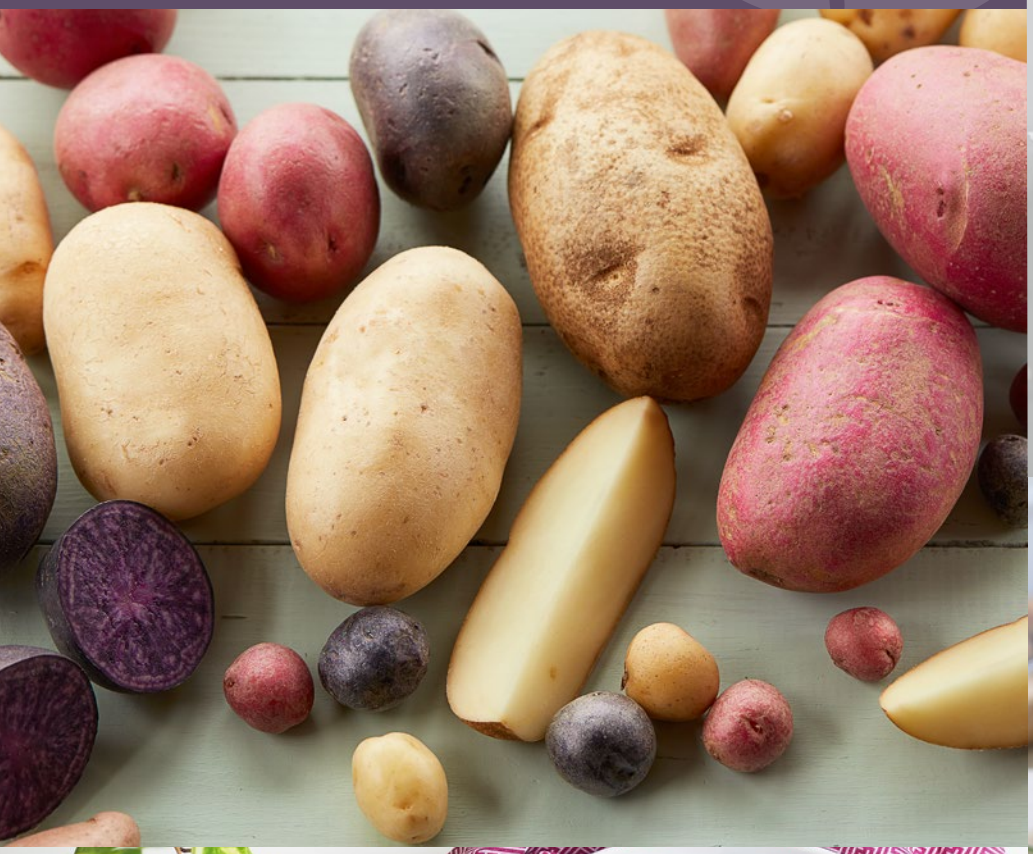
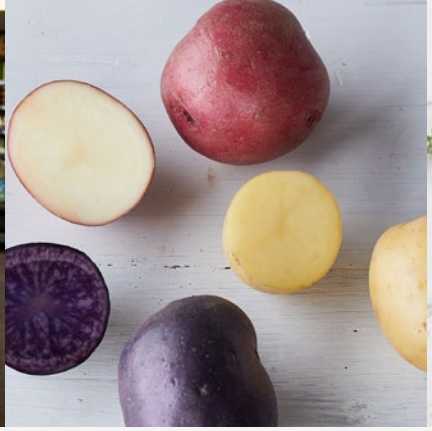
THE POWER OF POTATOES:

A COMPREHENSIVE RETAIL RD GUIDE



Potatoes.
Real Food. Real Performance.®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HOW TO USE THIS TOOLKIT

Potatoes are the most consumed vegetable in the U.S., according to the USDA. While consumers often choose potatoes for their taste, versatility, and affordability, fewer are aware of the valuable nutrients they provide. This toolkit is designed to help you demonstrate all the reasons for people to choose potatoes - in all forms - including highlighting their nutritional power.

