



Calling all grandparents!

Teach your grandchildren to bake a potato!

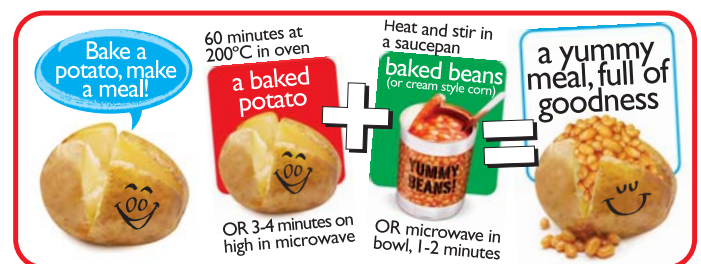


If your grandchild can bake a potato, they can make a meal. Fewer and fewer children are learning to cook – however, you can help. You can quickly and easily give your grandchild a wonderful skill that will be with them for a lifetime. Spread the potato word – together you and I can make the world a better place.

One potato is all your grandchild needs to have a full tummy. No matter where they are or what they are doing, if they can bake a potato they can make a meal.

- Potatoes are good for them because they have lots of fibre, vitamins and minerals – and they give them energy without fat. Your grandchild can get 50% of their daily Vitamin C requirement from just one potato!
- Like you, your grandchild needs to look after the planet for future generations. Potatoes grow in all sorts of conditions and are really efficient plants – we eat 85% of the plant compared to around 50% with cereal crops. They also use much less water than other crops – 1kg rice takes 3000 litres of water to grow, 1kg wheat takes 500 litres and 1kg potatoes needs only 75 litres! As the world is increasingly facing land and water issues, potatoes are a fantastic food choice.

- Your grandchild will love the taste of potatoes – 97% of New Zealanders do! Baked potatoes suit everyone's taste – they are great by themselves, with a simple topping or with lots of different foods. So versatile – the perfect meal base.



- Eating potatoes is 'what we do'; it's part of being a 'Kiwi'. Give your grandchild a true 'Kiwi experience' by teaching them how to bake potatoes in an open fire. Wrap potatoes in triple layer of tinfoil and place them in hot embers for about 45 minutes. A great opportunity to talk about your childhood and keep the potato tradition alive!