



Facts about  
potatoes...



CERT™

Pick the Tick

potatoes.co.nz



# Potatoes have amazing nutrient-rich properties

Potatoes, perfect as part of a healthy balanced diet. They are amazingly nutrient rich, bursting with vitamins and minerals, virtually fat free, containing no cholesterol and when served in their skins are a great source of fibre.

## NUTRITIONAL INFORMATION

	Per 175g*	% daily value**
Vitamin C	19.9 mg	49.8%
Vitamin B6	0.124 mg	8.6%
Potassium	793 mg	21.3%
Iron	0.84 mg	7.0%
Fibre	3.17 g	9.6 %
Magnesium	30.5 mg	9.5 %
Vitamin B1 (Thiamin)	1.4 mg	12.5 %
Folate	22.0 µg	11.0%
Calories	148 kcal	6.8%
kilojoules	612kj	6.8%
Fat	0.26g	0.35%



**WOW!**  
Look how much vitamin C I've got in me!

Reference:  
FOODfiles (2003):  
Datafiles of the  
New Zealand  
Food Composition  
Database.  
Palmerston North,  
New Zealand:  
New Zealand  
Institute for Crop  
& Food Research.

\* Average when cooked - baked, boiled, microwaved, roasted.

\*\*Percentage daily intakes are based on average adult diet of 900kj.

I'm a nutritional  
goldmine.

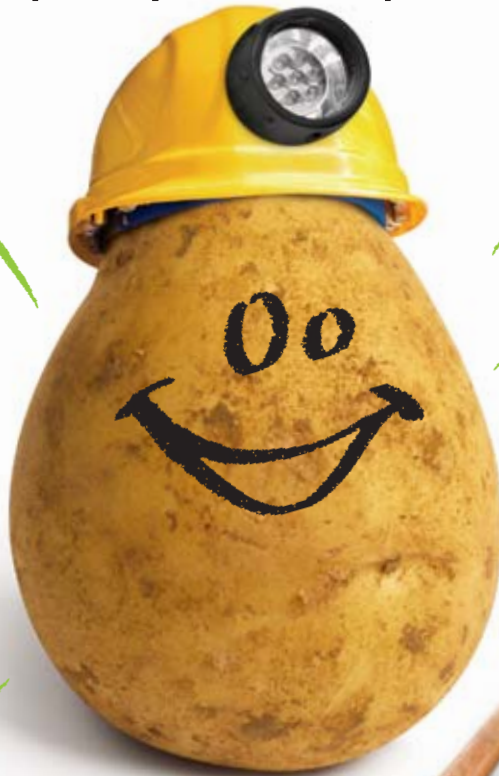
I provide a wealth of healthy nutrients as well as high quality fuel to power your body.

*Antioxidants for  
your protection*

*Fibre rich*

*Virtually  
fat free*

*Carbohydrates  
for sustained energy*



*Rich in minerals*

*Bursting with  
vitamin C*

*Valuable for  
B group vitamins*

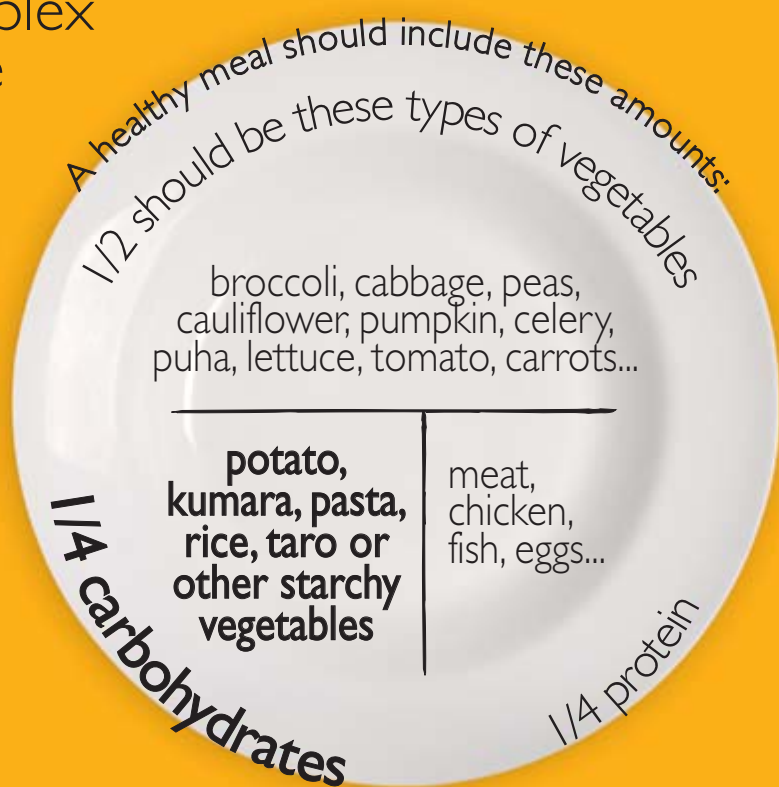
[www.potatoes.co.nz](http://www.potatoes.co.nz)