The Power of Potatoes guide is designed to help you promote potatoes as both a nutritious and practical choice. Their versatility makes them an ideal vehicle for increasing overall vegetable intake throughout the day. For example, potatoes can serve as a springboard vegetable, helping introduce consumers to other, less commonly eaten vegetables. Inside, you'll find veggie-forward recipes, practical tips, and suggestions for incorporating potatoes into Produce Prescription programs.

You play an important role in the grocery shopping decision-making cycle and we want to be a valuable resource for you. This toolkit is designed to help you communicate about potatoes all year long with ideas and topics that can fit into your editorial calendars and other in-store activities you host.

THIS TOOLKIT WILL HELP YOU:

- Tell the farm-to-store story
- Demonstrate how to use all forms of potatoes
- Understand more about potato nutrition and the latest in published research
- Dispel potato myths and answer the most frequently asked questions about potatoes
- Potato recipes utilizing other Produce Prescription items

Potatoes USA

POTATOES USA

As representatives of U.S. potato growers and importers, Potatoes USA's mission is to strengthen the demand for potatoes through marketing and research. By launching impactful marketing campaigns; coordinating regional, national, and international market and production research; and establishing new trade markets, Potatoes USA promotes the benefits of potatoes to audiences across the globe, including consumers, foodservice operators, retailers, and health professionals. For more information on America's Favorite Vegetable, please visit PotatoGoodness.com.

POTATO NUTRITION AND RESEARCH

As a nutrient-dense vegetable, potatoes are a nutritional powerhouse. One medium (5.3-ounce) skin-on potato has energy, potassium, and vitamins the body uses for fuel.

27 MG VITAMIN C (30% DV) supports iron absorption	**620 MG POTASSIUM (15% DV)** essential for muscle function	**.2 MG VITAMIN B6 (10% DV)** needed for carbohydrate and protein metabolism
26 G CARBOHYDRATES (9% DV) a key source of energy	**2 G FIBER (7% DV)** regulates blood glucose	**1.1 MG IRON (6% DV)** helps oxygenate muscles

Potassium Power

Potatoes are a good source of potassium, providing 15% of the daily value per serving. In February, many retailers promote American Heart Month, which is an ideal time to talk about good sources of potassium. The Centers for Disease Control and Prevention (CDC) spotlights high blood pressure as a leading risk factor for heart disease and stroke. Research suggests that diets rich in potassium and low in sodium reduce the risk of hypertension and stroke[3].

For example, a meta-analysis study[4] published in the Journal of the American College of Cardiology found that adding 1,600 mg (*1.64 g*) of potassium a day was associated with a 21% reduction of stroke risk. A single serving of potatoes has 620 mg of potassium[5], which is more than a medium-sized banana! In fact, skin-on potatoes rank highest for potassium content among the top 20 top-selling fruits and vegetables.

Research also suggests potassium can counteract some of the poor health effects of sodium on blood pressure. Reducing sodium along with increasing potassium provides greater heart disease protection than intervention alone[6].

Excellent Source of Vitamin C

A medium, 5.3-ounce, skin-on potato contains 27 mg of vitamin C, which is 30% of the daily value. Vitamin C, also known as ascorbic acid, is a water-soluble vitamin that is essential for humans. Vitamin C is found naturally only in fruits and vegetables. Potatoes are an excellent source of vitamin C and contribute significantly to the daily vitamin C requirements for Americans.[9, 10]

Quality Carbs

We need to eat carbohydrates every day because they are important for optimal physical and mental performance. However, not all carbs are created equal. Research shows that you're likely to feel full for longer[11 12 13] and support your body with the nutrients it needs when you choose quality carbohydrates like potatoes. A serving of potatoes has 26 grams of carbohydrates that can help fuel an active lifestyle. Carbohydrates are the key fuel utilized by the brain and by muscles during exercise.[6]

Plant-Based Protein

Many Americans are moving to plant-based diets[14] and obtaining enough high-quality protein is important in this process. Potatoes contain 3 grams of a complete protein that can easily be absorbed by the body. While that may seem like a small amount, those 3 grams could make the difference between consuming low and moderate amounts of protein.

