

PBH Health & Wellness Webinar

A FRESH TAKE ON FOOD PROCESSING

Empowering Your Audience To Make Informed Choices



PRODUCE FOR
BETTER HEALTH
FOUNDATION





KATIE CALLIGARO

**MARKETING & COMMUNICATIONS DIRECTOR
PRODUCE FOR BETTER HEALTH FOUNDATION**

MODERATOR

A close-up photograph of a person's hands holding a white ceramic bowl filled with a colorful salad of purple and green vegetables. The person has long brown hair and is wearing a white t-shirt. The background is a blurred outdoor setting with a blue sky and some greenery.

PBH[®]

**PRODUCE FOR
BETTER HEALTH**
FOUNDATION

ABOUT PBH

A woman with long brown hair, wearing a black and white striped long-sleeved shirt, is smiling and juggling three lemons in a kitchen. The kitchen has white cabinets, a black countertop, and a white subway tile backsplash. Various fruits and vegetables, including lemons, carrots, and apples, are on the counter. The PBH logo is in the top right corner.

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**PRODUCE FOR
BETTER HEALTH**
FOUNDATION

OUR PURPOSE

The Produce for Better Health Foundation (PBH), a 501(c)3, is the only national non-profit organization 100% dedicated to helping people live happier, healthier lives by eating and enjoying more fruits and vegetables, in every form, each and every day.

PBH, along with its strategic partners, will elevate new fruit and vegetable consumption behaviors as a national priority – *accelerating growth and serving the public good.*

THE AWARD-WINNING HAVE A PLANT® MOVEMENT REACHES MILLIONS

The award-winning Have A Plant® Movement is a way to inspire lasting behavior change by tapping into the emotional connection consumers have to the fruit and vegetable eating experience.

PBH is an undeniable resource for health & wellness professionals, given its trusted third-party credibility, breadth of nutrition and behavioral research, and strong consumer, influencer and industry reach.

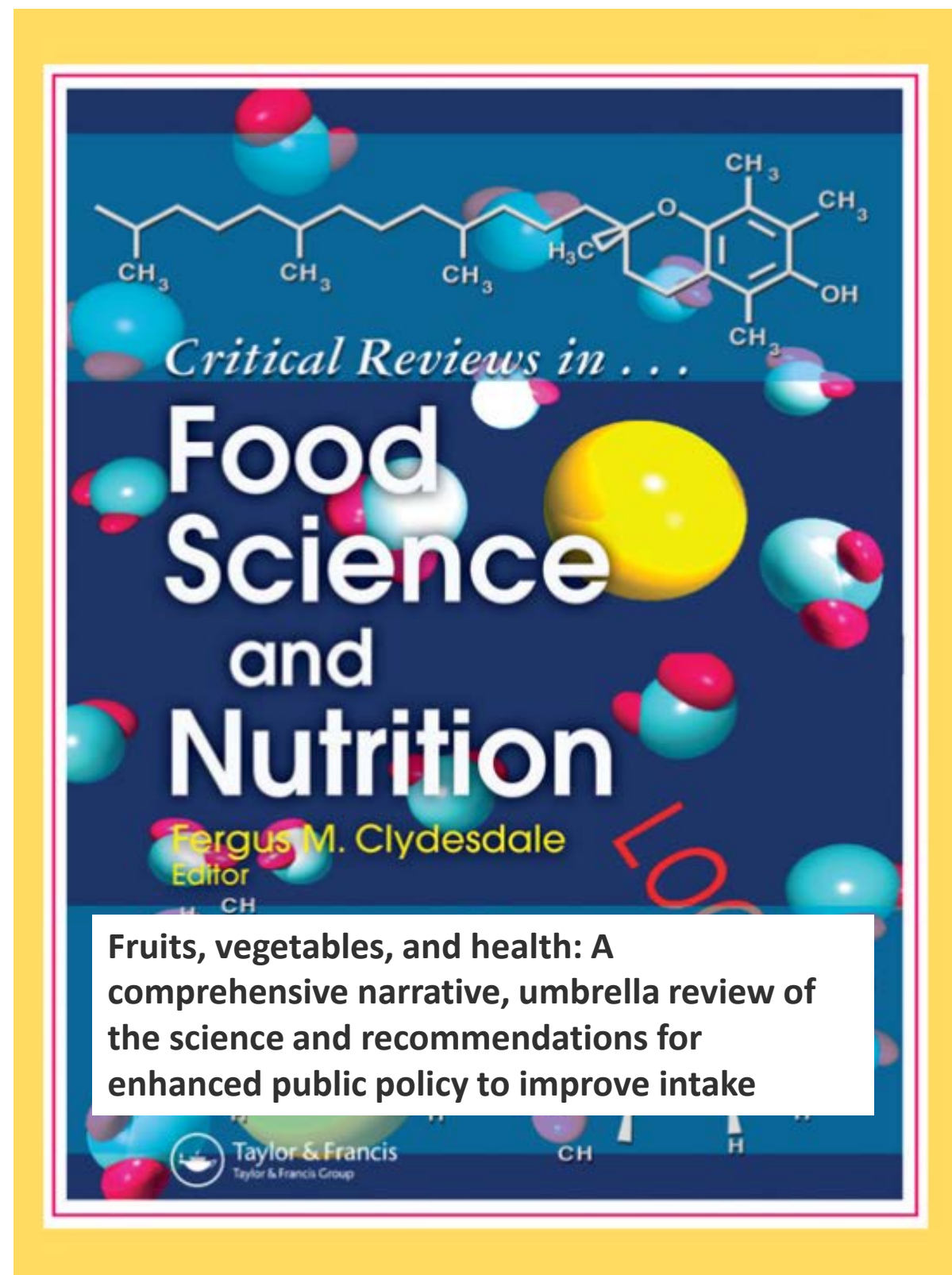


1 Billion
social media
impressions since the
2019 launch

2 Billion
traditional media impressions
since the 2019 launch



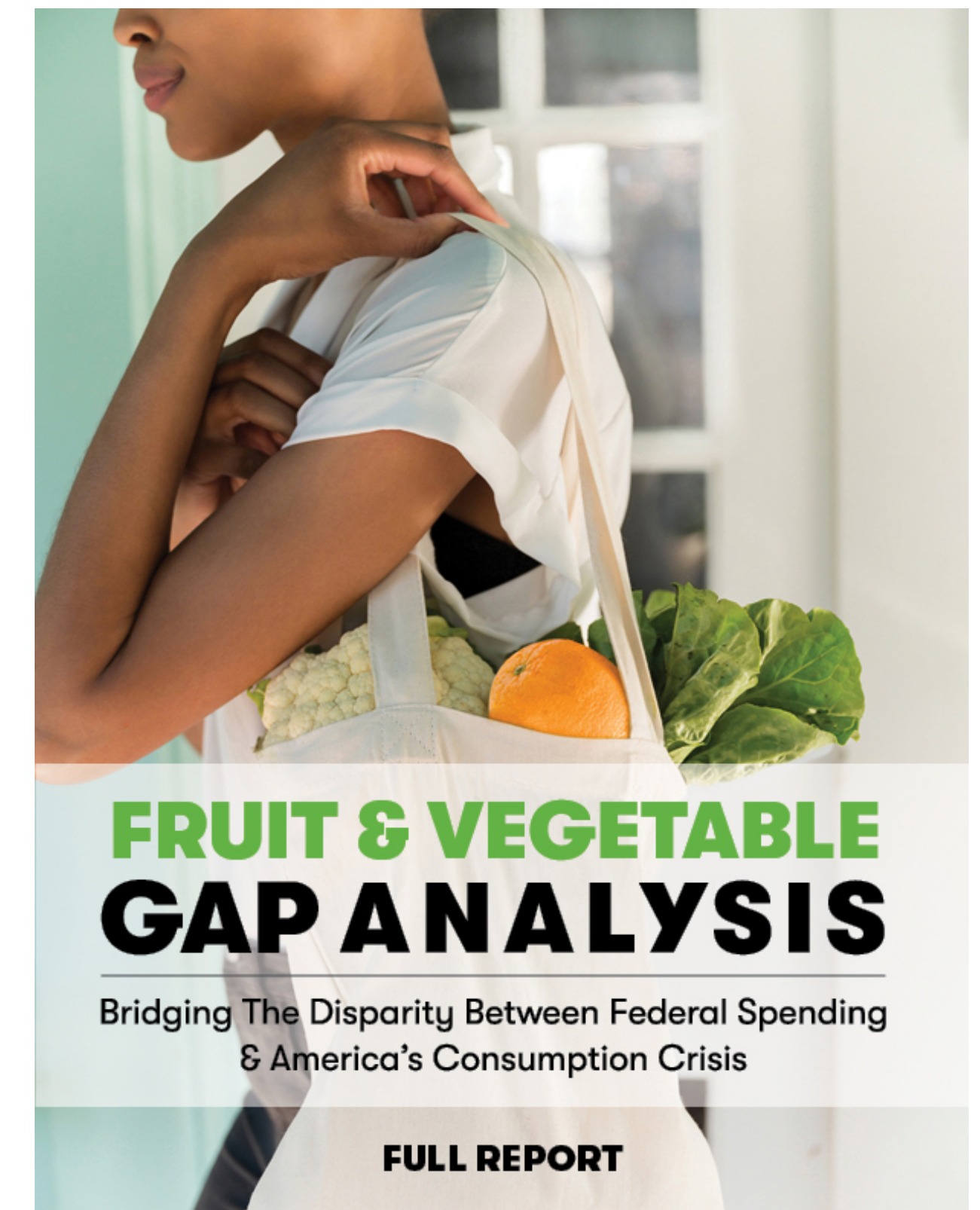
PBH DELIVERS A COMPREHENSIVE & INNOVATIVE RESEARCH PLATFORM AS WELL AS UNIQUE INSIGHTS.



**Food & Nutrition
Scientific Research**



**Consumption Data &
Behavioral Insights**



**Data Analysis &
Policy Implications**

Housekeeping

1 CPEU available through the Commission on Dietetic Registration (CDR)

You will receive a link to the certificate of attendance, the webinar recording and PDF of the presentation within 48-72 hours.

Type your questions and/or comments into the Q&A section located at the bottom of your screen at any time during the webinar.

Webinar Objectives

1. Provide context to the history and evolution of food processing – from our earliest ancestors to its value in today's food supply to achieve a safe, accessible, equitable and healthy food system.
2. Refine approach to educating consumers on various definitions (processed food vs food processing) and classification systems (e.g., NOVA) that apply to the produce category.
3. Leverage best practices to effectively communicate with consumers and drive behavior change that supports an increased intake of all forms of fruit and vegetables.

Eric Decker, PhD

- Head of the Department of Food Science at the University of Massachusetts, Amherst
- Research focuses on mechanisms of lipid oxidation, antioxidant protection of foods, and health implications of bioactive lipids
- Developed patented technologies to maximize the stability of bioactive lipids such as omega-3 fatty acids, allowing them to be safely incorporated into foods at nutritionally significant levels
- Internationally recognized expert and prolific author with over 440 publications, and he is known as one of the most highly cited scientists in Agriculture
- Served on committees for various institutions including the FDA, Institute of Medicine, Institute of Food Technologists, USDA, and the American Heart Association



Melissa Joy Dobbins, MS, RDN, CDCES

- CEO of Sound Bites, Inc.
- Host of the Sound Bites® podcast
- Guilt-free RD
- Certified diabetes care and education specialist x 24 years
- Media and communications trainer
- Media Excellence Award from AND
- Former supermarket dietitian
- Spokesperson for food, grocery and healthcare industries
- Contributing author to Communicating Nutrition the Authoritative Guide



In the Chat Box

Name the first processed food that comes to mind ...

Disclosures: **Eric Decker, PhD**

Grants

- National Institute of Agriculture
- Agricultural Research Service
- Motif Food Works

Consulting

- Scientific Advisory Boards
 - Sensient Technologies
 - Cranberry Institute
- Technical Advising
 - Ingenuity Foods

Potatoes USA



Drivers of Food Purchases



Processed Food Definitions

Definition: Any agricultural commodity that has been altered from its natural state

Unit operation: steps in the processing of foods that cause a physical or chemical transformation

- Heating
- Heat removal
- Dehydration
- Extraction
- Milk – 5-unit operations
 - Filter → separate → pasteurize → homogenize → package
- Particle size reduction
- Separation
- Structure formation



Many Unit Operations in Industry are SIMILAR to Unit Operations at Home

Many times, the only difference between home cooking and industrial cooking is scale.

Heating: baking, sautéing, frying, broiling, grilling.



