Department of Agriculture, Trade and Consumer Protection
Division of Agricultural Development
Agricultural Development & Diversification Program (ADD)
Grant Project Final Report

Contract Number: 20073

Grant Project Title: Developing New Packaging Ideas for Wisconsin Healthy Grown Potatoes

Amount of Funding Awarded: $18,000

Name of Principal Contact Person: Tim Feit

Address: PO Box 327

Telephone: 715-623-7683

E-Mail Address: tfeit@wisconsinpotatoes.com

WEB Address: http://www.healthygrown.com/

Report Submitted on: 6/30/08

1) What was the original intent of the grant?
   To identify alternative, environmentally friendly packaging for Healthy Grown potatoes that Wisconsin Shippers can use as a sales tool to better position the product in the marketplace.
   - What did you want to accomplish with the grant?
     To develop new environmentally friendly packaging options to use to market Wisconsin Healthy Grown Potatoes along with a value-added product. And to meet the demands of Wisconsin Shippers, retailers, and consumers through the development of this value-added packaging.
   - How was it expected to benefit Wisconsin Agriculture?
     By increasing consumer demand for Healthy Grown potatoes, Wisconsin farmers have a viable product to grow and offer to the marketplace. The Wisconsin Healthy Grown Potato project is unique to Wisconsin. The project uses farming techniques and eco-restoration methods that will benefit and protect the land that is used to grow Wisconsin potatoes. This Wisconsin project has set Wisconsin growers apart from growers from other states.
   - What makes this project work important or significant?
     It improves the ability of Wisconsin growers and shippers to market an environmentally friendly product in packaging that appeal to consumers. This project is important because it is very important to Wisconsin farmers to protect the environment we work in for ourselves and for future generations. We have become a very disposable society and as the population increases, we need to explore packaging options that will protect our environment.

2) What steps did you take to reach your goal?
   Initially we contacted multiple companies that manufacture biodegradable packaging and ultimately selected one to develop the tray pack. Once the tray pack was designed and manufactured, we worked with International Paper to develop a point-of-sale shipper display for the tray pack.
   - What worked?
     The shipper display allows Healthy Grown potatoes to be more effectively merchandised because it physically separates them from the other potatoes in the main bin. This makes

Healthy Grown potatoes stand out and increases the chance that consumers will notice them, be exposed to the Healthy Grown message on the display, and purchase the product. The consumers like the eye appeal of the large evenly sized potatoes and the Healthy Grown concept.

- What challenges did you face?
  To save on design and production costs we started with an existing display used by a Wisconsin shipper. But due to the fact that the tray pack was a different size than the package used in the original display, we had to modify the dimensions of the shelving. There are many potato choices for consumers and the product tends to get lost in the potato displays. The Healthy Grown Potato message is very complicated and can be hard to communicate to the consumer.
- What would you do differently?
  Develop the shipper display at the same time as the tray pack. Introduce the product in the fall of the year when you have a plentiful supply of potatoes. Try to develop some simple collateral promotion tool to get the Healthy Grown message to the consumer with the product. Try to get better promotion of the new product from the retailer such as special promotions and advertising.

3) What were you able to accomplish?
   We developed an effective product package and retail display that Wisconsin shippers can use to more effectively market Healthy Grown potatoes.
   - What are the results from this project?
     Sales were monitored for a period of 6 weeks and a small increase in sales was noted since product launch. All major Wisconsin potato shippers that market Healthy Grown potatoes have agreed to use the shipper display within their plan to sell Healthy Grown potatoes.
   - Include any analysis of data collected or materials developed through project work.
     See attached photo of Healthy Grown display bin.

4) What conclusions can you make based on project work the analysis of collected data?
   Potato tray pack needs to be given a special spot in the potato display with strong messaging. Consumers will be given a better opportunity to understand the complex Healthy Grown message. The shipper display gives the retailer a better merchandising forum to offer consumers information on Healthy Grown and the growing practices behind the program.

