

Welcome to the World Potato Congress Webinar

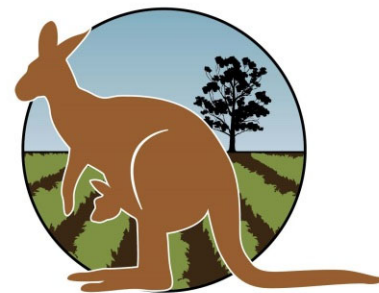
Mark your calendar for the next World Potato Congress!



**WORLD POTATO
CONGRESS**

June 23-26, 2024

Adelaide, Australia



WPC 2024
23-26 June 2024
Adelaide, Australia

Thank you for attending the webinar
Please submit questions in the Q/A tab
The recorded version of this webinar will be available
at the World Potato Congress website
(potatocongress.org)



**WORLD POTATO
CONGRESS**

PLATINUM Level Sustaining Partners



IPM POTATO GROUP
QUALITY IN THE BREED - QUALITY IN THE SEED

syngenta®



Simplot
Bringing Earth's
Resources to Life



SPUDsmart
MEDIA



GOLD Level Sustaining Partners



ontario
potato
board

Say
potato,
say



SILVER Level Sustaining Partners





Changing the Conversation About Potato Nutrition

April 19, 2023





U.S. Potato Market Overview

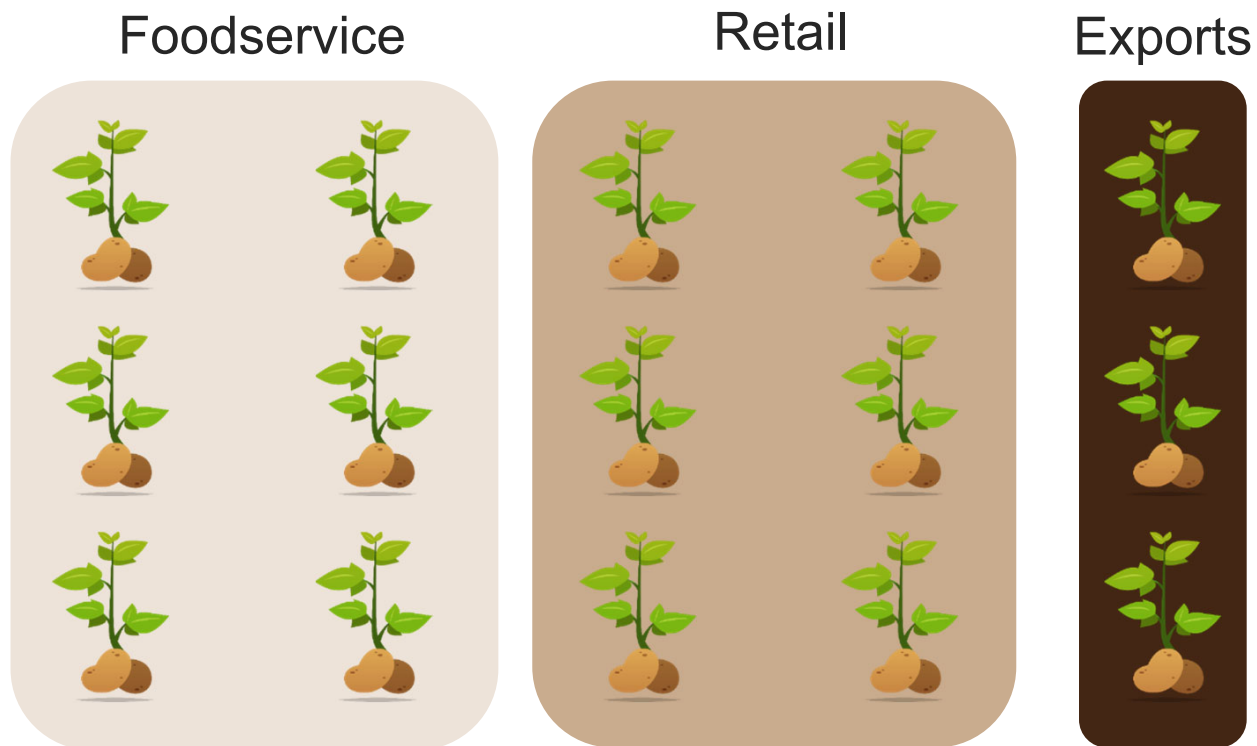


Americans Love Potatoes



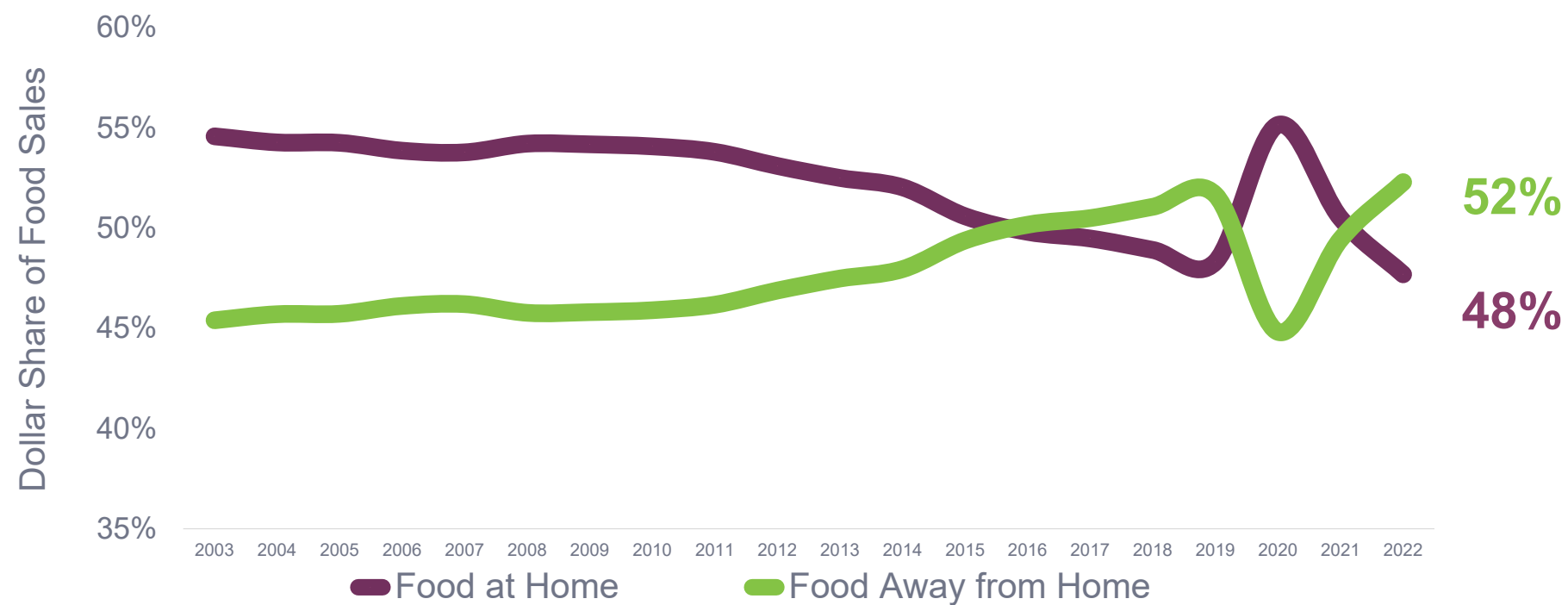
Where do the potatoes go?