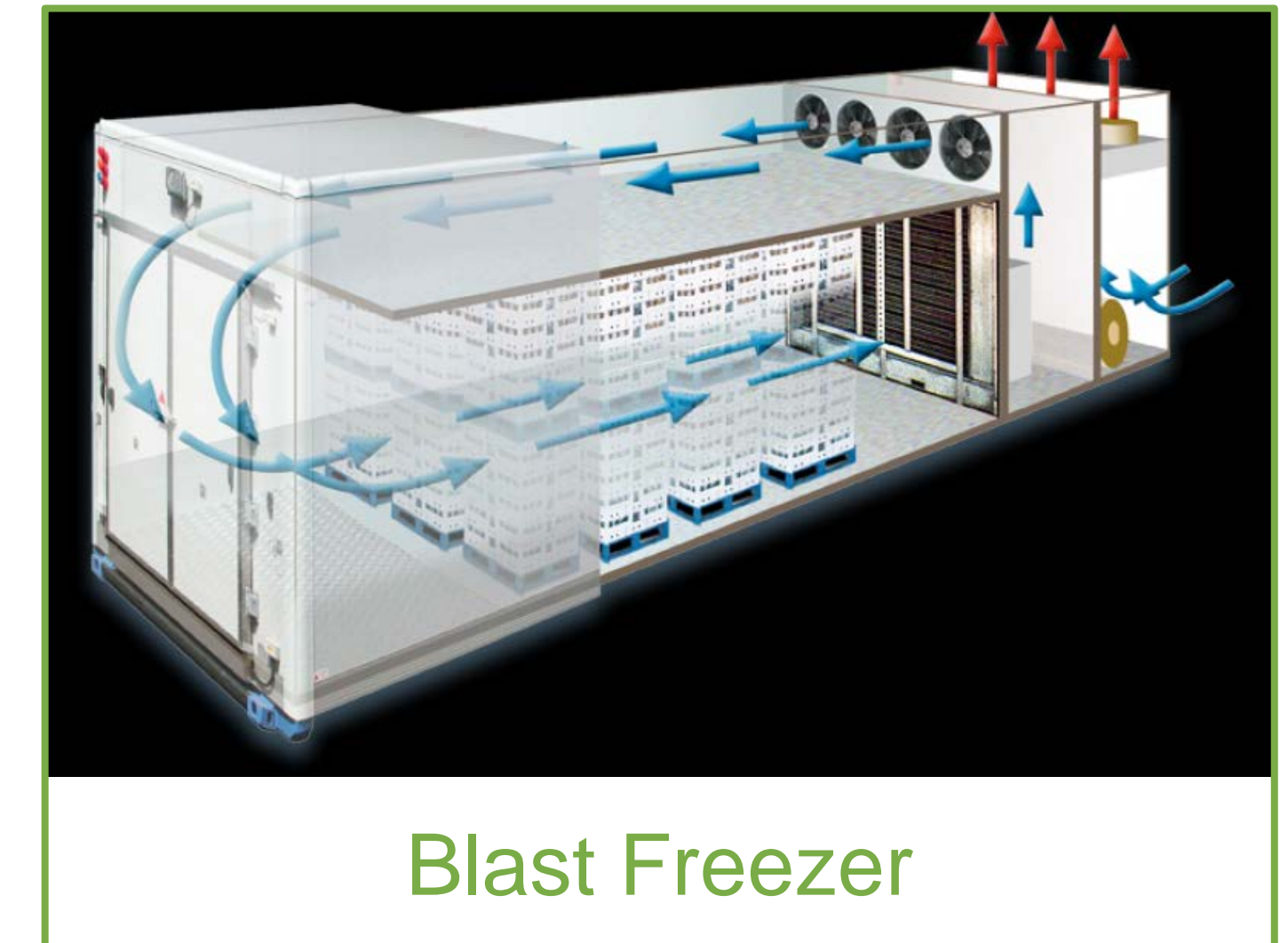
Industrial Bread Production



Industrial French Fries

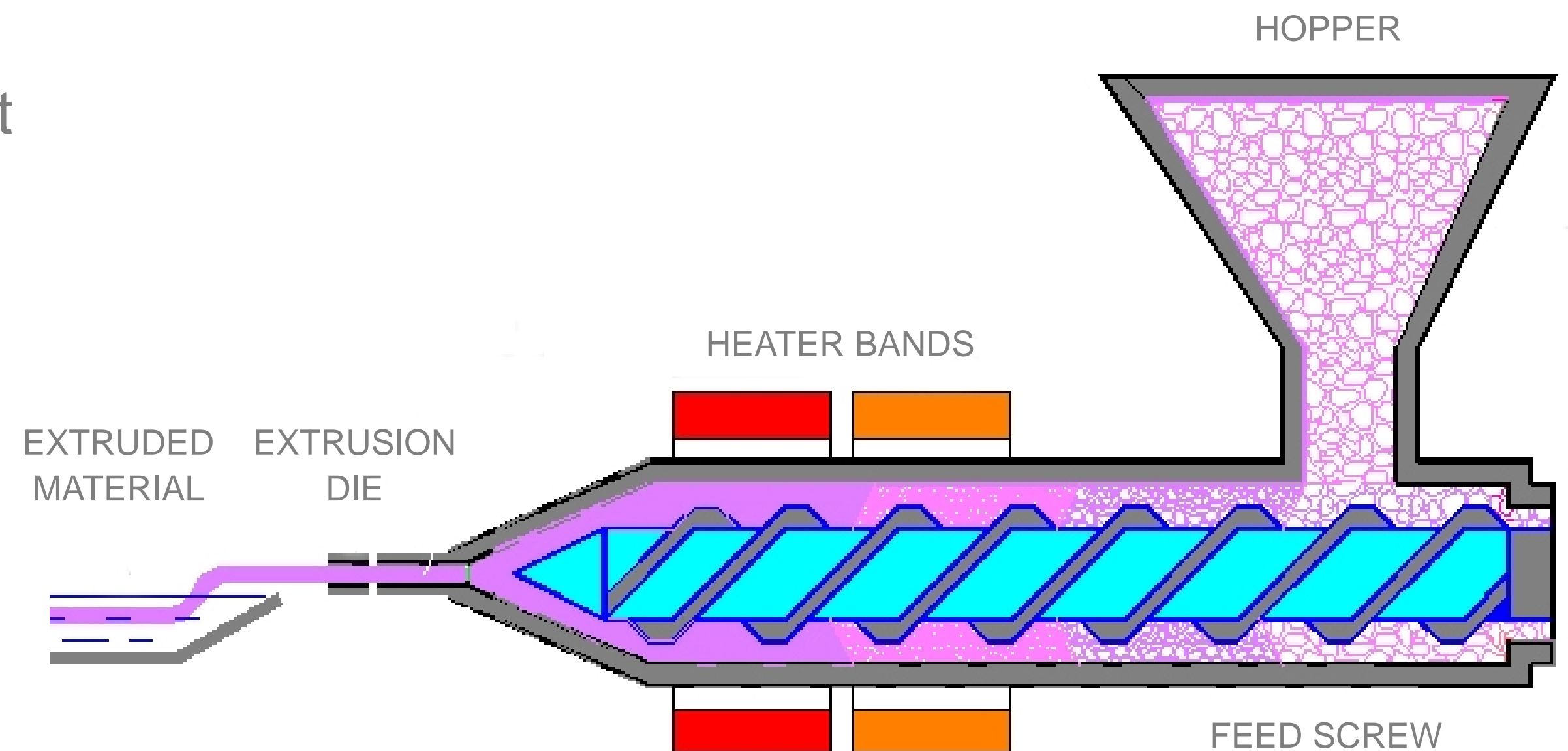
Some Unit Operations in Industry are BETTER Than Unit Operations at Home

- Heat removal – swept surface heat exchanger, blast freezer, individually quick frozen, liquid nitrogen
 - Refrigerator freezer = 32 F
 - deep freezer = -0 F
 - Blast freezer = -100 F
 - More sustainable – faster
 - Higher quality – smaller ice crystal = less cell damage
 - Better nutrient preservation – process shortly after harvest



Some Unit Operations in Industry are DIFFERENT than Unit Operations at Home

- Structuring – Extrusion
- Multiple unit operation in one piece of equipment
 - Heating
 - Shaping
 - Shearing
 - Foaming
- Product can be heated under pressure until water is superheated
- Product undergoes shear to align biopolymers
- Superheat water flash evaporated upon exiting the extruder to form a foam and create unique texture
- Die on end of extruder can control shape



Many Processed Foods Have the SAME Unit Operations as Home-made Foods



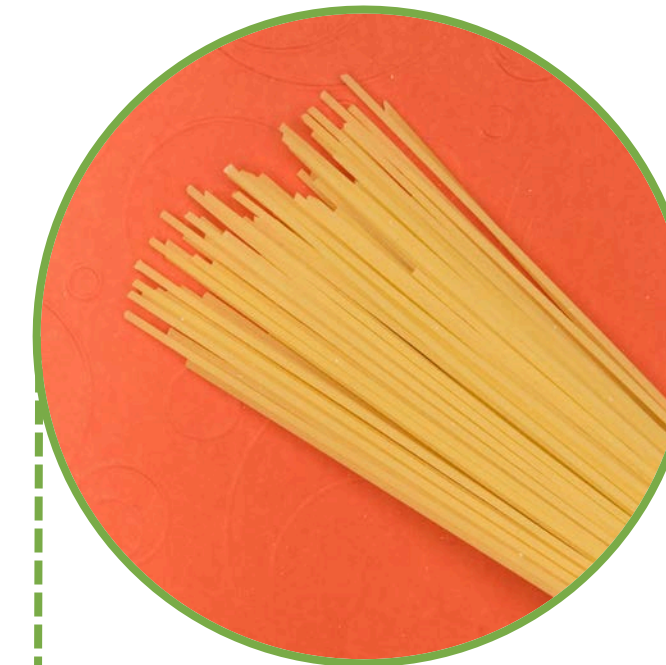
1. Mix
2. Homogenize
3. Flavor
4. Freeze
5. Package



1. Knead
2. Shape
3. Ferment
4. Cook
5. Package



1. Grind
2. Flavor
3. Stuff
4. Cook
5. Packaging



1. Mix
2. Extrusion
3. Drying
4. Package



1. Peel
2. Slice
3. Fry
4. Flavor
5. Package

Does Industrial Food Processing have a Special Place in Nutrition?

Ultraprocessed Foods

- Not likely related to processing as the foods listed as ultraprocessed have many uncommon unit operations
- As industrial food processing is often similar or the same as home cooking, it is not clear what the scientific basis is for why industrial processing of foods makes them unhealthy



Overconsumption of Any Food With Poor Nutritional Profiles Will Lead to Poor Diets

- Many foods characterized as ultraprocessed are high in sugars, salts, saturated fats and calories while low in nutritional value
- These foods have long been considered as unhealthy, junk foods
- Overconsumption of any food with poor nutritional profiles will lead to poor diets
 - These foods can be produced by industry or home cooking
- The message to consumers should be to concentrate on nutritional content not on how foods are processed

Drivers of Food Purchases



Processing Foods can Improve Nutrition

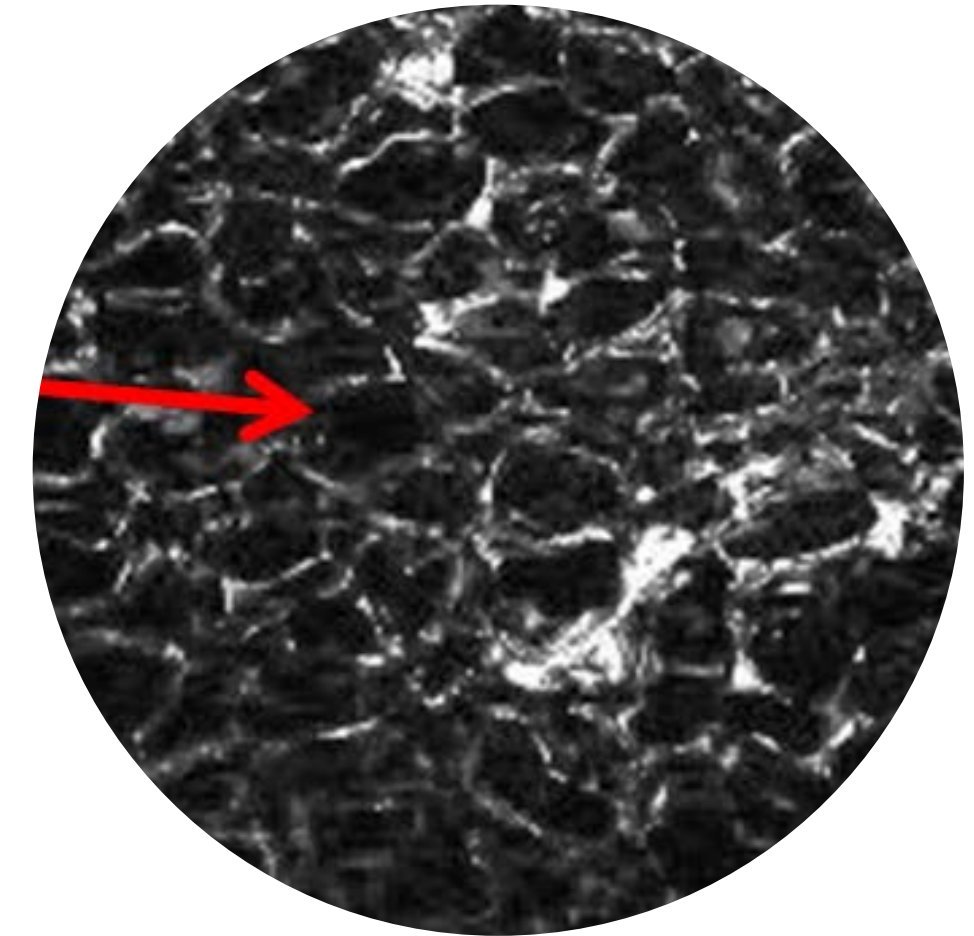


- More effective utilization and preservation of nutrients
 - Can increase nutrient bioavailability
 - Milling, masa, increase bioavailability of fat-soluble nutrients
 - Fortification to deliver essential nutrients to broad spectrums of the population
 - Process foods shortly after harvest to lock in nutrients
- Less nutrient degradation compared to home cooking
 - Ultrapastuerization – 135 C for 2-5 seconds
 - High temperature kills bacteria quickly
 - Short processing time minimizes vitamin destruction

