

Grow a little. Gain a lot.



Are you interested in a little crop with big potential? We're looking for more growers to share a strong future.

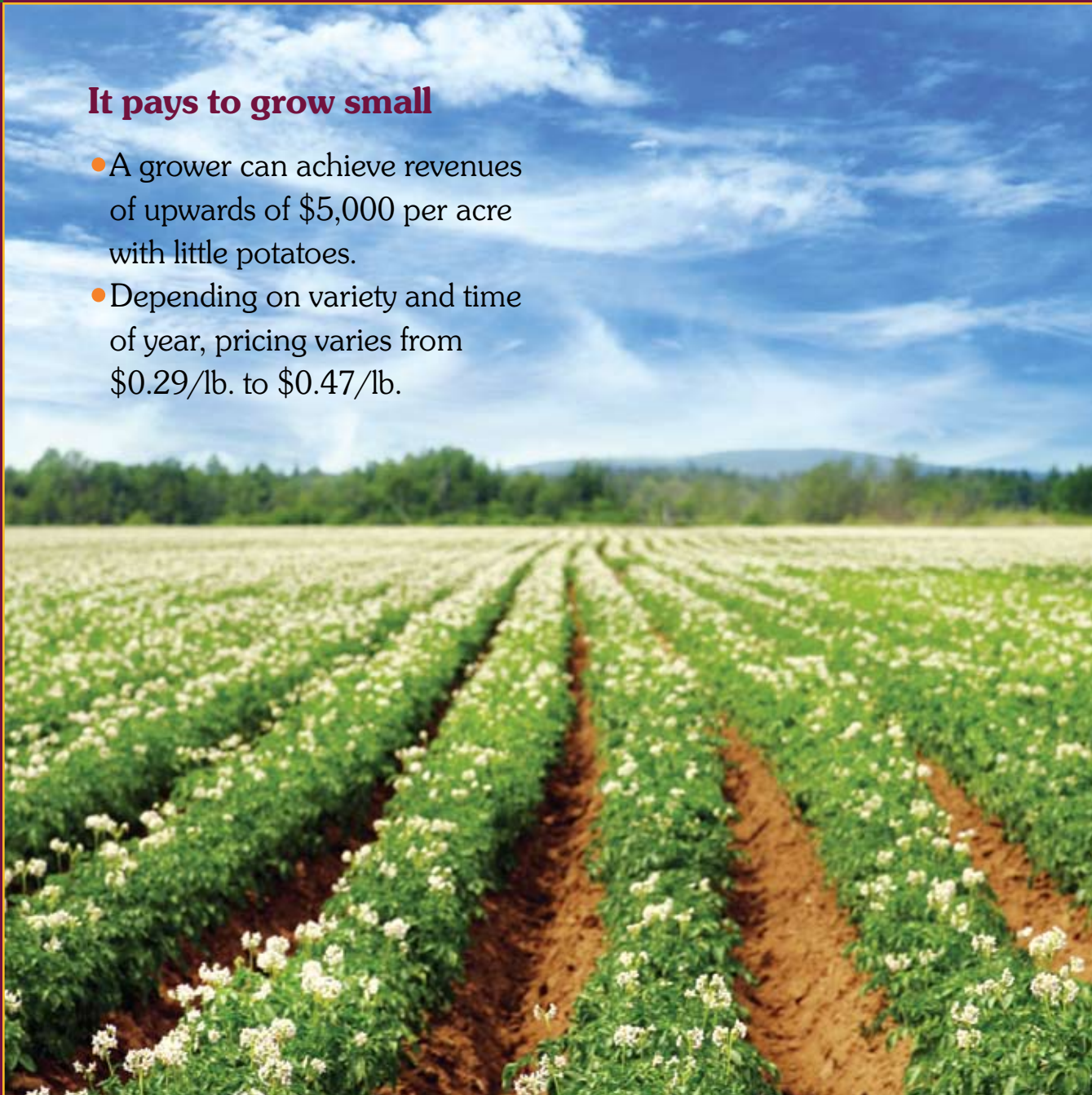


Potatoes
with Personality!

Grow a little. Gain a lot.

It pays to grow small

- A grower can achieve revenues of upwards of \$5,000 per acre with little potatoes.
- Depending on variety and time of year, pricing varies from \$0.29/lb. to \$0.47/lb.



The Little Potato Company (LPC) is a North American company with a unique product that is growing in demand.

a little story

We need more little potato growers!

- Since we started out in 1996, LPC has successfully developed a new category in the fresh produce market – the little potato.
- From growing 100 tonnes of product in 1996 to 15,000 tonnes today, our spectacular growth shows the niche market of little potatoes is successful in Canada and the U.S. and holds strong promise in other parts of the world.
- Now, we face the challenge of supplying the very category we've created.

Grow with us and reap the benefits of:

- A strong future: little potatoes align with consumer and industry trends (better guaranteeing competitive pricing and future demand) and have an increasing global importance.
- A crop that's sustainable, energy efficient, requires little waste and storage and is becoming more economically feasible.
- Partnering with a company that values its growers and treats them as true partners.

