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**Potatoes: Americas favorite vegetable**



The general potato market is mostly steady with a moderate demand. The quality of Russets, reds and yellows is good to very good. Each growing region and shipping point may vary so confer with your specific supplier for more details.

Did you know that 84 percent of shoppers plan to purchase potatoes prior to going to the store? Potatoes are the favorite vegetable of consumers everywhere. Tell your customers that potatoes are naturally fat-free, cholesterol-free and low in sodium. Advertise and merchandise them regularly for maximum sales results. Display all varieties of white, Russets, red, yellow, purple, organic and other gourmet types in a group with expertise skill.

Check out the [Fresh Potato Merchandising Best Practices](#) section on the [Potatoes USA](#) website where it shows various potato layout ideas.

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