New Potato Research

Despite some misconceptions associating starchy foods like potatoes with an increased risk of type 2 diabetes (T2D) and challenges in blood sugar management, recent research may help clear the air. On the next page, there are new studies from Harvard[24] and the University of Toronto[25] that shed light on the potential impact of potatoes on type 2 diabetes, blood sugar, and satiety.

Potato Consumption and Risk of Type 2 Diabetes

Primary Investigator: Luc Djousse, PhD, Harvard Medical School

This study harmonized data across seven prospective cohorts to assess the relationship between potato consumption and T2D risk. The sample included 105,531 generally healthy adults aged 25-72, with 65% identifying as female. A subset of participants had a history of cardiovascular disease. Key findings include:

- Total potato consumption—whether baked, boiled, fried, or mashed—showed no association with increased T2D risk across different consumption levels.
- Baked, boiled, and mashed potatoes as a combined category were also not associated with T2D risk, regardless of weekly intake.
- Only fried potatoes were linked to a slight increase in T2D risk (12% increase with more than one serving per week). However, serving sizes varied widely, ranging from 2.5 to 6 ounces in different studies.

Djousse L, Zhou X, Lim J, Kim E, Sesso HD, Lee IM, Buring JE, McClelland RL, Gaziano JM, Steffen LM, Manson JE. Potato Consumption and Risk of Type 2 Diabetes Mellitus: A Harmonized Analysis of 7 Prospective Cohorts. J Nutr. 2024 Aug 16:S0022-3166(24)00401-2. doi: 10.1016/j.tjnut.2024.07.020.

Comparing Potatoes and Rice for Glycemic Impact and Satiety

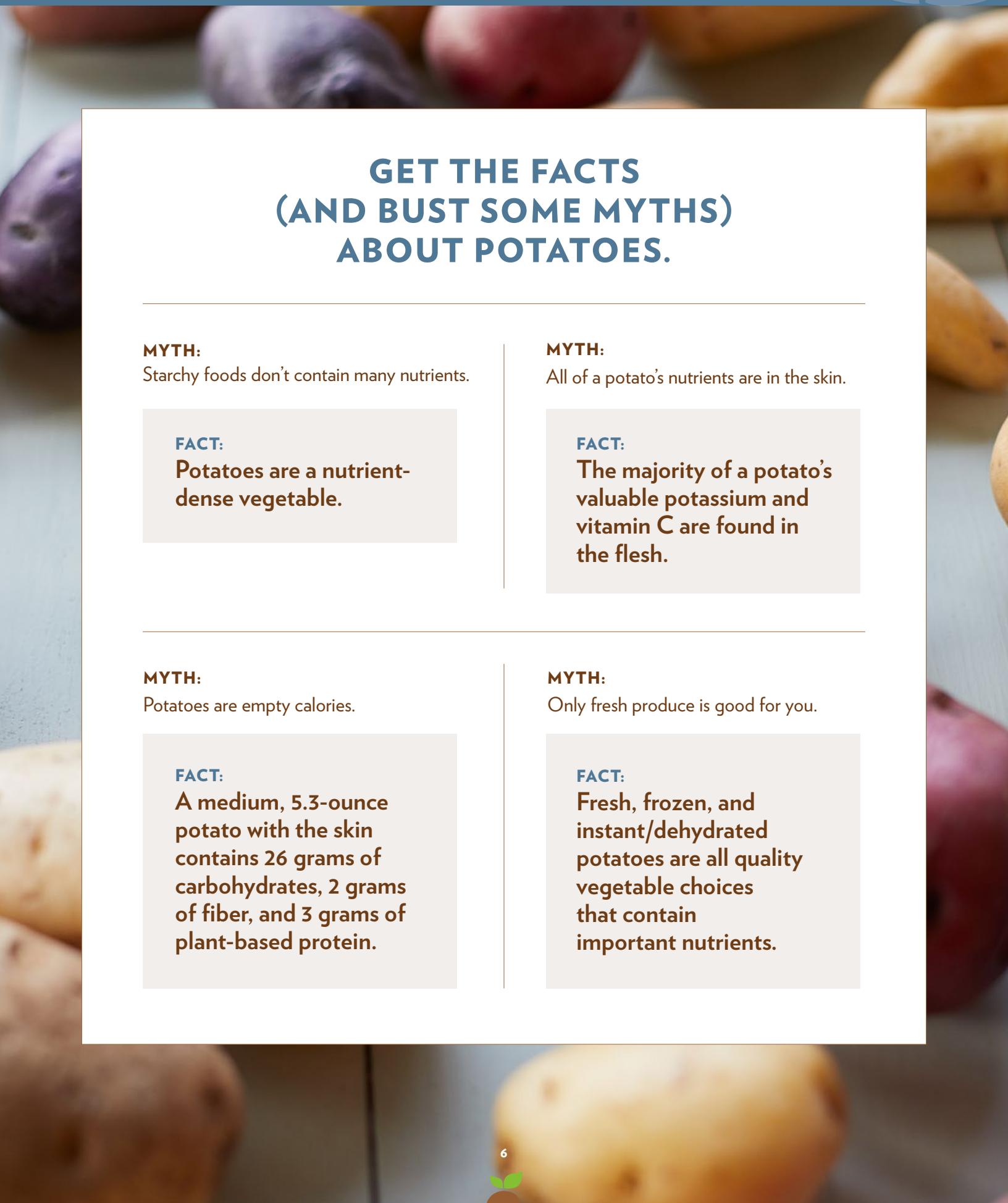
Primary Investigator: Harvey Anderson, PhD, University of Toronto

