

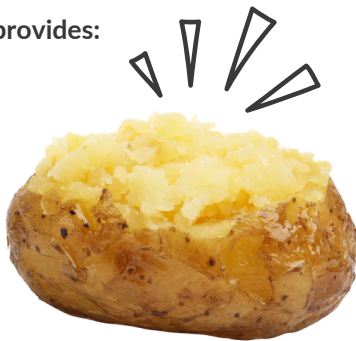
NUTRITIONAL CHARACTERISTICS OF PROCESSED POTATO PRODUCTS

A meaningful contribution to nutrient intake

Potatoes are starchy foods that provide carbohydrates and a range of nutrients. Nutrient levels vary by variety, preparation and product format.

A 100g portion of plain baked potato with skin* provides:

-  ~23 g Carbohydrates
supports energy needs
-  ~600 mg Potassium
muscle function & blood pressure
-  6mg Vitamin C
immune support & iron absorption
-  ~3g of Fibre for satiety
-  ~2.5g Plant Protein



* McCance and Widdowson's Composition of Foods Integrated Dataset (CoFID), 2021.



AT A GLANCE

Processed potato products:

- Provide some carbohydrates for energy.
- Can retain nutrients such as potassium, fibre and vitamin B6.
- Offer opportunities for nutritional reformulation.
- Vary in nutritional composition by product, preparation and portion size.
- Can fit within a balanced diet.

 Many processed potato products retain potassium and fibre, with levels varying by formulation and preparation method.



Retention of Nutrients

Processed potato products contribute to nutrients often under-consumed:

- **Potassium** → supports blood pressure & muscle function
- **Fibre** (incl. resistant starch) → supports gut health
- **Vitamin C** → contributes to overall intake (varies with cooking)



Potato consumption, including some processed formats, was associated with higher nutrient intakes and better diet quality among US population.³



Energy & Satiety

Processed potato products provide carbohydrates essential for:

-  Daily energy needs
-  Physical activity
-  Balanced meals

Energy density varies across processed potato products, depending on formulation and preparation method.



Reformulation & Portion control

The sector continues to align with public health goals:

- Reduced salt levels
- Improved fat quality (unsaturated oils)
- Lower saturated fat
- Products adapted for oven-baking & air-frying



Portion-controlled formats support balanced consumption in real-life settings



Oven-baked fries can retain potassium and fibre, with levels varying by formulation and preparation⁷⁻⁸.



Small improvements in formulation and portioning can support meaningful dietary change.



Beyond Misconceptions

- Nutritional profiles vary by product and preparation
- Cooking methods (e.g. oven-baking) reduce added fat
- Health impact depends on overall diet—not single foods



Potatoes remain nutrient-rich, with outcomes driven by how they are prepared and consumed.



Nutritional value is shaped by preparation, formulation, and portion—not the category alone.



References

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