U.S. Crop Distribution



U.S. Food Spending

2003 - 2022



America's Favorite Vegetable At Foodservice

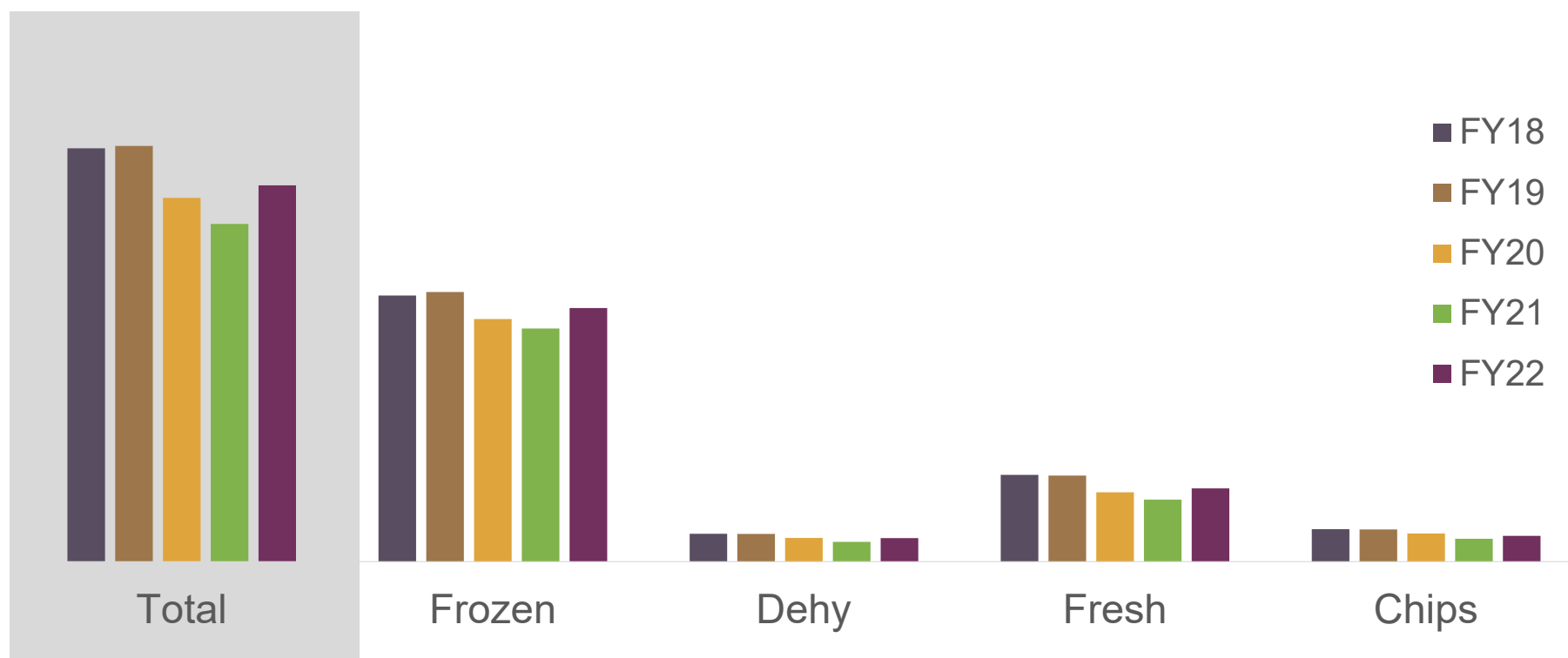


Foodservice Volume in the U.S.

