

The New Zealand Institute for Plant & Food Research Limited

Plant & Food  
**RESEARCH**

RANGAHAU AHUMĀRA KAI



Hot potatoes

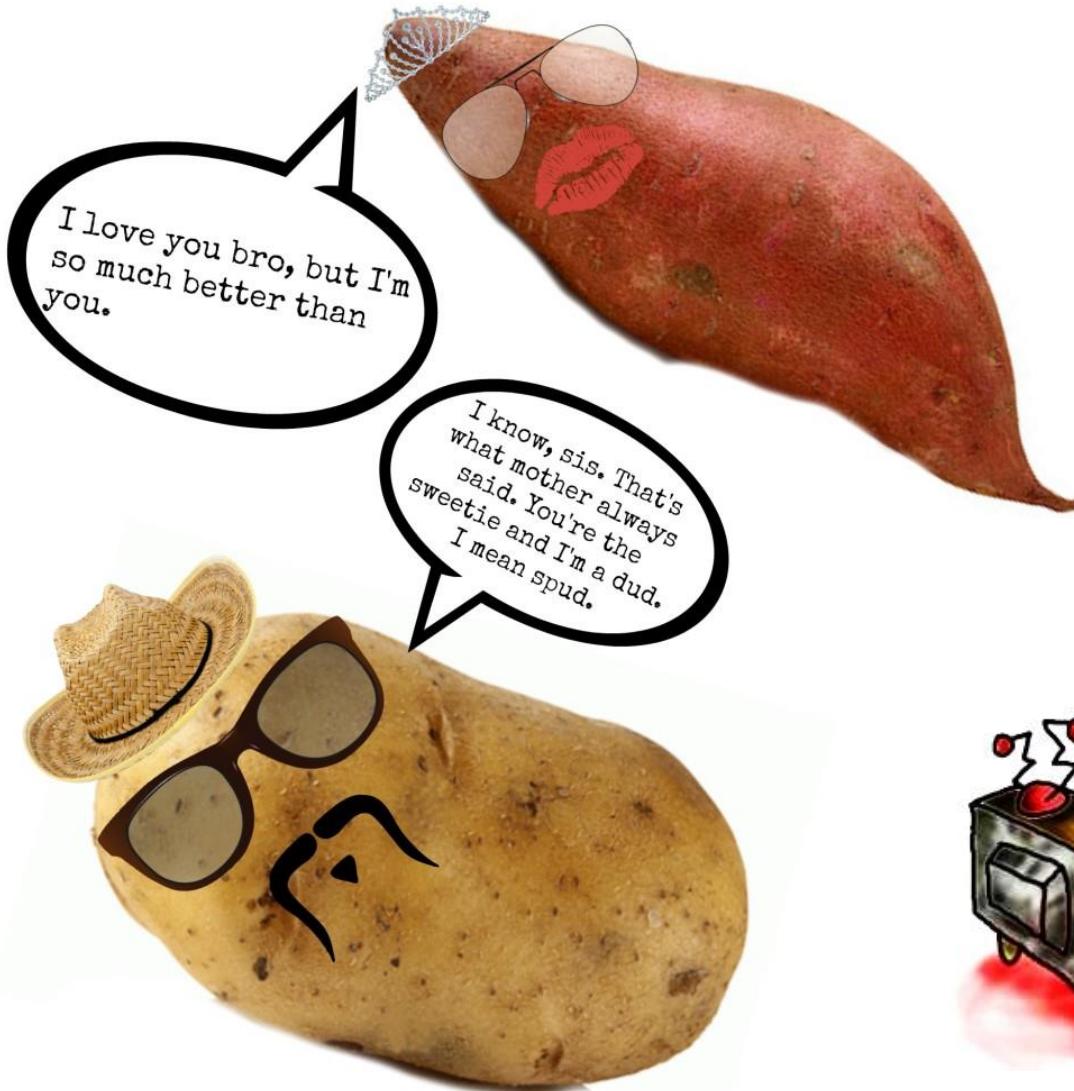


Carolyn Lister, Plant & Food Research



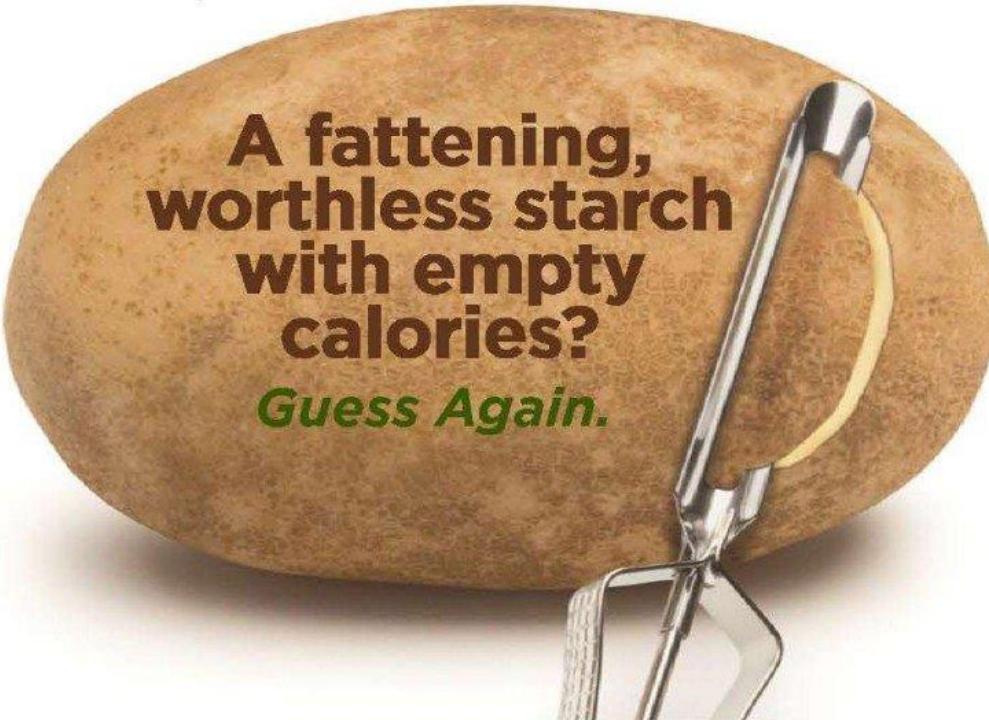
