

FRESH POTATO NUTRIENT SIGNAGE



Protein

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. Woolfe JA. The Potato in the Human Diet. 1987. Cambridge University Press.

Key Messages

Potatoes* have 3 grams of protein per serving. Protein is a key component of muscle and an important nutrient for athletic performance. With so much information about protein 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* have 3 grams of high-quality proteins. Protein is a key component of muscle and an important nutrient for athletic performance.
- Potassium: Potatoes* have 3 grams of high-quality protein per serving.
- The 3 grams of protein in a potato* exceeds all other commonly consumed vegetables (except dried beans).²
- Potatoes are a nutritional powerhouse.

Protein Signage Examples

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

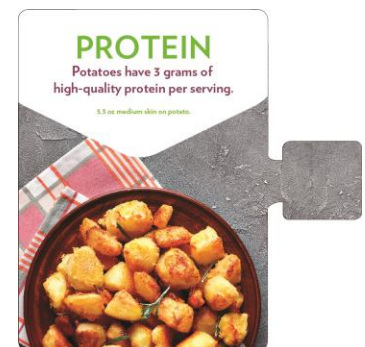
ABOVE SHELF SIGNAGE



TABLE SIGN



SHELF-TALKER



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