

fact sheet - sustainability

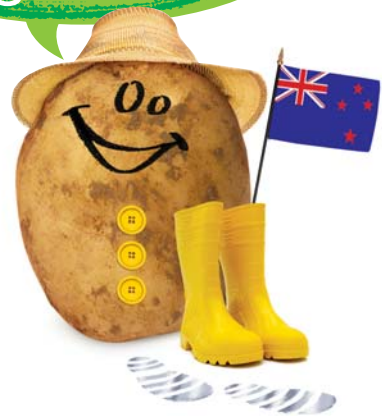


There is minimal waste with me.



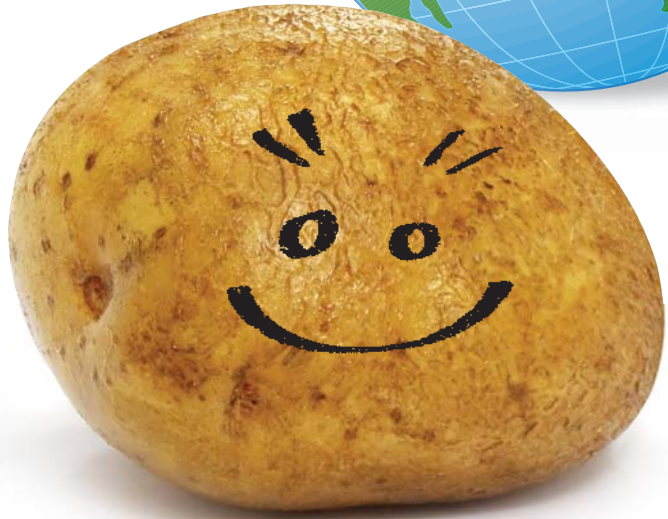
I am a really efficient plant. 85% of what I grow can be eaten – you don't eat my leaves. Compare that to other crops like rice, wheat and maize where you can only eat around 50% and you can see I have it sorted!

I'm locally grown.



All the potatoes we need are grown in New Zealand. There is less impact on the planet when we don't have to transport me around the world.

I'm so good for the planet!



Potatoes have a big role to play in feeding the world and looking after the planet for future generations. I am the third biggest food crop in the world and as the world is increasingly facing land and water issues, I am a fantastic food choice.

I'll grow virtually anywhere.

I grow in all sorts of conditions and I produce more food, more quickly, on less land and harsher climates, using less water than any major crop.



I need very little water to grow.



I need less water to grow than other carbohydrates. It takes around 3,000 litres of water (300 buckets) to grow 1kg of rice, 500 litres (50 buckets) to grow 1kg of wheat and only 75 litres for 1kg of me (8 buckets)!