It all began in 1996, when Jacob van der Schaaf approached his daughter Angela with an idea to grow little potatoes like the kind he enjoyed in his childhood Holland. They planted, weeded and harvested their first crop by hand – and washed it in the family's bathtub! Strong demand for their delicious potatoes pushed their quick business growth. Today, The Little Potato Company is the largest company in its category with ever-growing sales in Canada and the U.S., and intentions to go global.



Why grow little potatoes?



Potatoes are currently the fourth major food crop in the world, following rice, wheat and corn.

Industry trends: premium potatoes selling like hot cakes

- The potato category overall is shrinking in market share.
- But the market segment of “premium potatoes” is growing fast, with 24% growth to reach 1.5% of total bagged potato sales in 2010.
- Only the organic segment showed similar sales increases.
- LPC products are in the premium category.
- We also have two organic products.
- The industry is also trending toward smaller bags, under 4 lbs.
- LPC sells products in convenient 1.5 lb, 2 lb, 3 lb and 5 lb bags.



Fresh bagged potatoes by variety

(\$ millions) Source: AC Nielsen ScanTrack, 2010

	This Year	% Change	Dollar Share	Share Change (Pts)
Total bagged potatoes	\$740.4	(13.8%)	100.0%	
Russet	\$442.0	(15.0%)	59.7%	(0.9)
Red	\$153.6	(10.3%)	20.7%	0.8
White	\$ 63.6	(19.9%)	8.6%	(0.6)
Yellow	\$ 47.8	(16.6%)	6.5%	(0.2)
Premium	\$ 11.1	24.3%	1.5%	0.5
Organic	\$ 10.7	31.8%	1.4%	0.5
All others	\$ 5.9	(16.7%)	0.8%	(0.0)

Why grow little potatoes?



Global trends: potatoes growing in importance

Over the next 20 years, the world population is expected to grow by 100+ million people per year. The United Nations has said the potato could be integral to world food supply. Potatoes are currently the fourth major food crop in the world, following rice, wheat and corn.

LPC believes potatoes will become the number one food crop because potatoes:

- Produce more food more quickly, on less land and in harsher climates than any other major crop – up to 85% of the plant is edible food compared to around 50% in cereals.
- Are more nutritious – they produce more edible energy and protein than wheat, rice and corn.
- Are also very rich in vitamin C.

We don't genetically modify our products. We're committed to producing and selling potatoes the way nature intended.

Why grow for LPC?



With the right genetics, we can make growing little potatoes very economical. For example, our Baby Boomer variety produces over 40 tubers per plant!

A little story

Our competitive edge puts us ahead

- LPC is the only organization in North America to specialize in little creamer potatoes, putting us in the strongest position in the growing premium potato market.
- We believe in being an excellent partner to our growers, currently in Alberta, Saskatchewan, Ontario, PEI, Nova Scotia, California, Washington and Florida.
- We are a brand leader with a highly recognizable product that perfectly aligns with industry and consumer trends.
- No one else can grow what we grow: we have exclusive proprietary rights to six varieties of little potatoes.
- We have strategic alliances with potato research and breeding companies who develop exclusive varieties just for us.
- We focus on high yielding, small tuber varieties that only our growers have access to.
- We invest in ongoing research and development into new varieties, new technologies for multiplications on potatoes and increasing yield and quality of crops.
- Currently, we have the world's largest breeding program for small potatoes – approximately 60,000 clones per year.

From the beginning, we insisted on producing only small potatoes. That is, varieties that naturally grow only to the creamer size – even at full maturity. Then, as we became more popular, we saw other "small potatoes" on the market. But these potatoes weren't really small at all. They were prematurely killed crops or off-grades. While imitation is a sincere form of flattery, nothing beats the real deal.



Why grow for LPC?



We work with growers every step of the way to help secure a successful, top-quality crop.

LPC already selling strongly

- \$30 million in sales in 2010 ... and growing.
- We sell across Canada and into the U.S, with intentions to go global.
- In Canada, we sell our products in all regional and national supermarket chains and key food service distributors, including Canada Safeway, Overwaitea Food Group, Loblaw Companies Ltd., Costco Wholesale, Metro, Sobeys, Federated Co-op, Longo's, Ontario Produce Terminal, Fresh Direct, Gordon Food Services and Sysco.
- In the U.S., our products are available at retail chains in the New England and New York/New Jersey markets.
- We are in 90 per cent of retail grocery stores in Western Canada, with a 70 per cent market share across the country.

We are ramping up production

- We grow approximately 2,200 acres of small potatoes in Canada and U.S.
- In 2010, LPC produced, packed and shipped about 30 million pounds of little potatoes throughout Canada and into the U.S.
- By 2012, we expect to reach total sales of 50 million pounds.



Get into production



At LPC, our varieties are designed to grow to the little creamer size.

a little story

Growing little potatoes: the nitty gritty

- At LPC, our varieties are designed to grow to the little creamer size. We don't kill large potato plants prematurely or sell the cull off a large potato crop.
- Little potato production is an intensive management crop that requires more attentiveness than bigger potato crops.
- Little potato growers need specialty equipment built to gently handle the smaller sized tuber.
- High quality is paramount.
- Producer's mindset must be quality first, yield and tonnage second.