# Potatoes are an excellent source of complex carbohydrates

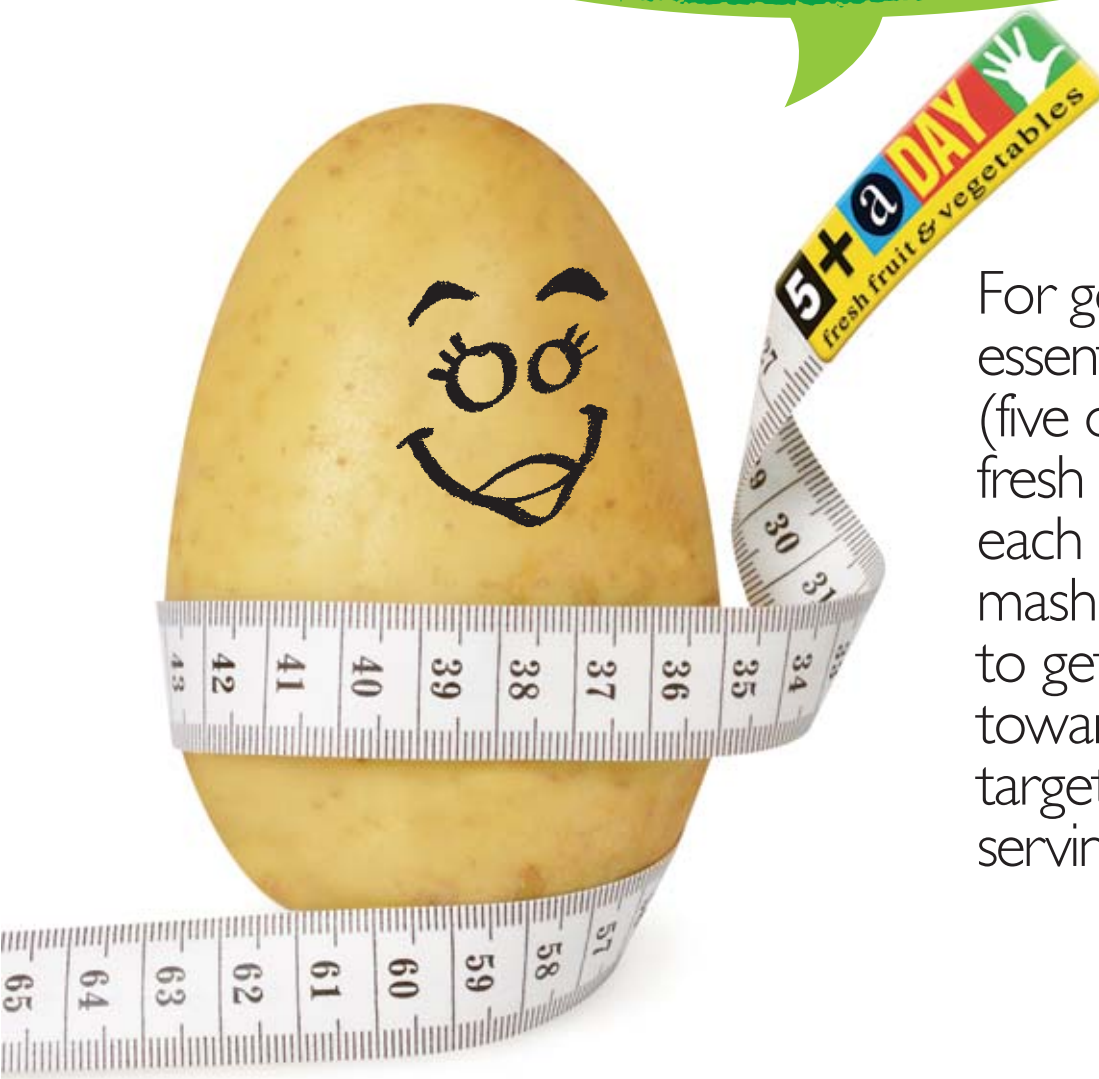
Carbohydrates, found in food including potatoes, are the primary fuel source for the body. The body prefers to burn carbohydrates for energy, turning it into glucose for the blood, which gives us energy. While the body can also burn protein and fat for fuel, it prefers carbohydrates.

