

BC POTATOES: HOMEGROWN

DID YOU KNOW?

WHETHER YOU EAT A BAKED POTATO AT HOME OR ORDER FRIES AT YOUR LOCAL RESTAURANT, CHANCES ARE THAT POTATO WAS GROWN RIGHT HERE IN BC

NUTRITIONAL VALUE

The humble potato is a nutritional powerhouse. They are about 80% water and contain more vitamin C than an orange, more fibre than an apple and more potassium than a banana.

TIMING IT RIGHT

Once the potatoes are mature, the grower first cuts back the green tops to allow the skin to thicken. Growers sometimes allow plants to die back on their own before harvest; oddly, dead plants lead to firmer, healthier potatoes. A few weeks later, the potatoes are removed from the soil using harvesting machines.

THE HARVEST

Potato harvest starts in June when potatoes are sold straight to market. The rest of the crop is harvested in the fall months for storage at the peak of their maturity and flavour.



WHAT'S YOUR TYPE?

TYPES

BC produces over 27 types of potatoes such as Yellow Flesh, Red Skin, Fingerling, Warba New Nugget, Russet and White. They are available in many shapes, sizes and colours and each has a defined taste profile. Most are available year-round.



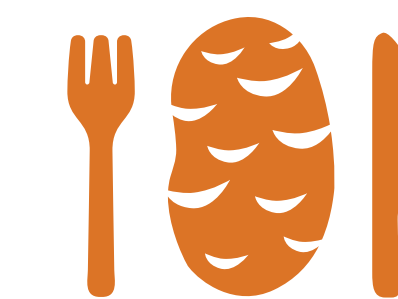
Fingerling



Warba



White



IN NORTH AMERICA, PEOPLE EAT MORE POTATOES THAN ANY OTHER VEGETABLE



1 POTATO PLANT PRODUCES 5-7 LBS OF POTATOES



BC PRODUCED 75.2 MILLION KG OF POTATOES IN 2018

BC POTATOES: FROM FARM TO TABLE

NEW POTATOES

New nugget potatoes are washed, graded and packed within a few days of harvest and immediately shipped to market. They should be eaten within a few days of purchase.



1

CURING

Most potatoes are cured immediately after harvest. Curing heals minor surface imperfections and converts some starches to sugars, enhancing the flavor.



2

ALL UNDER CONTROL

BC growers can store potatoes for many months in temperature and humidity controlled storage facilities. This keeps potatoes in a dormant stage which locks in their nutritional value allowing consumers to enjoy them year-round.



TIMELY STORAGE

Suitable storage for potatoes depends on their type. Some potatoes can be stored between 6-9 months after harvest.

3

FRESH TO MARKET

After curing, all potatoes are washed, dried, packaged and distributed to retailers or restaurants.

At home, if you're storing potatoes for longer than one or two weeks, keep them in a dark dry and cool spot like a pantry or basement, but not in the fridge.