5) What do you plan to do in the future as a result of this project?
   Create a spectrum of marketing and merchandising tools for Wisconsin shippers that sell Healthy Grown potatoes. In combination with the shipper display, we are going to create a matching consumer brochure, retail ads, posters, and other materials that will make it more appealing for retailers to offer Healthy Grown potatoes to their customers.

6) What information or additional resources are needed to commercially develop this enterprise?
   Wisconsin shippers will need to find the most effective way to incorporate the new tray pack and shipper display into their sales strategy.

7) How should the agriculture industry use the results from your grant project?
   The tray pack is available to all members of the WPVGA marketing community who are certified to pack Healthy Grown potatoes. Wisconsin shippers need to work with produce buyers and retailers to introduce the tray pack and shipper display to consumers.


WISCONSIN
POTATOES
HEALTHY GROWN
Good for You and Good for the Environment
U.S. No. 1 Russet • Net Wt. 22 oz.


WISCONSIN HEALTHY GROWN
POTATOES
POMMES DE TERRE
PAPPAS
EAT 5 A DAY
Fresh!
U.S. 1
Net WT. 50 lbs.
RUSSET POTATOES


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POTATOES
HEALTHY
GROWN


WISCONSIN
HEALTHY
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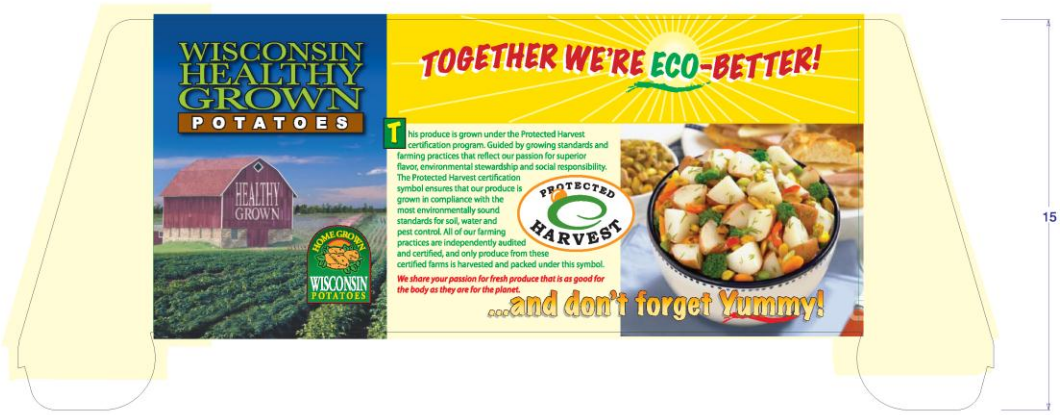
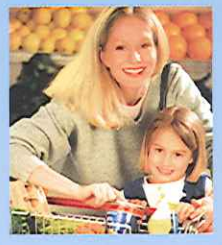
POTATOES
Fresh!


WISCONSIN
HEALTHY
GROWN
POTATOES
HEALTHY GROWN
HOME GROWN
WISCONSIN
POTATOES
TOGETHER WE'RE ECO-BETTER!
This produce is grown under the Protected Harvest certification program. Guided by growing standards and farming practices that reflect our passion for superior flavor, environmental stewardship and social responsibility. The Protected Harvest certification symbol ensures that our produce is grown in compliance with the most environmentally sound standards for soil, water and pest control. All of our farming practices are independently audited and certified, and only produce from these certified farms is harvested and packed under this symbol.
PROTECTED
HARVEST
We share your passion for fresh produce that is as good for the body as they are for the planet.
...and don't forget Yummy!
15
37 1/2

Five Years in the Making



Healthy Grown is more than a produce brand. It is a response to consumer demand...an answer to retailer needs...and a commitment to the earth and all that lives upon it.

Conceived in the mid-nineties by a group of Wisconsin potato farmers as an experiment in large-scale reduced-pesticide agriculture, the project quickly gained the collaborative research and development support of the Wisconsin Potato and Vegetable Growers Association, the World Wildlife Fund and the University of Wisconsin.

