



PRESS RELEASE

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Join the Potatoes USA Industry Salad Bar Challenge and Help Schools Offer More Fruits and Vegetables

Denver, CO, September 19, 2017 –September is National Potato Month, schools are back in session and it's a great time to participate in the Salad Bar Challenge. Since the Potatoes USA Salad Bar Challenge began in July 2015, the United States potato industry has donated 276 salad bars to the national *Salad Bars to Schools* program¹. This makes potatoes the largest contributor from the produce sector.

The need for more salad bar donations in K-12 schools continues. There are currently over 360 schools on the waiting list. Donating a salad bar to a K-12 school is a great way to help children across the U.S. have daily access to fresh fruits and vegetables at school. Donations also provide an opportunity to work directly with schools on their menu offerings.

Potato industry member momentum continues in the third year of the program. The National Potato Council teamed with the United Fresh Start Foundation and Potatoes USA to donate salad bars to a school district just outside the nation's capital. In addition, the Colorado Potato Administrative Committee has set up a video contest for local schools to win prizes including salad bars. Salad bars will be donated to schools that have created the most imaginative potato-centric videos. Getting involved with school districts is a surefire way to get more potatoes on school menus.

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Potatoes USA wants to give all kids better access to more fruits and vegetables and salad bars are a great way to do that and to showcase potatoes as a vegetable. If kids are exposed to potatoes in different dishes – they are poised to become tomorrow's potato enthusiasts who are interested in different and unique potato recipes. Over five billion meals are served in schools every year so there are many students to reach².

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In total, the national Salad Bars to Schools (SB2S) program has placed more than 5,000 salad bars in schools in the U.S. since its inception, feeding 2.5 million students more fruits and vegetables, including potatoes! Participating in the Salad Bar Challenge is a great way to build relationships with schools and the next generation. Potatoes USA matches each potato industry donation to double the impact. Potato industry members interested in





donating salad bars should contact Potatoes USA at 303-369-7783 or email rachael@potatoesusa.com.

¹ Salad Bars to Schools: <http://www.saladbars2schools.org/>

² National School Lunch Program: Participation and lunches served, September 2017. Available at: <https://fns-prod.azureedge.net/sites/default/files/pd/slsummar.pdf>

About Potatoes USA

Potatoes USA is the nation's potato marketing and research organization. Based in Denver, Colorado, Potatoes USA represents more than 2,500 potato growers and handlers across the country. Potatoes USA was established in 1971 by a group of potato growers to promote the benefits of eating potatoes. Today, as the largest vegetable commodity board, Potatoes USA is proud to be recognized as an innovator in the produce industry and dedicated to positioning potatoes as a nutrition powerhouse.