*Growing together*

# Potatoes have had bad press



# The truth about potatoes

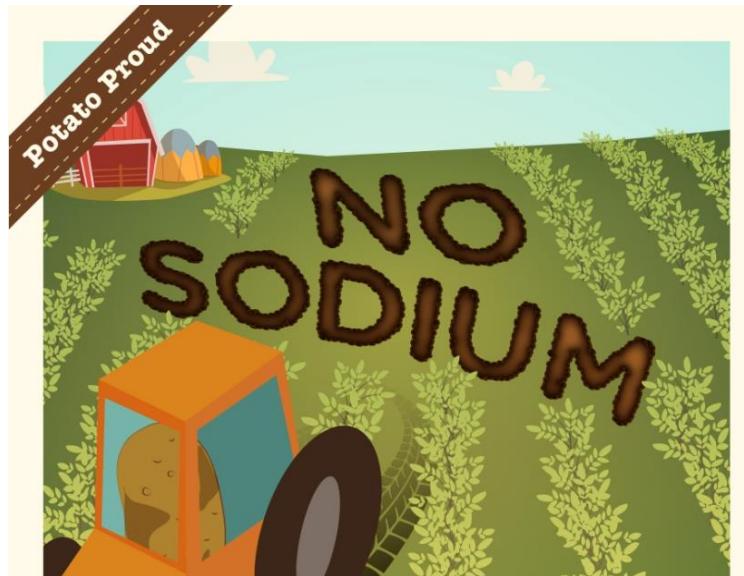
It's time to peel back the truth  
about potato nutrition...



A fattening,  
worthless starch  
with empty  
calories?