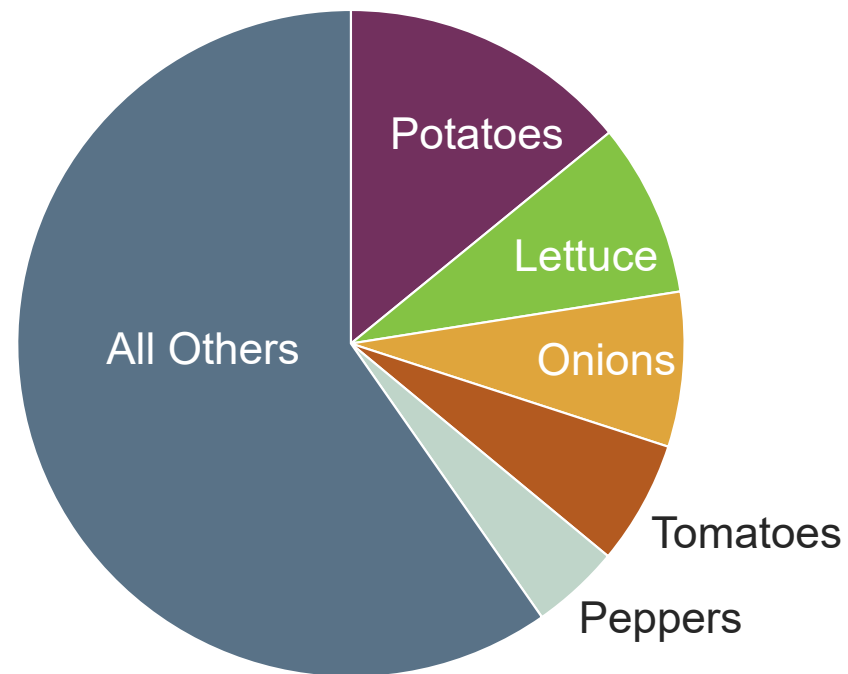
5 years, Fresh Weight Equivalent



-9%

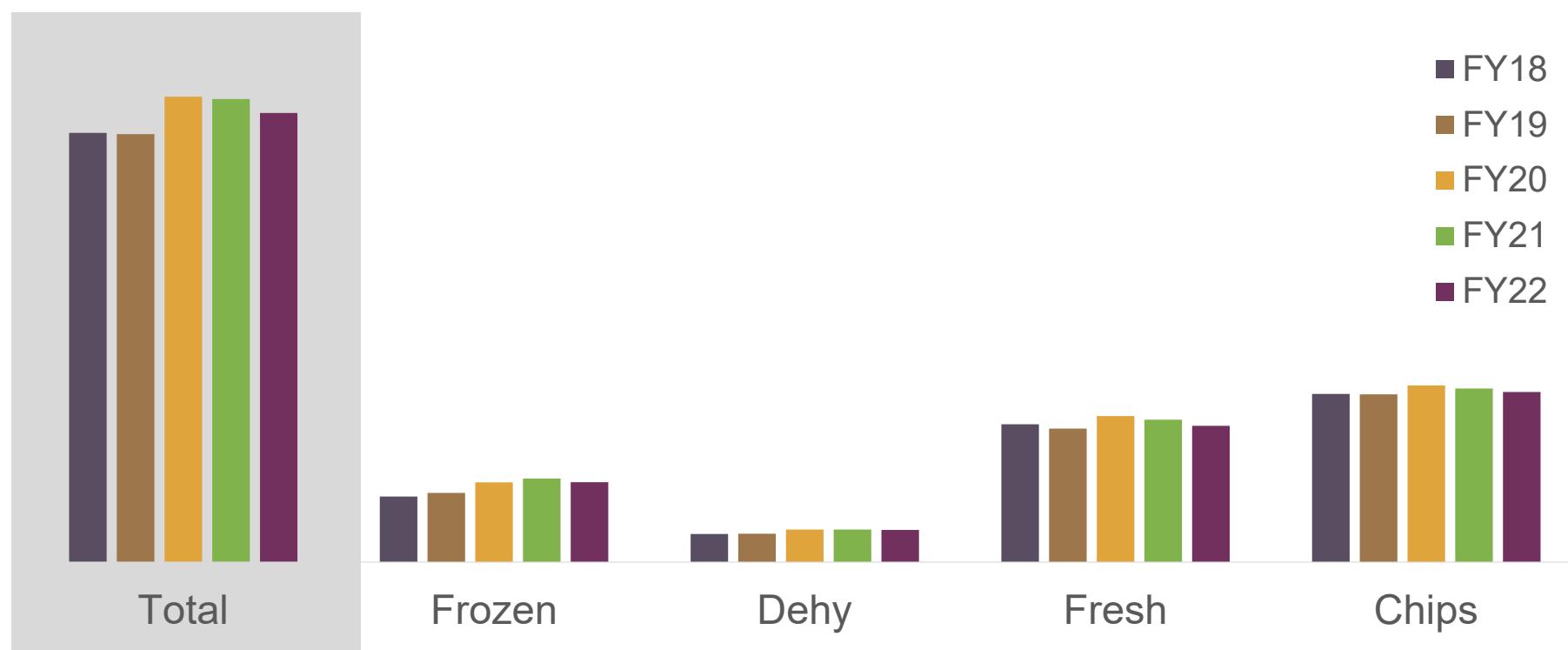


#1 Vegetable Sold at Retail

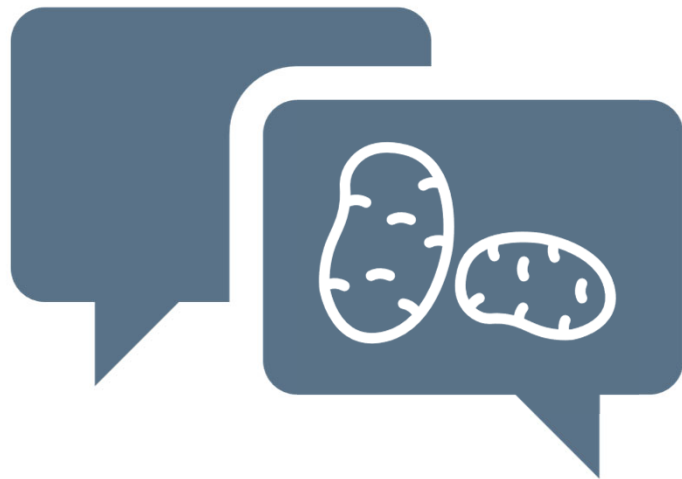


Retail Volume in the U.S.

5 years, Fresh Weight Equivalent



How important when deciding to eat more?



Convenient, easy to cook

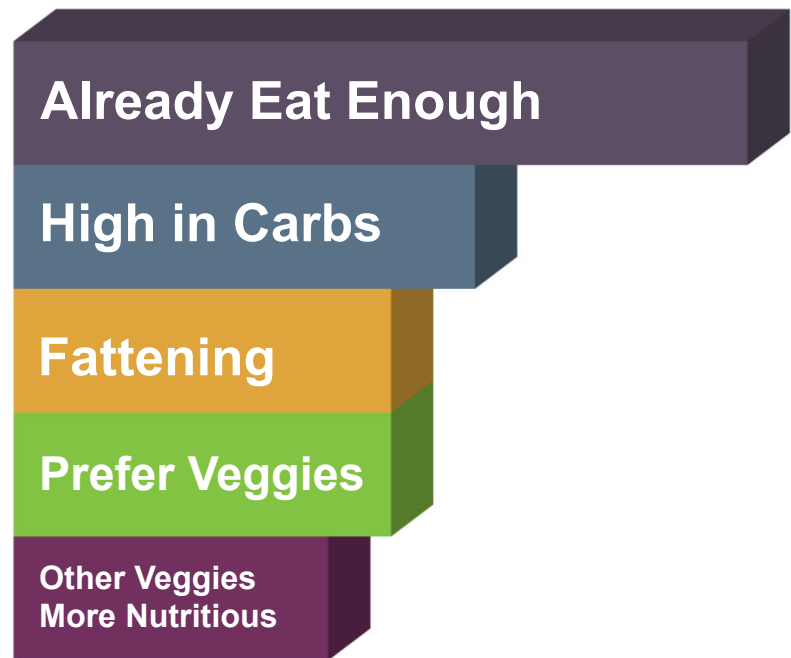
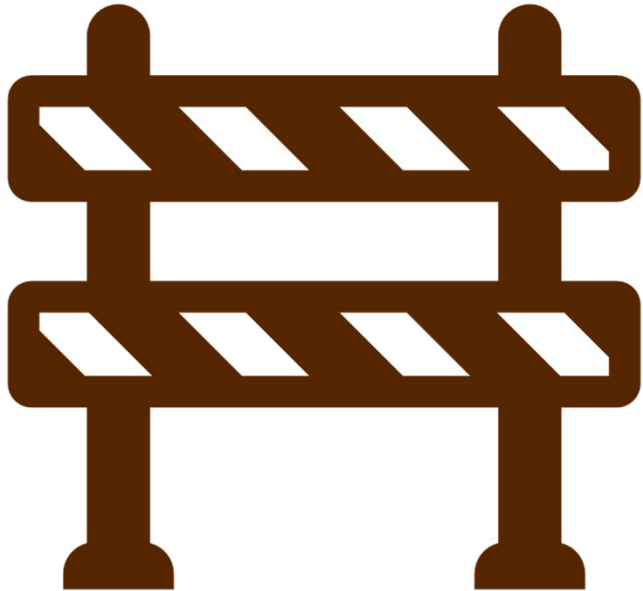
Great blank canvas

**Provide carbs,
potassium, and energy
to perform**

**Fuel for the
body & brain**

Which of the following would be most likely to motivate you to buy more potatoes?

Why don't you eat more potatoes?

