



# The Right Choice

USDA Grade A  
Extra Long Fancy frozen fries

## United States Potato Board

7555 E. Hampden Ave. Suite 412  
Denver, CO 80231  
303.369.7783  
Fax 303.369.7718  
Email us at: [uspb@uspotatoes.com](mailto:uspb@uspotatoes.com)  
Visit us on the web: [www.uspotatoes.com](http://www.uspotatoes.com)

- ▶ The three C's of frozen fry quality
- ▶ USDA grading means 'consistency'
- ▶ What constitutes USDA Grade A Extra Long Fancy frozen fries?
- ▶ Case yield improves when fries are extra long
- ▶ Cost of preparation also decreases
- ▶ Consider your frozen fries purchase an investment



# Welcome

- ▶ This product reference is brought to you by the United States Potato Board (USPB) to help you become a more informed and effective purchaser of frozen potato products.

The USPB was formed in 1972 by an act of the United States Congress. The Board represents more than 6000 potato growers who, backed by university research, recommend you purchase the highest-quality product possible.

When you specify only USDA Grade A Extra Long Fancy frozen fries –

- ▶ You serve the most uniform product that will consistently meet your customers' expectations.
- ▶ You realize more servings per case and less cost to prepare; you actually improve your bottom line.
- ▶ You take full advantage of the profitability of your fry stations.

We firmly believe that, armed with the facts revealed by university research, you will agree that purchasing and serving USDA Grade A Extra Long Fancy frozen fries will enhance the profitability of your operation while providing your customers with the quality they expect. Read on for the facts!

If you have any questions or need assistance, please feel to contact us.

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# The three C's of frozen fry quality

▶ **Have you ever bought a diamond ring?** If so, you probably know about the “four C’s” that dictate diamond quality: color, clarity, cut, and carats. When you know each “C” value of your diamond and optimize the quality of your purchase, you know you’re getting the most value for your diamond dollar.

And so it is with purchasing frozen fries. You spend considerable purchasing dollars on frozen potato products. And many in your business, including your competitors, know that quality is the most important criterion when making their frozen fry purchases.

## The three C's that define frozen fry value purchasing

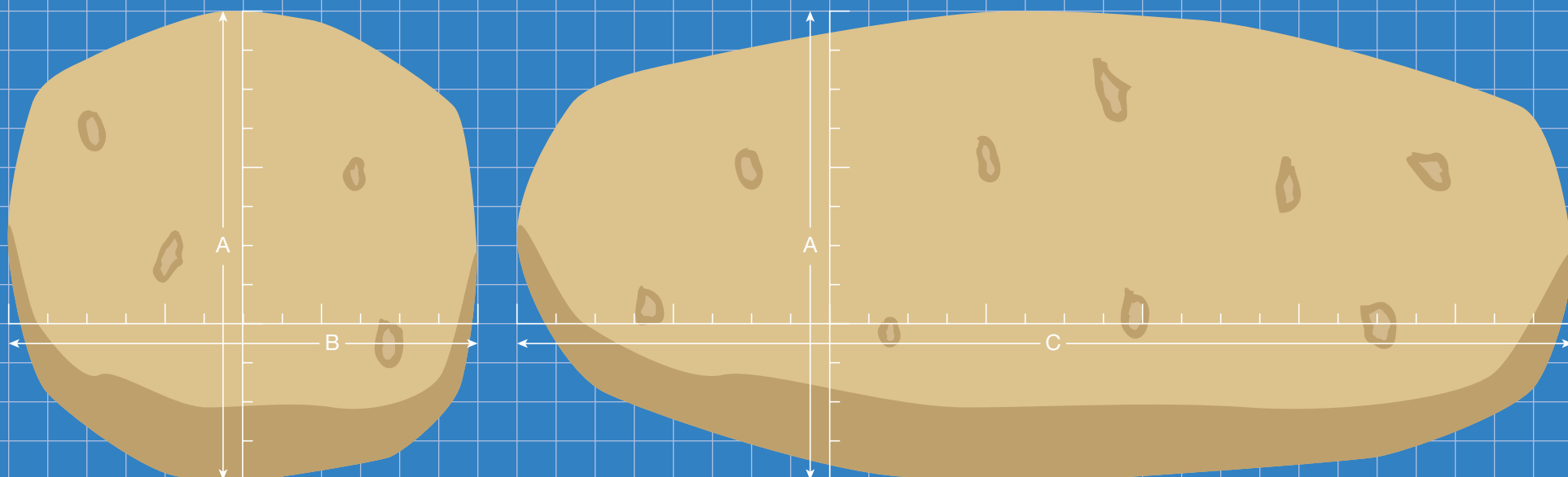
Similar to a diamond purchase, your frozen fry purchase yields the best value when you optimize the three C's that characterize frozen fry quality:

But did you know that, also like a diamond investment, you can actually realize a return on your frozen fry investment? Read on!

- ▶ consistency
- ▶ case yield
- ▶ cost of preparation

We'll show you how purchasing USDA Grade A Extra Long Fancy frozen fries is your best investment in frozen fries and can actually improve your revenue!

Upgrading your frozen fry specifications to include only USDA Grade A Extra Long Fancy provides you the highest quality and best value for your investment.



# USDA grading means 'consistency'

- ▶ **You want consistent product**, so that your staff can maintain uniform handling and preparation procedures and customers will always get what they expect. Procuring only USDA Grade A Extra Long Fancy frozen fries means you receive consistent, high-quality product, delivery after delivery.

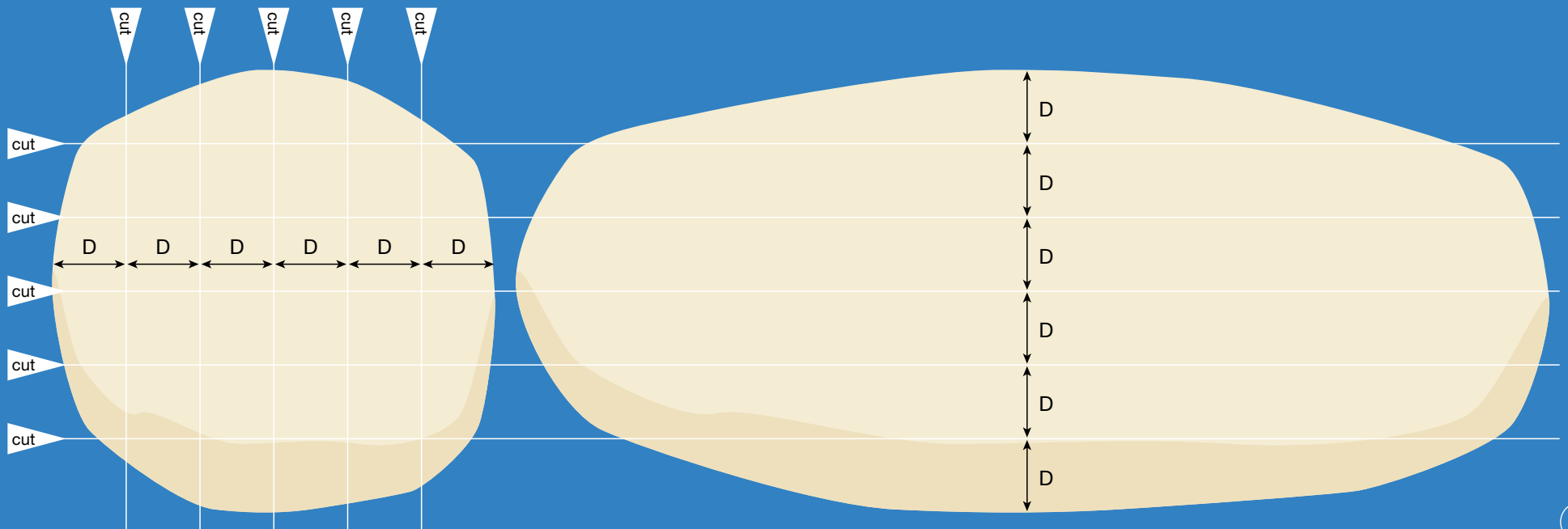


## Avoid the liabilities of inconsistent product

Consider the real, and intangible, drawbacks of preparing and serving lower-grade product.

- ▶ Pulling variable-quality fries from your freezer at the peak of lunch hour.
- ▶ Having different employees trying to adjust fry station procedures to accommodate product variations.
- ▶ Customers remembering the resulting undercooked or overcooked serving or the long wait before being served.