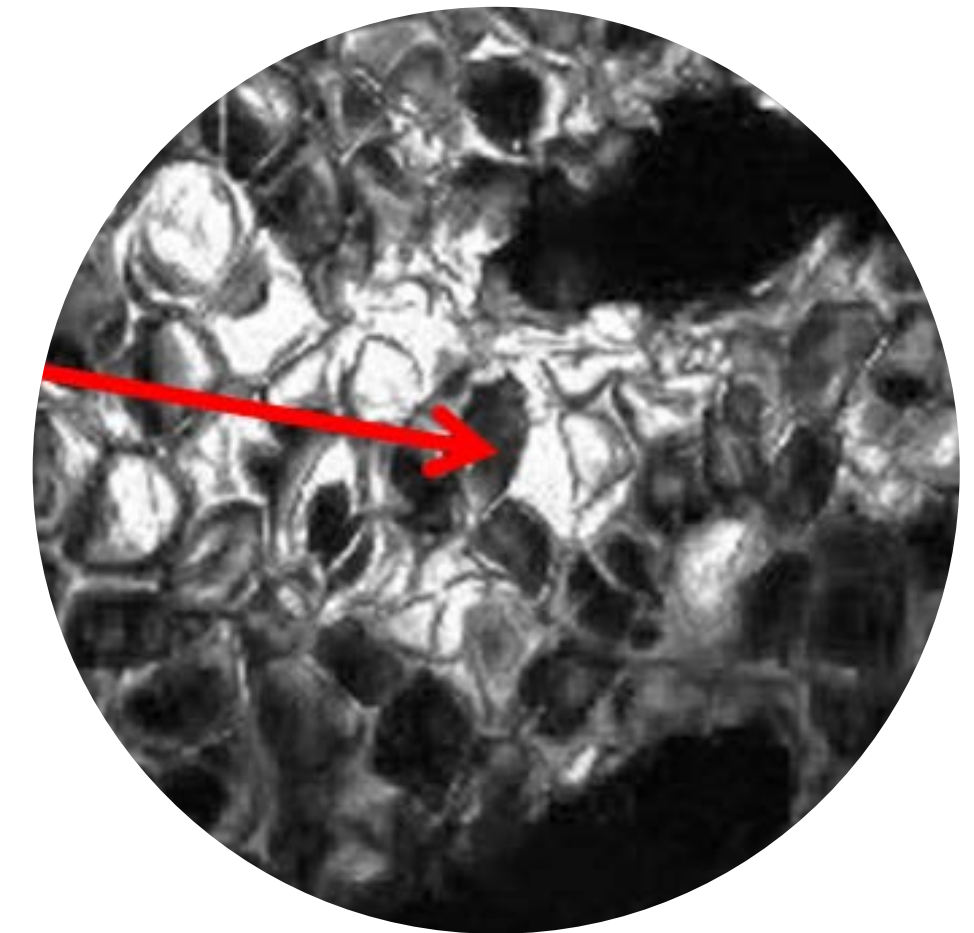
Fat Absorption in Fried Foods

- Upon frying, water evaporates from the food and is replaced by fat
- Fat absorption increased with increasing water loss
- Industrial fried potatoes are partially fried (par fried)
- Oven Baked Frozen French Fry
 - 3-4% French fry

Potato Cells
without Water



Potato Cells
w/Absorbed Fat



Pedreschi and Aguilera, 2002

Table 3. Percent contribution of food categories to potassium intake, 2009-2010

Food Categories*	Contribution to Potassium (%)**
Fruits and Vegetables	20
Total Vegetables	13
Vegetables: fresh, frozen, canned, salads, mixed dishes, except white potatoes	7
White Potatoes: baked, boiled, mashed, French fries, hash browns, potato salad, except potato chips	6
Total Fruits: fresh, frozen, canned, salads	7
Milk and Milk Drinks	11
Milk: whole, reduced fat, low fat, nonfat	9
Flavored Milk and Milk Drinks: flavored milk, milk substitutes, milkshakes	2
Meats and Poultry	10
Cured Meats: ham, luncheon meats, frankfurters, bacon, sausage	4
Meats: beef, pork, lamb, game	3
Poultry: fried/baked chicken, patties, nuggets, turkey, duck	3
Grain-based Mixed Dishes: pasta mixed dishes, macaroni and cheese, rice mixed dishes, pizza, sandwiches, burritos, tacos, tamales	10
Coffee and Tea	7
Coffee	5
Tea	2
100% Juices: orange juice and all other 100% fruit/vegetable juices	5
Meat/Poultry Mixed Dishes: meat or poultry as main ingredient with grain and/or vegetable, gravies, sauces	4
Plant-based Protein Foods: beans/peas and beans/peas mixed dishes, nuts and seeds, soy products	4
Savory Snacks: chips, crackers, popcorn, pretzels	3

*Food categories not listed including Seafood, Breads and Tortillas, Cheese and Yogurt, Cereals, Soups, Sweetened Beverages, Beer and Wine, Sugars and Sweets, and Condiments, Dips, Sauces each contribute <3% of potassium.

**Percentage of individuals reporting the foods in the category at least once on the reporting day.

Advantages of Food Purchases



The Food Industry is a Critical Component in Decreasing Food Costs



Produces Affordable Foods

- Buy raw materials in large quantities
- Use energy efficient processing steps
- Maximize yield to decrease waste
- Utilize food waste products to offset processing costs
- Utilize food processing operations, packaging technologies and food ingredients to maximize shelf-life

Homemade tomato paste = \$9.90+/pound

Industrial tomato paste = \$2.00/pound



www.thekitchn.com

Advantages of Food Purchases



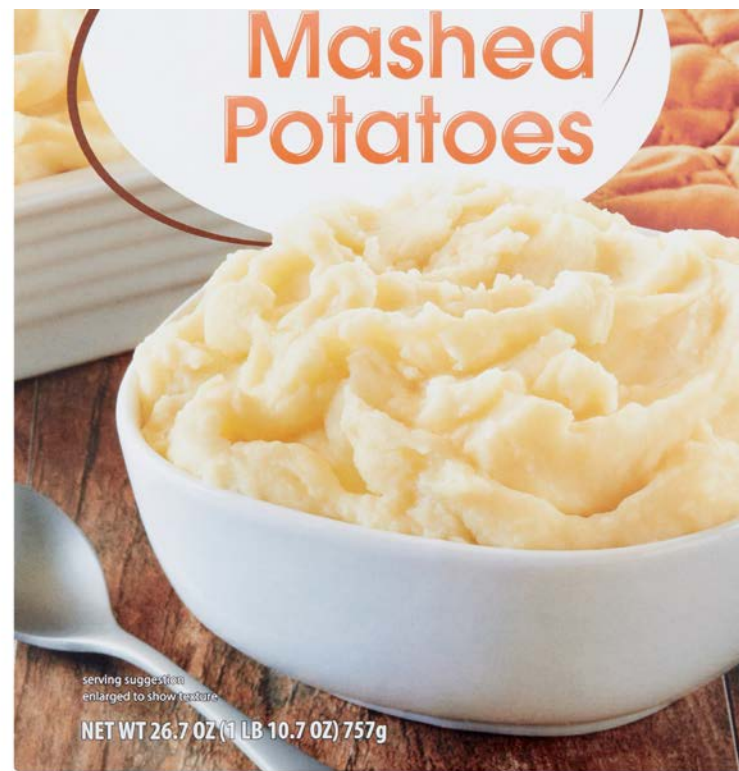
Leverage the Convenience of Processed Foods to Help Build Healthy Dietary Patterns

Food processing can help families with preparation of healthy foods

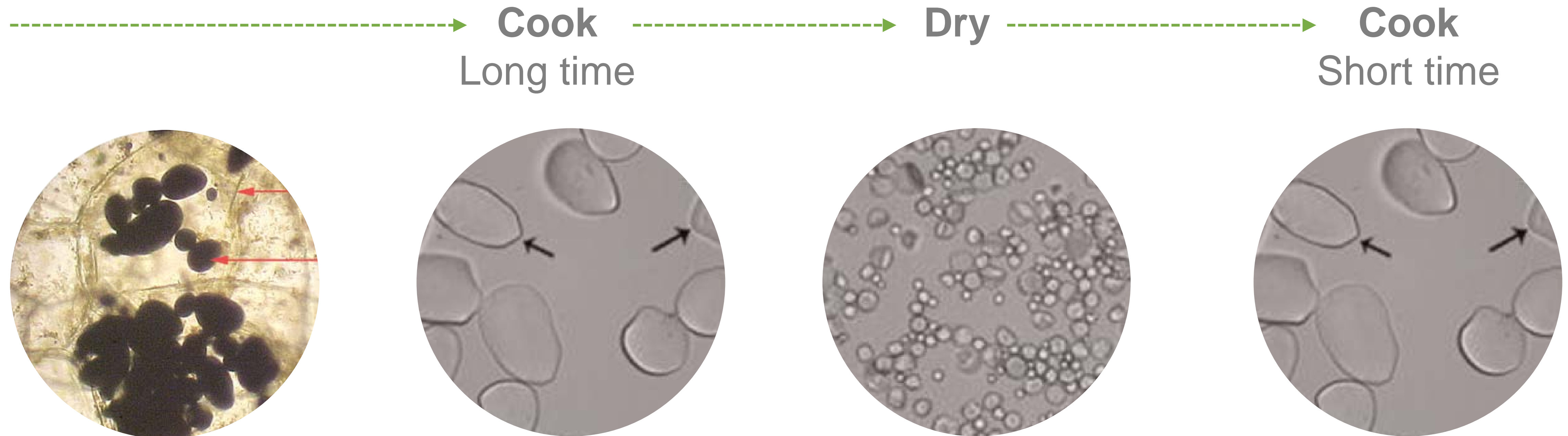
- Bagged vegetables
- Canned beans
- Canned sauces, soups and seafood*
- Frozen fruits and vegetables
- Instant potatoes, oatmeal and rice
- Juices
- Whole grain breads and breakfast cereals*

*Consumers need to select foods in these categories with good nutritional profiles





Instant Potatoes: Processing for Convenience



However, Convenience Can Also Increase Accessibility to Low Nutrient Dense Foods

Convenience can also increase accessibility to low nutrient density foods

- Dessert baking mixes – brownies, cakes, cookies, puddings
- Snack foods – cookies, chips, crackers
- Frozen pizza

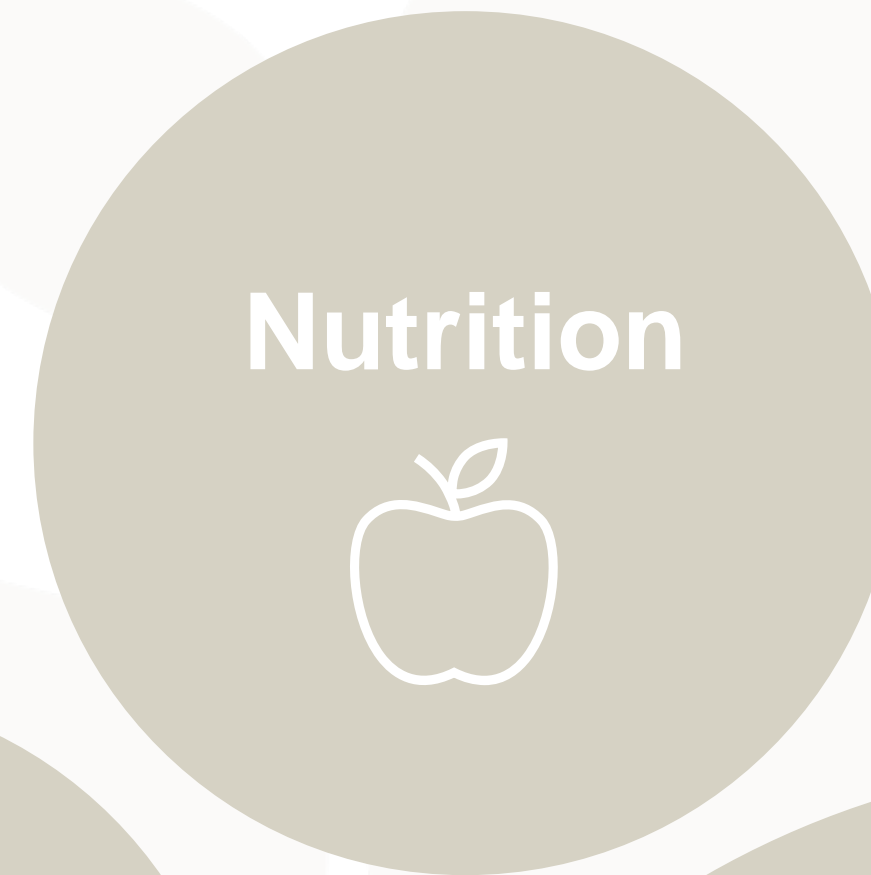
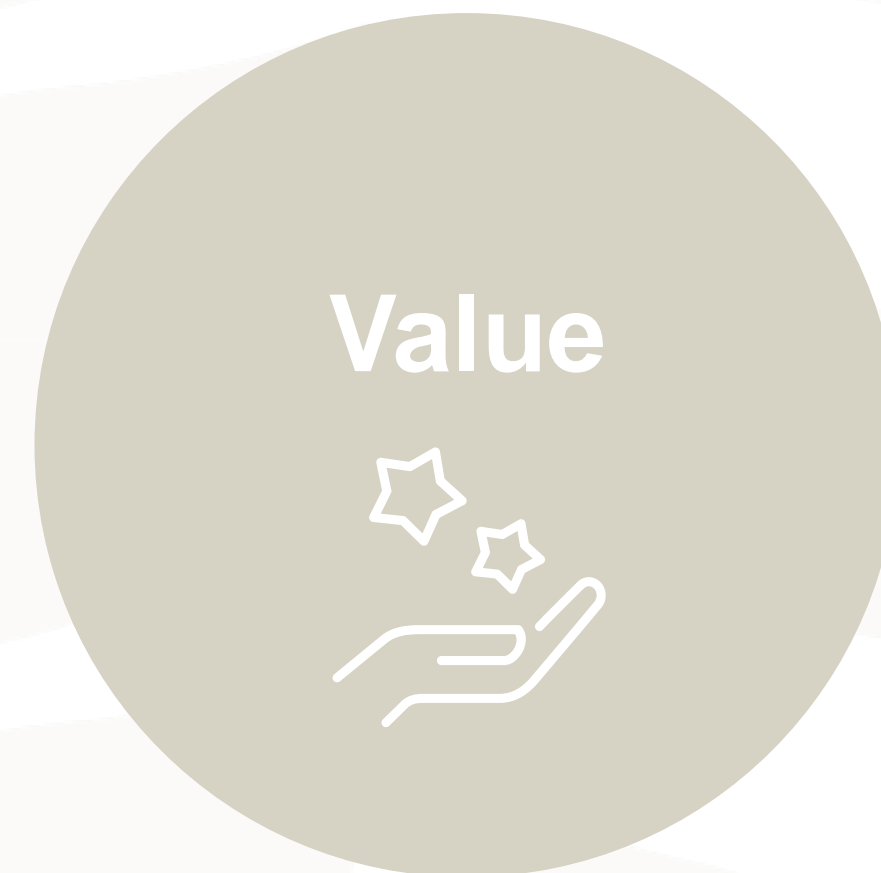
These types of products can be made at home but are