*Guess Again.*

# Absence claims

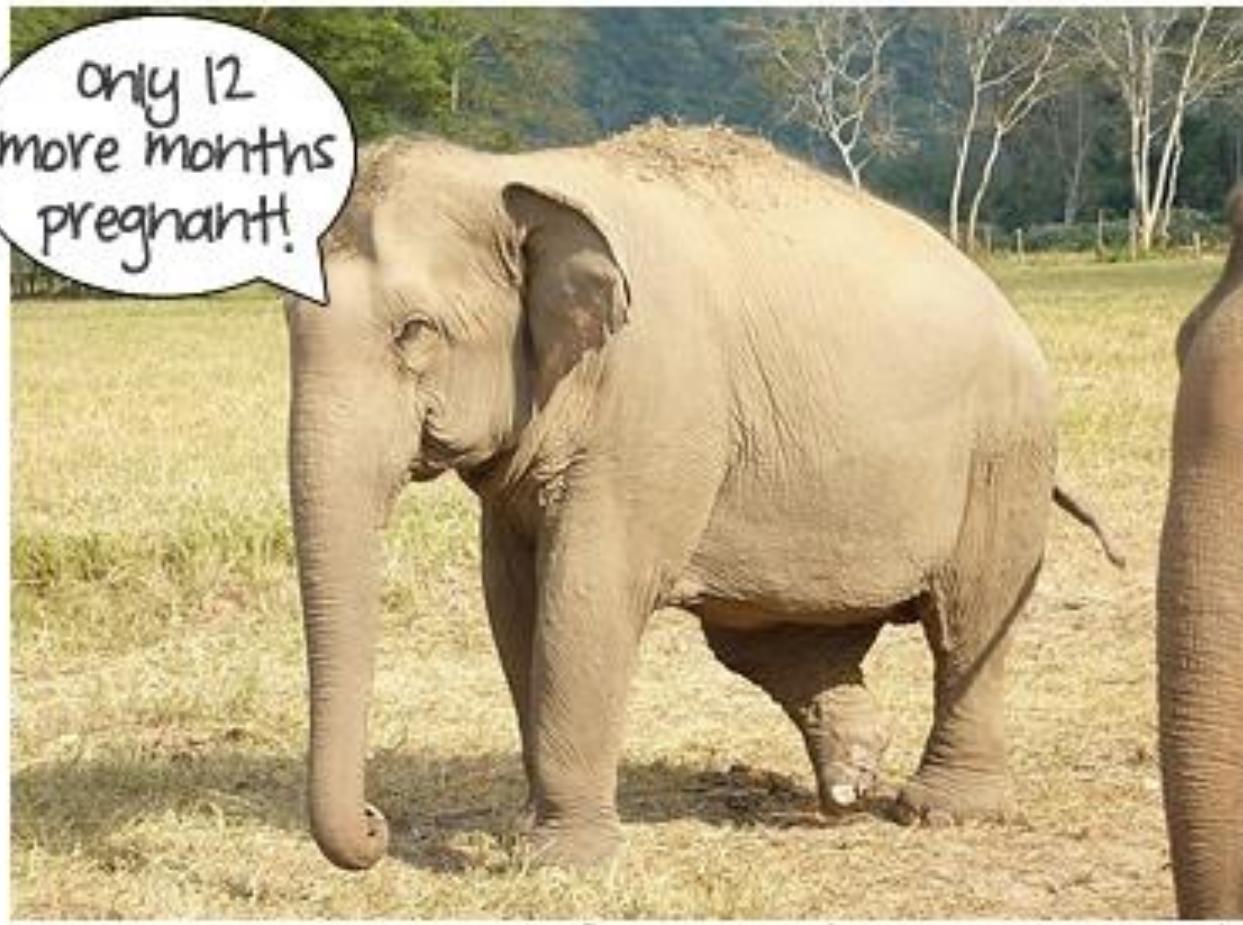


AS SEEN ON  
**TV**

**But Wait...**  
**THERE'S**  
**MORE!**

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# New health claims legislation



Elephants Are Pregnant for Approximately 640 Days!