For a balanced diet, carbohydrates should supply just over half your calories for the day. Most of your carbohydrates should come from complex carbohydrates, which are found in foods like potatoes, bread and cereals.

**The big advantage of getting your carbohydrates from potatoes, rather than pasta or rice, is that you also get an abundance of other vital nutrients.**

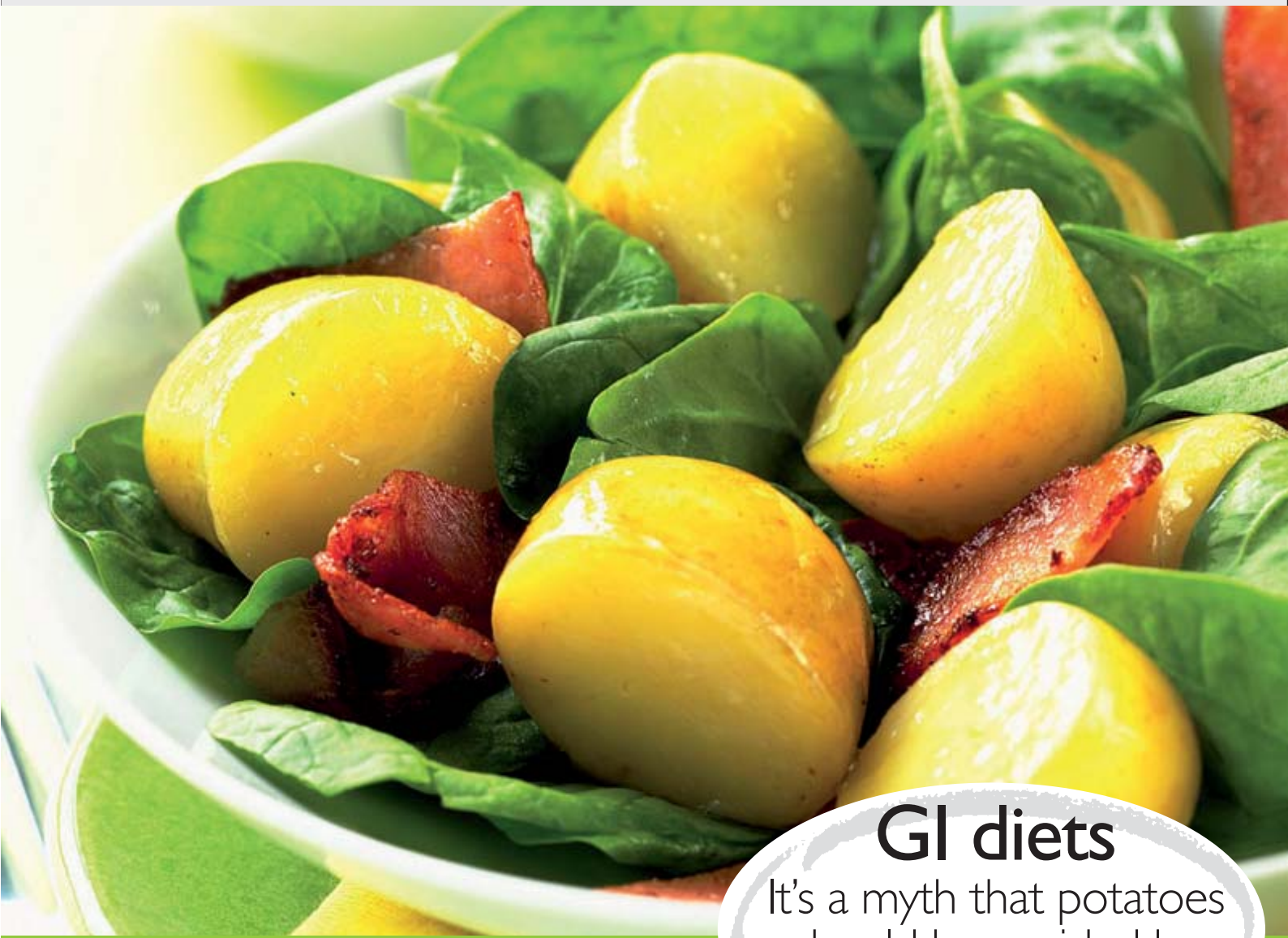


Count me in...



For good health it is essential to eat 5+ A Day (five or more servings of fresh fruit and vegetables each day). Bake, boil, or mash me as a great way to get one serving towards your 5+ A Day target. Remember, a serving is about a handful.

[www.potatoes.co.nz](http://www.potatoes.co.nz)



## GI diets

It's a myth that potatoes should be avoided by those following a GI diet.

Healthy foods with a high GI rating, such as baked potatoes, can be offset with a topping of a low GI food like baked beans. Potatoes are usually eaten with other foods lowering the GI score as the meal will take longer to digest.

# But what about weight loss?

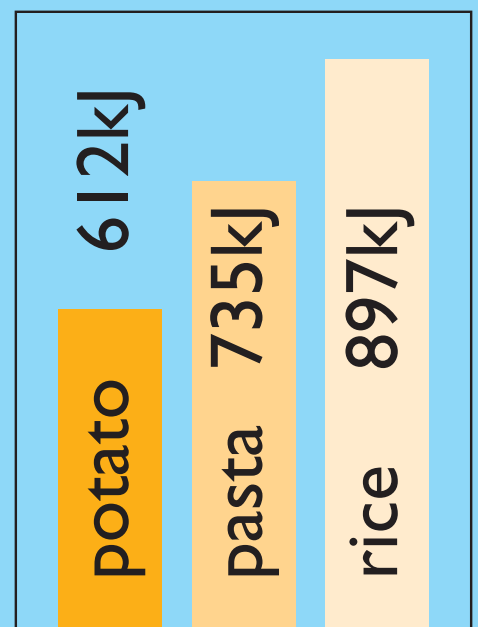
Potatoes are not fattening and are naturally low in fat, containing only 612kj for a medium sized (175g) potato.

Provided you watch out for the hidden calories in cooking methods, toppings and accompaniments, potatoes can be enjoyed as part of a nutritious, guilt-free meal!

Potatoes are a vital tool when trying to manage your weight. Potatoes are packed with fibre making you feel 'full' longer so you're less likely to overeat.

Research shows low calorie diets containing several servings of complex carbohydrates and fibre-rich foods are the best way to lose weight and stay healthy.

## Carbohydrates comparison



## top tips

ensure minimal fat is added and nutrients are retained when cooking potatoes (see other side).

I'm a  
multi-award winner.

Magnesium  
vitamin B6  
potassium

vitamin B1



Did you know I am so special that I have been awarded The Heart Foundation tick of approval? Don't you just love the amazingly beautiful tick that I can wear? So please do your best and use me in ways that keep me healthy - be sure to use recipes that don't add too much fat or salt.