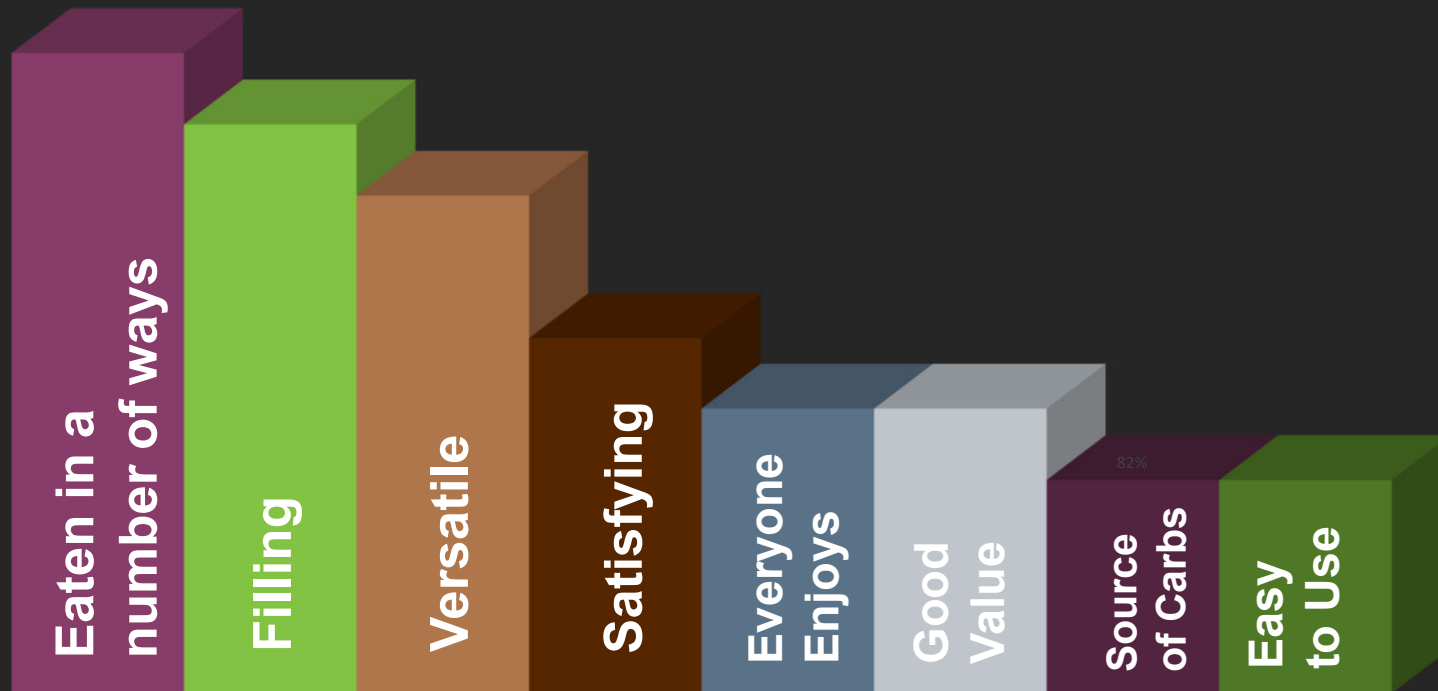


Which of the following, if any, are reasons you don't eat potatoes more frequently?

Potatoes.

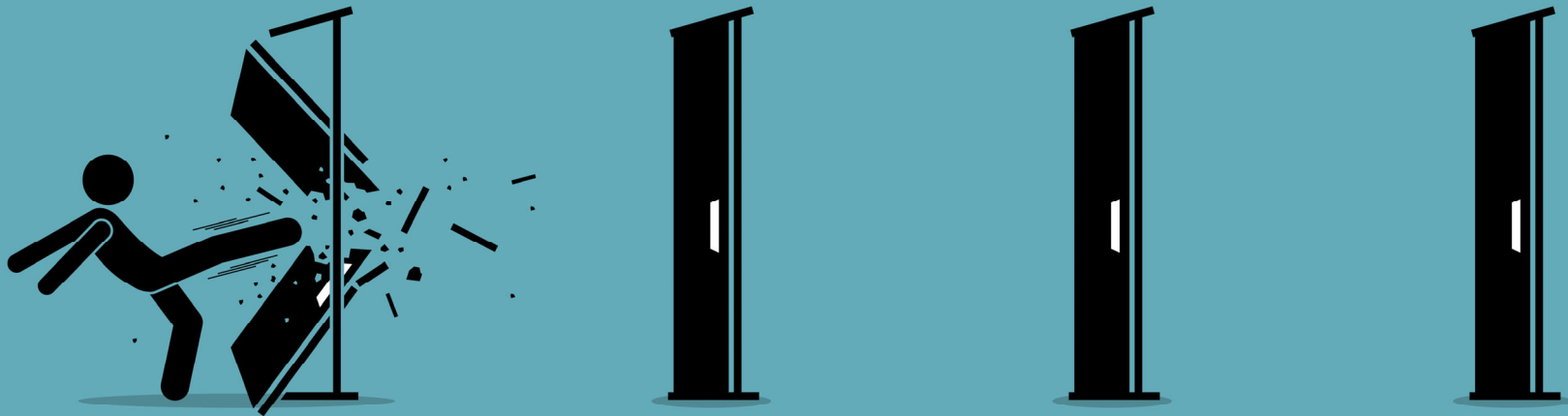
Real Food. Real Performance.[®]

People Love Potatoes For *Many Reasons*



But...

There are Barriers to Break Through



Potatoes Have Been *Vilified, Misunderstood, and Ignored*

Los Angeles Times

Potatoes can add plenty to waistline

SHAPE

Are Potatoes Healthy? The Good, Bad, and Bottom Line

The Washington Post

Those french fries could kill you, a new study says. But don't panic!

 **HARVARD**
T.H. CHAN

The problem with potatoes

Potatoes Are *Under Attack* by Leading Institutions

MENU CONCEPTS AND GENERAL OPERATIONS

PRINCIPLES

OF HEALTHY, SUSTAINABLE MENUS

MENUS CHANGE
The Business of Healthy, Sustainable, Delicious Food Choices

BE TRANSPARENT ABOUT SOURCING AND PREPARATION

BUY *Fresh* *SEASONAL* *LOCAL* *GLOBAL*

REWARD BETTER AGRICULTURAL PRACTICES **LEVERAGE GLOBALLY INSPIRED, PLANT-FORWARD CULINARY STRATEGIES**

FOCUS ON **WHOLE, MINIMALLY PROCESSED FOODS**

GROW EVERYDAY OPTIONS, WHILE HONORING SPECIAL OCCASION TRADITIONS

CELEBRATE CULTURAL DIVERSITY & DISCOVERY

LEAD WITH MENU MESSAGING AROUND FLAVOR

REDUCE PORTIONS, EMPHASIZING CALORIE QUALITY OVER QUANTITY

DESIGN HEALTH AND SUSTAINABILITY INTO OPERATIONS AND DINING SPACES

FOODS AND INGREDIENTS

THINK PRODUCE FIRST **MAKE WHOLE, INTACT GRAINS THE NEW NORM** **LIMIT POTATOES**

MOVE LEGUMES AND NUTS TO THE CENTER OF THE PLATE

CHOOSE HEALTHIER OILS **GO "GOOD FAT," NOT "LOW FAT"**

REIMAGINE DAIRY IN A SUPPORTING ROLE **SERVE MORE KINDS OF SEAFOOD, MORE OFTEN**

USE POULTRY AND EGGS IN MODERATION **REDUCE ADDED SUGAR** **SERVE LESS RED MEAT, LESS OFTEN**

CUT THE SALT **RETHINK FLAVOR DEVELOPMENT FROM THE GROUND UP**

DRINK HEALTHY: FROM WATER, COFFEE, AND TEA TO (WITH CAVEATS) BEVERAGE ALCOHOL

SUBSTANTIALLY REDUCE SUGARY BEVERAGES; INNOVATE REPLACEMENTS

DESIGNED BY J WRIGHT DESIGN

© 2020 The Culinary Institute of America and President and Fellows of Harvard College, as published in the Menus of Change® Annual Report. All rights reserved. See the full version of the principles at menusofchange.org/principles/resources/new-principles/

But, Others Have *Won*



The *Opportunity*

You
Can

Eat Potatoes



You
Should

Eat Potatoes

We Searched for *One True Benefit*

CONVERSATIONS ↗ CHARACTERISTICS ↘	Athletic Performance	Autoimmune Disease	Bone Health	Cancer	Cardiovascular Health	Child Nutrition	Cognitive Function	Diabetes	Dietary Patterns	Digestive Health	Healthy Aging	Reproductive Health	Weight Management
Acrylamide		Red		Red									
Antioxidants				Red	Yellow					Yellow			
B6					Yellow		Yellow			Yellow			
110 Calories	Green			Red		Yellow				Green		Yellow	
Carbohydrate	Green				Red		Green	Red		Green	Green	Red	Red
Cholesterol-Free					Yellow								
Fat-Free					Yellow	Yellow							Yellow
Fiber					Yellow	Yellow		Yellow	Yellow		Yellow		Yellow
Folate					Yellow							Yellow	
Gluten-Free		Green				Green				Green			
GMO Varieties				Red									
Potassium	Green		Green		Yellow	Green					Green		
Protein			Yellow		Yellow			Red	Yellow		Yellow		Yellow
Resistant Starch				Red	Yellow			Yellow		Yellow	Yellow		Yellow
Satiety						Yellow		Red					Yellow
Sodium-Free			Yellow		Yellow	Yellow		Yellow		Yellow			
Vegetable				Yellow	Yellow	Green		Yellow	Green				Yellow
Vitamin C			Green	Red	Yellow			Red			Green		Yellow
OPPORTUNITY SUMMARY	Green	Red	Yellow	Red	Yellow	Yellow	Yellow	Red	Yellow	Green	Yellow	Red	Yellow



We Examined Available Research

To understand the association
between potatoes and...

