



“The Four Pillars”

2014 Potato Marketing – Key Messages

Convenient

‘Potatoes - easy as.’

- Great to double up cooking for easy meal prep
- Skin-on, wash and cook

‘Potatoes - the perfect partner’

- Potatoes are New Zealand’s favourite vegetable
- Potatoes can be baked, boiled, roasted, sautéed, steamed, braised or barbecued

Versatile

Nutritious

‘Potatoes - wrapped in goodness.’

- Potatoes are one of the richest sources of potassium
- All fresh potatoes are naturally gluten free
- Potatoes are more nutritious than rice or pasta

‘Potatoes are good for you and the environment’

- Grown locally in New Zealand
- Much lower food miles than other carbs
- Require less water to produce than rice or pasta

Sustainable