

Cruisin' 2012 Style

IDAHO® POTATOES Famous Potatoes ON THE MOVE!

Idaho Potato Commission's Sales Incentive Program for Sysco® and FreshPoint™

November 2012

Foodservice Promotional Agreement

Account Information

Name of Account _____

Address _____

City _____ State _____ ZIP _____

Buyer or Marketing Contact _____

Telephone _____ Fax _____

E-mail Address _____

Upon completion of promotion, send all of the following to your IPC regional director:

- This completed agreement
- Memo or bulletin announcing program to sales personnel
- Samples of announcement flyer you ran during this promotion featuring only fresh Idaho® potatoes that carry the Grown in Idaho® certification mark on the packaging
- Computer printout of Idaho® potato unit sales for both base month and promotion period

Circle the level at which you qualify, then add it up:

November 2011 Actual Base	Increase Required	November 2012 Actual Base
500-999	+20%	\$ 500
1,000-1,499	+15%	\$ 750
1,500-1,999	+10%	\$ 1,000
2,000-5,000	+7%	\$ 2,000
5,001-7,500	+5%	\$ 2,500
7,501-up	+3%	\$ 3,000
Funding for your announcement flyer		+\$ 250
TOTAL		_____

Estimated funding calculation. Minimum based on the number of sales force, maximum based on incentive of an increase over the November 2011 base volume.

\$ **\$250** / _____
Minimum Maximum

Calculate the following BEFORE sending materials in:

_____ Base period Idaho® potato unit volume (Nov. 2011)

_____ Promotion period volume (Nov. 2012)

_____ Sales gain (in units)

_____ Percentage increase (%)

Deadline: All promotional materials and documentation must be received by January 1, 2013, or earlier to qualify for payment.

IPC Regional Director Approval _____ Date _____

Limited to Sysco and FreshPoint. Only one Idaho Potato Commission promotion for the time period of November 2012 is permitted, and sales must exceed November units of previous year.



cruisin.foodservice.idahopotato.com



Every entrant receives an Idaho Potato Commission 75th Anniversary commemorative cap!