- Heart Health
- Cognitive Function
- Diabetes
- Reproductive Health
- Digestive Health
- Healthy Aging
- Child Nutrition
- Weight Management
- Bone Health
- **Athletic Performance**

The Result:

**Potatoes Are Often
Overlooked
Regarding
Performance
*Nutrition***



The *Opportunity*

You
Should

Eat Potatoes



We Must...

***Create a
Moment of
Re-evaluation***

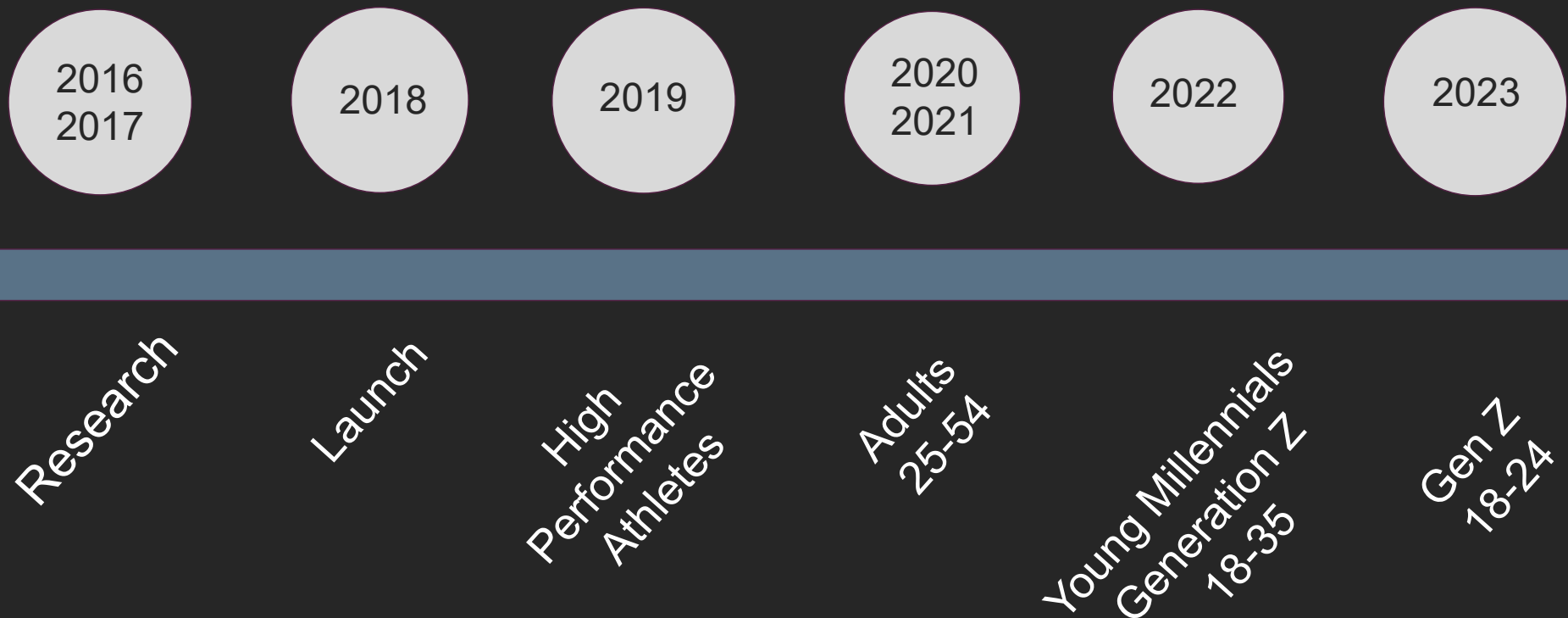
A muscular man is seen from behind, running on a paved path. He is wearing a dark blue long-sleeved shirt. The path is surrounded by green grass and trees, and the scene is brightly lit by sunlight.

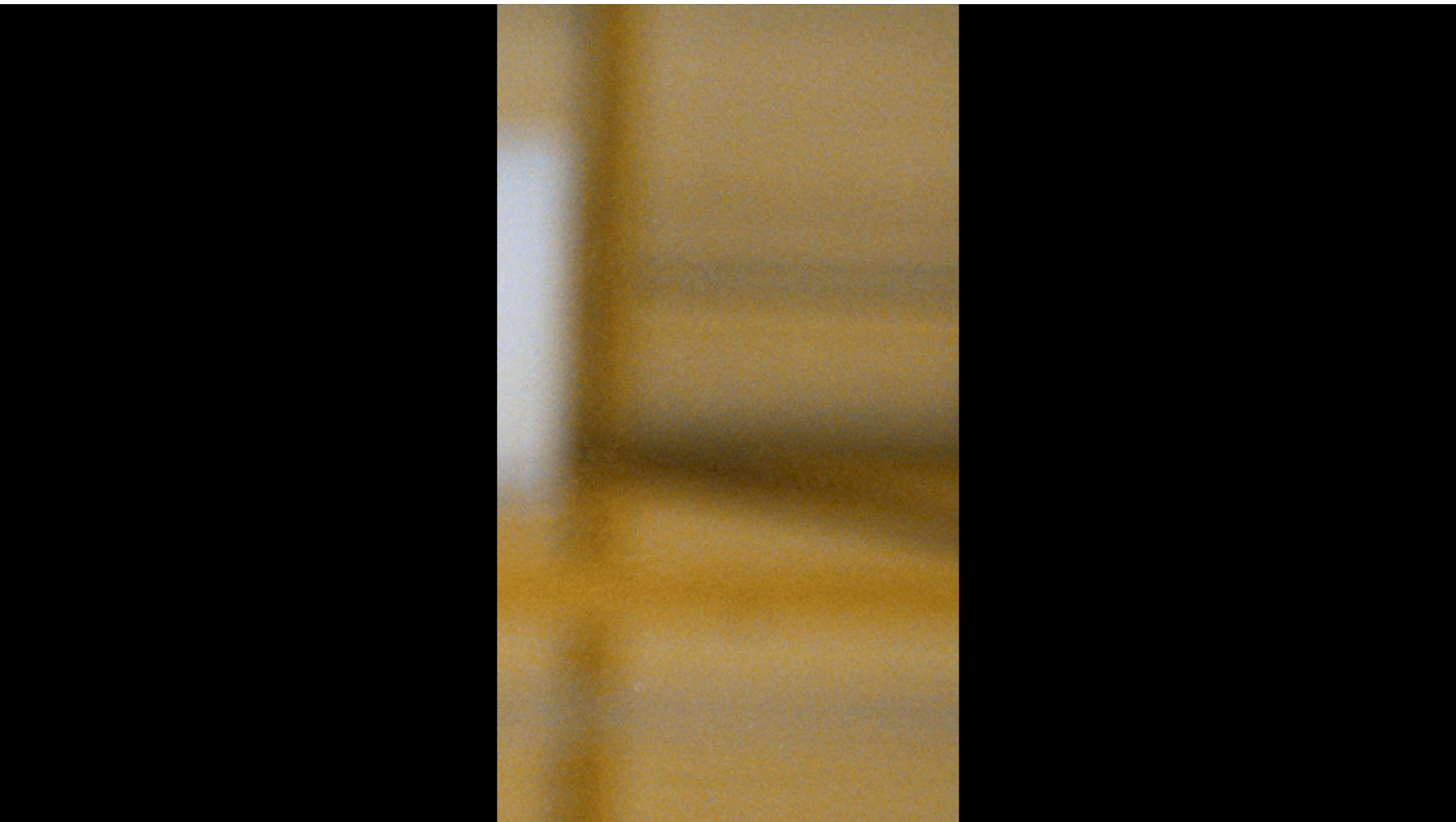
Potatoes.