You can count on consistent product when purchasing only USDA Grade A Extra Long Fancy frozen fries.



# What constitutes USDA Grade A Extra Long Fancy frozen fries?

## Official grading, not marketing!

- ▶ As a USDA Grade A (or USDA Grade A Fancy) product, fries must have good flavor, good color, uniformity in size and symmetry, no defects, and good texture, as reflected by a score of at least 90 points in a well-defined scoring system characterizing these attributes. Marking a product as USDA Grade A, when it does not pass this rigorous screening process, is false labeling!

### Know what you're buying!

In addition to these Grade A (or Grade A Fancy) criteria, graders go to great lengths to further assure consistency! USDA Grade A Extra Long Fancy frozen fries are those with eighty percent (80%) or more of individual fries two inches in length or longer and thirty percent (30%) or more three inches in length or longer.

### USDA Specifications<sup>1</sup>

**Extra Long:** 30% greater than 3" (7.5 cm)  
80% greater than 2" (5 cm)

**Long:** 15% greater than 3" (7.5 cm)  
70% greater than 2" (5 cm)

**Medium:** 50% greater than 2" (5 cm)

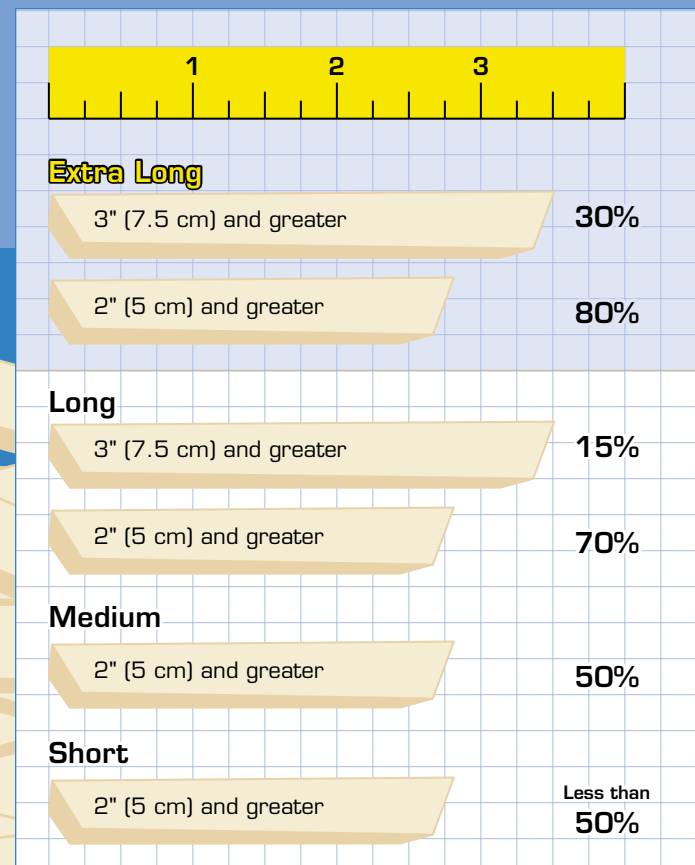
**Short:** 50% less than 2" (5 cm)

University researchers<sup>2</sup> who examined the length distribution of frozen fries (after cooking) from different manufacturers found statistically significantly fewer short fries in USDA graded product, compared to non-USDA graded product.

<sup>1</sup> United States Standards for Grades of Frozen French Fried Potatoes, United States Department of Agriculture, Agricultural Marketing Service, Fruit and Vegetable Division, Processed Products Branch.

<sup>2</sup> Food Innovation Center Experiment Station, College of Agricultural Sciences, Oregon State University, Portland, Oregon, June, 2001, and September, 2002.

USDA Grade A Extra Long Fancy frozen fries are consistently longer than other grades.



