

# IDAHO® POTATOES, THE PERFECT PLANT-POWERED FOOD FOR YOUR HEALTH



Consumers crave real, fresh, and nutritious foods in their diets, which offers the perfect opportunity for retailer RD's to harness on the universal love for Idaho® Potatoes and their value as the perfect performance fuel.

## VITAMIN C



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.

## CARBOHYDRATE



Potatoes have 26 grams of carbohydrate per serving, which is 9% of the daily value. Carbohydrates are a key source of energy for muscles to help you fuel, perform and recover. Carbohydrates are also important for optimal physical and mental performance.

## POTASSIUM



Potatoes have 620 mg of potassium per serving, which is 15% of the daily value and more than a medium-sized banana (422 mg per serving). Potassium is an electrolyte essential for muscle functioning. Potassium is lost in sweat, so it needs to be replenished for optimal performance.

## IRON



Potatoes have 1.1 mg of iron per serving, which is 6% of the daily value and more than half the amount in a 3-ounce beef patty (2.06 mg per serving). Iron is a mineral involved in making proteins that carry oxygen to all parts of the body, including to the muscles.

## VITAMIN B6



Potatoes have 0.2 mg of vitamin B6 per serving, which is 10% of the daily value and considered to be a good source. Vitamin B6 plays important roles in carbohydrate and protein metabolism.

## FIBER



Potatoes have 2 grams of fiber per serving, which is 7% of the daily value. Dietary fiber has been shown to have numerous health benefits, including improving blood lipid levels, regulating blood glucose and increasing satiety.

## PROTEIN



Potatoes have 3 grams of protein per serving. Protein is a key component of muscle and an important nutrient for performance.

# THE ORIGINAL PERFORMANCE FOOD

SUPPORTING HEALTHY AND ACTIVE LIFESTYLES WORLDWIDE



## RODS

### RODS PARTNERSHIP

Since 2013, the IPC has sponsored RODS Racing, an organization nurturing a positive image of Down syndrome and encouraging the adoption of orphans with Down syndrome. Hundreds of RODS racers compete in a plethora of athletic events across the country, like the Boston Marathon, endorsing "RODS Fueled by Idaho® Potatoes."



Organized by the local YMCA and sponsored by the Idaho Potato Commission, the annual **YMCA Famous Idaho® Potato Marathon** is a fun full, half, 10K or 5K course along the Boise greenbelt.

## SUPPORTING COLLEGIATE ATHLETICS

by promoting Idaho Universities!



**Boise State University**



**University of Idaho**



**Idaho State University**



Our title sponsorship has the lowest cost of all 13 ESPN-owned bowls

The Average television audience is **2.2 million**

Links Potato Bowl with other well-known bowls : Orange, Rose, Cotton and Peach



## NATIONAL COMMERCIAL

The IPC advertises during some of the world's largest athletic events, such as the **Boston Marathon, Ironman World Championship, and Amgen Tour of California!** Hundreds of thousands of people all over the country are still telling the Big Idaho® Potato Truck to go home because the farmer is looking for it! With **550 million media impressions**, it's no wonder.

Idaho Potato Commission | [IdahoPotato.com](http://IdahoPotato.com)

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# TIPS FOR FUELING ON-THE-GO



## 1 LEARN TO COOK ANYWHERE

Begin with the basics:



MINI FRIDGE



BLENDER



MICROWAVE OVEN



TOASTER OVEN

## 2 START SIMPLE

Visit [idahopotato.com](http://idahopotato.com) or <https://www.potatogoodness.com/performance/> for easy recipes to guide your on-the-go-cooking.

## 3 PRACTICE AND KEEP AN OPEN MIND

Fueling independently should be fun and becomes easier with practice! Try these ideas :



### SNACK MIX

Combine dried fruits, nuts, seeds, dark chocolate, granola, cereals and potato-based snack foods (e.g. crispy potato shreds) in a plastic lunch baggy.



### EGGS & POTATOES

How do you like your eggs? Scrambled, over easy, hard boiled? Fresh or frozen potatoes in all forms pair perfectly with all types of eggs and is an easy dish to practice.



### TOAST WITH A TWIST

Top toast, including potato toast (just thinly slice potatoes and place in toaster oven at 400°F for 25 minutes), with hummus, avocado, tomatoes and crumbled cheese.

## 4 PRE-PREPARED SAVES TIME AND ENERGY

Use these time and energy-saving fueling staples:



PRE-SEASONED  
MICROWAVABLE  
POTATOES



FROZEN,  
PRE-DICED  
POTATOES



DEHYDRATED  
POTATO  
FLAKES

## 5 CULINARY SKILLS ARE LIFE SKILLS

Learn the importance of gaining culinary skills to promote lifelong health habits.

# WHY POTATOES POWER PERFORMANCE



## POTATOES ARE...\*



**A whole food source of potassium** (620 mg; 15% daily value), vitamin C (27 mg; 30% daily value) and energy (110 calories) that your athletes need to perform their best.

**A nutrient-dense complex carbohydrate** and perfect for creative fueling. Carbohydrates are the primary fuel for the brain and a key source of energy for muscles.



**A low-cost performance vegetable** and provides 3 g (6% daily value) of plant-based protein.

**A time-saver.** They're a quick and affordable addition to pre- or postperformance shakes. They can be cooked in the microwave and extend various meals.



**Found in several forms** to meet various needs (dehydrated, frozen, fresh, etc.), there's a potato option to fuel your athlete's body and brain throughout the day.

**Perfect for athletes.** They're easy to store, easy to practice cooking with, convenient, portable, tasty and well-liked by athletes.



\*One medium (5.3 oz.) skin-on potato.

The guidance provided in this handout should not be generalized to other populations, skill levels, sport types, or training amounts and the individual's nutrition and health goals should always be considered. 1 Thomas DT, et al. Position of the Academy of Nutrition and Dietetics, Dietitians of Canada, and the American College of Sports Medicine: Nutrition and athletic performance. Journal of the Academy of Nutrition and Dietetics. 2016;116(3):501-528.

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# IDAHO® POTATO PREP STYLES



From russets, reds, yellows, whites, and purples to fingerlings and petites, there are a variety of potato types to fit your operational needs. As one of the most affordable and versatile items on the menu, potatoes are a nutrient-dense vegetable that are easy to prepare, and their subtle flavor is uniquely suited to showcase the flavors of nearly every cuisine



Baked or Roasted



Pan Fried or Sautéed



Microwaved



Soups and Stews



Grilled



Mashed



Steamed



Fried



Salads

TYPE	FEATURES	BEST USES				
RUSSET	Thick skin with light and fluffy center					
RED	Thin skin and stays firm throughout cooking					
YELLOW	Buttery flavor with a creamy texture					
WHITE	Thin skin with a nutty flavor and stays firm throughout cooking					
PURPLE	Medium skin with an earthy flavor and vibrant color					
FINGERLING	Nutty and buttery flavor with a firm texture					
PETITE	Similar in taste to their larger sized cousins with more concentrated flavors					