Real Food. Real Performance.®



The Fueling Performance Evolution



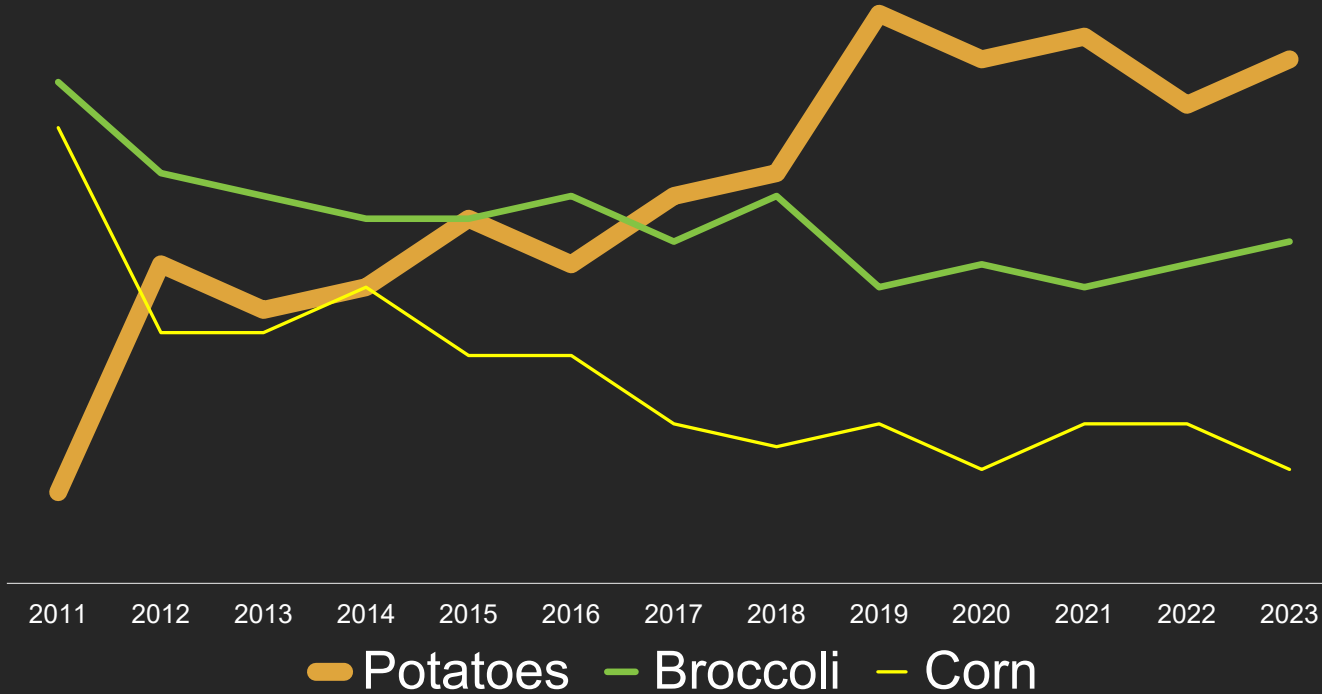




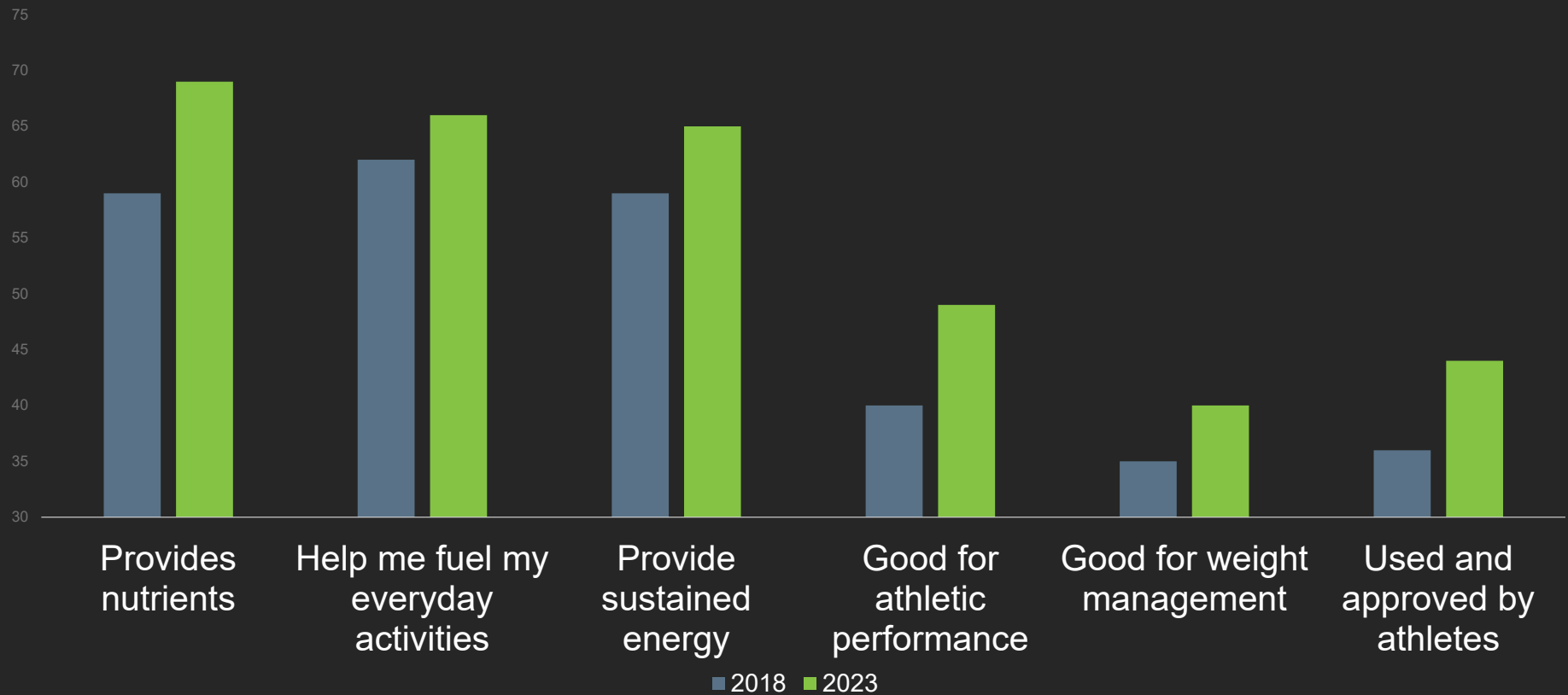
And...
It's Breaking Through



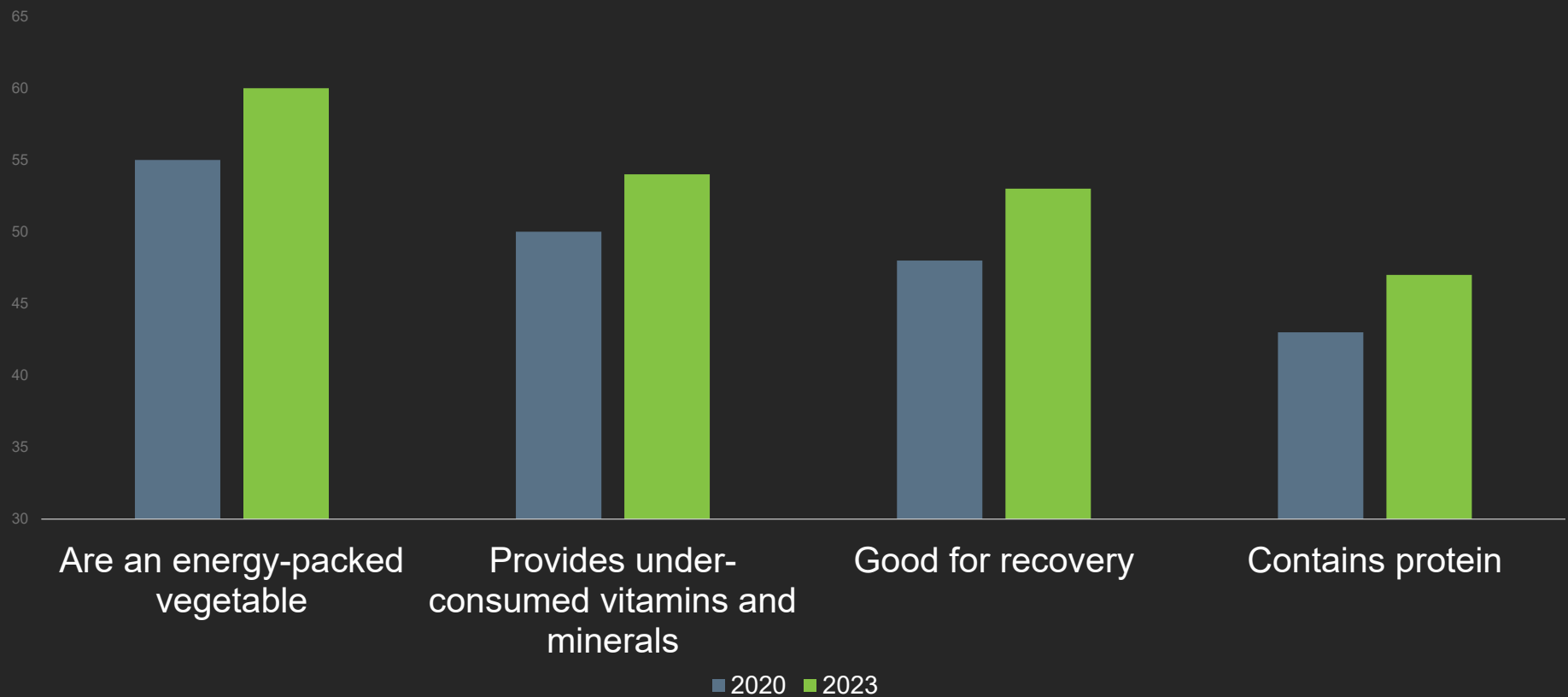
Potatoes are America's *Favorite Vegetable*



Consumer Beliefs are *Changing*



Consumer Beliefs are *Changing*



Media Articles are *More Positive*

The New York Times

10 Nutrition Myths Experts Wish Would Die

We surveyed some of the country's leading authorities to reveal the truth about fat, dairy, soy and more.

EAT 10 Nutrition Myths Experts Wish Would Die

Myth No. 6: White potatoes are bad for you.

Potatoes have often been vilified in the nutrition community because of their high glycemic index — which means they contain rapidly digestible carbohydrates that can spike your blood sugar. However, potatoes can actually be beneficial for health, said Daphne Altema-Johnson, a program officer of food communities and public health at the Johns Hopkins Center for a Livable Future. They are rich in vitamin C, potassium, fiber and other nutrients, especially when consumed with the skin. They are also inexpensive and found year-round in grocery stores, making them more accessible. Healthier preparation methods include roasting, baking, boiling and air frying.

TODAY

DIET & FITNESS

The surprising health benefits of potatoes, according to a dietitian

This hearty and much-loved root vegetable is great for weight management and gut health.

Jan. 27, 2023, 7:18 PM UTC

By Natalie Rizzo

The hearty and reliable potato has been an inexpensive and beloved side dish for hundreds of years. Through the centuries, the potato has been transformed into many forms, like fries, chips, tots and mashes. And although many preparations of the spud include excess fat and sodium, the potato on its own is a nutritious and versatile vegetable.

Eating potatoes can improve cardio-metabolic health, help weight management and boost gut health and sports performance. Here are some reasons why you shouldn't shy away from the glorious potato and ways to add it to your diet.

MAYO CLINIC HEALTH SYSTEM

Search Mayo Clinic Health System


SPEAKING OF HEALTH | FRIDAY, NOVEMBER 4, 2022

It's OK to say 'yes' to potatoes

f t p c e

Topics In This Post