- Labor intensive
- Require unique/numerous ingredients
- Need advanced or inconvenient cooking methods

By making these foods convenient, these products can be more easily incorporated into a daily diet

- Can increase consumption of calories, fat, salt and sugar

Advantages of Food Purchases



Benefits of Industrial Food Processing

- **More sustainable**
 - Less energy
 - One of the major cost of food production
 - Continuous operation
 - Minimal need for preheating and cooling
 - Less cleaning = less water
 - Better timing and temperature control
 - Less overcooking which can destroy nutrients and produce toxins

Processed Foods and the Future of our Food Supply

How likely is it to expect consumers to adapt a diet that meets public health goals that requires them to:

- Spend more time cooking
- Pay more for foods
- Sacrifice taste

Realistic Goal

- Provide a convenient, affordable, nourishing, sustainable and great tasting food supply that is accessible to all
- Requires new technologies to preserve, lower costs, remove unhealthy ingredients and improve taste to make it easier to create healthy dietary patterns

Engage and Empower Your Audience



In the Chat Box

- What questions do you have about processed foods?
- What questions do your patients/clients have about processed foods?

Disclosures: **Melissa Joy Dobbins MS, RDN, CDCES**

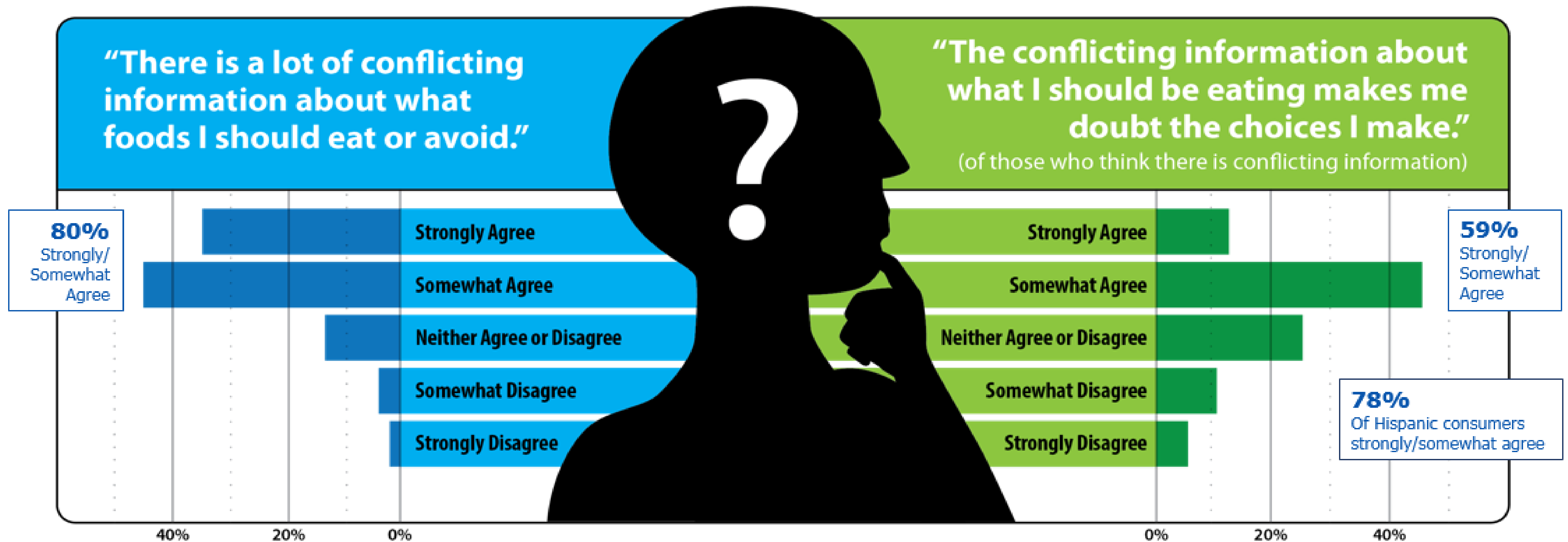


Consultant/Partner/Sponsor relationships:

- Potatoes USA
- Hass Avocado Board
- Norwegian Seafood Council
- National Peanut Board
- Egg Nutrition Center
- Soy Nutrition Institute
- Pendulum Therapeutics
- Eat Well Global/PepsiCo
- National and State Dairy Councils
- National and State Beef Associations
- Illinois Farm Families



Consumer Confusion



IFIC 2018 Annual Food & Health Survey

Q8: Do you agree or disagree with the following statement? “There is a lot of conflicting information about what foods I should eat or avoid.” (n=1,009)

Q9: Do you agree or disagree with the following statement? “The conflicting information about what I should be eating makes me doubt the choices I make.” (Of those who agree about conflicting information, n= 817)

**“Healthy”
= *Varies***



People are defining for themselves what is “healthy”

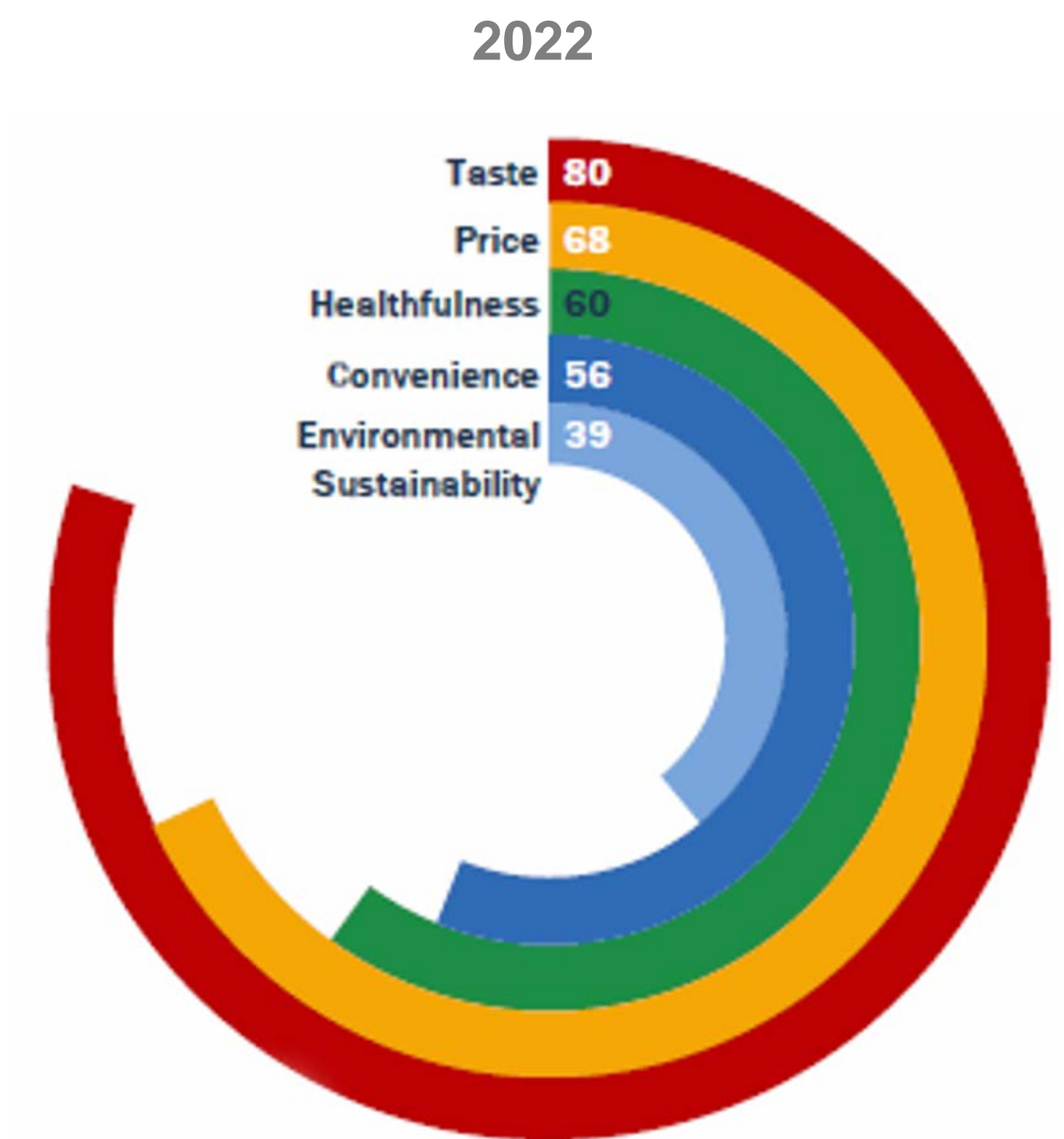
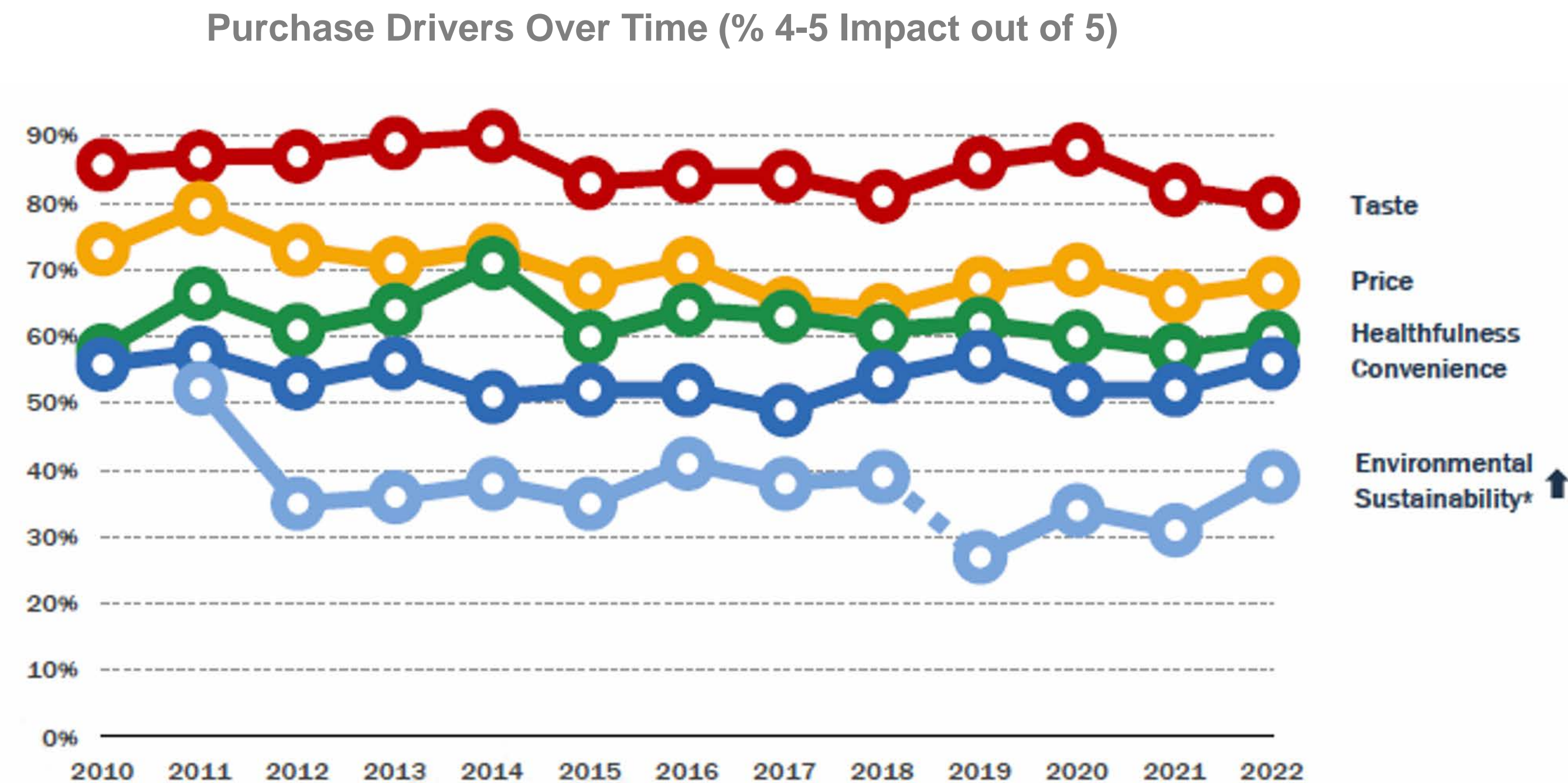
**“Transparency”
= Information**



People want more information

The drivers of purchase decisions have remained largely stable since 2010, with taste and price still on top

