



For Immediate Release

POTATO SUPPLY UNAFFECTED BY DROUGHT

Potatoes, in Good Supply, Continue to Provide Incomparable Nutrient Value for the Dollar

DENVER, Colo. (August 16, 2012) – The severe drought in the central US has consumers concerned about skyrocketing food prices due to crop shortages and the subsequent “trickle down” effect it’s already having on the price of meats and dairy. According to US potato growers, the drought has not affected potatoes.

“Potato harvest has begun and the supply will be good,” says Sid Staunton, chairman of the US Potato Board, representing the 2,500 potato growers in the US. “That means, even during times of uncertain food costs, you can continue to count on potatoes being the best nutritional value in the produce department.”

Potatoes have been and will remain the largest and most affordable source of potassium of any vegetable or fruit. In fact, research released in September 2011 demonstrates that potatoes are one of the best nutritional values in the produce department, providing significantly better nutritional value per dollar than most other raw vegetables.

Potatoes, a mainstay of traditional diets for centuries, also contain essential vitamins and minerals, fiber, and are fat-, sodium- and cholesterol free. Even better, one serving – a medium (5.3 ounce) potato will only set you back about 30 cents per serving. Pound for pound, potatoes are still one of the least expensive items in the produce department.

To start eating better on a budget today, visit www.potatogoodness.com for potato recipes and nutrition information.

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About the United States Potato Board

The United States Potato Board (USPB) is the nation’s potato marketing and research organization. Based in Denver, Colorado, the USPB represents more than 2,500 potato growers and handlers across the country. The USPB was established in 1971 by a group of potato growers to promote the benefits of eating potatoes. Today, as the largest vegetable commodity board, the USPB is proud to be recognized as an innovator in the produce industry and dedicated to positioning potatoes as a nutrition powerhouse—truly, goodness unearthed.