

Social Media Sites in Malaysia Feature U.S. Potato Goodness

A social media campaign launched by Potatoes USA in Malaysia reached a broad audience with its message regarding the versatility and health benefits of the different varieties of U.S. potatoes – and effectively increased engagement with and awareness of U.S. potatoes. Launched November 2017, the social media campaign was called the “U.S. Potato Goodness Fiesta” and utilized MAP funding to partner with ten Malaysian social influencers. The influencers were challenged to create and post unique potato recipes and then participate in a competition for the best recipe based on the number of likes each recipe received.

The social media campaign is part of Potatoes USA’s strategy to develop net new usage for U.S. potatoes by repositioning U.S. fresh, frozen and dehydrated potatoes as all-purpose ingredients suitable for many types of dishes. It also aimed to overcome negative stereotypes associated with potatoes as fattening and unhealthy, by creating an understanding of the nutritional value and health benefits of potatoes in the diet.

The contest’s recipes were posted on Potatoes USA’s Facebook page, where they received more than 5300 likes and 89 shares overall. However, by leveraging this with the followers of the influencers’ own social platforms, Potatoes USA was able to expand awareness beyond its own reach. In addition to creating the recipes, each social influencer created three postings that were published on both Instagram and their Facebook pages. These included basic information about the potatoes their recipe utilized, details about the recipe, and information about how U.S. potatoes are good for a healthy lifestyle. The total reach of these 10 influencers’ postings were 48,618 on Facebook and 149,740 on Instagram – each representing a moment in time when viewers were thinking about U.S. potatoes. To further broaden the activity’s reach, Potatoes USA sent a press release about the contest that garnered additional coverage via the written media.

A growing acceptance of potatoes and potato products as a staple in the kitchen is helping drive rising exports of all three U.S. potato categories to this country. During the first two quarters of the current July-June fiscal year, exports of fresh, frozen and dehydrated potatoes reached 32,298 metric tons, valued at \$32.2 million. This is a rise of 15% by volume and 16% by value.