Q6. How much of an impact do the following have on your decision to buy foods and beverages?
Summary: Top 2 (Great Impact/Somewhat of an Impact); (n=1,005)

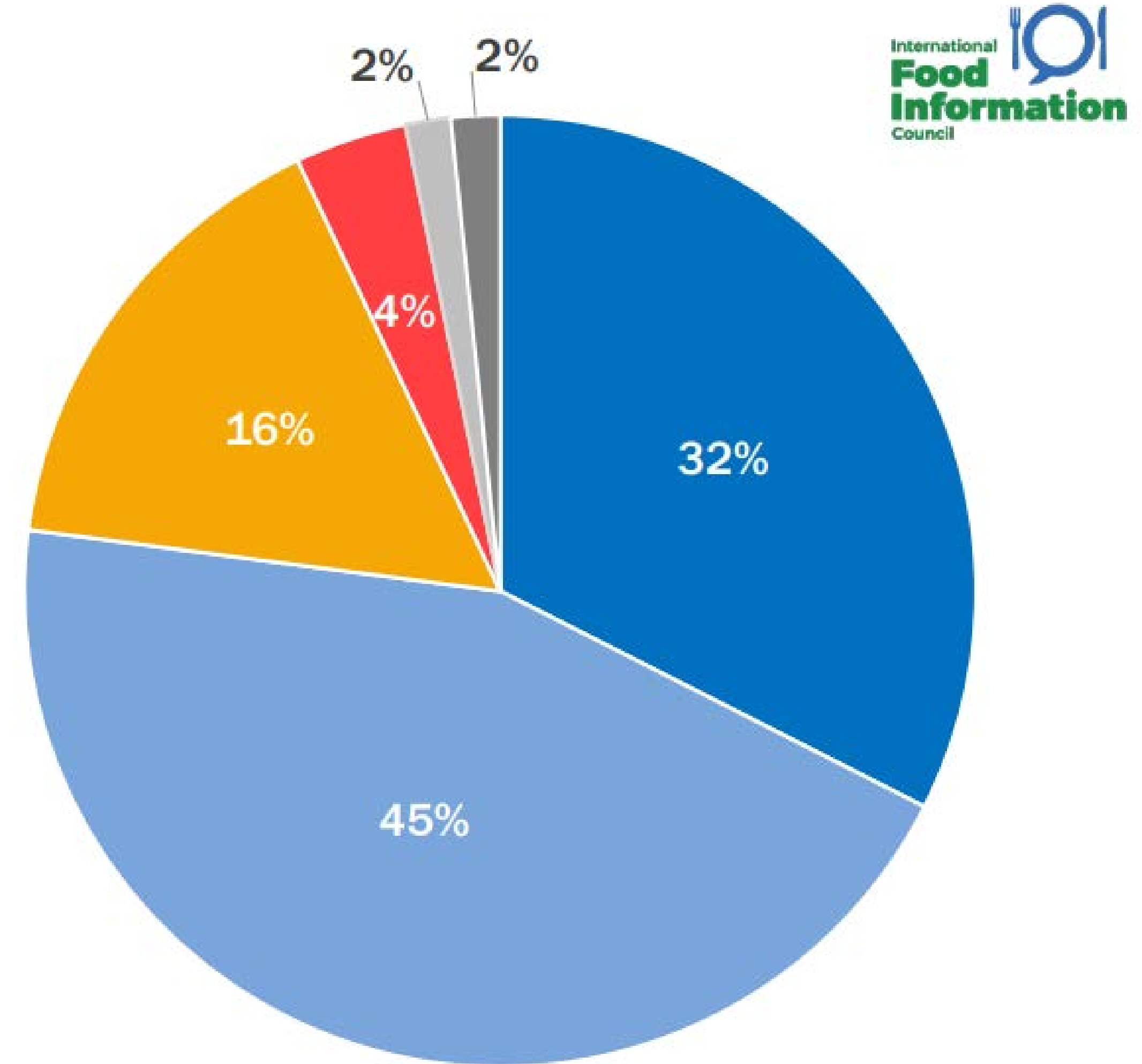


*Prior to 2019, Environmental Sustainability was addressed as "Sustainability"

More than three-quarters buy processed foods and beverages at least sometimes

Q1. When shopping for groceries, how often do you buy processed foods and beverages? N=1,002

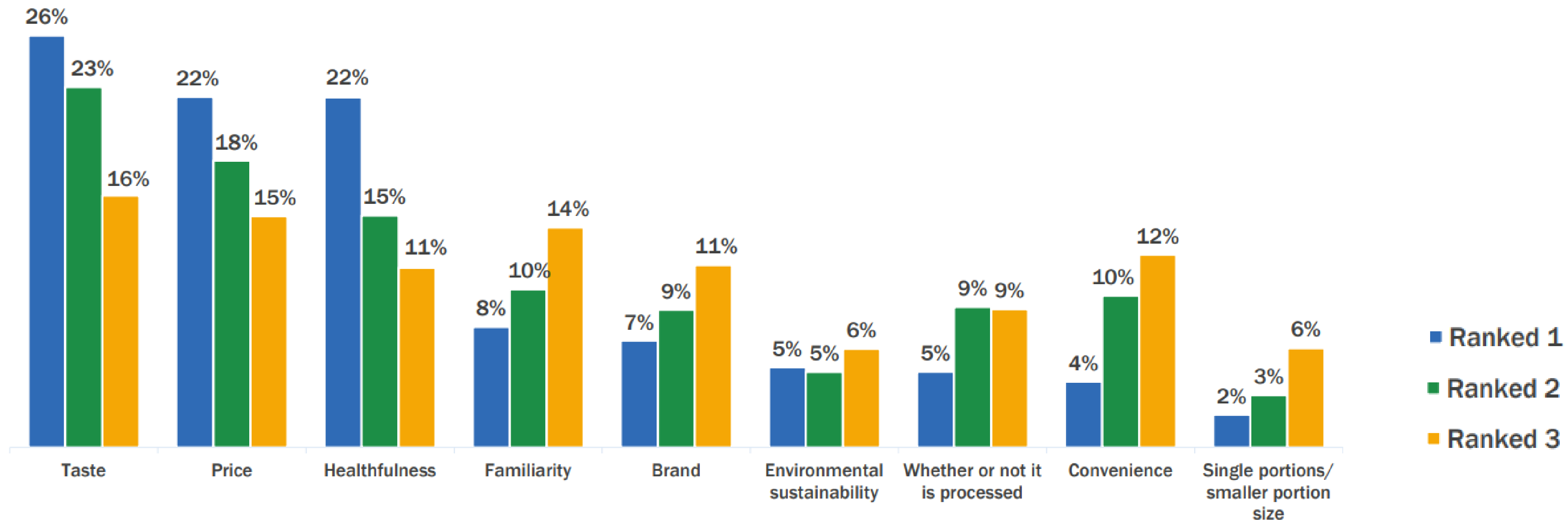
- Very often
- Sometimes
- Rarely
- Never
- Not sure
- I do not shop for groceries



PERCEPTIONS ON PROCESSED | JULY 2021 | FOODINSIGHT.ORG

When it comes to purchase drivers, taste, price and healthfulness greatly outrank whether a food is processed

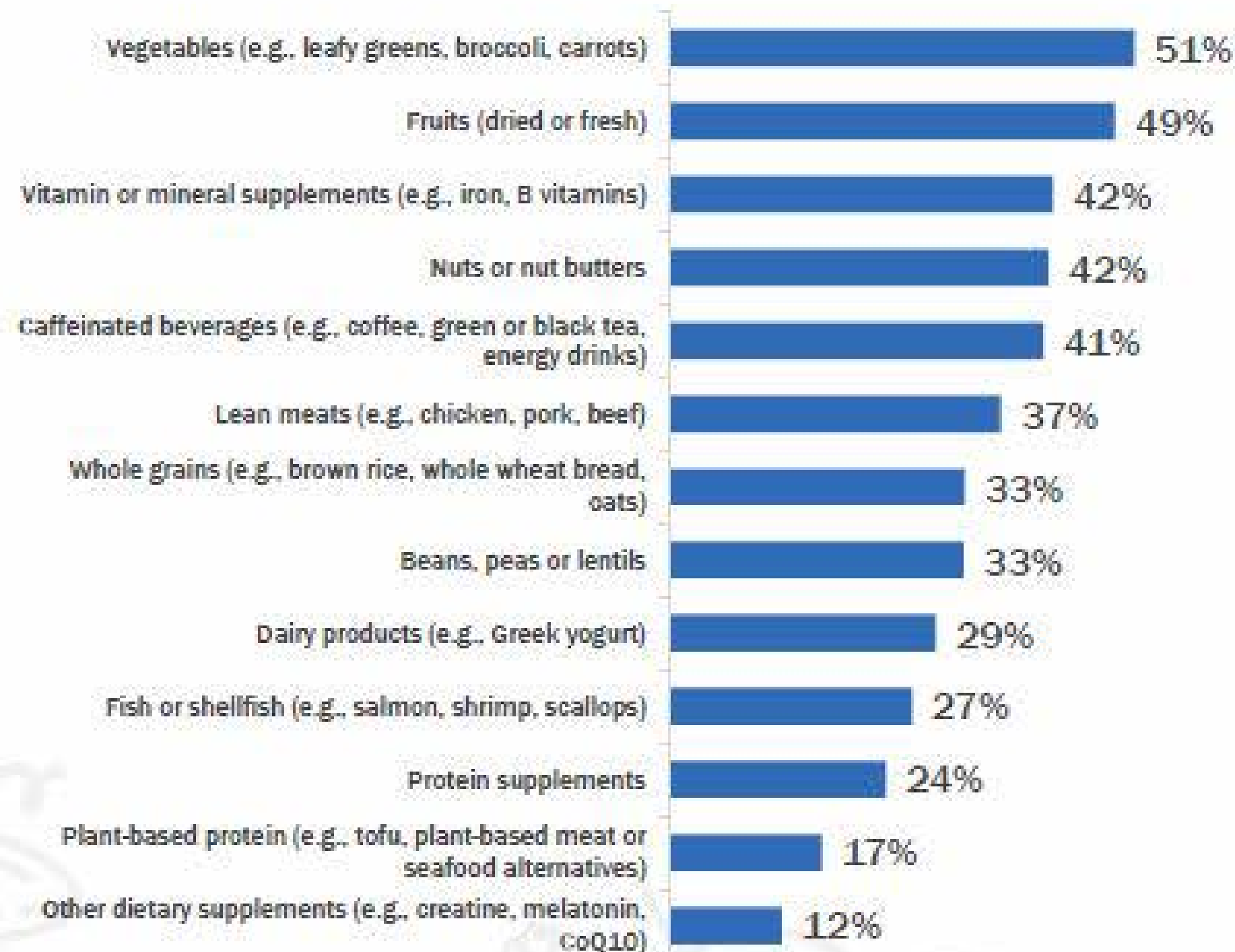
Q1. [If A/B/C/D to Q1] When shopping for foods, please indicate how important each of these attributes are to you? Rank from 1 to 9, with 1=Most important to 9=Least important. % ranked 1,2,3 n=969



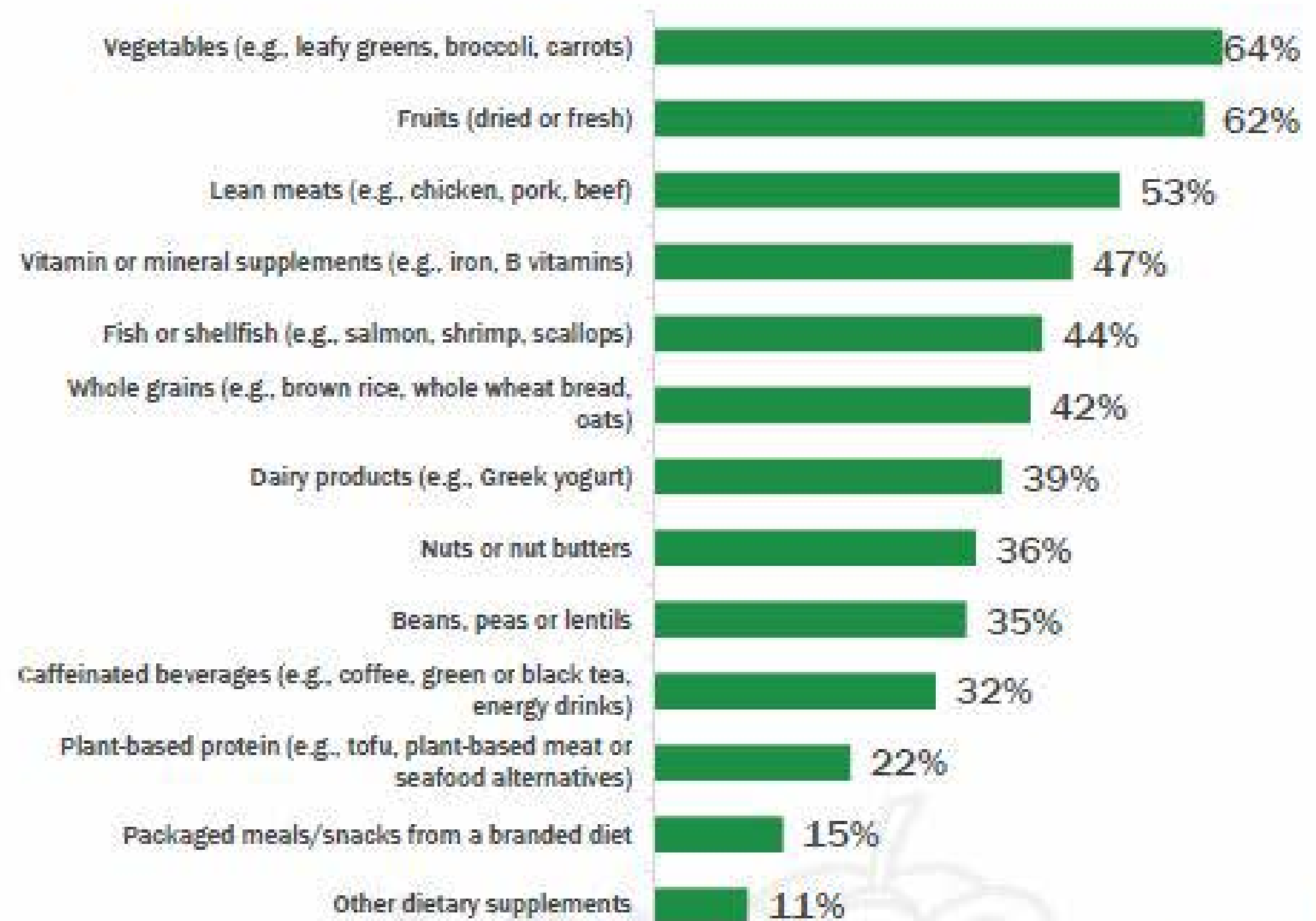
Vegetables and fruits are the most common targets for energy and weight loss

