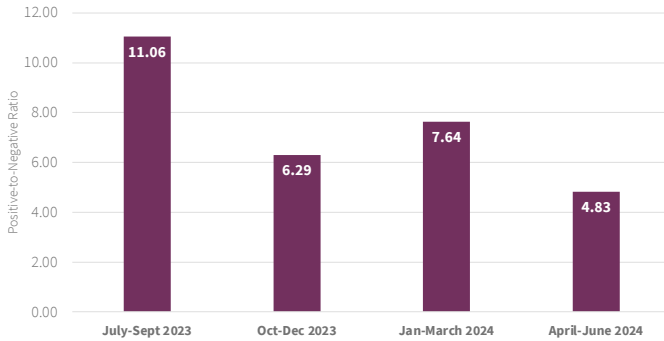


Potato Media Coverage Trends Report July 2023 - June 2024



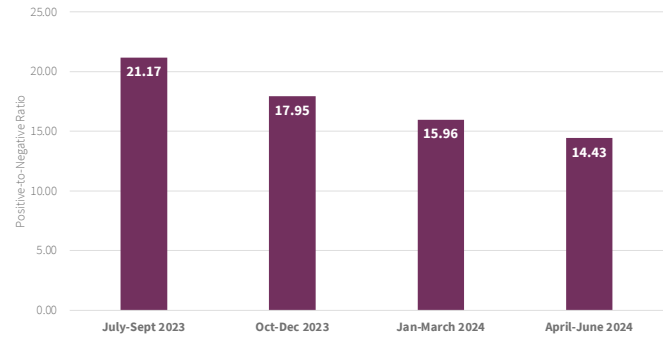
Potatoes See High Volume, Positive Coverage in July 2023-June 2024

Traditional Media Positive-to-Negative Ratio
July 2023 - June 2024



The ratio of positive-to-negative coverage in traditional media averaged 7.5:1, over 7 positive articles for every negative article.

Social Media Positive-to-Negative Ratio
July 2023 - June 2024

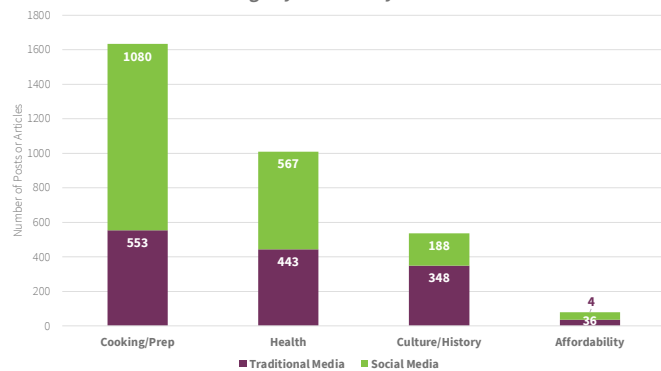


The ratio of positive-to-negative posts in social media averaged 17.4:1, over 17 positive posts for every negative post.

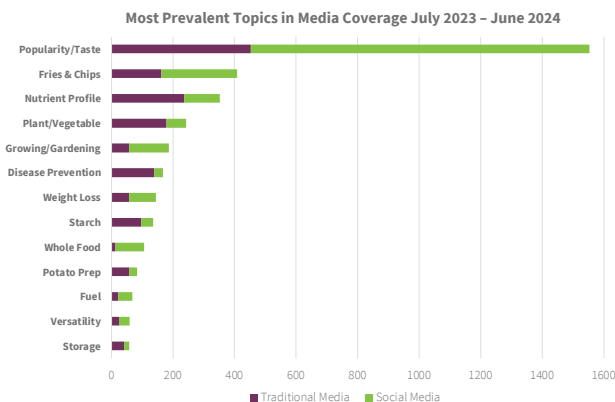
Cooking/Prep is Most Common Theme in Media Coverage

- **Themes:** Identifying “themes” in media coverage shows broad trends in what the media is covering.
- **Cooking/Prep** was the most prominent theme in both traditional and social media, accounting for 40% of traditional media coverage and 58% of social media posts.
- **Health** had historically been the most prominent theme in traditional media, but in this period, it was overtaken by **Cooking/Prep**.

Media Coverage by Theme July 2023 - June 2024



Positive Taste, Nutrition Topics Accounted for Most News Coverage



- **Topics:** Identifying “topics” in media coverage provides more detail than the broader “themes,” including which topics tend to generate more positive or negative coverage.
- **Popularity/Taste** accounted for 24% of traditional media articles and 50% of social media posts.
- **Fries & Chips** accounted for 9% of traditional media and 11% of social media posts, and on average mentions were positive.
- **Nutrient Profile** accounted for 13% of traditional media and 5% of social media posts, and on average mentions were positive.

Traditional media articles and social media posts are pulled from Meltwater, YouTube and X (Twitter). Hillenby manually aggregates the data and analyzes the tone and reach, categorizing the articles by media platform and topic. Potatoes USA accepts no liability for the content of these reports or the consequences of any actions based on any information contained herein. Please reach out to Media@PotatoesUSA.com with any questions.