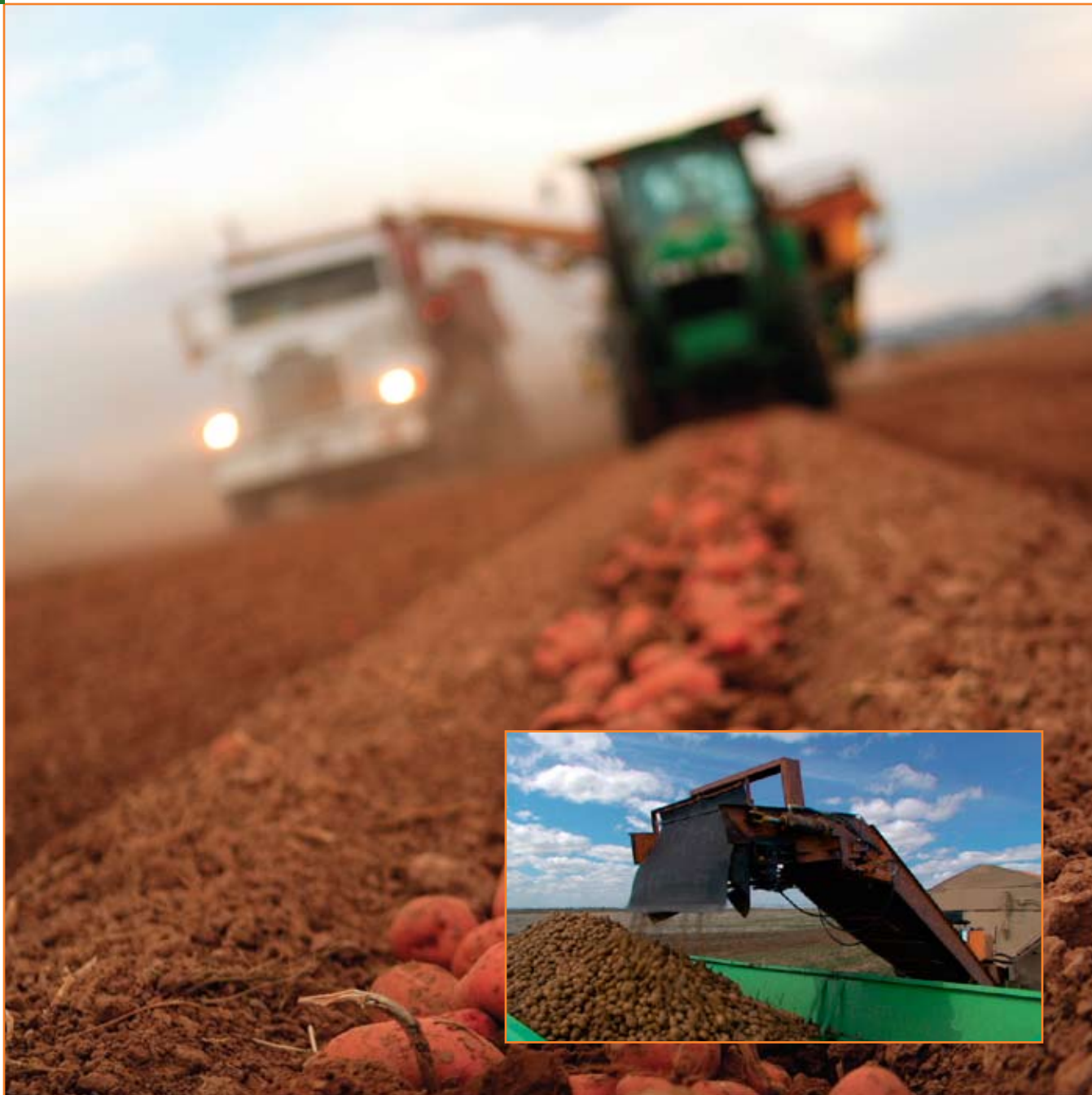
We're here to help

- We have 14 years of experience growing little potato crops and our dedicated field staff provide this knowledge and experience to our growers.
- Crop managers are on site to help ensure a quality crop.
- We work together to plan your production.
- We ensure a sufficient supply of healthy seed.
- We supervise the seeding and harvesting process.
- We oversee the initial grading process.
- We help you grow in a highly effective, cost efficient and environmentally responsible manner.

The Little Potato Company has been rooted in strong values since its earliest days. Because it began as - and continues to be - a family-run business, the importance of family is a central belief held throughout the organization. Other firmly held values include going beyond expectations, elevating others, being down to earth and doing what you say.



Our products



Each of our varieties has distinct qualities including shape, size, colour, texture, taste and cooking style. We like to call them *“potatoes with personality.”*



Meet our exclusive products

From the bite-sized Baby Boomer to the star-studded Terrific Trio, our potatoes bring versatility and convenience to mealtime. And with no washing or peeling required, they're a snap to prepare!





Contact The Little Potato Company:

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Potatoes
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