
Special

Exciting stuff
Spanish omelette with a difference
Multi-colour tortilla

Emmerdale

Loose Women
EastEnders
BBC

take it easy.
September 16, 2007

style

celebs
SPIN WITH YOUR MIRROR

Food news
Chippy chips? Champagne Ma

Food news
Chippy chips? Champagne Ma

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ASDA Lite
LONDON

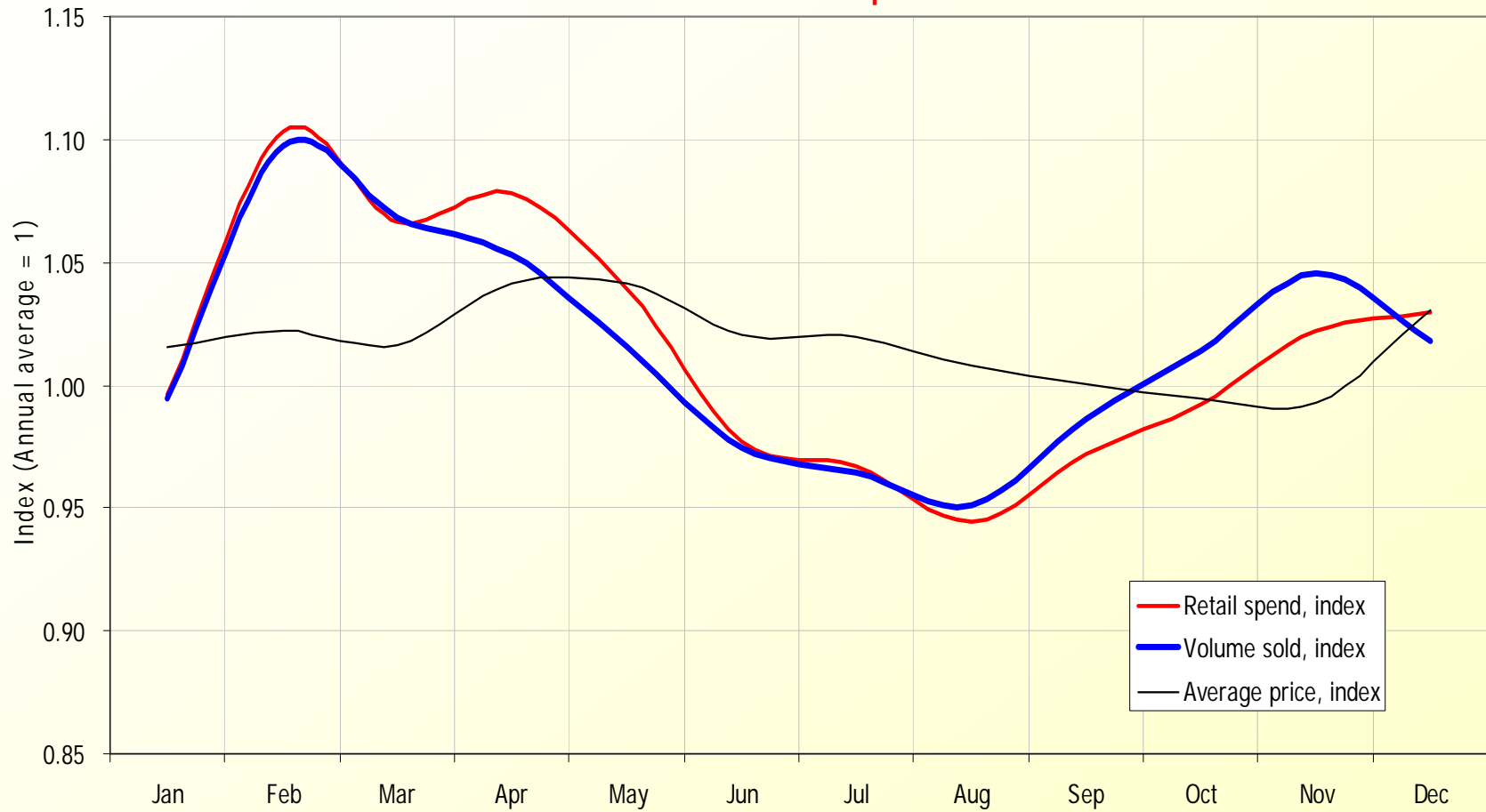
Chat
The best chunky oven chips

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The best chunky oven chips

"The healthy chip facts were of real interest to our female readers, the perfect excuse to tuck in and enjoy National Chip Week" Hanna Tavner, *Take it Easy - The People*

Average monthly variation in volume, value and price

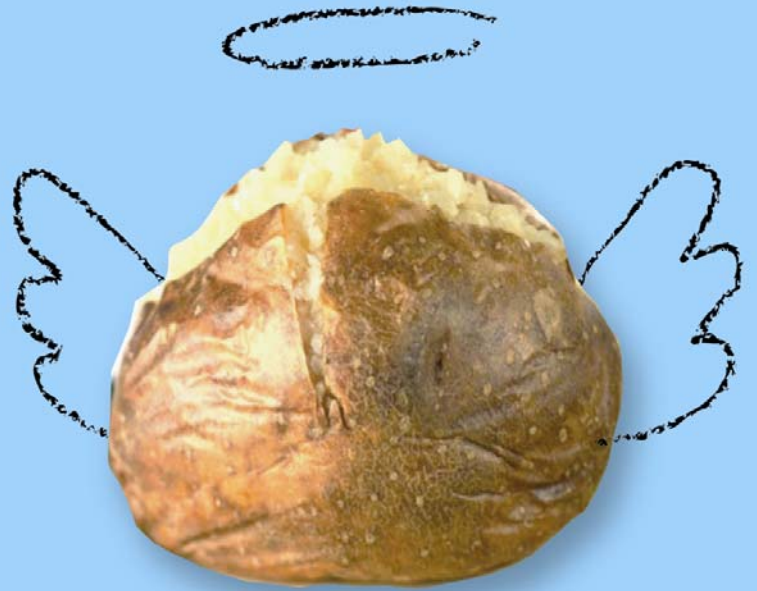
Total Frozen Chips







PERFECT LUNCH!



LOW FAT
High in Vitamins

cheese
and beans

Chilli

tuna

cottage
cheese

salad



THE GREAT POTATO CHALLENGE 2007

Pub/Restaurant Champion 2007

GRAHAM AIMSON

Potatoes: King of the Kitchen

David Walker
Chairman, British Potato Council

FISH TO OIL



Where to find out more?

- Category Reports
- Monthly Report Retail
- www.potatoesforcaterers.org.uk
- Marketing e-newsletter
- Web to Print
- Nutritional Bible
- On-line Promotional Guide
- Potato Council Update
- Price Weekly
- Events
- www.potato.org.uk