

# 2019 NUTRITION INFLUENCER

## Attitudes and Usage

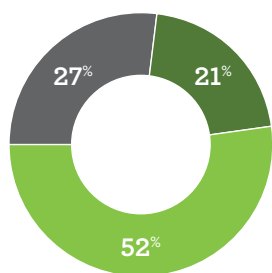
### NUTRITION INFLUENCERS SEE THE POTENTIAL OF POTATOES

#### BENEFIT OF REGULAR POTATOES TO ATHLETES' DIETS



**73%**

of nutrition influencers see the potential benefits that potatoes offer to athletic performance



- Very beneficial
- Somewhat beneficial
- Not beneficial

#### ENERGY

**75%** agree potatoes are a good source of energy

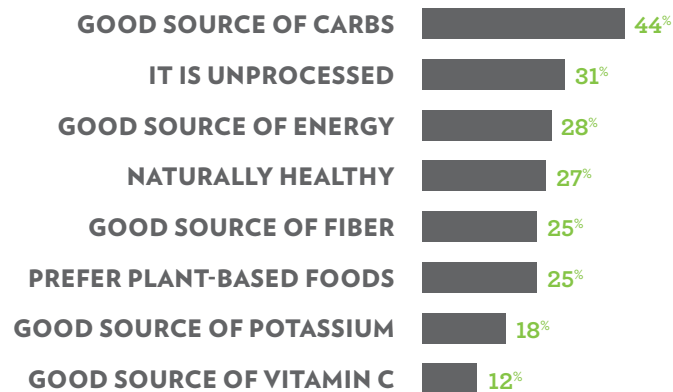
#### FIBER

**71%** agree potatoes are a good source of fiber

#### POTASSIUM

**67%** agree potatoes are a good source of potassium

#### PERCENTAGE OF NUTRITION INFLUENCERS WHO CONSIDER POTATOES BENEFICIAL TO PERFORMANCE FOR THESE REASONS



**55%**

recommend athletes eat well-balanced wholesome meals



**50%**

advise basic foods for athletes to achieve optimal performance

### When influencers recommend consuming regular potatoes

48% would recommend as part of regular diet

43% would recommend in the days leading up to an important competition

41% would recommend during an important competition or strenuous workout

48% would recommend for recovery after an important competition or strenuous workout

### Reasons not to recommend potatoes

44% Too many calories

42% Not enough nutrients

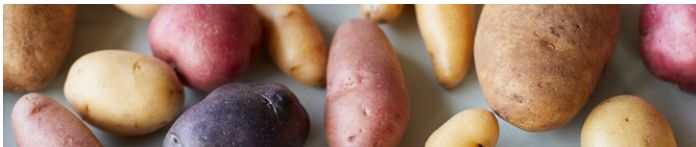
35% Too much simple sugar

28% Fattening

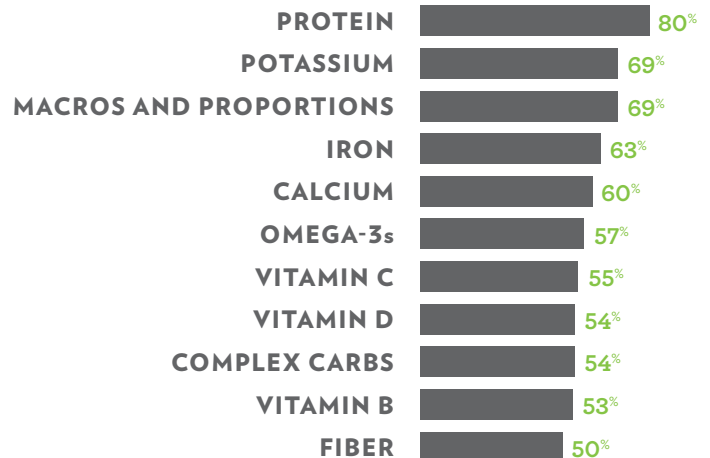
23% Accompanying foods unhealthy

## WHAT NUTRITION INFLUENCERS ARE SEEKING IN FOOD

### QUALITIES OF BENEFICIAL FOODS FOR ATHLETES



### NUTRIENTS TO INCLUDE IN AN ATHLETE'S DIET



## METHODOLOGY

The nutrition influencer attitudes and usage study is conducted annually to gather insights on professional opinions toward potatoes. Study conducted January 2019, online with 300 respondents. To qualify, everyone must "always or often" give nutritional advice to their athletes.