[Nutrition](#), [Get Healthy Recipes And Tips](#)



Potatoes tend to get a bad rap when it comes to eating a healthy diet. But they're a nutritious and versatile vegetable, not to mention one of the most popular foods in the world. Instead of being dismissed as "bad," potatoes can be a centerpiece of healthy meals. Let's take a quick look at the mighty potato's history — and the reasons for this veggie's bad name.

EatingWell

7 Foods You Shouldn't Cut Out if You're Trying to Lose Weight, According to a Dietitian

Contrary to what you may have heard, these foods can help you stay nourished and support your health goals.


Natalie Rizzo, M.S., RD
January 04, 2023

Reviewed by Dietitian **Jessica Ball, M.S., RD**

4. Potatoes

Whether you prefer a white potato or the sweeter variety, adding this tuber to your plate can help support your nutrition goals. **One medium potato** has 151 calories and about 12% of your daily fiber needs. Sweet potatoes are loaded with vitamin A, and white potatoes are packed with potassium, an electrolyte that is important for blood pressure.


More Nutrition Research



**Alliance for Potato Research and Education
Nutrition Research Program**

HEALTHY DIETARY PATTERNS

The Alliance for Potato Research and Education (APRE) was established in August 2011 to advance the scientific understanding of the role potatoes play in promoting health, including the role of potatoes on cardiometabolic health, healthy dietary patterns, and healthy lifestyles (with an emphasis on athletic performance and life stages). These summaries highlight research currently underway or published.



Visit apre.org for more information, including an overview of APRE's Research Integrity Guidelines.

December 2022

HEALTH LIFESTYLES | ATHLETIC PERFORMANCE

Ingestion of Potatoes as a Nutritional Strategy to Improve Cycling Time-Trial Performance in Endurance-Trained Cyclists (Published)

Nicholas Baur, PhD, University of Illinois

A clinical trial that looked at the effect of potato consumption during a two-hour cycling challenge on subsequent time-trial performance, when compared to a conventional endurance training diet. The study was conducted in 12 well-trained cyclists. The results were used to determine the impact of potatoes on energy as a new fuel during prolonged endurance exercise.