Today, **Healthy Grown** is an emerging national consumer brand. **Protected Harvest,** the independent organization that oversees and certifies the brand's stringent growing standards has garnered the attention of environmental groups and progressive food industry leaders across the country. And IPM agriculture – the Integrated Pest Management concept **Healthy Grown** pioneered, is finding applications worldwide.*

*__Healthy Grown__ production standards are responsible for an approximate 39% reduction in 11 targeted pesticides since 1996 — benefitting the environment, wildlife and consumers.

HEALTHY GROWN

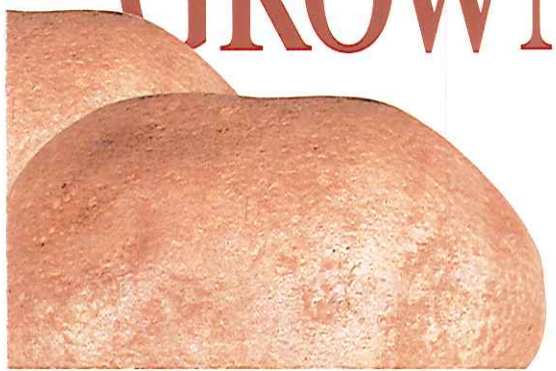
World Wildlife Fund

WWF partnered with farmers to pioneer **Protected Harvest's** innovative environmental standards...protecting wildlife, the environment and reducing reliance on pesticides.

Protected Harvest is the non-profit organization that independently certifies farmers' use of stringent environmental growing standards.

WPVGA
PO Box 327
Antigo, WI 54409
715-623-7683
Fax: 715-623-3176

HEALTHY GROWN



The Customer is Always Right

Retail Trends

- Retail sales of natural foods is the fastest growing segment of the grocery industry, increasing over 20% a year.
- Food safety concerns impact 88% of buying decisions.
- Three out of four shoppers consider pesticide use in producing foods a serious issue – making **Protected Harvest** certified **Healthy Grown** potatoes powerfully appealing.
- One in two Americans switches product brands based on environmental friendliness.
- Nearly 50% of consumers look for environmental labeling on products.

Bottom-line business sense dictates – give your customers what they want. And for more of your shoppers, that's environmentally friendly produce.

Taking Potatoes from Commodity to Premium Product

Healthy Grown potatoes, the only fresh-packed potato endorsed by the World Wildlife Fund, are the perfect opportunity for retailers to add value to their potato category. Because not only do more of your shoppers want produce like **Healthy Grown** potatoes, those shoppers tend to be your premium product customers willing to pay more for foods that meet their health and environmental concerns.

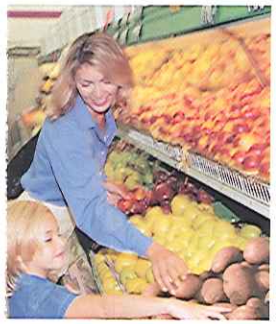
At the same time, by offering the **Healthy Grown** brand, you'll also create brand recognition and store loyalty.

Healthy Grown brand gives you a premium product with superior retail margins. At the same time, Healthy Grown is priced lower than organic potatoes – letting you capture a larger share of the health-conscious market.

Healthy Grown Equals Healthy Sales

Healthy Grown is a complete brand concept designed to help produce departments realize the full profit potential of potato sales.

- Strong brand appeal makes **Healthy Grown** potatoes ideal for cross-merchandising with other natural food products.



- Supplier retail sales advisors together with a selection of POP materials and consumer promotions will help you sell more.
- **Healthy Grown** potatoes are produced under stringent, verifiable growing standards with chain of custody maintained from field to retailer.
- **Healthy Grown's** exclusive Potato Profits™ retail management reports provide you comparative sales data and consumer research for measuring the performance of your store and further increasing sales.

Order Now

The **Healthy Grown** label will be available its first year in *Russets* (Wisconsin Premium UPC codes), *Reds* (All-Area Premium UPC codes) and *Whites* (All-Area Premium UPC codes).

