

THE FACTS ABOUT POTATOES



MESSAGING

Potatoes are more energy packed than any other popular vegetable. Below are USDA-approved messages about the nutrient value in potatoes. All of the messages are study driven with extensive research behind each component.

POTASSIUM

A medium (5.3 oz) skin-on potato contains **620 milligrams of potassium.**

Potassium is an important electrolyte that aids in muscle, cardiovascular and nervous system function.

PROTEIN

A medium (5.3 oz) potato also has **3 grams of protein** in addition to 26 grams of carbohydrate.

As a key component of muscle, protein is an important nutrient for athletic performance.

CARBOHYDRATE

Carbohydrate is the **primary fuel for your brain** and a key source of **energy for muscles.**

Carbohydrate is important for optimal physical and mental performance.

EXTRA VALUE FACTS

- ▶ A medium (5.3 oz) skin-on potato contains 110 calories.
- ▶ Multiple varieties keep meals interesting: russets, reds, yellows, whites, purples, petites, and fingerlings.
- ▶ Several forms to fit various needs: fresh, dehydrated, frozen and refrigerated.
- ▶ Ready to serve in under 30 minutes.

Potatoes. Real Food. Real Performance.[®]
WHAT ARE YOU EATING?[®]



A nutritional powerhouse, potatoes are more energy packed than any other popular vegetable.

VITAMIN C

VITAMIN C 30% of your daily value.

POTASSIUM

A medium-sized (5.3 oz) skin-on potato contains 620 milligrams of potassium.



110 CALORIES



110 calories for a medium-sized (5.3 oz) potato with skin.

No Fat
No Sodium
No Cholesterol



CARBOHYDRATE



Potatoes are a nutrient-dense complex carbohydrate.

PROTEIN

A medium-sized (5.3 oz) potato with skin has 3 grams of protein.



FIBER

One medium potato with skin contributes 2 grams of fiber, or 7% of the daily value per serving.



POTATOES. REAL FOOD. REAL PERFORMANCE.

What Are You Eating? is a fully integrated industry initiative and dedicated campaign seeking to educate consumers about the impact of the foods they are using to fuel themselves and the benefits of eating potatoes for athletic performance.

For additional information on studies and tools, please reach out to retail@potatoesusa.com.

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