

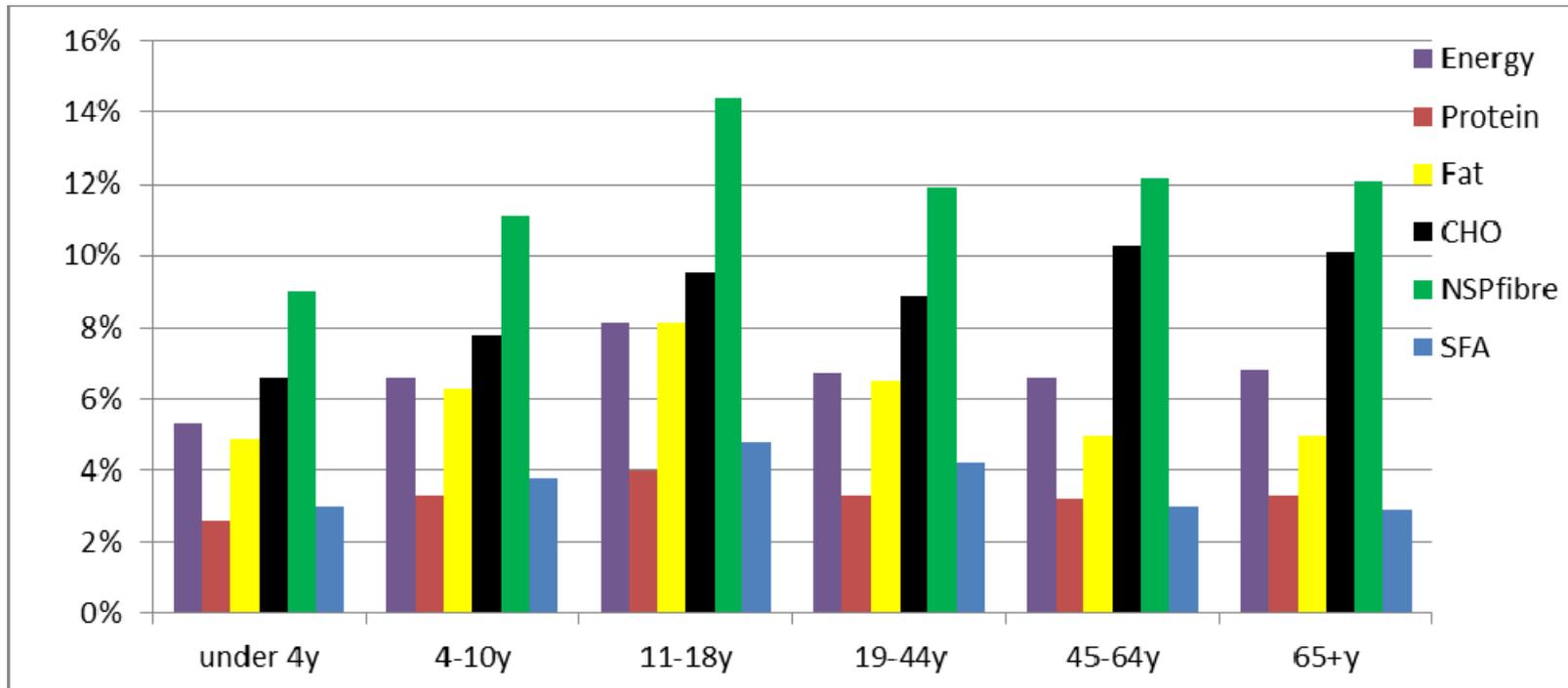


AHDB research and nutritional benefits of potatoes

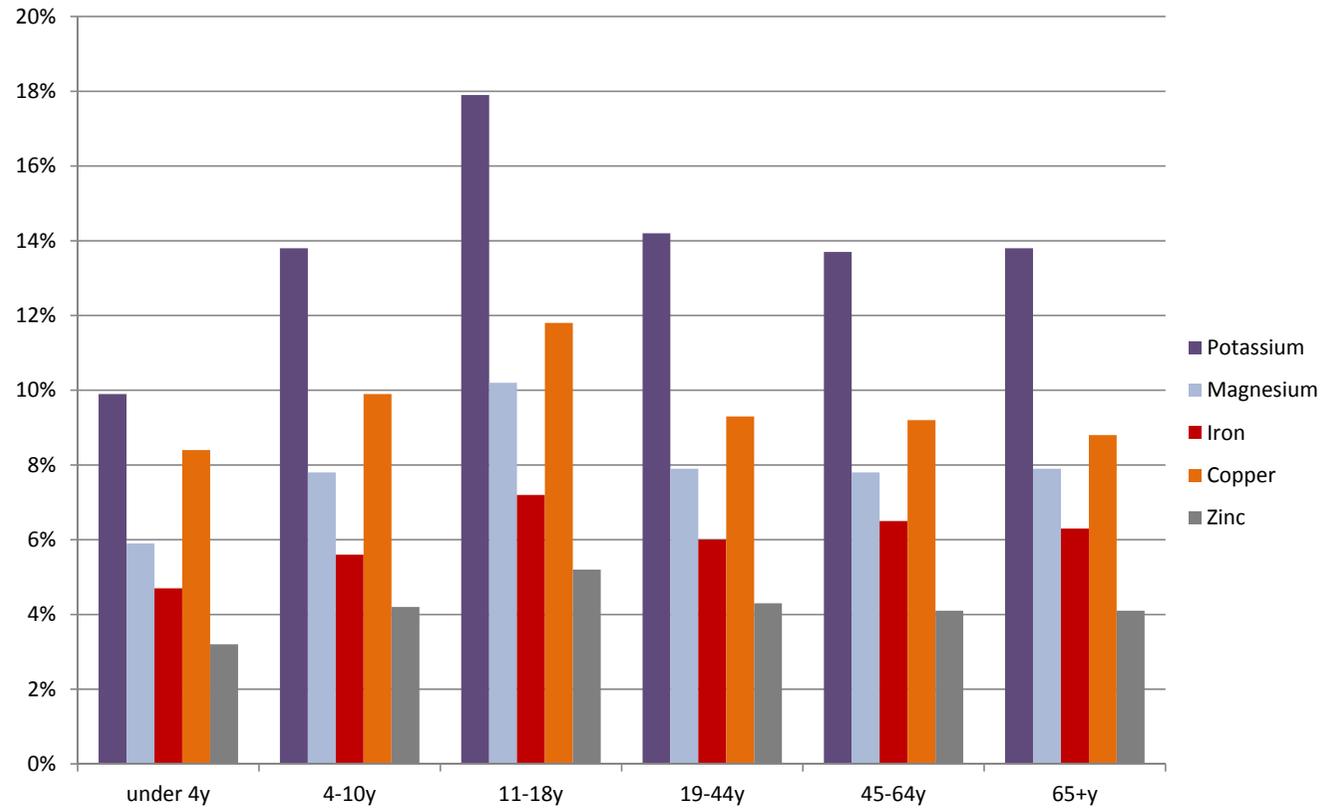
Dr Mike Storey
AHDB Potatoes

Sian Porter
Mole Communications

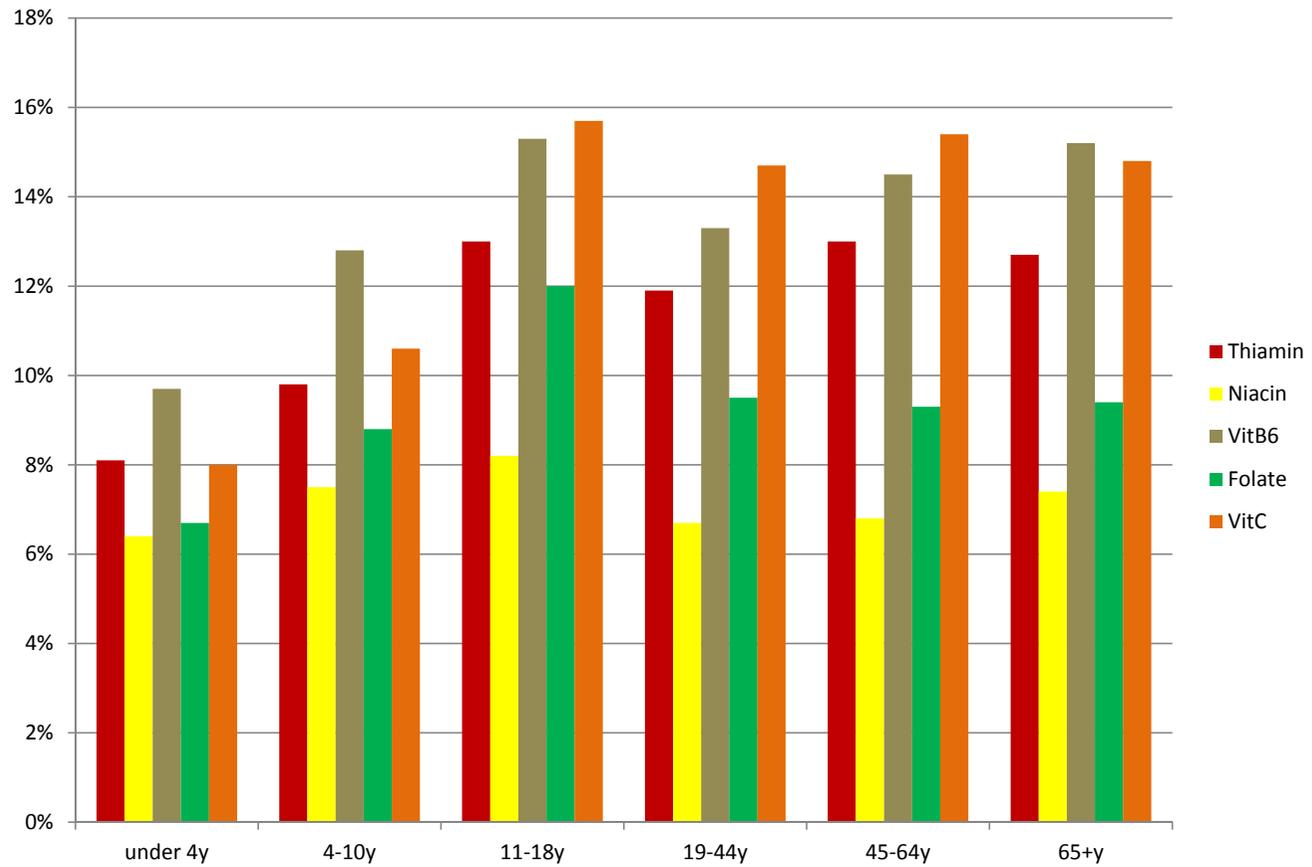
Contribution of potatoes to UK diet (source NDNS)



Contribution of potatoes to UK diet



Contribution of potatoes to UK diet



OLD	NEW	OLD	OLD
BOILED	BOILED	BAKED	MICROWAVED
FLESH ONLY	FLESH & SKIN	FLESH & SKIN	FLESH & SKIN
fat free	fat free	fat free	fat free
sat fat free	sat fat free	sat fat free	sat fat free
low sugars	low sugars	low sugars	low sugars
source of fibre	source of fibre	source of fibre	source of fibre
salt free	salt free	salt free	salt free
source thiamin		source thiamin	source thiamin
			source folic acid
source potassium	source potassium	good source potassium	source potassium

EU approved claims

Potassium claims (ALL POTATOES)

Contributes to normal muscle function

Or Contributes to normal functioning of the nervous system

Or contributes to the maintenance of normal blood pressure

Add on "as part of a healthy diet and lifestyle"

Thiamin (B1) claims (OLD baked, microwaved, boiled):

contributes to normal energy-yielding metabolism.

Or contributes to the normal function of the heart.

Or contributes to the normal function of the nervous system.

Or contributes to normal psychological function

Add on "as part of a healthy diet and lifestyle"

Folate (Folic acid) claims (MICROWAVED FLESH AND SKIN):

contributes to normal blood formation.

Or contributes to normal homocysteine metabolism

Or contributes to the normal function of the immune system.

Or has a role in the process of cell division.