For more information, contact the WPVGA:
715-623-7683; fax: 715-623-3176
or on the web:
http://ipcm.wisc.edu/bioipm/
www.protectedharvest.org

Department of Agriculture, Trade and Consumer Protection
Division of Agricultural Development
Agricultural Development & Diversification Program (ADD)
Grant Project Final Report

Contract Number: 20073

Grant Project Title: Developing New Packaging Ideas for Wisconsin's Healthy Grown Potatoes.

Amount of Funding Awarded: $18,000.00 $5640.08 used on Tray Pack Project.

Name of Principal Contact Person: Chris Anthony and Tim Feit

Organization: Wisconsin Potato and Vegetable Growers Association

Email Address: tfeit@wisconsinpotatoes.com

WEB Address: www.wisconsinpotatoes.com

Report Submitted on: November 15, 2007

Please use the following questions as a guide for writing your grant project final report. In your final report, please answer each question as it relates to your grant project.

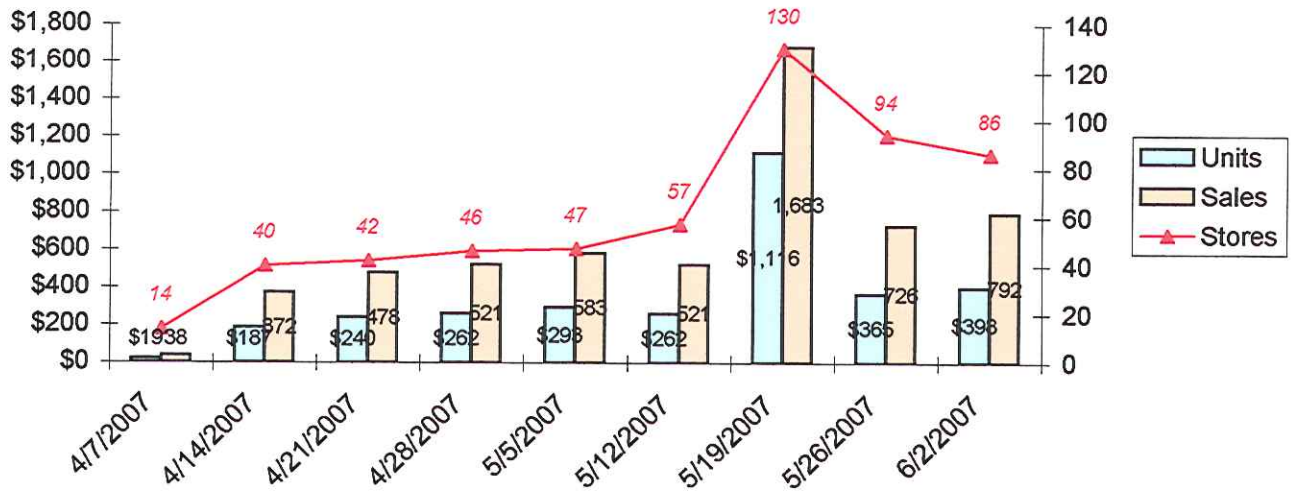
1) What was the original intent of the grant? To identify alternative, environmentally friendly, packaging for Healthy Grown potatoes, test its viability in the marketplace and transform the results of the pilot test into a sales tool Wisconsin Shippers can use to better position Healthy Grown potatoes in the marketplace.
   - What did you want to accomplish with the grant? To develop new environmentally friendly packaging options to use to market Wisconsin Healthy Grown Potatoes along with a value-added product.
   - How was it expected to benefit Wisconsin Agriculture? The Wisconsin Healthy Grown Potato project is unique to Wisconsin. The project uses farming techniques and eco-restoration methods that will benefit and protect the land that is used to grow Wisconsin potatoes. This Wisconsin project has set Wisconsin potatoes growers apart from growers from other states.
   - What makes this project work important or significant? This project is important because it is very important to Wisconsin farmers to protect the environment we work in for ourselves and for future generations. We have become a very disposable society and as the population increases we need to explore packaging options that will protect our environment.
2) What steps did you take to reach your goal? We discussed the possibility of a Healthy Grown Potato Tray Pack with a large Midwestern retailer that was using Healthy Grown potatoes in poly bags/Searched to find a tray that was bio-degradable and a source to have the product packaged without investing in new equipment/Developed sell sheets and brochures to introduce the product to produce managers and consumers/Introduced and promoted the new product in select retail stores and monitored the sales.
   - What worked? The bio-degradable trays and labels we developed make a very nice looking potato package. The consumers like the eye appeal of the large evenly sized potatoes and the Healthy Grown concept.
   - What challenges did you face? Greening of the potatoes-the low turnover of the product in the early stages of the project meant the potatoes were on the display longer than we like and greening occurs/Time of year and the lack of high quality Healthy Grown potatoes-we carried the project into May when our supply of HG potatoes was running out and in fall 2007 we do not have a plentiful supply of these potatoes/There are many potato choices for consumers and the product tends to get lost in the potato displays/The Healthy Grown Potato message is very complicated and hard to communicate to the consumer.
   - What would you do differently? Introduce the product in the fall of the year when we have a plentiful supply of potatoes/Try to develop some simple collateral promotion tool to get the Healthy Grown message to the consumer with the product/Try to get better promotion of the new product from the retailer such as special promotions and advertising.

