



“Quote of the Week”

Did you know babies are

nauseated by the smell of a clean shirt?

- Jeff Foxworthy

Potatoes Featured in Demos Nationwide

To help promote its new product – Ziploc® Brand Zip 'n Steam™ Microwave Steam Cooking Bags, S.C. Johnson & Son enlisted the United States Potato Board to provide potatoes for 5,000 in-store demos. The demos began in August and will continue through October in major grocery stores and mass merchandisers across the country.

Ziploc® Brand Zip 'n Steam™ Microwave Steam Cooking Bags allow food to be steamed under pressure so that it is cooked thoroughly and evenly for healthy meals in minutes. SC Johnson & Son wanted to highlight potatoes for the demos because consumers often perceive that potatoes are difficult to prepare and take a long time to cook.

Recipe cards featuring a new “convenientized” mashed potato recipe utilizing the new steam cooking bags will also be distributed to shoppers at demos. In addition, the Ziploc® Web site will include a link to the USPB Web site, www.ziploc.com*.

For more information about Ziploc® Brand Zip 'n Steam™ Microwave Steam Cooking Bags, [click here](#)*. To download the mashed potato recipe card, [click here](#).

Dig This

To raise awareness about the health benefits of potatoes among school children, USPB distributed a nutrition education poster entitled ‘Dig This’ at the School Nutrition Association (SNA) show in Chicago. The poster is designed for school foodservice directors and staff to decorate school lunch rooms.

The front of the poster is the skinny potato image with some useful tips that emphasizes the nutritional benefits of potatoes. The back of the poster has classroom activities to help teachers engage students in nutrition education - including how to read a nutrition facts label.

The poster is a valuable resource for nutrition teachers at the middle-school level. Many attendees at the SNA show mentioned they were particularly excited to make use of these new educational tools.

In addition to being distributed at the SNA show, teachers and school foodservice staff can request the poster via the www.healthypotato.com. [Click here](#) to view a large version of the poster.

Harvest Surveys will be done again this year. Dwight will be contacting each member for size and grade sampling.

The UNITED of America newsletters should be arriving soon. The August issue highlights the Stampede parade with a visit from Mr. Healthy Potato Head. Look for this issue soon. The June/July issue recently arrived at the UNITED office in Monte Vista. Due to a mailing problem, it did not arrive when expected. Feel free to stop by the office for your copy. The August issue will be mailed as soon as it arrives.

