

New U.S. Potato Recipes Reach Consumers Online in China

A new recipe sharing program initiated by Potatoes USA in August 2017 is generating greater awareness of U.S. potatoes and encouraging more consumers to try new ways of cooking with them. With the goal of encouraging Chinese consumers to make U.S. potatoes at home, Potatoes USA utilized MAP funding to embark on a yearlong recipe sharing program with Dougou.com. Dougou is a leading lifestyle and culinary website that offers an interactive platform for developing and sharing recipes. Users can try recipes and share their pictures of their dish on the site. Dougou also publishes the photos on their social media accounts, Weibo and Wechat, to generate even more reach. Potatoes USA's program involves one potato recipe being released on the Dougou website each month, from August 2017 to June 2018. These are being featured on the home page the day they are released. The 11 recipes highlight U.S. frozen and dehydrated potatoes.

To date, three recipes have been released in August, September and October, comprising Colorful Curry with U.S. Potato Stars, U.S. Potato Stars baked with butter, salmon and fresh dill, and Baked Potatoes filled with U.S. mashed potatoes. These received strong consumer responses, generating a total of 245,393 page views with 3,192 users saving that month's recipe. To help consumers understand that U.S. potatoes are delicious, nutritious and convenient, the recipes focus on quick and healthy preparation.

China continues to stand out as one of the most promising growth markets for U.S. potato products, and was the fifth largest export destination for U.S. potato products last year. While in the past, exports were mainly utilized in the foodservice sector, U.S. potato products are increasingly penetrating into retail channels. By helping consumers see U.S. potato products as simple but healthy all-purpose ingredients that belong in any kitchen, Potato USA's strategy seeks to create a foundation for future usage and export growth.



五彩咖喱美国薯星

食材配量可做四份

Potatoes_USA

时间: 10分左右

难度: 切墩(初级)

排毒神器, 预防三高

富含纤维

7

传作品

收藏



黄油焗美国薯星

食材配量可做四份

Potatoes_USA

富含蛋白质

7

传作品

收藏



烤蕃茄酿美国土豆泥

食材配量可做四十份

Potatoes_USA

时间: 30-L

9

传作品

收藏

难度: 切墩(初级)