

In Taiwan, Consumer Nutrition Campaign Makes Spuds a Popular Choice

A strong focus by Potatoes USA on educating consumers and nutritionists in Taiwan regarding U.S. fresh potatoes is helping build retail sales momentum. During the first six months (July-December 2016) of the current marketing year, U.S. exports of fresh potatoes climbed 116% by volume to 28,114 metric tons and 118% by value to \$14.5 million. This is the third year of strong growth for U.S. potatoes in Taiwan, thanks to an increasingly positive image for spuds.

To share the positive U.S. potato nutrition story, Potatoes USA has utilized MAP funds to carry out a potato profile management program in recent years. It uses a combination of PR, social media, influencer outreach and media and consumer events to combat negative images of potatoes and spur increased consumer sales. While Taiwan consumers have always been familiar with potatoes, they have generally been unaware of their nutritional value; potatoes were sometimes even thought of as being unhealthy compared with other dietary choices. However, Potatoes USA activities are successfully combating this image, reaching millions annually and spurring stronger than expected coverage in both online and print media.

During the first two quarters of the July 2016-June 2017 marketing year, Potatoes USA continued to share the positive potato message using its Facebook page and other media. In November, it conducted a consumer activity in Taisuco stores, which are the largest hypermarket chain in southern Taiwan. This effectively demonstrated how the use of multi-media engages a wider audience. A local well-known nutritionist, Ms. Cheng Han-Yu, gave nutrition lectures in Taisuco stores and demonstrated how to cook a potato dish using different potato varieties. Prior to the events, Taisuco promoted the activity and conveyed positive messages of U.S. potatoes' variety, nutrition and delicious taste via in-store banners and an e-flyer. In total, 70 in-store consumers attended the events in person, however, the use of traditional advertising and social media greatly amplified its impact. The nutrition messages delivered to consumers through the in-store promotion banner before and during the event reached 6,000 in-store consumers. The message was also delivered to online social media including the Facebook page of the nutritionist, the retailer, and Potatoes USA, reaching 222,353 impressions. The result is that Taiwan consumers are more motivated to try U.S. potatoes, including new varieties. This, in combination with retail promotions, is moving greater volumes of U.S. potatoes through the retail segment.

The image is a screenshot of the Potatoes USA Facebook page. The page header includes the Potatoes USA logo and navigation options like '已讚賞', '追蹤中', and '更多'. The main content is a post from November 28, 2016, at 10:40 AM, by user Chen Yu-Chen. The post text reads: '美國馬鈴薯分享了程漢宇的貼文——覺得好心得。' and '美國馬鈴薯 色彩健康學 🍌🍌🍌'. Below the text are several images: a nutritionist in a white lab coat presenting to a group, a display of various potato varieties, and a prepared potato dish. The post has 8,262 likes and 10 comments. The right sidebar shows the page's '關於' (About) section, including the website URL 'http://www.potatoesusa-taiwan' and a '立即傳送訊息' (Message) button. The bottom of the page shows a '標籤' (Tags) section with '美國馬鈴薯' and '健康學'.