Folate




vitamin C Iron

**Pick the Tick**

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[www.potatoes.co.nz](http://www.potatoes.co.nz)



Potatoes by themselves are low in fat and calories.

Follow the **TOP TIPS** over the page for healthy cooking ideas.

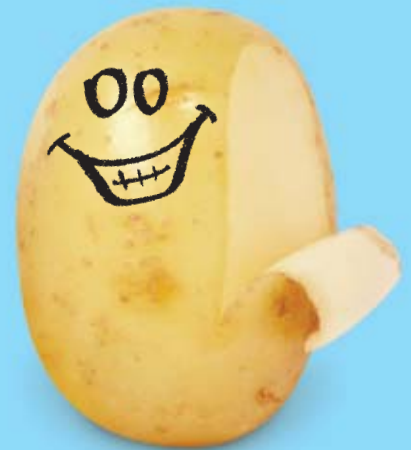


# Keeping potatoes healthy

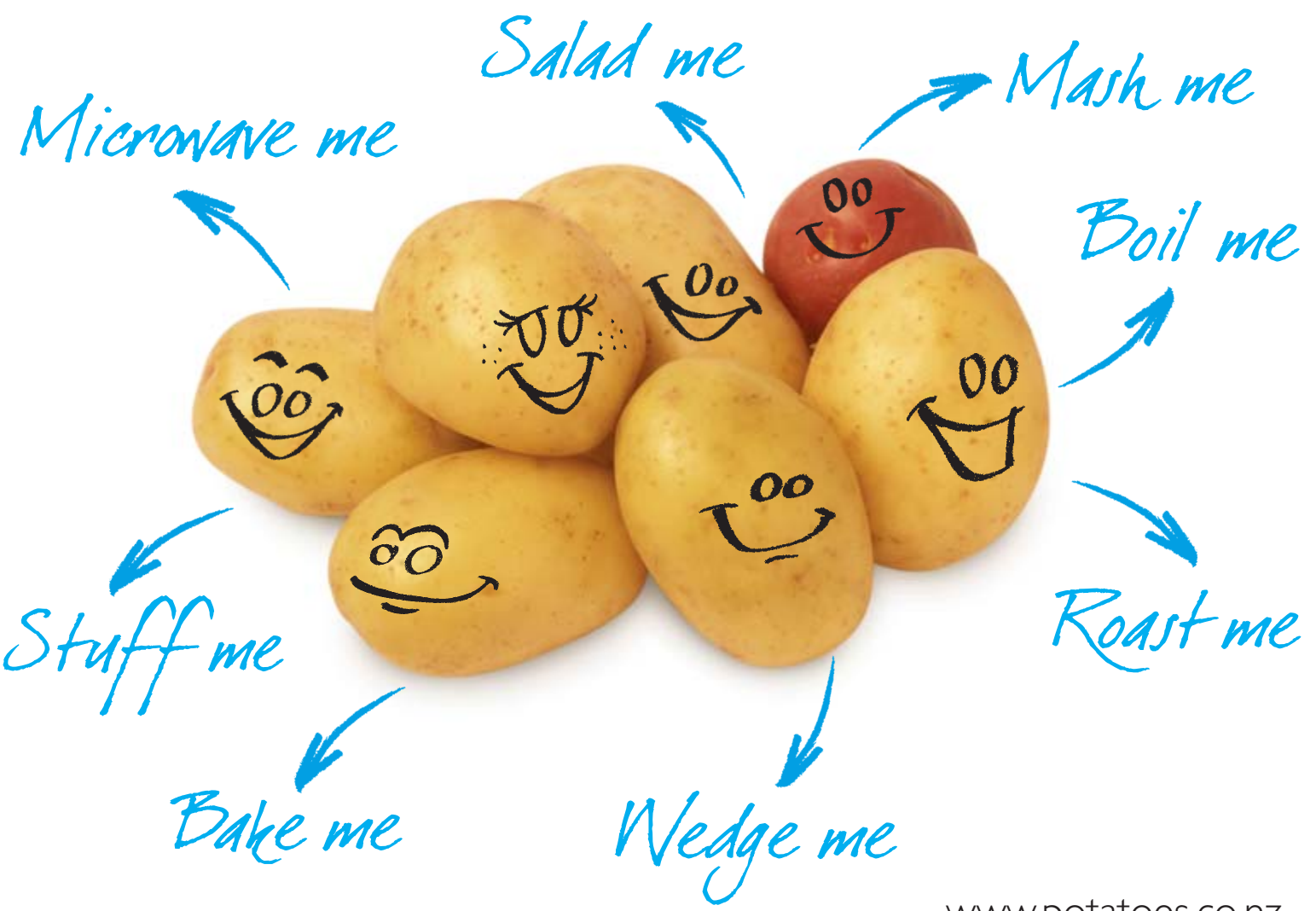
- Buy potatoes as you need them. Fresh potatoes have the best flavour.
- Coloured potatoes have even more antioxidants - the red skins give anthocyanins and yellow flesh provides carotenoids.
- The way potatoes are stored and cooked can affect the nutritional content. To retain the nutrients peel the potato just before cooking, don't leave them standing in water or exposed to the air for any longer than you have to.
- Spray oils are fantastic for potatoes - you add much less oil but still get the wonderful crispy crunchy result.