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# What does Standard 1.2.7 allow?

**Nutrient content claim:**  
“good source of calcium”

**General level health claim:**  
“calcium builds strong bones”

**Endorsement:**  
“The Health Bones Society”

**High level health claim:**  
“calcium reduces risk of osteoporosis”

**Therapeutic claim:**  
“calcium prevents osteoporosis”



I'm a nutritional goldmine.

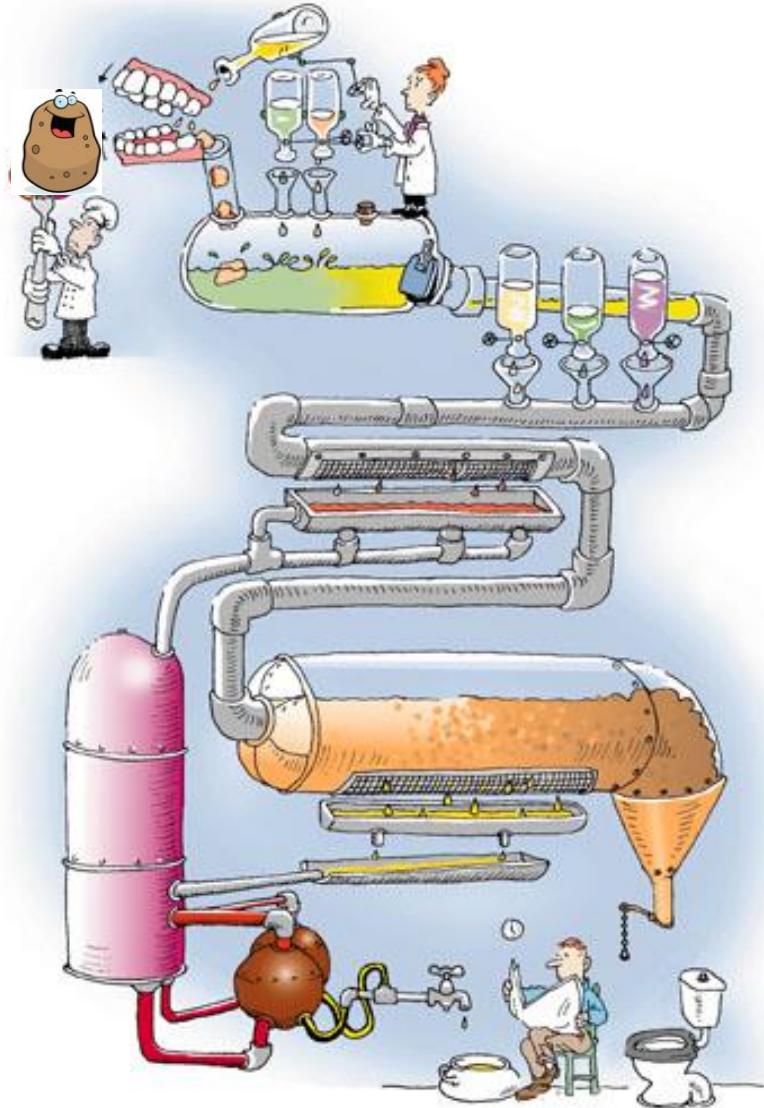
[CLICK ME FOR MORE...](#)

## NUTRITION INFORMATION

Serving size: 1 potato 150 g

	Quantity per Serve	% Daily intake per serve	Quantity per 100 g
Energy	513 kJ	6%	342 kJ
Protein	3.2 g	6%	2.2 g
Fat, total	0.3 g	0%	0.2 g
– saturated	0.1 g	0%	0.1 g
Carbohydrate	25.4 g	8%	16.9 g
- Sugars	1.2 g	1%	0.8 g
Dietary fibre, total	2.8 g	9%	1.9 g
Sodium	3 mg	0%	2 mg
Folate	24 µg	12% RDI	16 µg
Niacin	2.0 mg	20% RDI	1.3 mg
Pantothenic acid	0.5 mg	10% ESADDI	0.3 mg
Potassium	602 mg	<sup>a</sup>	401 mg
Vitamin C	16 mg	40% RDI	11 mg