At least 4 in 10 look to vitamin or mineral supplements for both energy and weight loss goals

Foods/Nutrients Consumed to Improve Energy/Reduce Fatigue
(Of Those Who Seek This Benefit)



Foods/Nutrients Consumed for Weight Loss/Management
(Of Those Who Seek This Benefit)

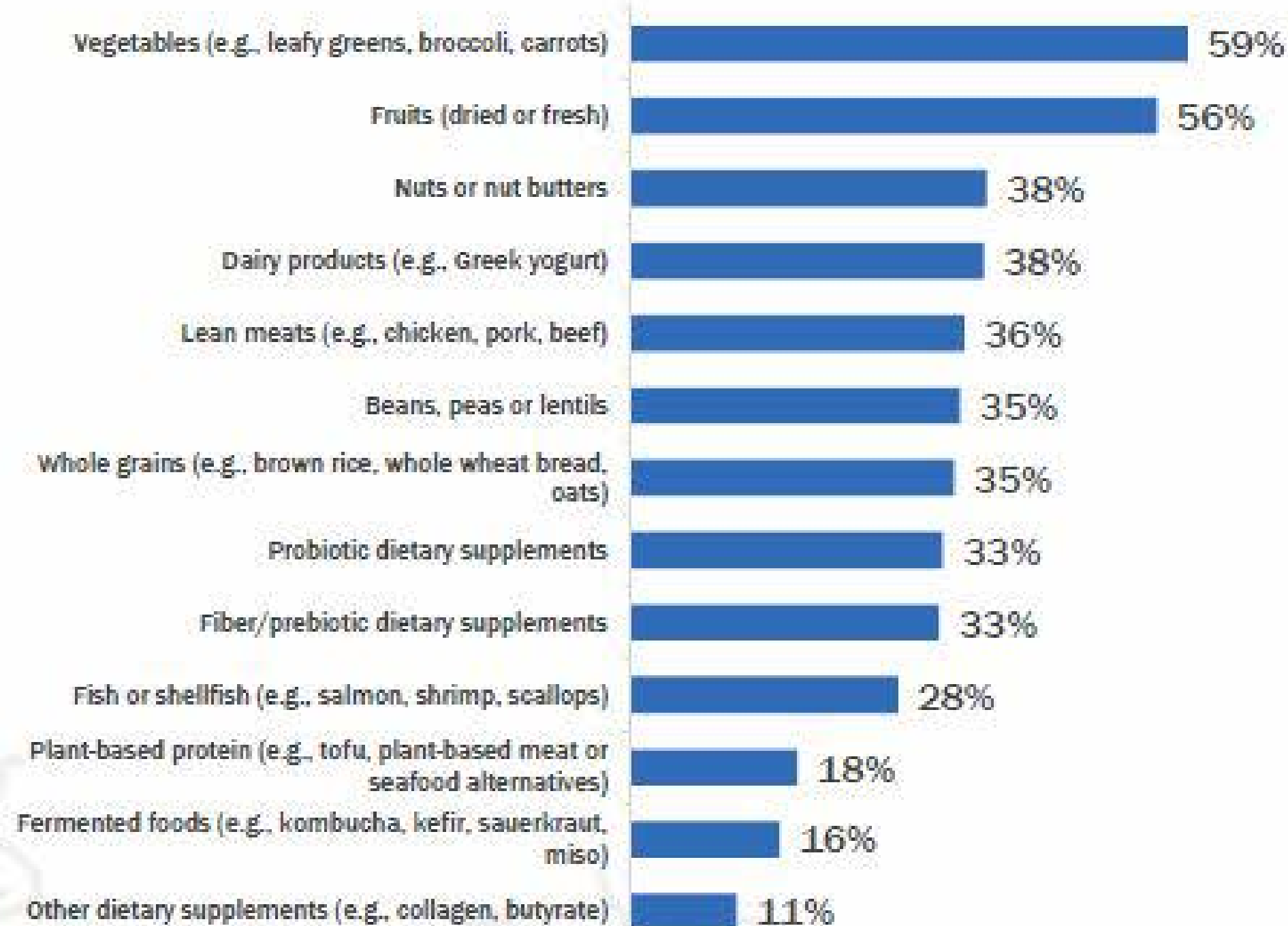


Q31B Which of the following foods or nutrients have you consumed in the past year in your effort to improve your energy level/reduce fatigue? (Select all that apply.) Filter: Seeking energy/less fatigue from foods, beverages, or nutrients: (n=372) / Q31A Which of the following foods or nutrients have you consumed in the past year in your effort to lose weight/manage your weight? (Select all that apply.) Filter: Seeking weight loss/weight management from foods, beverages, or nutrients: (n=310); Note: "other" and "none of the above" are not shown

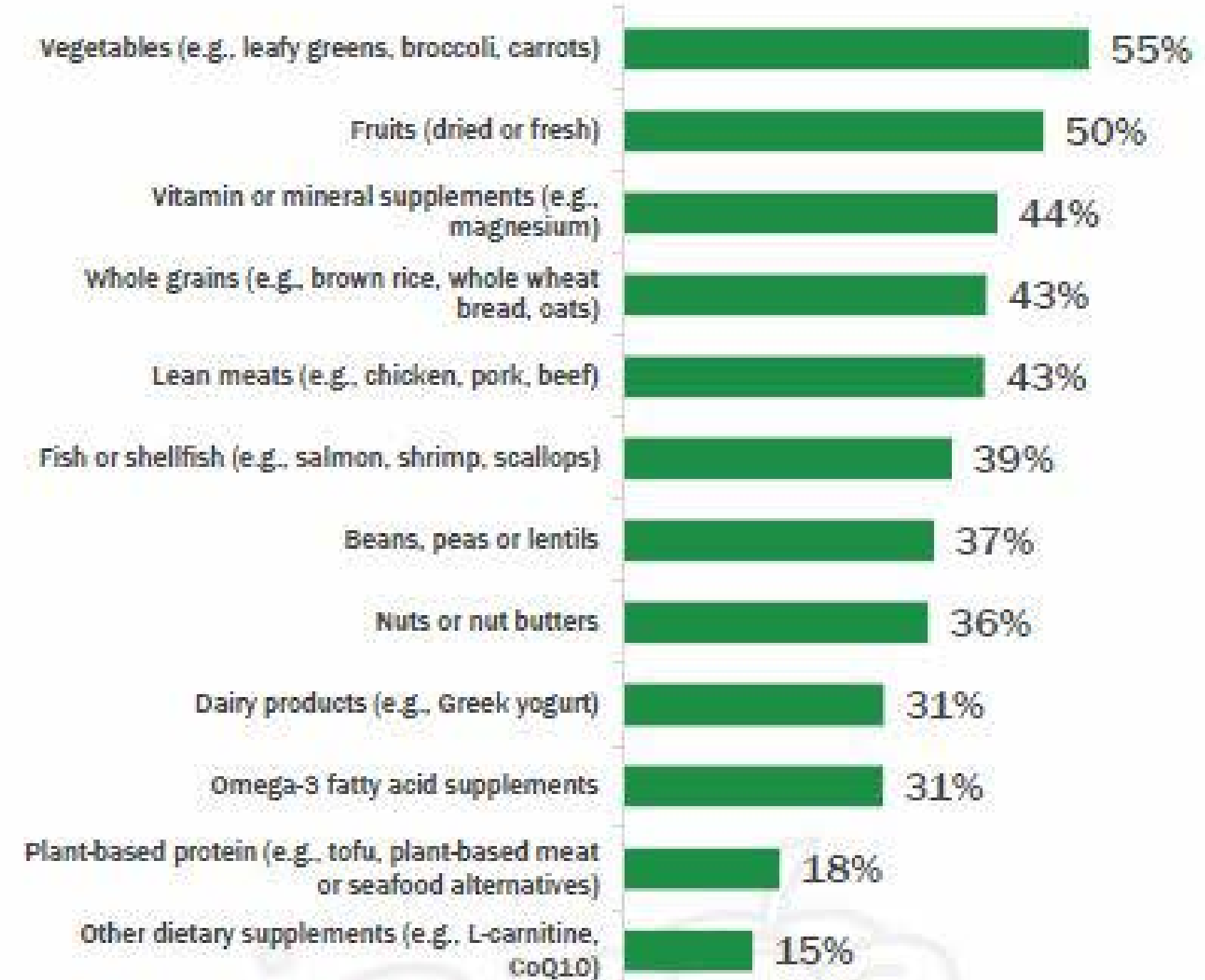
Vegetables and fruits are also key for improving gut health and heart health

In comparison, far fewer look to dairy products, probiotic or prebiotic supplements and fermented foods for gut health

Foods/Nutrients Consumed to Improve Digestive/Gut Health
(Of Those Who Seek This Benefit)



Foods/Nutrients Consumed to Improve Cardiovascular Health
(Of Those Who Seek This Benefit)



Q31C Which of the following foods or nutrients have you consumed in the past year in your effort to improve your digestive health/gut health? (Select all that apply.) Filter: Seeking digestive health/gut health from foods, beverages, or nutrients: (n=297) / Q31D Which of the following foods or nutrients have you consumed in the past year in your effort to improve your heart/cardiovascular health? (Select all that apply.) Filter: Seeking heart/cardiovascular health from foods, beverages, or nutrients: (n=281): Note: "other" and "none of the above" are not shown

TOP GROWING VEGETABLES

Annual eating occasions per
capita change, 2015-2020

1. Potatoes (including fries), +5.3
2. Caesar Salad, +2.5
3. Avocados, +1.2
4. Tomato Sauce/Paste, +0.9
5. Tomato Salsa, +0.9

TOP DECLINING VEGETABLES

Annual eating occasions per
capita change, 2015-2020

1. Onions, -7.2
2. Tomatoes, -6.3
3. Green Salads, -6.0
4. Lettuce, -5.4
5. Carrots, -3.9

TOP VEGETABLES CONSUMED BY FREQUENCY

Annual eating occasions per capita

1. Lettuce/vegetable salads, 61.2
2. French fries, 45.3
3. Onions, 31.6
4. Tomatoes, 27.1
5. Carrots, 20.8
6. Mashed potatoes, 19.0
7. Beans/legumes, 18.3
8. Corn, 15.7
9. Peppers, 14.7
10. Broccoli, 13.7
11. Green beans, 13.7
12. Baked potato, 11.2
13. Celery, 8.7

TOP VEGETABLES CONSUMED BY VOLUME

Average cups per occasion

1. Lettuce/salads, 2.9
2. French fries, 2.1
3. Green beans, 1.6
4. Broccoli, 1.5
5. Beans/legumes, 1.4
6. Corn, 1.2
7. Carrots, 0.9
8. Mashed potatoes, 0.9
- Peppers, 0.8
9. Tomatoes, 0.7

TOP FRUITS CONSUMED BY FREQUENCY

Annual eating occasions
per capita

1. Bananas, 41.9
2. Apples, 28.2
3. Strawberries, 13.7
4. Oranges, 12.8
5. Grapes, 12.6
6. Blueberries, 11.7
7. Applesauce, 7.3
8. Watermelon, 5.8
9. Lemons, 5.7
10. Fruit salad, 4.9
11. Peaches, 4.7
12. Pineapple, 4.3

TOP FRUITS CONSUMED BY VOLUME

Average cups per occasion

1. Melons, 2
2. Apples, 1.3
3. Peaches, 1.2
4. Citrus, 0.9
5. Bananas, 0.9
6. Applesauce, 0.7
7. Berries, 0.7
8. Grapes, 0.6
9. Dried fruit, 0.5
10. Single/mixed nuts, 0.4

TOP GROWING FRUITS

Annual eating occasions per
capita change, 2015-2020

1. Bananas, +2.3
2. Grapes, +1.9
3. Blueberries, +1.8
4. Strawberries, +0.9
5. Oranges, +0.7



Top Fruit & Vegetable Motivators

Which of the following describes why the [fruit item] was chosen?			Which of the following describes why the [vegetable item] was chosen?		
Rank	Motivators	% Of Occasions	Rank	Motivators	% Of Occasions
1	It was healthy/nutritious	34.1	1	It's a favorite	29.2
2	It was quick/easy to make/get	33.0	2	It was quick/easy to make/get	24.8
3	It's a favorite	27.9	3	It was healthy/nutritious	22.2
4	I regularly serve or have	23.0	4	It was made with items on hand	19.2
5	It was made with items on hand	18.5	5	Satisfied craving/specific taste	15.5

The PBH
KNOW-FEEL-DO™
Behavioral Framework
identifies three drivers of
eating behavior:

- 1) What we **KNOW**
- 2) What we **FEEL**
- 3) What we **DO**

Fruit & Vegetable Forms

FRUIT & VEGETABLE FORMS

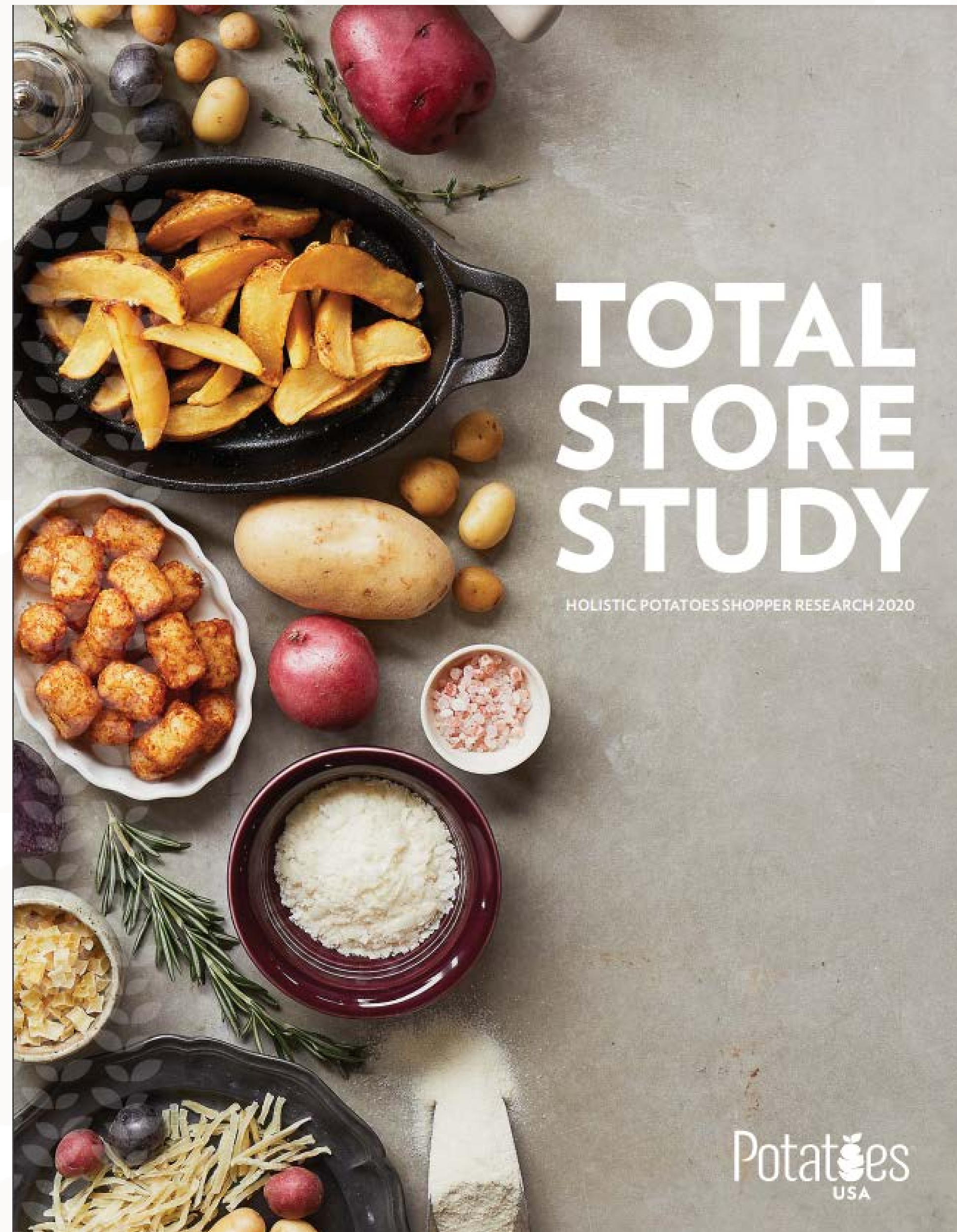
% Eatings Share

- Canned/Pre-packaged
- Homegrown/Homemade
- Frozen
- Dried
- Fresh



About one-third of the population consumes frozen vegetables, while a much smaller percentage (<5%) consume frozen fruit.

Intake of frozen vegetables has decreased slightly from 2015-2020. Medium and heavy fruit and vegetable eaters are most likely to choose frozen forms compared with light eaters.



Potato Insights

Fresh | Frozen | Dehydrated | Canned/bottled | Chips



BENEFITS BY POTATO TYPE

Consumers are shopping for each type of potato for the following reasons:



Potato Chips

- Satisfies cravings
- Snack between meals



Fresh Potatoes

- Natural/unprocessed
- Good source of nutrients
- Cooking/use in recipes



Frozen Potatoes

- Tastes good
- Good for kids
- For morning/breakfast



Dehydrated Potatoes

- Convenience
- Low in calories
- Part of a full meal



Canned/Bottled Potatoes

- Versatile
- Boosts energy
- Refuels after workout

Sensational Headlines ≠ Bottomline Takeaways



food · Published March 5, 2022 1:00am EST

These are the worst frozen foods for your health, experts say

Nutritionists urge us to avoid these 10 frozen foods

Frozen French Fries



When buying frozen French fries, be sure to scan the ingredients list and look for added oils and salt. (iStock)

False Balance



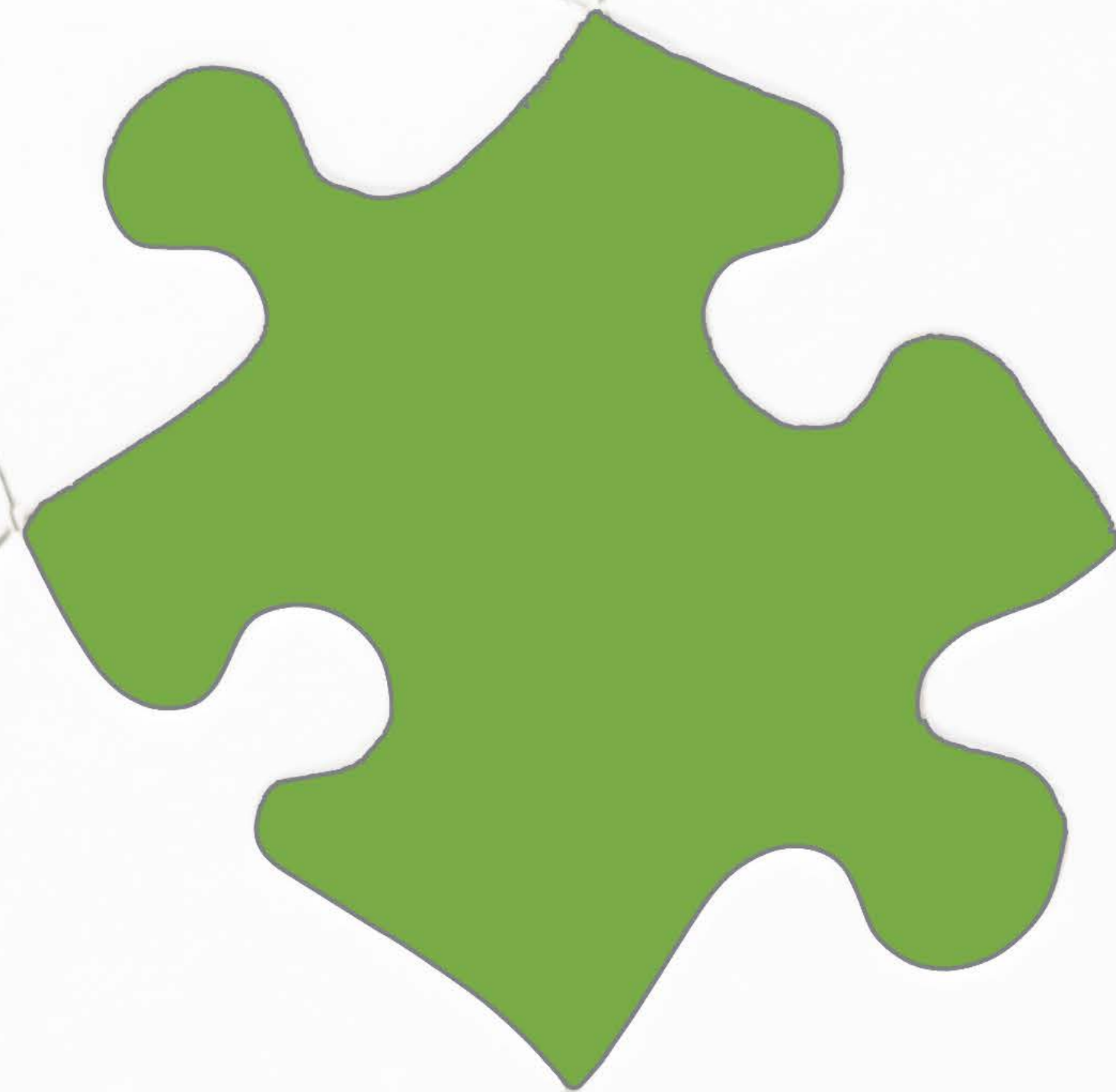
https://undsci.berkeley.edu/article/sciencetoolkit_04

Confirmation Bias

“Narrowcasting”



Shared Values and Solutions



Redefine Reality & Reassure



Nutrient Rich Foods





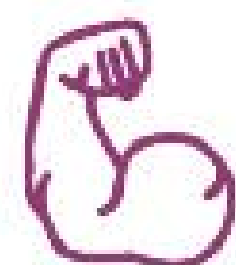
Potatoes: Fresh and Processed

- Nutrient-dense vegetable
- Plant-based trend
- Sustainable production
- Convenient
- Versatile
- Affordable

SUPPORTS PHYSICAL FUNCTION



Carbohydrates: 26G



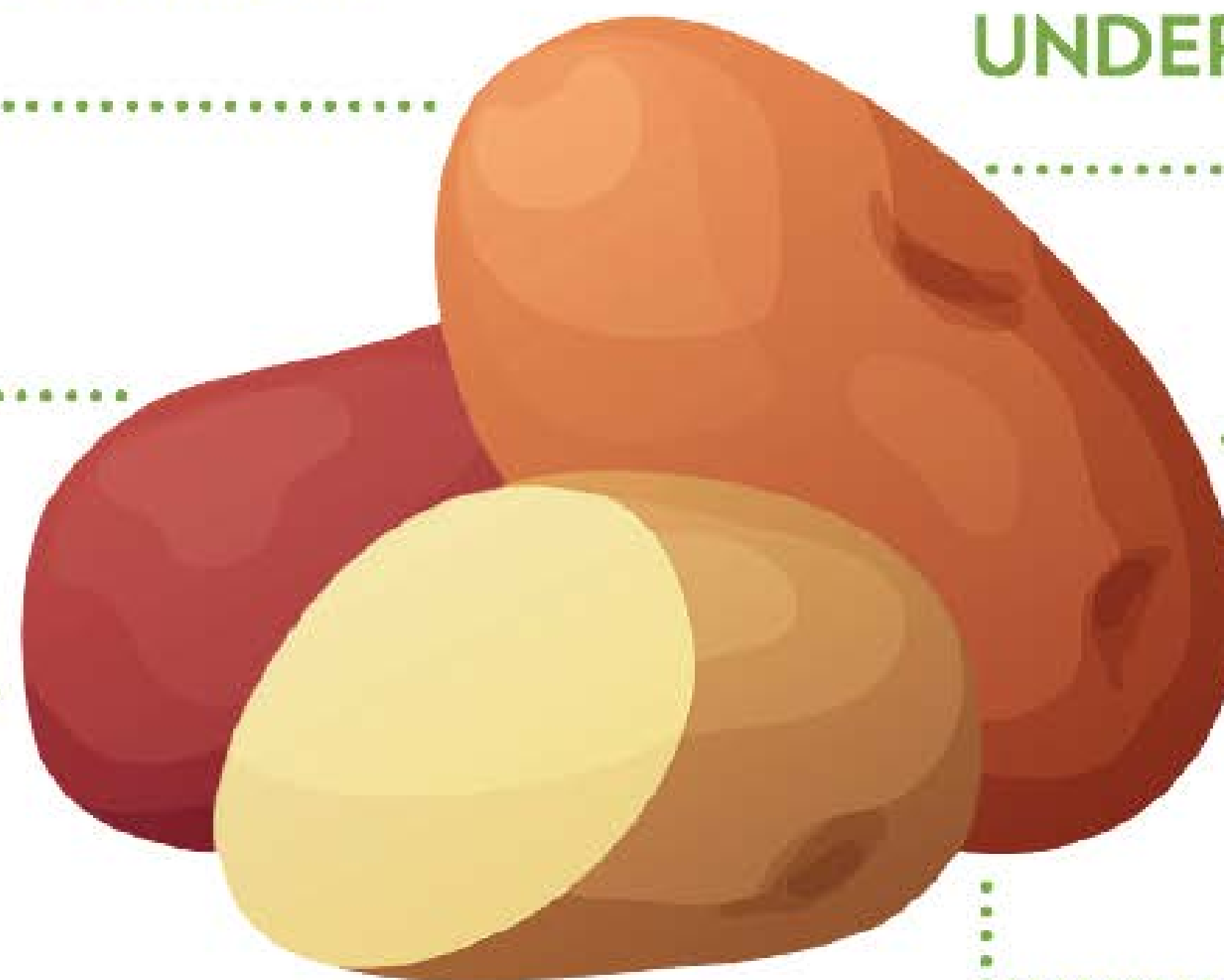
Protein: 3G



Iron: 1.1 MG
(6% DV)



Vitamin B6: 0.2 MG
(10% DV)



SUPPORTS INTAKES OF UNDERCONSUMED NUTRIENTS

..... Potassium: 620 mg
(> medium sized banana⁸)

..... Fiber: 2g
(7% DV)

SUPPORTS IMMUNITY

..... Vitamin C: 30% DV
(more than a tomato)

*Nutritional information based on one medium (5.3 oz) skin on potato

20 minute air-fryer POTATO BOWL

@djblatner



djblatner • Following
Paid partnership



djblatner Need a fast plant-based dinner idea? #sponsored Try my AIR-FRYER POTATO BOWL! It's a nourishing & delish meal you can make in just 20 minutes.