# Case yield improves when fries are extra long

## Profitability linked to length

- ▶ **In further work, university researchers<sup>3</sup> examined how fry length affects servings yield. Their finding: a higher proportion of longer fries is beneficial in producing more servings per case.** The huge number of cases, fry bags, and servings they scrutinized led them to generate a formula that calculates the number of servings per case as a function of the relative fry length profile of that case:

	Total	<2" Short	2-3" Med.	3-4" Long	>4" Extra Long
<b>USDA Grade A Short</b>	100%	50%	35%	10%	5%
<i>Estimated Servings yield per case</i>	<b>73.2</b>				
<b>USDA Grade A Extra Long Fancy</b>	100%	30%	55%	10%	5%
<i>Estimated Servings yield per case</i>	<b>77.4</b>	<b>4.5 more servings per case</b>			

<sup>3</sup> Food Innovation Center Experiment Station, College of Agricultural Sciences, Oregon State University, Portland, Oregon, June, 2002.

Small differences in case yield mean big dollars over a week or year – you do the math!

Go online at [www.uspotatoes.com](http://www.uspotatoes.com) to utilize our profit calculator, based on university research data. At the calculator, enter the figures that apply to your business, and you'll see for yourself how case yield – and profits – improve when you upgrade your frozen fry specifications to USDA Grade A Extra Long or Extra Long Fancy.



The researchers also developed a means to calculate increased profit based on increased case yield. Here's an example:

To estimate increased profit resulting from upgraded fry length specifications, enter comparative case prices:

Your current price per case, USDA Grade A Short	\$13.50
<b>Price of USDA Grade A Extra Long Fancy</b>	<b>\$16.00</b>
Net revenue per serving*	\$0.95
Profit increase per case when ordering specifications are upgraded to USDA Grade A Extra Long Fancy**	\$0.81
Cases sold per week	500
<b>Weekly profit increase</b>	<b>\$406.29</b>

\* Net revenue reflects the price of the serving size used during research, less the cost of the container and the additional labor cost, if any, attributed to the additional serving. Your revenue per serving may vary, depending on serving container type and size and your labor costs.

\*\* Takes into account the slightly higher cost of higher-quality frozen fry.

Using higher quality, slightly more expensive USDA Grade A Extra Long Fancy frozen fries actually makes you more money in the *long* run.

# Cost of preparation decreases, too, with longer fries

## Short fries use 22% more oil

- ▶ **The university food research experts<sup>4</sup> also examined frying oil consumption patterns when different lengths of frozen fries were prepared according to standard procedures.**

They found that oil use per basket increases with the proportion of short fries (less than 2") in the basket. Indeed, they observed **22% more oil consumed when frying the short fries**. Longer fries cost less to prepare!

<sup>4</sup> Food Innovation Center Experiment Station, College of Agricultural Sciences, Oregon State University, Portland, Oregon, June, 2002.



## Purchase for value

Like the diamond purchaser, you spend a lot of money on frozen fries, and you should get the most value from your purchasing dollar. In consistency, case yield, and cost of preparation, USDA Grade A Extra Long Fancy frozen fries give you the best value – proven by university research!

- ▶ Highest consistency = no surprises for employees or customers
- ▶ Highest case yield = more revenue from your freezer space
- ▶ Lower cost of preparation = compared to short fries

For the best value and improved bottom line, upgrade your frozen fry ordering specifications to USDA Grade A Extra Long or USDA Grade A Extra Long Fancy.

# Consider your frozen fries purchase an investment

## Maximize your return!

- ▶ **Smart buyers let the facts dictate their frozen fry purchases:**
  - ▶ USDA grading is specific; you can rely on these specifications.
  - ▶ University research proves highest-quality frozen fries give you the best value for your purchasing dollar.
  - ▶ For optimum profitability, specify only USDA Grade A Extra Long Fancy frozen fries throughout your operation. Maximize profitability by specifying the same frozen fry product for shipping abroad to international branches, too.

When you sign your next P.O. specify  
USDA Grade A Extra Long Fancy.

Purchase Order					
Bill to:		Ship to:			
XYZ Restaurant 123 Main Street Phone: (123) 456.7890		same			
Purchase Order # 223344		Date 01/01/03			
Vendor:					
ABC Food Distribution Supply City, USA					
Req by	Ship when	Ship via	FOB	Buyer	
AI	ASAP	usual		Harry	
Quantity	Item	Units	Description	Unit Price	Total
750	frozen fries	case	USDA Grade A Extra Long Fancy	17.50	

Harry,  
We need to maximize our profits on our fry stations... we're upgrading our order to USDA Grade A Extra Long Fancy.  
Thanks,  
AI

