

THE ROLE OF PROCESSED POTATO PRODUCTS IN BALANCED DIETS

Processed potato products are a versatile and affordable staple in modern diets, offering energy and essential nutrients while fitting into balanced eating patterns.



AT A GLANCE



Provide energy, potassium and vitamin C in amounts that vary by preparation method.



Designed for versatility across home and professional kitchens.



Preparation method plays a central role in nutritional outcomes.



Preparation Matter and Innovation is enabling better choices.



- Versatile preparation options to suit different consumer preferences.



- Many products are now optimised for these methods.



- Clear preparation guidance supports more consistent, health-conscious use.



Portion guidance supports balanced consumption.



Continuous innovation is improving nutritional profiles.



Widely accessible, affordable, and culturally embedded.

Processed potato products show how everyday staples can support healthier, more practical diets.



Supporting portion management through product design

- ✓ Portion size plays an important role in overall dietary balance.
- ✓ Pre-portioned servings support calorie awareness.
- ✓ Consistent portions improve meal planning in foodservice and catering.
- ✓ Clear serving guidance translates dietary advice into practice.



Processed potato products add variety to balanced meals, with energy density varying by formulation and preparation.



Population Evidence



Potato consumption – including processed forms (i.e. fries) – was associated with higher diet quality scores³



Research also shows greater nutrient intake and adequacy in US adolescent populations⁴



Processing does not define nutritional value—preparation and dietary context do.



Continuous improvement through reformulation

The sector is enhancing nutritional profiles to meet public health priorities and changing consumer expectations.

- ✓ Gradual salt reduction, including in mashed potato products.
- ✓ Use of herbs and spices to maintain flavour with less salt.
- ✓ Product reformulation and processing to limit oil uptake.
- ✓ Development of oven- and air-fryer formats that require less added oil⁴.



Accessible, Versatile, and Relevant

Processed potato products combine the following elements as they are:



Cost-effective source of energy and nutrients.



Quick and convenient to prepare.



Available year-round.



Fit easily into many meal occasions.



Processed potato products demonstrate how familiar, widely consumed foods can evolve to meet modern expectations for nutrition, convenience, and balance.



References

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