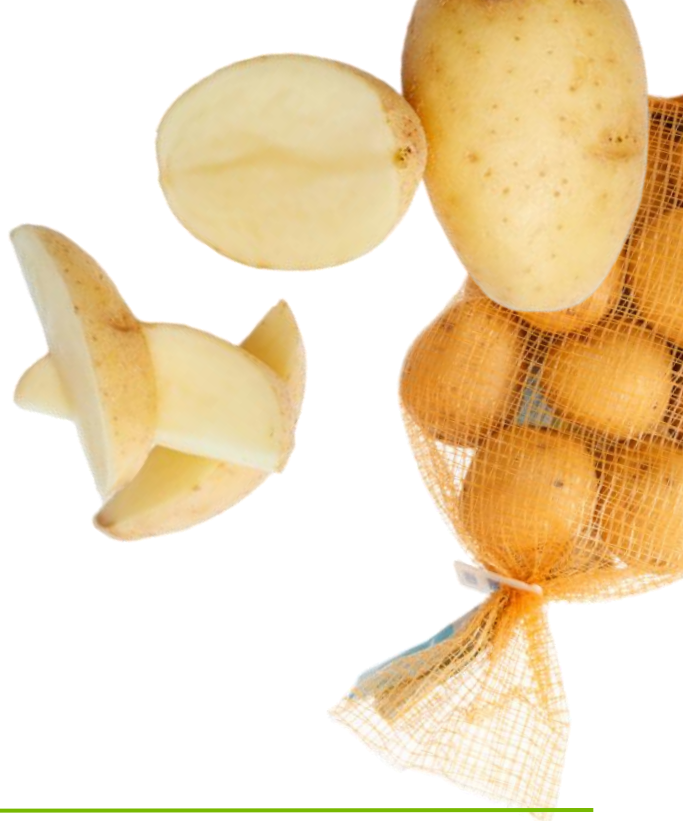


FRESH POTATO NUTRIENT SIGNAGE

Fiber

Almost 90% of consumers consider how healthy a food is when deciding to eat it.¹ As a nutrient-dense vegetable, potatoes are a nutritional powerhouse. One medium 5.3 oz skin on potato provides the energy, potassium, and Vitamin C the body uses for fuel. Help consumers see the nutritional benefits of potatoes through in-store signage.



On Shelf Example



For more information or questions, contact retail@potatoesusa.com or visit PotatoRetailer.com

* One medium skin-on potato (148g/5.3 oz).

1. 2022 Attitudes & Usage Report
2. Dahl WJ, Steward ML. Position of the Academy of Nutrition and Dietetics: Health implications of dietary fiber. J Acad Nutr Diet. 2015 November; 115(11):1861-70.

Key Messages

Potatoes* have 2 grams of fiber per serving, which is 7% of the daily value. Dietary fiber has been shown to have numerous health benefits, including improving blood lipid levels, regulating blood glucose, and increasing satiety. With so much information about fiber and potatoes, it is hard to know where to focus. Below are examples of how to simplify these messages for the everyday grocery shopper.

- One wholesome, satisfying potato* contributes 2 grams of fiber to the diet, 7% of the recommended daily value.
- Fiber: Potatoes* have 2 grams of fiber per serving, which is 7% of the daily value.
- Potatoes are a nutritional powerhouse.

Fiber Signage Examples

Below are examples of how to position each nutrient in a way that is relevant to retail consumers.

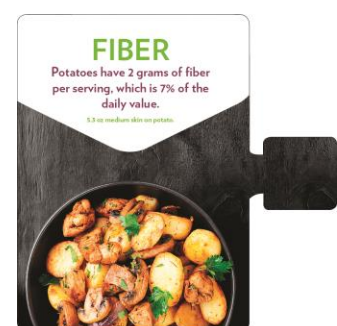
ABOVE SHELF SIGNAGE



TABLE SIGN



SHELF-TALKER



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