Roasting potatoes in the air-fryer is one of my favorite ways to make them. And while they are cooking, I get my other ingredients ready so the final meal comes together quickly.

In my bowl, I have AIR-FRYER POTATO CUBES + hot sauce chickpeas + sautéed kale + avocado. I drizzle it all w/ a tahini dressing. Of course you can mix & match other ingredients to make your own bowl, based on what you like & what ingredients you have on-hand.



Liked by franceslrothrd and 85 others

APRIL 18



Add a comment...

Post



veggiesandchocolate • Following



veggiesandchocolate Little beats a classic potato tot – and just wait until you add broccoli and cheddar into the mix.

Potatoes are one of my go to vegetable staples. There are many delicious ways you can make them!

And while I love the classics, I also love things that mix it up and add a fun spin and flavor. And these Broccoli & Cheddar Potato Tots do just that!

@potatogoodness #potatogoodness #ad

Recipe is linked in my bio or on the blog: <https://www.sammibrondo.com/blog/br>



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MARCH 31



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veggiesandchocolate • An easy way to make salads more satisfying: add different textures and food groups – especially carbs!

This Spring Roasted Potato Salad is a favorite! I make it by tossing potatoes and asparagus with olive oil, salt and pepper and roasting them in the oven at 400 F until they're soft and crispy. Once they're cool, add them to a bed of arugula, sprinkle some feta cheese and add a lemon-y vinaigrette 🍋

The crispy potatoes are a must in this salad. Not only do they add a delicious flavor, but adding potatoes as a source of carbs is what makes the salad so filling and satisfying.



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7 DAYS AGO



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POTATO TOASTS

@djblatner

HUMMUS & FETA



hummus



cucumber slices



herbed feta

BEANS & GUAC



black beans



mashed avocado



hot sauce

LOX & ONION



smoked salmon



red onion & capers



plain 2% Greek yogurt

GREENS & EGG



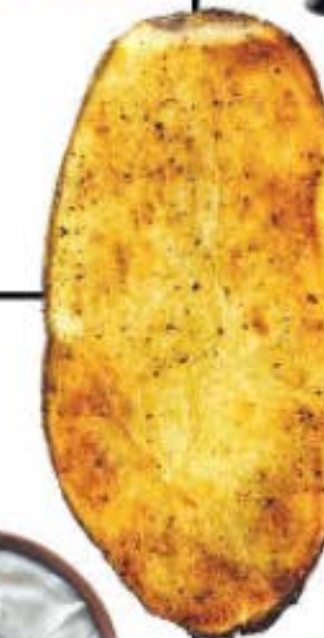
hard boiled egg slices



everything seasoning



sautéed greens



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djblatner Have you tried potato "toast"? #sponsored ROASTED POTATO TOASTS are one of my favorite foods to prep ahead so they are ready for easy meals during the week.

If you like toast, you'll love POTATO TOAST! It's a nutrient-dense canvas for all sorts of creative toppers.

You can enjoy POTATO TOAST for breakfast, lunch, dinner, or snacks. My 4 favorite topper combos are:

1. hummus w/ cucumber & herbed feta
2. sautéed greens w/ hard-boiled egg slices & ET seasoning
3. greek plain 2% yogurt w/ smoked salmon & red onion/capers
4. mashed avocado w/ black beans & hot sauce



Liked by peanutrd and 167 others

FEBRUARY 8



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let's make air fryer potato

[See full recipe](#)

@fooddolls · 2/17

#ad Air Fryer Potato Nuggets. We turn these yellow potatoes into nuggets! A cr... [See more](#)

ddolls original sound - fo



168.7K

519

7151

1043

Sample Messages

- Fresh, dehydrated, frozen or chipped – potatoes help people create easy, affordable and nourishing meals.
- Frozen potatoes are the perfect complement to fresh produce, ultimately helping people to eat more vegetables! For example, the mix of crispy potatoes and crunchy vegetables delivers a powerful sensory punch and – the unsaturated oil used to prepare the frozen potatoes helps the body to better absorb the nutrients from the fresh produce.
- Contrary to popular belief, dehydrated potatoes (also known as instant potatoes) found in a box are made from real, fresh potatoes and contain similar nutrients as their fresh counterparts, but at slightly lower levels for some nutrients.
- Most traditional potato chips are typically made with 3 wholesome ingredients – potatoes, vegetable oil and salt – and contain key nutrients lacking in American eating patterns like dietary fiber and potassium.

Questions? Connect With Me!

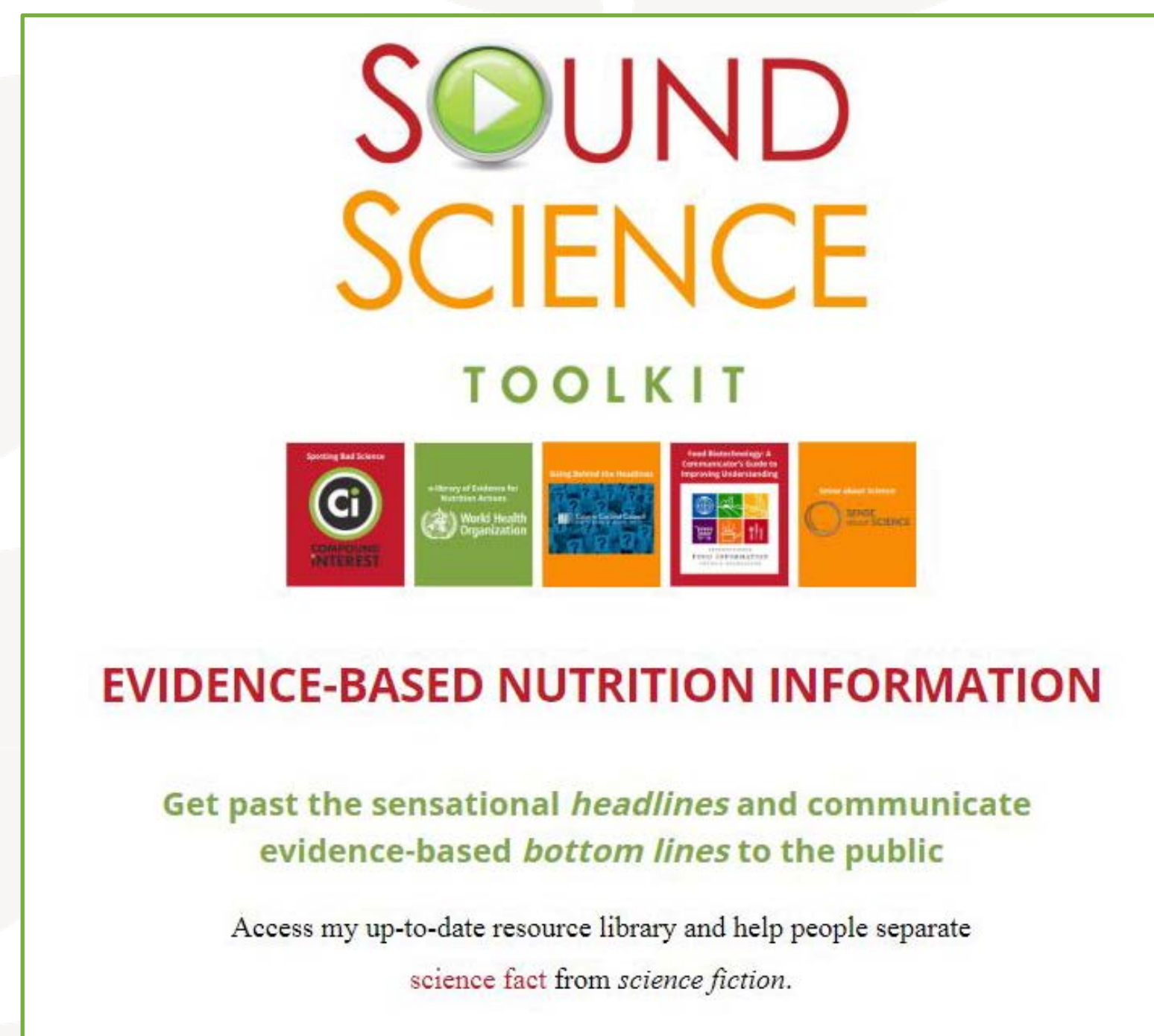
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Fresh, fried, frozen or chipped – potatoes help people create easy, affordable and nourishing meals

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BETTER HEALTH**
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Q & A

JOIN THE MOVEMENT



Show your support by joining the Have A Plant[®] community at fruitsandveggies.org/jointhenetwork

While you're there, check out our useful resources, continuing education opportunities to enhance your nutrition knowledge and tools that support you in empowering consumers at fruitsandveggies.org/educational-resources

And don't forget to follow PBH's social channels to keep up to date on all the insights and inspiration! #haveaplant



September is National Fruits & Veggies Month and each year we celebrate Have A Plant[®] during this monumental moment as a way to elevate fruit and vegetable consumption to a national priority.

Keep an eye out for the 2022 National Fruits & Veggies Month toolkit in early July with turnkey resources to make sharing the #haveaplant love deliciously easy!

Start planning for September today! #NFVM2022

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If you enjoyed today's Health & Wellness webinar and would like to support our overall mission of increasing fruit and vegetable consumption, we encourage you to make a **tax-deductible donation** today.

As a 501(c)3 non-profit organization, your donation helps us deliver programing, including our monthly health and wellness webinars, actionable research, future-focused education, a comprehensive digital ecosystem, and inspirational resources that helps millions discover the joy of eating fruit and vegetables each and every day.

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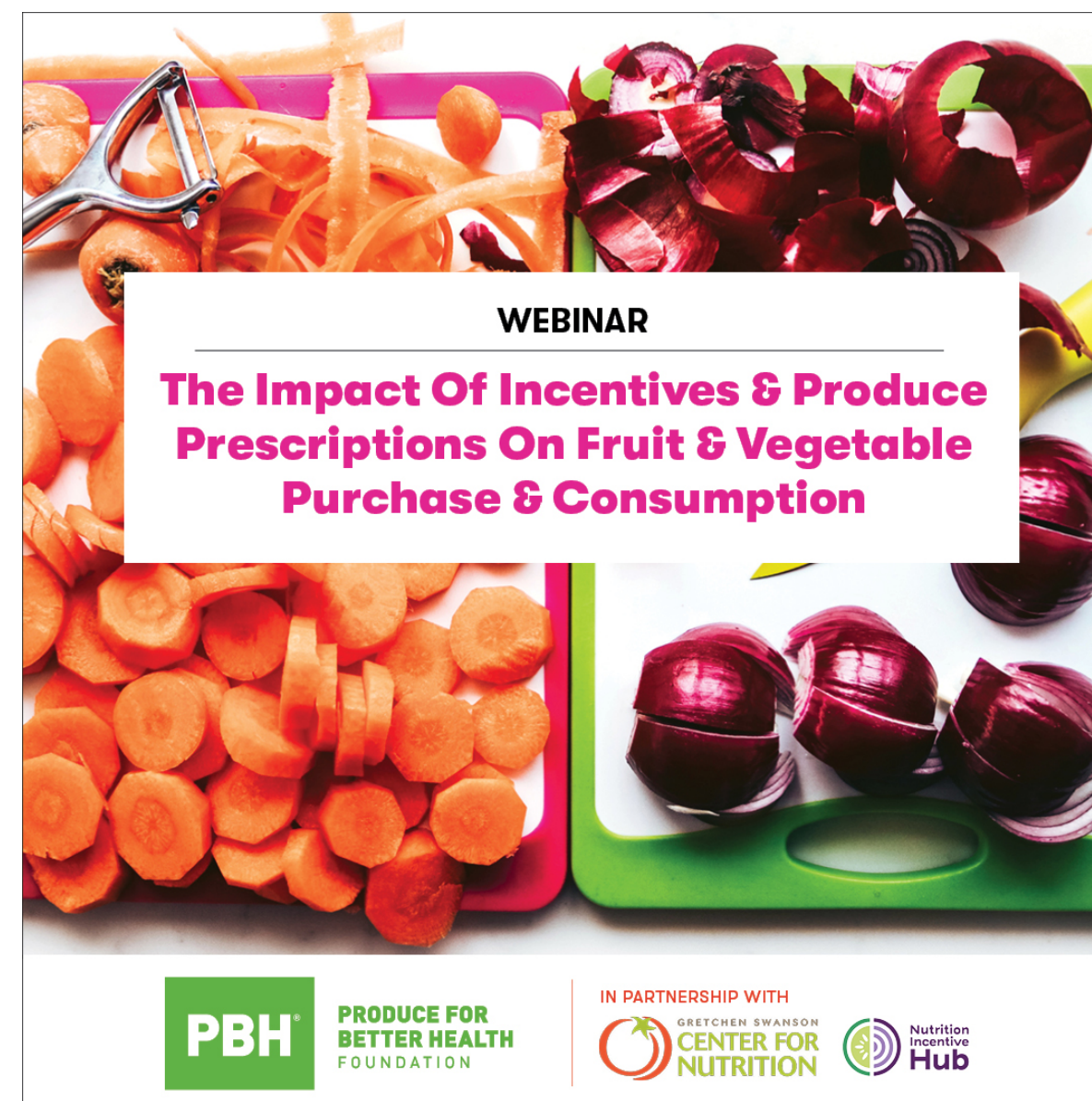
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