3) What were you able to accomplish? We were able to develop an attractive tray pack using eco-friendly tray/Market the product with a major retailer/The product is available for any Wisconsin shipper to use.
   - What are the results from this project? We monitored the sales of this new product for about 6 weeks and saw a very small increase in sales during that time period.
   - Include any analysis of data collected or materials developed through project work. See sales tracking, sell sheets and product label.
4) What conclusions can you make based on project work the analysis of collected data? The Healthy Grown Potato Tray pack needs to be given a special spot in the potato display with strong messaging. The product sells better when on promotion.
5) What do you plan to do in the future as a result of this project? We will try to introduce that product again after in 2008 and encourage the retailers to promote them effectively/Perhaps try to market the tray pack with smaller retailers.
6) What information or additional resources are needed to commercially develop this enterprise? New Healthy Grown brochures and support materials such as a special display piece.
7) How should the agricultural industry use the results from your grant project? The tray pack is available to all members of the WPVGA marketing community who are certified to pack Healthy Grown potatoes.

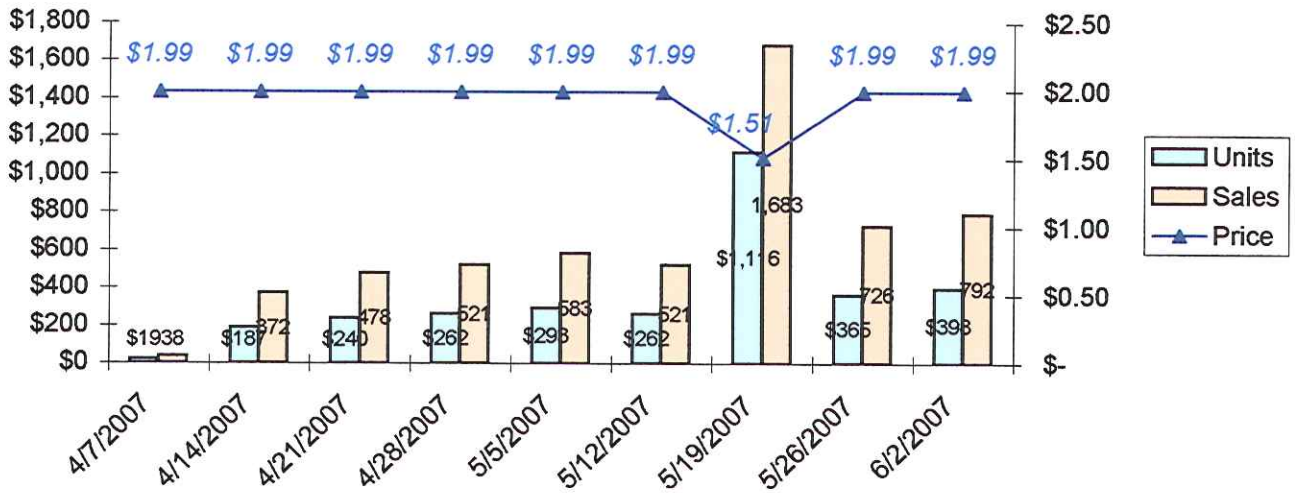
U. S. Potato Board Flash Report
Weekly Totals

