Putting Potatoes Centre Plate for Millennials
Optimum Nutrition
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Potatoes: what's under the skin?
- Part of the carbohydrate family
- Carbohydrates main function is for energy
- Only energy source readily available for the brain to use

But what we know..
- Carb-phobia persists
- Carbohydrates are seen as the least important part of the plate
- In the US there is a very obvious low carb focus for a lot of people within this group

Value of the Potato
- Important Source of:
  - Potassium
  - Vitamin C
  - B Vitamins
- Contribution to the Irish Diet:
  - Vitamin C
  - Folate
  - Iron

Why is Fibre Important?
- Essential for healthy digestive system
- Fibre provides the food the good bacteria in our gut need to survive
- Recommendation: 25g/day

Spectrum of Carbohydrates
Nutrition & Potato
A Snapshot View

Hi! I’m a rooster potato, the most popular in Ireland.
I have 200 Kcals
0.5g fat
5.2g fibre
320mg potassium

Hi! I’m a sweet potato
I have 200 Kcals
0.6g fat
4.3g fibre
370mg potassium

The Truth

Hi! I’m white rice

Millennials

• Many have made some effort to eat more healthily in the past year
• 92% would like to make change to improve health
  • physically active
  • financially secure
  • sleep better
  • healthy eating

Diversity with the Group

• 18 - 34 males & females
• Independently living
• sharing / couples
• New / young family

• Eating Environment
  • Social Media Influence
  • Single / Couple
  • Pregnant
  • Young family
  • Active with Sport
  • Sedentary
  • First job / cooking skills

Where do potatoes fit into a well planned eating plan?

Considerations for this group

• How to Cook
• Healthy habits
• Equipment
• Shopping / Storing..

Anxiety around Food

• 90% Irish consumers worry about what they eat
Potatoes – The Food of the Future
National Potato Conference & Trade Show 2020

Potatoes…beliefs
- low food miles
- useful for young families
- health credentials not fully understood
- taste?
- sweet potato - better?
- vs rice -
- vs pasta - speed

Value of Potatoes for young families

Value of Potatoes sharing / couples

Value of Potatoes Young professionals

My Top Tips: Tip # 1
- Preparation is key
- Planning meals for the week
- Food shopping
- Go to produce section first in the supermarket
- Be sure to fill 1/3 of your shopping trolley / basket with fruits & vegetables

Prep is Key

How to put it into Action

Tip # 2 Hunger Scale

Aim to eat every 3 hours to make it easier to stay on track
Thank You!