I've got so much fibre and a lot of nutrients in, or just under, my skin so please don't throw away my best part. And best of all I taste fantastic with my skin on.

I'm better with my clothes on.



We are multi-talented guys,  
cook us any way, every day.



## wedges and oven chips

Leave the skin on, cut each potato into thick wedges or chunks. The larger the size, the less oil they will absorb, making them healthier. Spray with oil and sprinkle with flavourings. Try curry, garlic, Tuscan or cajun seasoning.

Bake in oven at 200°C for 25 - 35 mins until golden and crisp.

## roasting

Keep the amount of fat or oil added to a minimum. Use an oil spray for an even but light coating.



# Get to know me from the inside.

We all change and cook differently throughout the year depending on type of potato, weather, climate and soil, so read the packaging before you buy for advice on best cooking methods.

*I'm a boiling and salad potato!*

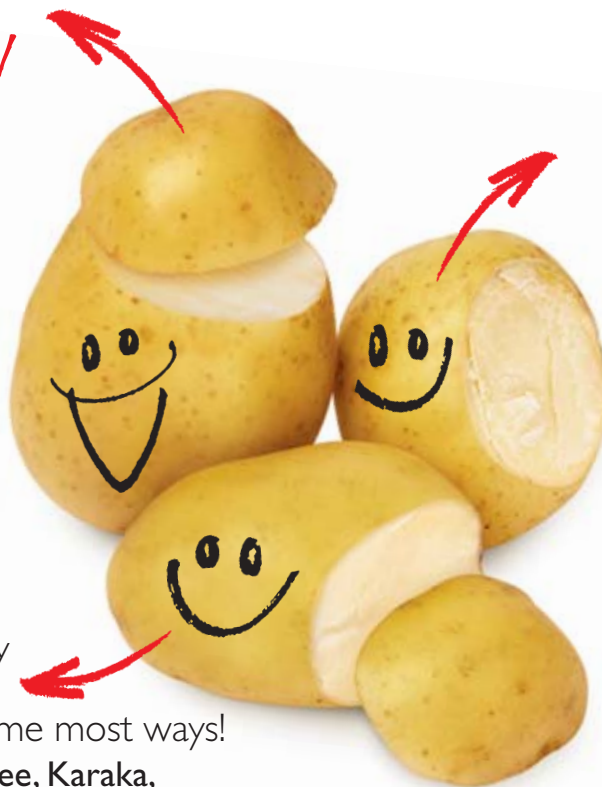
I have an awesome waxy texture which is smooth and I hold together beautifully when you cook me.

**My family includes:** all new season potatoes; Draga, Nadine, Frisia and limited or localised supplies of Jersey Bennie, Liseta, Red King Edward, Tiffany.

