

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.

