

# BACK-TO-BACK WINNERS



CONGRATULATIONS TO OUR  
IDAHO® POTATO RETAIL PROMOTION DIRECTORS



## 2ND YEAR IN A ROW

For winning the **Category Captains Award** by utilizing their experience to help partners drive incremental sales well above the competition



## WONDERING HOW THESE CATEGORY CAPTAINS CAN HELP YOU?

We know you have a ton of different categories to juggle, but since our team focuses solely on potatoes, let us help with the heavy lifting of analyzing and optimizing, what is likely, your most vital. Since the potato category accounts for 25% of all fresh vegetable volume sold, helping grow your sales in this category can have a major impact on your overall produce profitability.

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