Week Ending	Units	Sales	Pounds	Stores	Price
4/7/2007	19	$37.81	33.25	14	$ 1.99
4/14/2007	187	$372.13	327.25	40	$ 1.99
4/21/2007	240	$477.60	420.00	42	$ 1.99
4/28/2007	262	$521.38	458.50	46	$ 1.99
5/5/2007	293	$583.07	512.75	47	$ 1.99
5/12/2007	262	$521.38	458.50	57	$ 1.99
5/19/2007	1,116	$1,682.59	1,953.00	130	$ 1.51
5/26/2007	365	$726.35	638.75	94	$ 1.99
6/2/2007	398	$792.02	696.50	86	$ 1.99

Volume and Dollars vs. No. of Stores

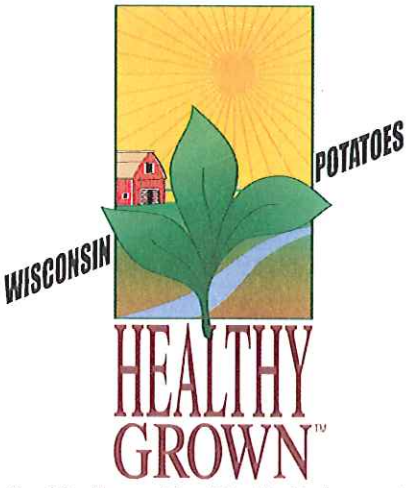


Volume and Dollars vs. Price



Coming soon to the Jewel Foods Potato Category

"Healthy Grown Potato Tray Pack"



Good for You and Good for the Environment.

U.S. No. 1 Russet • Net Wt. 22 oz.

Nutrition Facts

Serving Size 1 Potato (145g/5.3 oz.)

Amount Per Serving	
Calories 110	Calories from Fat 0
	% Daily Value*
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	0%
Cholesterol 0mg	0%
Sodium 0mg	0%
Potassium 620mg	18%
Total Carbohydrate 26g	9%
Dietary Fiber 2g	8%
Sugars 1g	
Protein 3g	

Vitamin A 0%	•	Vitamin C 45%
Calcium 2%	•	Iron 6%
Thiamine 8%	•	Riboflavin 2%
Niacin 8%	•	Vitamin B_6 10%
Folate 6%	•	Phosphorous 6%
Zinc 2%	•	Magnesium 8%
Copper 4%	•	

*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

		Calories	2,000	2,500
Total Fat	Less than		65g	80g
Sat. Fat	Less than		20g	25g
Cholesterol	Less than		300mg	300mg
Sodium	Less than		2,400mg	2,400mg
Potassium			3,500mg	3,500mg
Total Carbohydrate			300g	375g
Dietary Fiber			25g	30g

Calories per gram: Fat 9 • Carbohydrate 4 • Protein 4

A select group of Wisconsin farmers have partnered with the World Wildlife Fund and the University of Wisconsin, Madison to grow potatoes under the industry's strictest standards.

Learn more about Healthy Grown Potatoes and why your purchase is good for the environment by logging on to www.healthypotatoes.com.

PROTECTED HARVEST

0 33383 57103 4

Distributed by Anthony Farms, Inc., Scandinavia, WI

The Tray Pack Includes:

- 3-80 Count Healthy Grown Wisconsin Potatoes
- Double Washed Russet Potatoes
- Packaged on an Earth Friendly Bio-Degradable Tray
- Conveniently Packaged for Small Families and Individuals

Healthy Grown Wisconsin Potatoes are

"Good for You and Good for the Environment"