This study examined how potatoes and rice, when paired with either animal or plant protein, influence calorie intake, blood sugar, and satiety. The sample included 26 healthy, normal weight adults (13 males/13 females) aged 18-45 years. Key insights include:

- Participants consumed 23-25% fewer calories in meals containing white potatoes compared to those with rice, regardless of protein type.
- Daily calorie intake was reduced by 13% when either baked fries or instant mashed potatoes were paired with animal protein versus rice.
- Daily calorie intake was reduced by 14-19% with instant mashed potatoes and fries, respectively, paired with plant protein versus rice.
- Blood sugar responses varied by meal timing:
    - Baked fries resulted in a slightly higher blood sugar peak after the first meal but had the lowest blood sugar rise after the second meal.
    - Instant mashed potatoes led to blood sugar responses comparable to rice after the first meal and lower changes than rice after the second meal.

Amr AM, Anderson GH, Vien S, Fabek H. Potatoes Compared with Rice in Meals with either Animal or Plant Protein Reduce Postprandial Glycemia and Increase Satiety in Healthy Adults: A Randomized Crossover Study. The Journal of Nutrition. 2024 Aug 23:S0022-3166(24)00468-1. doi: 10.1016/j.tjnut.2024.08.017.

Both studies above received funding from the Alliance for Potato Research and Education (APRE). For more details, please visit APRE.org.



GET THE FACTS (AND BUST SOME MYTHS) ABOUT POTATOES.

MYTH:
Starchy foods don't contain many nutrients.

FACT:
Potatoes are a nutrient-dense vegetable.

MYTH:
All of a potato's nutrients are in the skin.

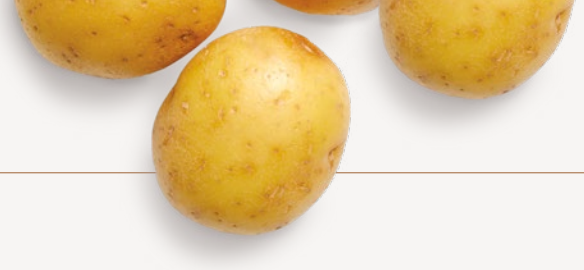
FACT:
The majority of a potato's valuable potassium and vitamin C are found in the flesh.