Schneider AJ, McKenna CY, Alamiyeh BA, Choud RM, Kaulak AK, Mithras A, Sparto AC, Baur N, Glavin AC, Oliver RH, et al. Potato ingestion is as effective as carbohydrate gels to support prolonged cycling performance. *J Appl Physiol*. 2019;126(10):1495-1505. doi:10.1152/jap.00000.0000000000000000

Sustained Exposure to High Carbohydrate Availability Does Not Influence Iron-Regulatory Responses in Elite Endurance Athletes* (1 of 3 Published)

Louise Burke, PhD, Australian Institute of Sport

A clinical trial that investigated the impact of a high carbohydrate diet on iron metabolism and performance in elite endurance athletes. The results showed that high carbohydrate diet did not influence iron metabolism or athletic performance. The study was conducted in 12 elite endurance athletes. The results showed that high carbohydrate diet did not influence iron metabolism or athletic performance.

McNair AA, Pothof J, Pryn O, van N, Wolke M, Nieuwen A, Dierckx M, Whitfield J, Ross M, van Nieuwen A, Laurensen CH, Burke LM. Sustained exposure to high carbohydrate availability does not influence iron-regulatory responses in elite endurance athletes. *Int J Sport Nutr Exerc Metab*. 2021;31(1):102-110. doi:10.1177/1541933820950000

Neither beetroot juice supplementation nor increased carbohydrate oxidation enhance economy of prolonged exercise in elite race walkers (2 of 3 Published)

Louise M Burke, PhD, Australian Catholic University, Australian Institute of Sport

A clinical trial to investigate the impact of different dietary approaches on

White potatoes as an effective dietary source during weight loss by energy restriction and exercise training (2020)

Joel L. Arent, PhD, Liverpool John Moores University

A clinical trial investigating if energy restriction, using a potato-based diet and aerobic exercise can lead to weight loss and muscle gain. Participants will follow an energy balance (EB) diet for 5 days followed by an energy deficit (ED) diet for another 5 days. The percentage of total energy from potato-based sources will be ~40% during ED and ~20% during ED diet. The rates of protein synthesis, breakdown, and degradation will be measured to determine total muscle metabolism and function.

Potato-based whole foods foster designer sports nutrition; how potatoes and potato-based products can accelerate recovery following exercise (2022)

Luc van Loon, PhD, Maastricht University

A randomized crossover trial in 10 well-trained endurance athletes investigating whether potato-based food products are as effective as endurance athletes. Athletes will be given multiple forms of potato-based products (e.g., baked potatoes, potato granules, potato crisps) for 2 weeks, and the ability of potatoes versus designer sports supplements to replenish muscle and liver glycogen stores throughout the hours of glycogen recovery will be measured. Results will demonstrate whether the potato-based food products are as effective whole food source to improve post-exercise recovery as compared to commercially available supplements.

[org/10.3390/nu14081545](https://doi.org/10.3390/nu14081545)

52 FUNDED

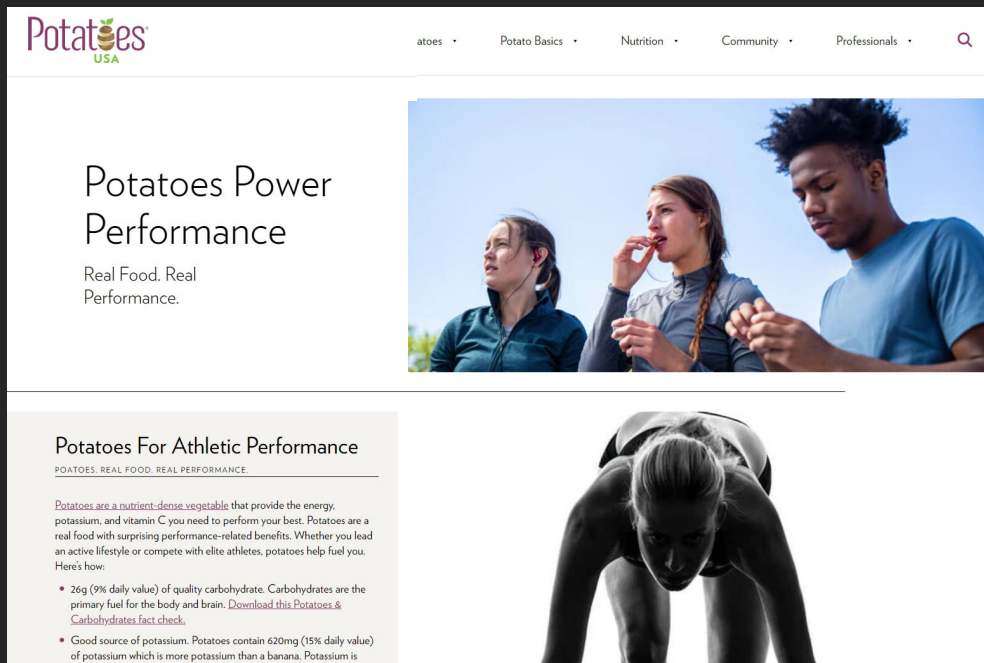
28 PUBLISHED

6 REVIEWS AND COMMENTARIES PUBLISHED

16 STUDIES PRESENTED AT CONFERENCES

*Indicates date funded

Nutrition Searches are *Increasing*



The screenshot shows the Potatoes USA website. The header includes the logo and navigation links: atoes, Potato Basics, Nutrition, Community, Professionals, and a search icon. The main content area features a large image of three athletes (two women and one man) in athletic wear, with the text "Potatoes Power Performance" and "Real Food. Real Performance." Below this, there is a section titled "Potatoes For Athletic Performance" with a sub-header "POTATOES. REAL FOOD. REAL PERFORMANCE." and a paragraph explaining the benefits of potatoes for athletes. A list of bullet points follows, detailing the nutritional value of potatoes for athletes.

Potatoes USA

atoes • Potato Basics • Nutrition • Community • Professionals •

Potatoes Power Performance

Real Food. Real Performance.

Potatoes For Athletic Performance

POTATOES. REAL FOOD. REAL PERFORMANCE.

Potatoes are a nutrient-dense vegetable that provide the energy, potassium, and vitamin C you need to perform your best. Potatoes are a real food with surprising performance-related benefits. Whether you lead an active lifestyle or compete with elite athletes, potatoes help fuel you. Here's how:

- 26g (9% daily value) of quality carbohydrate. Carbohydrates are the primary fuel for the body and brain. [Download this Potatoes & Carbohydrates fact check.](#)
- Good source of potassium. Potatoes contain 620mg (15% daily value) of potassium which is more potassium than a banana. Potassium is

2 Million +
Nutrition-Related
Searches on
PotatoGoodness.com

Influencers are *Praising Potatoes*



60
Nutrition & Food
Influencers

Potato *Featured at Events*



*Official
Performance
Vegetable*

Rock 'n Roll Marathons
& Ironman

The U.S. Potato Industry *Is Active*



30
Industry
Events

Potato Performance *is Global*



20
International
Events

More Nutritious and Delicious Recipes



75
New Nutritious
Recipes

Team Potato *Is Vibrant*



4,200+
Members

Sign Up for Team Potato!



A man and a young girl are sitting at a wooden table in a bright, indoor setting. The man, on the left, is seen from the side, looking towards the girl. The girl, on the right, has long, dark, curly hair and is wearing a white shirt with a ruffled collar and blue overalls. She is holding a fork and eating from a plate of golden-brown, fried potato pieces. In front of her is an open book with diagrams and text, and a small white bowl containing a green dip. The background shows a large window with a view of greenery outside.

Potatoes.

Real Food. Real Performance.®

Thank you for attending the webinar
Please submit questions in the Q/A tab

The recorded version of this webinar will be available at the
World Potato Congress website (potatocongress.org)



**WORLD POTATO
CONGRESS**