*I fit in between!*

My texture is not too floury and not too waxy, so I'm a multi-tasker... you can cook me most ways!

**My family includes:** Rua, Desiree, Karaka, Moonlight and limited or localised supplies of Red Ruby, Rocket, Maris Anchor.



*I'm a baking, roasting and mashing potato!*

My soft floury texture means I'm great for the perfect mash and I'm just stunning when you roast or bake me... so fluffy on the inside!

**My family includes:** Ilam Hardy, Red Rascal, Agria, Fianna and limited or localised supplies of White Delight.

Learn about varieties: [www.potatoes.co.nz](http://www.potatoes.co.nz)

## boiling and steaming

Steaming is a quick cooking method so the nutrient content remains very high.

When boiling use as little water as possible. Vitamin C and B group vitamins are water soluble, which means some of them will dissolve into the cooking water. By using only a little water you will keep this to a minimum.

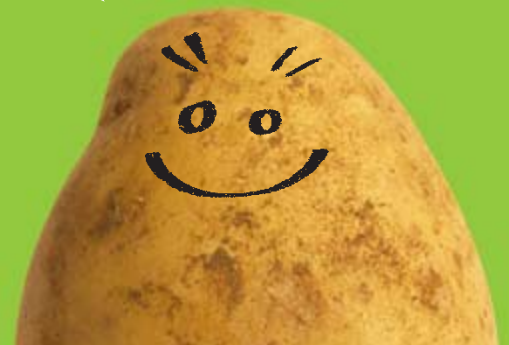
Keep the pieces relatively large, and you will not have as much surface area for the vitamins to escape.

## microwaving

A microwaved or baked potato in its skin contains more fibre than two slices of wholemeal bread making it an excellent high fibre lunch 'base'.

Microwaving is quick and easy and doesn't damage the nutrients. Add a fantastic topping of salsa and cottage cheese or tomatoes and tuna and you have an almost instant low fat meal.

**top tips**  
for cooking  
healthy potatoes



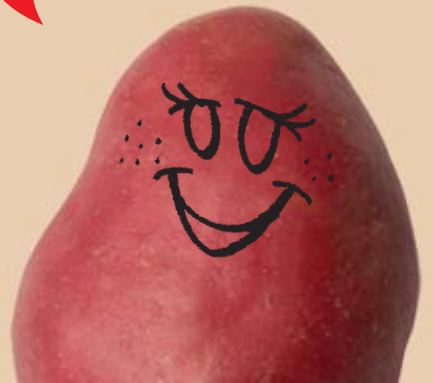


## potato salads

Try thin dressings and vinaigrettes rather than creamy ones. Balsamic and mustard vinaigrettes really complement potatoes.

For best flavour with potato salads add your dressing ahead of time to allow flavours to be absorbed.

**top tips**  
for cooking  
healthy potatoes





## baked potatoes

Choose low fat toppings, instead of butter, and go easy on the cheese and sour cream - select the 'light' options.

Delicious toppings include baked beans, chilli, tuna and salsa. Serve with a salad.

Remember to pierce the skin before baking. A medium sized potato takes about 45 minutes at 180°C to cook - which gives you enough time to go for a brisk walk to get your daily exercise while your dinner is cooking!

## mashing

Add low fat milk and a splash of olive oil to your mash, much healthier than cream and butter and tastes divine too!

Fresh herbs and or sautéed onions added to mash are also a lower fat alternative.

"Smashed" potatoes are unpeeled potatoes which are mashed - they have heaps more fibre and taste great - give them a go!

**top tips**  
for cooking  
healthy potatoes



Dress me up,  
dress me well.



I can grace the most elegant dinner party and impress your friends with my exquisite taste and texture. Equally, I'm at home by the barbie, or slapped on a plate in a student's flat. That's what is so special about me - I simply relate to any occasion.

**More about me at  
[www.potatoes.co.nz](http://www.potatoes.co.nz)**

*Scan with your  
phone to know  
me better.*



/welovespuds

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