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SIX REASONS TO ADD OREGON POTATOES TO YOUR GROCERY LIST IN 2013

Nutrient-dense, low-calorie and packed with flavor, potatoes offer endless healthy options

PORTLAND, Ore. – December 19, 2012 – According to the University of Scranton’s *Journal of Clinical Psychology*, 45 percent of Americans made New Year’s resolutions in 2012, and “losing weight” and “staying fit/healthy” were two of the top 10 resolutions. With 2013 fast-approaching, households once again will soon be assessing their food purchases to meet these goals, and Oregon potato growers offer six reasons why you should add the potato to your grocery list in 2013:

1. **Part of a balanced diet.** The Department of Health and Human Services’ Dietary Guidelines of America recommends “choosing fruits, vegetables and whole grains often, while staying within energy needs, for health,” and potatoes are one of the recommended carbohydrates.
2. **Rich in vitamins and minerals.** According to the United States Potato Board, one medium-sized potato has 45 percent of the recommended daily value of vitamin C, more potassium than a banana and is fat-free, sodium-free and cholesterol-free.
3. **Low calorie.** One medium-sized potato has just 110 calories – less than a grapefruit.
4. **“Appetite slayers.”** [In an article](#) by *Women’s Health* on “Slim Down Strategies,” potatoes are recommended because they contain a special starch that resists digestive enzymes in your system, leaving you feeling full longer.
5. **Naturally gluten-free.** With allergens on the rise, potatoes are a perfect ingredient for a gluten-free diet, while still packing a nutritious punch.
6. **Good for your body and your wallet.** Potatoes are not only rich in flavor, but they are easy on the household budget.

“Whether you’re trying to lose weight or just eat healthier in 2013, consider the potato your go-to ingredient,” said Bill Brewer, President and CEO of the Oregon Potato Commission. “Not only is it versatile, but with varieties ranging from russets to reds sold around the state, there is no shortage of flavor profile options.”

About the Oregon Potato Commission

The Oregon Potato Commission was formed in 1949 to represent the state’s five potato growing regions (Blue Mountain, Central Oregon, Klamath, Malheur and Willamette Valley) in educational, trade development, research, legislative affairs, and public relations activities. Development of sales and markets for Oregon’s potato crop is one of the Commission’s roles. Programs are designed to improve Oregon’s market share in-state and in other prominent West Coast markets. Export markets for processed potato products and, increasingly, fresh potatoes and raw product are also included in market development and promotional programs in the Pacific Rim and other market areas. The Commission’s largest focus is on a series of ongoing research programs in cooperation with Oregon State University. The results of these programs place Oregon among the top in the United States in potato production volume and yield per acre. For more information, visit www.OregonSpuds.com.

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