



TELL ME ABOUT THE POTATOES USA SCHOOL SALAD BAR CHALLENGE.

THE POTATOES USA SALAD BAR CHALLENGE GETS OUR INDUSTRY INVOLVED IN MAKING A DIFFERENCE IN SCHOOLS AND STUDENT'S DIETS BY DONATING SALAD BARS.

FACTS & STATS:

1. National program: *Let's Move Salad Bars to Schools* has placed more than 4,600 salad bars in schools in the U.S., which are feeding 2.3 million kids more veggies including potatoes!
2. Our contribution: Potatoes USA has donated over 200 salad bars in schools. This past year, we were the largest contributor from the produce sector in this national program.
3. The need: There are over 500 schools waiting for a salad bar! By meeting this need we build relationships with schools and the next generation of potato eaters.

MAKE ME CARE (PICK ONE BASED UPON YOUR AUDIENCE)

- ◆ Consumer: We want to give all kids better access to more fruits and veggies and salad bars are a great way to do that and showcase potatoes as a vegetable.
- Grower/Industry/School: Great opportunity to showcase creative ways to use potatoes on school menus. If kids are exposed to potatoes in different recipes - they will become tomorrow's food enthusiasts who are interested in different and unique potato recipes.
- ▲ Grower/Industry: Five billion meals are served in schools every year so there are many kids to reach, and we have an opportunity to showcase potatoes in new and different ways.

HOW IT SOUNDS WHEN SPOKEN :

The Potatoes USA Salad Bar Challenge is a way to get our industry involved in making a difference in schools by donating salad bars. On a national level, the Let's Move Salad Bars to Schools program has placed more than 4,600 salad bars into schools in the U.S., which are feeding 2.3 million kids more veggies, including potatoes. The Potatoes USA salad bar challenge donated over 200 salad bars to schools in fiscal 2016, making the potato industry the largest contributor from the produce industry in this national program. But our work isn't done. There are over 500 schools currently on a wait list to receive a salad bar and they need donors. This is a great way for us to build relationships with schools and the next generation of potato eaters.