Extended Abstract
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Paper/Poster Title	Food Package Information And The Success Of Processed Potato Products In The UK.

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Abstract	***200 words max***
During recent years an increase in the consumption of processed potatoes products has been observed in the UK market and a parallel decrease in the consumption of fresh potatoes. This paper analyses the introduction of processed potato products in the UK market to understand its trends and the underlying reasons for its success. Results show that retailers are importantly responsible for the introduction of new potato products in the UK. Attributes such as microwaveable, on-the-go, organic, with social media presence and low or reduced-sodium have a significant and positive impact on the market success. At the same time, attributes such as light or recyclability have significant and negative effect on market success. The combination of private label and the type of packaging was non-significant. Finally, flavours are significant for the success of the products with chilli, onion, cheese cream and mint flavours show a positive impact on the market success.	

Keywords	New product development, potatoes, UK, positional claims, flavour
JEL Code	Q130 see: www.aeaweb.org/jel/guide/jel.php?class=Q)

Introduction	***100 – 250 words***
Potatoes are the third most important crop in the UK, contributing around £700 million to the total food and agricultural output for the period 2014-2018 (Defra, 2018). The occurrence of protein, calcium and vitamin C in potatoes if widely recognised (CIP, 2017), moreover, it is considered an affordable and nutritious food purchased by a big part of UK consumers. Frozen and fresh potatoes represent 33 percent of all in-home meals containing carbohydrates (AHDB, 2017). Interestingly the UK in-home potato market is divided into three big categories 36% represents fresh potato consumption, 34% processed potatoes, such as frozen, chilled, canned or reconstructed products and finally 30% accounts for crisp (AHDB, 2017). 2017 sales data revealed a reduction in value for fresh potatoes and an increase in value and volume for the total processed potatoes category (AHDB, 2017). This can be explained by the added value offered by the processed group which is highly appreciated by consumers living in urban areas and with busy lifestyles. The purpose of this research is to focus on the introduction of new processed potato products, except crisps, to better understand the characteristics of this products, the role of retailers and manufacturers on the launching of new processed potato products and the impact that new product characteristics have on the success of the new developed products.	

Methodology	100 – 250 words
In order to respond to the first and second research questions we explore the trend in the introduction of processed potato products and identify the leading suppliers. To do that we use descriptive statistics (i.e., frequency distributions and cross tabulations). Next, to assess the influence of product claims on consumer acceptance, this study uses hazard-based duration models, which provides an explanation on the length of time that launched potato products survived in the market. Duration models are based on the survivor function, which in our case is the probability of the product still being available in the market up to a specific time t. To estimate the hazard function, different models can be used depending on the shape of the hazard and the features of the explanatory variables included in the model. A Cox's proportional hazards model is estimated for this research.	
Results	***100 – 250 words***
The results show a positive trend for the period 2000 to 2019, with a particularly large number of products marketed during the last five years 2015-2019. Retailers (through their private labels) introduced almost 70 percent of the new processed potato products, the rest of the manufacturers launched on average 1 percent of the new products or less with the exception of McCain Foods that accounts for almost a 9 percent. Looking at the positional claims it can be observed that the top ten claims account for the 78 percent of the total claims. These claims are: Vegetarian, Environmentally Friendly Package, Microwaveable, No Additives/Preservatives, Recycling, Low/No/Reduced Transfat, Premium, Ease of Use, Low/No/Reduced Allergen, and Gluten Free. Finally, the hazard model reveals, in line with previous research, that "new" potato products have a negative impact on the success of potato products. The remaining launch strategies considered were not significant and were removed from the model. The positional claims microwaveable, on-the-go, organic, with social media presence and low or reduced sodium were significant with a positive impact on its market success. Other claims such as diet/light and recycling do have a significant but negative impact on the success of the processed potato products. Other explanatory variables considered in the model were private label and packaging resulting non-successful. Finally, flavours were also considered and revealed significant in many cases. Chilli, onion, cheese cream and mint resulted significant and positive for the success of the products.	
Discussion and Conclusion	***100 – 250 words***
These results can help the potato sector better understand the market, focusing its development of new products towards healthy, environmentally conscious and convenient products.	