# Keeping you regular



Potatoes are a source of fibre for a healthy digestive system by keeping you regular

# Supporting immunity

This is immunity potato



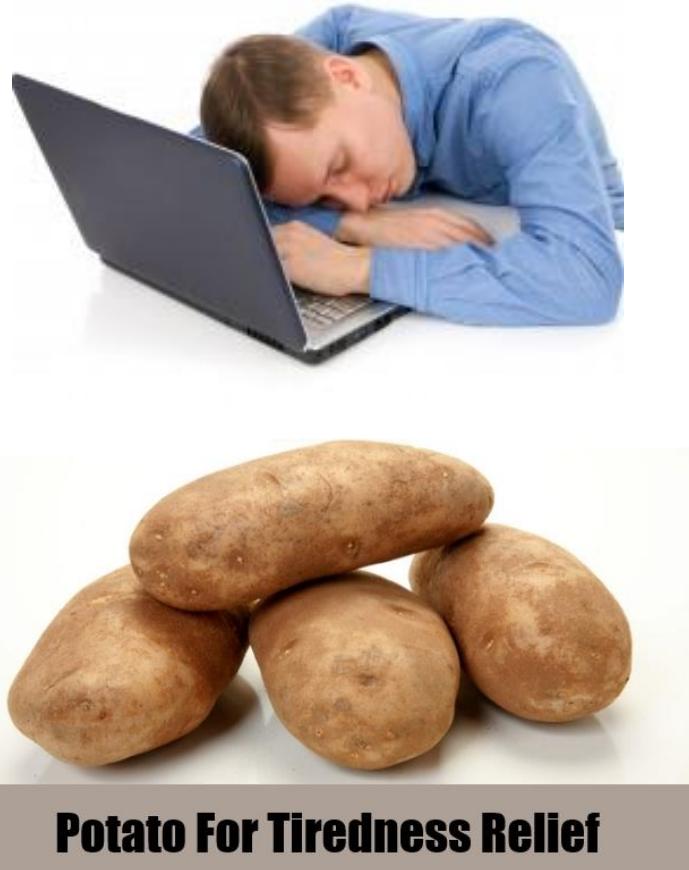
Republish it and your profile shall be saved from all cursed posts



Save a life by republishing him

Potatoes are a source of vitamin C and folate which support a healthy immune system.

# Combating tiredness & fatigue



Vitamin C, pantothenic acid and niacin in potatoes helps reduce tiredness and fatigue.

# Fuelling the body



As well as a direct contribution to energy potatoes are a source of niacin, pantothenic acid and thiamin which also help the body utilise that energy.

# Potassium to balance sodium



Potatoes are a source of potassium which is important for maintaining normal water and electrolyte balance.

# Supporting collagen formation



Potatoes are a good source of vitamin C which contributes to normal collagen formation needed for structure of cartilage and bones plus skin function.

# Powering growth

Potatoes - the powerful package for kids. They contain thiamin, folate, niacin, vitamin C and potassium to help kids develop and grow.