MYTH:
Potatoes are empty calories.

FACT:
A medium, 5.3-ounce potato with the skin contains 26 grams of carbohydrates, 2 grams of fiber, and 3 grams of plant-based protein.

MYTH:
Only fresh produce is good for you.

FACT:
Fresh, frozen, and instant/dehydrated potatoes are all quality vegetable choices that contain important nutrients.



POTATO FAQ

Q: ARE POTATOES A VEGETABLE?

A: YES.

Potatoes are categorized by nutrition authorities, including the U.S. Department of Agriculture, as a "starchy vegetable." Many foods fall alongside potatoes into the "starchy vegetable" category, including peas, butternut squash, corn, and chickpeas[15]. Botanically, potatoes are part of the Solanaceae (nightshade) family alongside tomatoes, bell peppers, chili peppers, and eggplant.

We know that 90% of adults in the U.S. don't eat enough vegetables[16]. Potatoes are a versatile, affordable, and nutrient-dense vegetable choice across socioeconomic groups and cultures, and adding them in any form provides essential, under-consumed nutrients, including potassium and fiber.

Q: ARE POTATOES A SUSTAINABLE FOOD?

A: YES.

According to the U.N.'s Food and Agriculture Organization, potatoes produce more nutritious food quickly, on less land, and in harsher climates than any other major crop. Potatoes play an important role in food security, particularly for developing countries. Potatoes, rice, wheat, and corn supply half of the world's food energy needs. Potatoes are good for a healthy, sustainable earth. Potatoes produce more food energy per cubic meter of water used than any other major crop[17] and use less land per kilogram of production than most other foods.

Q: ARE THERE DIFFERENCES IN NUTRIENT CONTENT BETWEEN FRESH, FROZEN, AND INSTANT (DEHYDRATED) POTATOES?

A: VERY LITTLE.

Potatoes (frozen, fresh, and dehydrated) deliver the same nutrients as fresh potatoes such as potassium, vitamin C, and fiber, but the amounts will vary depending on the form.[23]

Q: ARE POTATOES HIGH IN CARBS?

A: YES.

A medium, 5.3-ounce potato with the skin contains 26 grams of carbohydrates. The predominant carbohydrate in potatoes is starch, a complex carbohydrate[18]. Carbohydrates are the primary fuel for your brain and a key source of energy for muscles, and they are important for optimal physical and mental performance.[19]

Far from "just carbs," potatoes contain several key nutrients[20], including 3 grams of protein and a variety of vitamins and minerals. Potatoes are an excellent source of vitamin C (30% of the recommended daily value), a good source of potassium (15% of the recommended daily value), and a good source of vitamin B6 (10% of the recommended daily value). They are also fat, cholesterol, and sodium-free and contribute 7% of the recommended daily value for fiber.

Q: ARE POTATO FLAKES REAL POTATOES?

A: YES.

Instant mashed potatoes (or potato flakes) are made from real potatoes.[21] They are typically made from russet, red, and yellow potatoes by removing the water from the potato to create dehydrated potato products. When you add water during the cooking process, they retain the texture and flavor of fresh natural potatoes.

Q: ARE ALL THE NUTRIENTS IN THE SKIN OF THE POTATO?

A: NO.

