

FRESH POTATO NUTRIENT SIGNAGE

Vitamin C



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. Pullar JM, Carr AC, Vissers MCM. The roles of vitamin C in skin health. *Nutrients*. 2017; 9(8):866.

Key Messages

Potatoes* have 27 mg of Vitamin C per serving, which is 30% of the daily value. Potatoes are considered to be an excellent source of this antioxidant. Vitamin C aids in collagen production-a major component of muscle tissue-and supports iron absorption. With so much information about Vitamin C 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 an excellent source of Vitamin C, contributing 30% of the daily value.
- Vitamin C may help support the body's immune system.
- Vitamin C: Potatoes* have 27 mg of vitamin C per serving, which is 30% of the daily value.
- Potatoes are a nutritional powerhouse.

Vitamin C Signage Examples

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

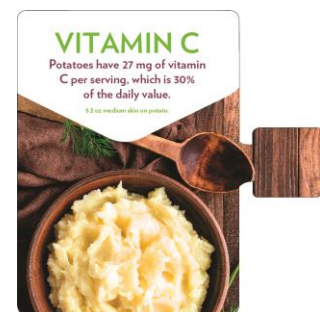
ABOVE SHELF SIGNAGE



TABLE SIGN



SHELF-TALKER



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