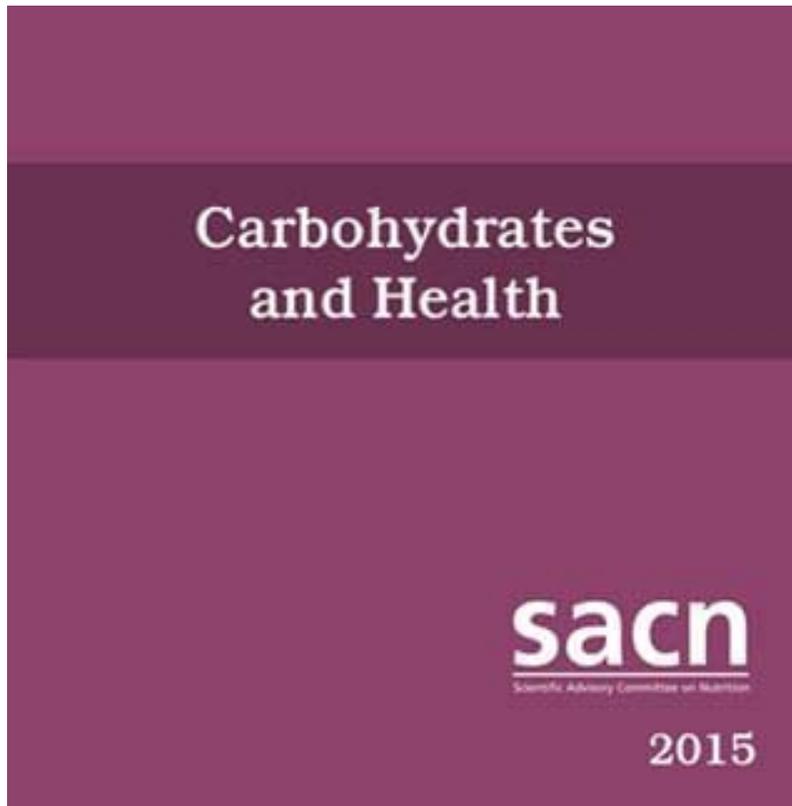
Or contributes to maternal tissue growth during pregnancy.

Or contributes to normal psychological functions

Or contributes to the reduction of tiredness and fatigue Or contributes to normal amino acid synthesis

Add on "as part of a healthy diet and lifestyle"

SACN Report



50% energy from carbohydrates

30g per day fibre (25% increase)

Potatoes included in review

Coverage dominated by sugar

Consumer Insight

What's the worst thing about potatoes?

'Peeling them'

'You buy them blind'

'They don't keep'

'The fear of getting fat'

Perceived time to prepare

Quality

Shelf Life/Wastage Convenience

Carbohydrate/Diet

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A BIT ON THE SIDE



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POTATOES: MORE THAN A BIT ON THE SIDE CAMPAIGN LAUNCH



Recipe of the Week



Indian Inspired Potato and Chickpea Masala

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Thai Chicken and Potato Curry Brow Wow Film

100%



Weight Management



Energy density

Potatoes have a low energy density' (the amount of calories/kilojoules they provide per gram) e.g. boiled new potatoes with skins have 0.6 kcal/g compared to 1.4kcal/g for boiled pasta, 1.3kcal/g for boiled long grain rice and 2.2kcal/g for sliced, white bread.

Cooking method

Portion size

Glycaemic index/Satiety

Trends

FODMAPS

Resistant starches

Starches in foods that are not completely digested by the body. They enter the bowel where they ferment and produce gas.

- undercooked or reheated potato or maize/corn – instead eat them freshly cooked and still hot
- oven chips, crisps, potato waffles, fried rice – choose baked potatoes or boiled rice
- part-baked and reheated breads, such as garlic bread, pizza base – choose fresh breads
- processed food such as potato or pasta salad, or manufactured biscuits and cakes
- ready meals containing pasta or potato, such as lasagne, shepherd's pie, macaroni cheese

PLANT BASED DIETS

PROTEIN

NATURAL

FREE-FROM



Potato Wedges Homemade Style

Ingredients

One 175g-225g (6-8oz) Smooth potato per person

Prep in:

5 mins

Cook in: 10 mins

Method

Potato wedges that are quick and easy to make thanks to this microwave method for wedges.

Scrub the potatoes, then cut each into half lengthways, and then in half lengthways again. Repeat until you have 8 even-shaped wedges. Heat in the microwave at its highest heat level for 10 minutes.