The notion that all the nutrients are in the skin is a myth. While the skin contains approximately half of the total dietary fiber, most (> 50%) of the nutrients are found within the potato flesh including vitamin C, potassium, and vitamin B6.[22]

POTATO TYPES AND USAGES

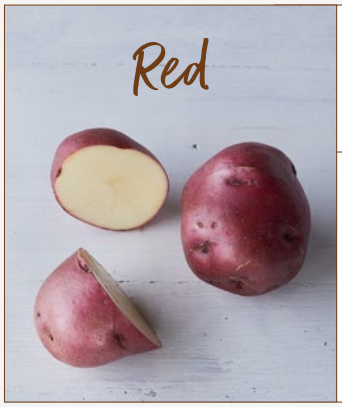
FRESH

FRESH PRODUCE SECTION

From russets, reds, yellows, whites, purples, fingerlings, and petites, there are a variety of potato options to fuel the body and the brain throughout the day. They can be whipped together with a few healthy ingredients in 30 minutes or less for a delicious meal.

FEATURES:
Thick skin with light and fluffy center

BEST USES:
Baked or Roasted
Pan fried or Sautéed
Mashed
Fried



FEATURES:
Thin skin and stays firm throughout cooking

BEST USES:
Roasted
Salads
Soups and Stews
Grilled
Steamed

FEATURES:
Buttery flavor with a creamy texture

BEST USES:
Baked or Roasted
Mashed
Salads
Soups and Stews
Grilled

FEATURES:
Thin skin that doesn't need peeling with a nutty flavor and stays firm throughout cooking

BEST USES:
Pan Fried or Sautéed
Salads
Soups and Stews
Fried
Steamed

FEATURES:
Medium skin with an earthy flavor and vibrant color

BEST USES:
Roasted
Salads
Steamed
Microwaved

FEATURES:
Nutty and buttery flavor with a firm texture

BEST USES:
Roasted
Pan Fried or Sautéed
Steamed
Microwaved

FEATURES:
Similar in taste to their larger-sized cousins with more concentrated flavors

BEST USES:
Roasted
Pan Fried or Sautéed
Steamed
Microwaved

FROZEN

FROZEN FOODS SECTION

Did you know, the potato industry has long pioneered state-of-the-art technologies that instantly quick-freeze potatoes to lock in fresh flavor and nutrition?

As you walk down the frozen aisle of your grocery store, you'll find many different frozen potato options, from wedges, shreds, hash browns, and puffs to slices, dices, crinkle cut, and waffle fries. These products are instantly quick frozen to lock in the taste and nutrients of fresh potatoes and maintain a longer shelf life. Baking or air frying frozen potatoes is a great time-saving option for breakfast, lunch, dinner, or a snack.

PREFERRED COOKING METHODS:
Pan fried or Sautéed
Baked

PREFERRED COOKING METHODS:
Baked
Air Fried

PREFERRED COOKING METHODS:
Baked
Air Fried
Toast Substitute

PREFERRED COOKING METHODS:
Baked
Air Fried

PREFERRED COOKING METHODS:
Baked
Microwaved
Stove Top Cooked

PREFERRED COOKING METHODS:
Baked
Air Fried

INSTANT OR DEHYDRATED

PANTRY SECTION

Instant (or dehydrated) potatoes deliver all the flavor, versatility, and nutrition of real, fresh potatoes because they are real potatoes, minus the water.

Whole potatoes are put through an advanced process to create dehydrated/instant potato products. Thanks to the careful processing techniques used, instant potato products retain most of their nutrition.

BEST USES:
Stove Top Cooked
Microwaved
Thickener for Soups and Stews

BEST USES:
Breads and Rolls
Dumplings

BEST USES:
Stove Top Cooked
Baked

SUGGESTED USES:
Found in Center Store in ready-to-cook box mixes

Stir in additional veggies such as frozen peas and carrots for creamy veggie casserole

PRODUCE PRESCRIPTION RECIPE IDEAS

PRODUCE PRESCRIPTION INTEGRATIONS

We've talked with many of you over the past few years about how to help your customers better spend their Produce Prescription bucks.

One of the many great attributes of potatoes is that they can be a carrier for other vegetables, in addition to being pretty spectacular spuds on their own. We've pulled some of our favorite recipes from PotatoGoodness.com that include items that can be purchased as part of a Produce Prescription program.

