

FRESH POTATO NUTRIENT SIGNAGE

Potassium



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. USDA Food Composition Database. USDA Food Composition Databases v.3.9.5.3_2019-06-13. <https://ndb.nal.usda.gov/ndb/>. Accessed September 5, 2019.
3. Thomas DT, Erdman KA, Burke LM. Position of the Academy of Nutrition and Dietetics, Dietitians of Canada, and the American College of Sports Medicine: Nutrition and athletic performance. *J Acad Nutr Diet.* 2016; 116(3):501-528.

Key Messages

Potatoes* have 620 mg of potassium per serving, which is 15% of the daily value, and more than a medium-sized banana (422 mg per serving). Potassium is an electrolyte essential for muscle functioning. Potassium is lost in sweat, so it needs to be replenished for optimal performance. With so much information about potassium and potatoes, it is hard to know where to focus. Below are examples of how to simplify these messages for the everyday grocery shopper.

- Potatoes* are a good source of potassium contributing 15% of the daily value.
- Potassium: Potatoes* have 620 mg of potassium per serving, which is 15% of the daily value.
- Potatoes are a nutritional powerhouse.

Potassium Signage Examples

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

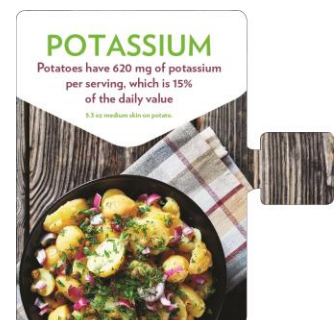
ABOVE SHELF SIGNAGE



TABLE SIGN



SHELF-TALKER



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