



POTATOES
GOODNESS[®]
UNEARTHED

45% Daily Supply
of Vitamin C

Naturally
Fat Free

Full of Vitamins
and Minerals

**Hidden Healthy Benefits of
America's Favorite Vegetable**

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Who We Are



National Commodity Board:

1. Representing 2500+ potato growers nationwide
2. Representing all potato types and forms regardless of variety

Domestic Marketing and Communications Program

1. Fully integrated
2. Based upon highly credible research and science

Potatoes—Good For You!

110 calories

Ø sodium

620 mg Potassium

3 g protein

Ø fat

2 g fiber

45% DV vitamin C

10% DV vitamin B₆

Nutrition Facts	
Serving Size 1 potato (148g/5.3oz)	
Amount Per Serving	
Calories 110	Calories from Fat 0
% Daily Value*	
Total Fat 0g	0%
Saturated Fat 0g	0%
Trans Fat 0g	
Cholesterol 0mg	0%
Sodium 0mg	0%
Potassium 620mg	18%
Total Carbohydrate 26g	9%
Dietary Fiber 2g	8%
Sugars 1g	
Protein 3g	
Vitamin A 0%	Vitamin C 45%
Calcium 2%	Iron 6%
Thiamin 8%	Riboflavin 2%
Niacin 8%	Vitamin B ₆ 10%
Folate 6%	Phosphorous 6%
Zinc 2%	Magnesium 6%

*Percent Daily Values are based on a 2,000 calorie diet.

Potatoes—Good for your store!

Fresh potatoes are an important transaction driver. When potatoes are in the cart:

- Shopping trips average 10 minutes longer (47 min. vs. 37 min.)
- Twice as many items are purchased on average (33 vs. 17)
- From loyalty card analysis, we know transactions with potatoes ring up 129% more dollars on average
- It drives other healthy produce purchases!
 - More than 1 in 3 purchasers also buy tomatoes, nearly twice the norm
 - 1 in 8 buy carrots, 2.5X more frequent than the norm
 - Purchase broccoli 2.3X more than the average shopper
- Shoppers are motivated by nutritional benefits of potatoes
- Consumers eat more vegetables when potatoes are included
- Our high-potential target for fresh potatoes
 - Enjoys serving fresh potatoes to her family
 - Prefers cooking with fresh foods and ingredients
 - Is looking for healthy and convenient ways to prepare potatoes

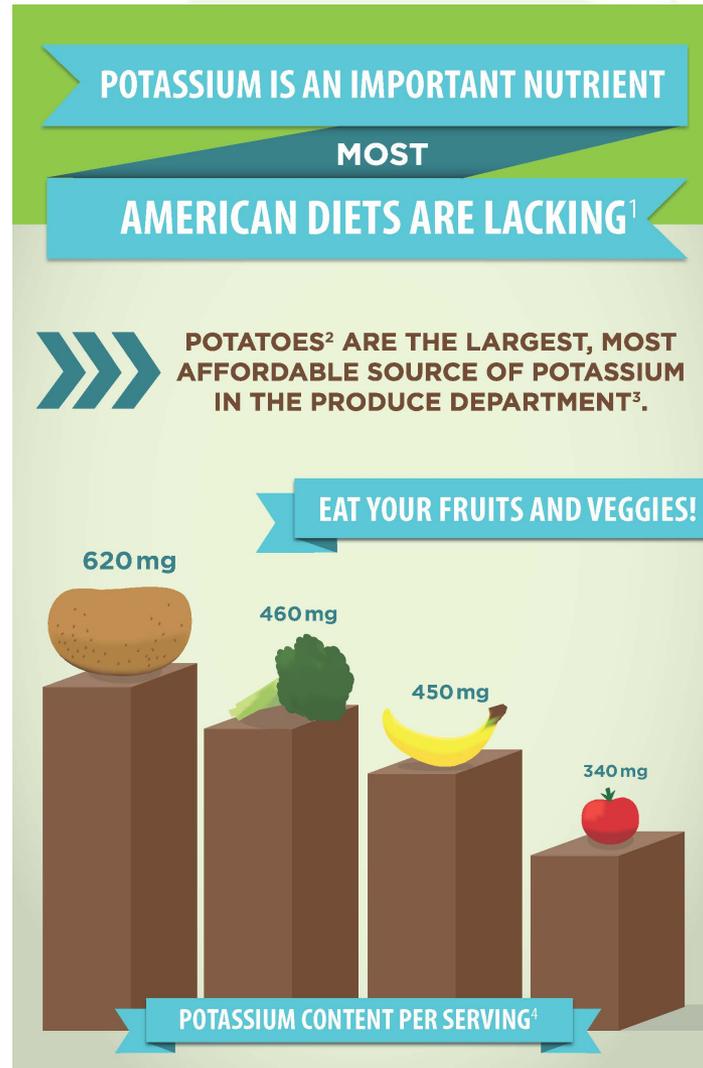


Myths and Misconceptions

- “Potatoes are nothing more than a starch”
- “Potatoes make you fat”
- “Potatoes are high GI”
- “Potatoes aren’ t good for my diet”
- “Potatoes aren’ t convenient”

Positive Story—Heart Health

Keep your heart healthy by eating foods high in potassium and low in sodium. Potatoes are one of the best choices.



Positive Story—Weight Loss and Management

- Dieting and need a pick-me-up? Enjoy a potato! Their packed with fiber, which makes you feel full longer.
- Calories in—calories out. It's not the GI of foods that matters as much as it is the caloric intake and nutrition density. Potatoes are a great part of your weight loss program.



Positive Story—Naturally Gluten-Free

- “Potatoes are a gluten-free dieter’s dream. They are fresh, natural and versatile, plus you know you’re whole family will enjoy them.”
- Stick to eating "real food." Avoid processed foods and learn how to prepare your own meals using fresh ingredients that are naturally gluten-free, like potatoes, which can serve as a substitute for foods that gluten-free eaters often crave, like pasta and bread.
- Take comfort in knowing that with potatoes, you can recreate your much-loved meals naturally...and you’re adding a vegetable to your meal, as well,
 - Top potato planks with pizza toppings.
 - Use thinly sliced spuds in place of the noodles.
 - Dice up potatoes, toss in olive oil and seasonings and roast them for a great crouton substitute.
 - Use potato flakes in place of breading—chefs do!
 - Try using leftover mashed potatoes as a thickener in soups and stews