Grilled Yellow Potato Planks

ELIGIBLE ITEMS: Russet or Yellow Potatoes, Garlic, Fresh Rosemary

Garlic Rosemary Roasted Potatoes

ELIGIBLE ITEMS: Russet or Yellow Potatoes, Garlic, Fresh Rosemary

Sautéed Potatoes and Green Beans with Rosemary and Lemon Zest

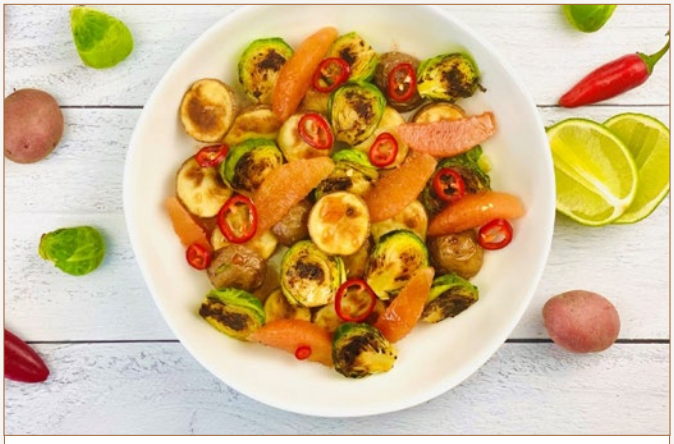
ELIGIBLE ITEMS: Red Potatoes, Garlic, Fresh Rosemary, Green Beans, Lemons

Grilled Potato Bake

ELIGIBLE ITEMS: Potatoes (any variety), Bell Peppers, Onion, Zucchini

Potato Leek Soup

ELIGIBLE ITEMS: Russet Potatoes, Onion, Leeks, Carrots, Celery, Garlic, Fresh Thyme



Oven Crisped Potatoes with Brussels Sprouts and Chiles

ELIGIBLE ITEMS: Red Potatoes, Brussels Sprouts, Limes, Chiles, Oranges

Kaleidoscope Potato Pancakes

ELIGIBLE ITEMS: Red Potatoes, Carrots, Zucchini, Red Bell Pepper, Green Onions

Rainbow Roasted Potato Salad

ELIGIBLE ITEMS: Purple Potatoes, Red Potatoes, Green Beans, Zucchini, Yellow Squash, Corn on the Cobb, Tomatoes, Lemons, Shallots, Fresh Thyme

GROWING AND HARVESTING POTATOES: FROM SEED TO STORE

Potatoes throughout your store, whether fresh, frozen, or dehydrated, all start in the ground as seed potatoes. These smaller tubers sprout once planted and are carefully grown using localized growing methods to produce high-quality potato crops to be sold in stores across the U.S. and beyond!

PLANTING PROCESS

Seed potatoes are cut into pieces.

Seed pieces are loaded into planting machines, which place the pieces at the proper depth before they are covered with rich, fertile soil.

Crops are carefully irrigated to receive precisely the right amount of water.

GROWTH STAGES

Sprouts develop from the eyes of the seed potato.

The plant emerges, forming branches, roots, and underground stems: tubers start to develop.

Tubers expand; blossoms appear above ground.

Potatoes reach maturity; vines turn yellow and die.

HARVEST

Mature potatoes stay in the ground for 3-4 weeks. This causes the skins to thicken and set, improving resistance to bruising and extending shelf life.

The potatoes are harvested with highly specialized, automated machines that separate potatoes from soil and rock.

The potatoes are transported by truck to be sorted and stored.

The potatoes are stored in climate-controlled facilities until ready for packing.

Did you know... **Potatoes are only planted in the same field every three to four years, to keep the soil healthy.**

POTATOES ARE A POWERHOUSE IN PRODUCE[1]

Potatoes Move the Pounds: Potatoes are a key player in the produce section, moving more pounds than any other vegetable.

Top 5 Produce Item: Fresh potatoes rank fifth out of 130 fresh produce categories for dollar sales. In the past three years, volume has remained consistently higher than 2019, indicating potatoes' staying power on consumers' plates.

