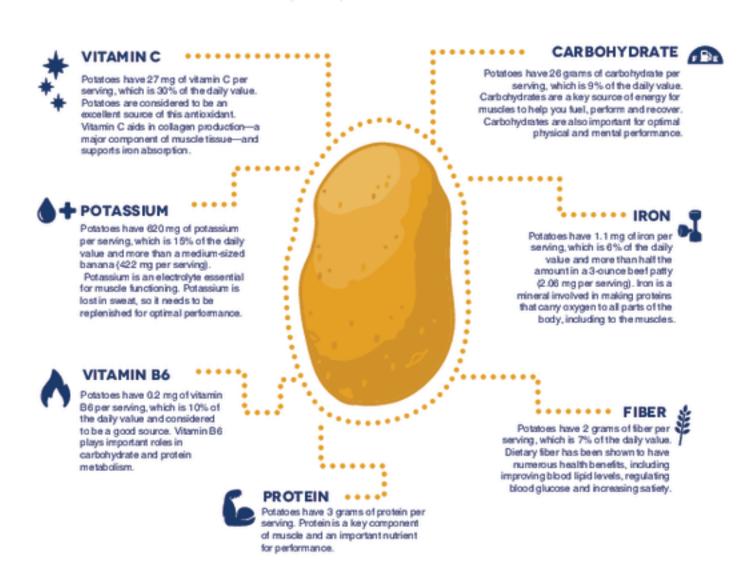
IDAHO® POTATOES, THE PERFECT PLANT-POWERED FOOD FOR YOUR HEALTH

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.



THE ORIGINAL PERFORMANCE FOOD

SUPPORTING HEALTHY AND ACTIVE LIFESTYLES WORLDWIDE



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!



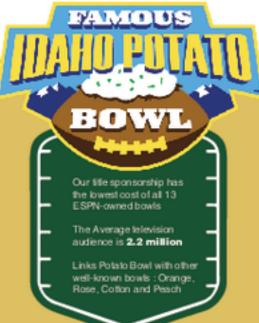
Boise State University



University of Idaho



Idaho State University





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.

TIPS FOR FUELING ON-THE-GO



1

LEARN TO COOK ANYWHERE

Begin with the basics:









2

START SIMPLE

Visit 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-SE ASO NED 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







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.

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



concentrated flavors







Steamed

TYPE	FEATURES	BESTU					
RUSSET	Thick skin with light and fluffy center	CARAN	\$\$\$ \$\$\$\$	$\stackrel{\#}{\Longrightarrow}$			
RED	Thin skin and stays firm throughout cooking	AAAAA ?!!	***		ð		
YELLOW	Buttery flavor with a creamy texture	CAAND.	$\stackrel{\#}{\Longrightarrow}$	***	=	Ø	
WHITE	Thin skin with a nutty flavor and stays firm throughout cooking	\$\$\$ \$\$\$	· 📛	S			
PURPLE	Medium skin with an earthy flavor and vibrant color	AAAA.			\$\$\$ 		
FINGERLING	Nutty and buttery flavor with a firm texture	AAAAA !!!	\$\$\$ \$\$\$		\$\$\$ 5		
PETITE	Similar in taste to their larger sized cousins with more	CAAAA	<u>~```</u>		555 =		