

Economic
Research
Service

ERS Elsewhere

MAJOR PUBLICATIONS FEATURING OUR RESEARCH

Market Distribution of Potato Products in the United States

Journal of Food Products Marketing

Volume 6, Number 4
2001

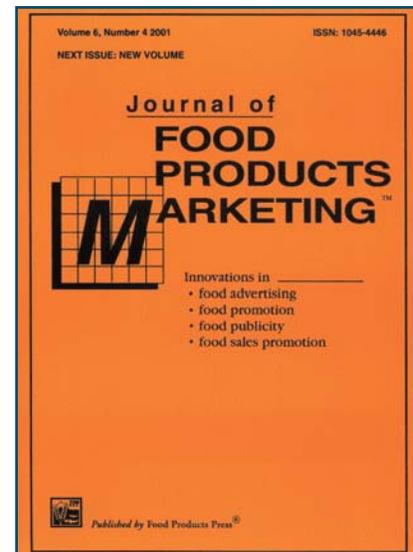
Food Products Press:
Binghamton, NY

“Market Distribution
of Potato Products in the
United States”
Pages 63-78

by Biing-Hwan Lin
Gary Lucier
Jane Allshouse
Linda S. Kantor

For more information contact

Biing-Hwan Lin at
blin@ers.usda.gov,
Gary Lucier at
glucier@ers.usda.gov,
Jane Allshouse at
allshouse@ers.usda.gov,
Linda S. Kantor at
lkantor@ers.usda.gov
<http://www.ers.usda.gov>



Potatoes are the most important vegetable crop in the United States, accounting for 16 percent of all vegetable and melon farm cash receipts in 1998. However, little is known about the distribution of potato consumption across different marketing sectors, geographic regions, or population groups. Using data from USDA's 1994-96 Continuing Survey of Food Intakes by Individuals, this study examines the consumption distribution of six potato products in the United States. The analysis indicates that fast-food establishments and restaurants dominate the french fry market. There are distinct regional variations in the use of potatoes. African Americans consume more potato chips and french fries, on a per capita basis, than other Americans. Senior Americans favor consumption of fresh and canned potatoes, while teenagers consume more chips and french fries than others.