Unlocking Growth Potential with One Extra Purchase: If just half of potato-buying households made ONE extra purchase, it would result in an additional $218 million in sales and an extra 231 million pounds of potatoes sold annually.

POTATOES MAINTAIN DOLLARS AND GROWTH

$4.4 BILLION
GENERATED IN FRESH POTATO SALES AT RETAIL

4.6%
OF TOTAL PRODUCE SALES

6.4%
OF TOTAL VEGETABLE SALES

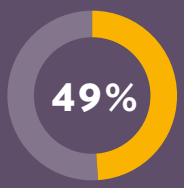
Source: Circana, Integrated Fresh, MULO+, Total US, 52 w.e. 12/29/2024

POTATOES ARE PART OF SHOPPERS' ROUTINES[2]

90%+ PRE-PLAN THEIR POTATO PURCHASES

PLAN WHICH POTATO TYPE THEY WILL BUY

BELIEVE SOME TYPES ARE BETTER THAN OTHERS



ALWAYS BUY THE SAME TYPE OF POTATO

OF RUSSET SHOPPERS
SAY THAT IF RUSSETS WERE OUT OF STOCK, THEY WOULD SIMPLY FOREGO BUYING ANY POTATOES INSTEAD OF SWITCHING

Source: Circana, Integrated Fresh, MULO+, Total U.S. 52 w.e. 7/28/2024

LET'S WORK TOGETHER

In-Store Opportunities

Meal Planning Tours or Displays

Partner with us for "Budget-Friendly Meals" or "Quick & Healthy Dinners" tours.

Include potatoes as a staple showcasing how they can anchor nutritious, affordable meals.

Endcap Displays with RD Messaging

Create co-branded signage or recipe tear pads at point of sale.

Messaging examples:

- "RD-approved: 26g of quality carbs to fuel your day."
- "Potatoes are an excellent source of vitamin C, providing 30% of the daily value."

Potato Prep Demos

Host live or recorded demos (in-store or virtual) featuring easy recipes straight from the Spud Lab, such as Cottage Cheese Hash Browns, Easy Potato Gnocchi, or French Onion Air Fryer Chips with a BLT Dip.

Content Creation

Chef/RD-Developed Recipes

Access recipes from the Spud Lab developed by Chef RJ Harvey, RDN, CEC, CRC. Potatoes USA can provide you with recipes that fit your content needs (e.g., heart-healthy, gluten-free, plant-based) along with key messaging for your shoppers.

If there is a recipe or photo you see on PotatoGoodness.com, please let us know and we can provide that for you.

Nutrition Tips & Myth-Busting

Create content addressing misconceptions, such as "Starchy foods don't contain many nutrients," or "potatoes aren't a vegetable" (see pages 6 and 7 of this guide!)

Include in RD newsletters or "Ask the RD" social posts.

Strategic & Wellness Programs

Produce Prescription or Food Is Medicine Integration

Collaborate on health plans or community initiatives that use fresh produce for managing health.

RDs can help position potatoes as a nutrient-rich, accessible option in these programs.

Potatoes USA has pulled together numerous recipes that primarily utilize items available for purchase in Produce Prescription programs. These recipes are available on page 12 of this guide.

Seasonal Campaign Tie-Ins

Perfect Mashed Potatoes for the holiday season

Red, White, and Blue Potato Salad ideal for July 4th cookouts

Shamrockin' Egg Rolls to best utilize St. Patrick's Day leftovers

Dying potatoes (instead of eggs) for Easter celebrations

Handing out bags of potato chips for Halloween

These examples highlight just a few of the ways Potatoes USA can support your dietitian team. Contact us to explore more opportunities. nutrition@potatoesusa.com

1 Circana, Integrated Fresh, MULO+, Total US, 52 w.e. 7/28/2024 ©

2 Nielsen Consumer LLC, Consumer Path to Purchasing Potatoes Study 2023

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