Cavan Images via Getty Images

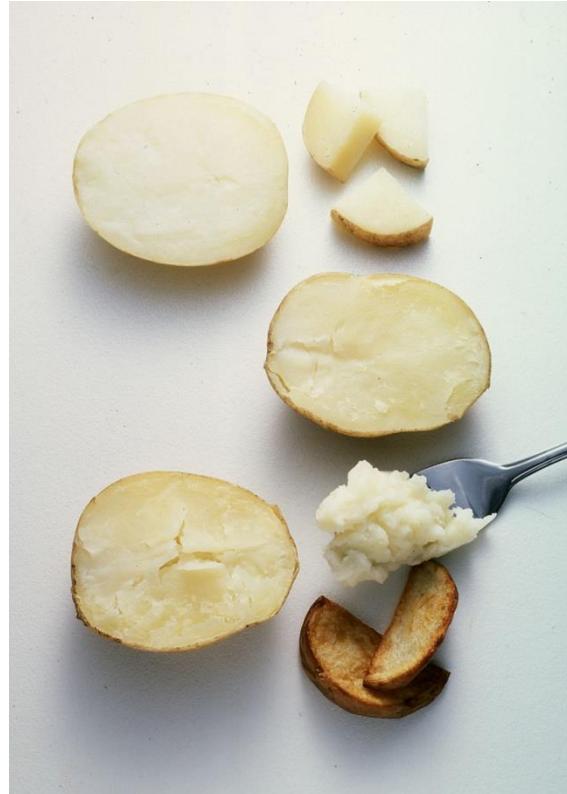
# Maximising nutritional benefits

Skin on

Reduce fat

Choose  
coloured  
varieties

Avoid  
chopping



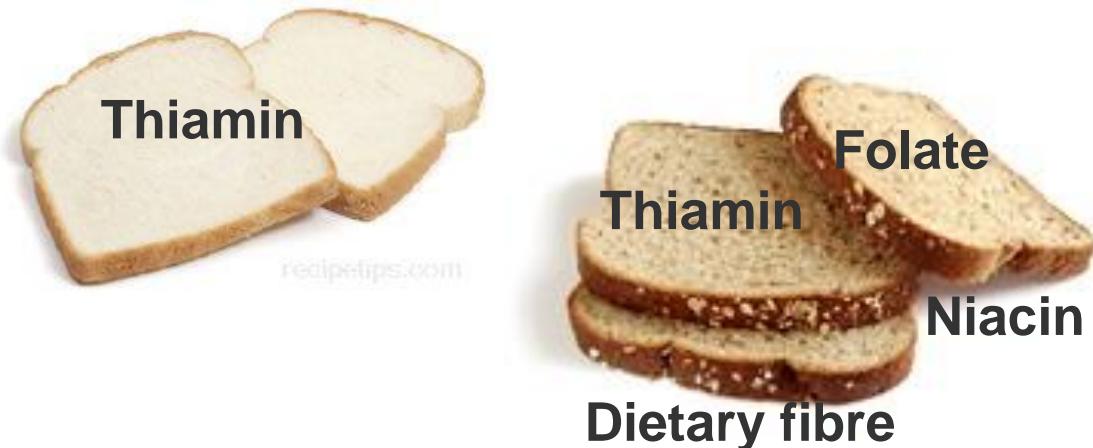
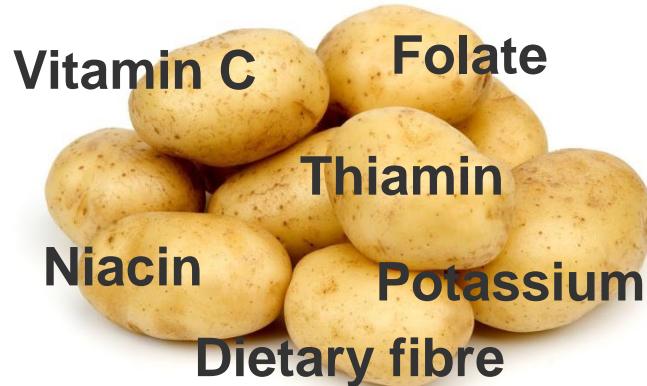
Avoid green

Select small  
potatoes

Use alternatives  
to salt, e.g.  
herbs

Bake, steam  
or microwave

# Comparisons with other energy foods



# Potatoes are nutritional superheroes



# Future claims

antioxidant

satiating

anti-inflammatory

lowering blood pressure

save the world



# Love potatoes & promote consumption

*'Potatoes served at breakfast;*

*At dinner served again;*

*Potatoes served at supper;*

*Forever and Amen!'*

*(Old Pennsylvanian prayer)*



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**potatoes.co.nz**  
↗●●●●●

For more information  
visit Potatoes.co.nz stand no 1

[www.plantandfood.co.nz](http://www.plantandfood.co.nz)

[Carolyn.lister@plantandfood.co.nz](mailto:Carolyn.lister@plantandfood.co.nz)