

Setting the Record Straight on Potato Nutrition

- Zero fat
- As much Potassium as 2 bananas
- 45% of your daily recommended Vitamin C
- Only 100 calories
- Loaded with Fiber

When 96 percent of Americans don't know the main attributes of potatoes, it's time to pull out all the stops and set the record straight. In response to the food confusion sweeping the nation, The United States Potato Board (USPB) conducted extensive consumer research and found that only 6 percent of survey respondents thought that potatoes were rich in vitamin C, when, in fact, one medium (5.3 ounce) potato contains 45 percent of the recommended Daily Value for this essential nutrient. And, only 34 percent considered potatoes with skins to be rich in potassium, when they are actually an excellent source of this mineral – higher than broccoli, spinach, or bananas. And, only 4.2 percent of respondents thought that potatoes were BOTH rich in vitamin C and potassium.

But there is good news. When focus groups were shown the official FDA nutrition label for potatoes, they were thrilled to learn that one of their favorite foods was actually good for them. They delighted in learning that one medium potato is an excellent source of potassium, rich in vitamin C and a good source of fiber for only 100 calories, with no fat and no cholesterol.

Get the skinny on America's favorite vegetable:



The Healthy Potato.