

THE UNITED STATES POTATO BOARD

Overview

The United States Potato Board (USPB) was established in 1971 by a group of potato growers to promote the benefits of eating potatoes. Recognized as an innovator in the produce marketing industry, the USPB was one of the first commodity groups to promote its product “generically” and to develop a nutrition label approved by the USDA and FDA. Headquartered in Denver, Colorado, the USPB represents more than 6,000 potato growers and handlers across the country.

Through consumer public relations, nutrition education, retail programs, foodservice marketing and export programs, the USPB strives to educate consumers, retailers and culinary professionals about the convenience, good nutrition and versatility of potatoes.

The USPB is actively involved in educating the health care professionals, the media and consumers about the dietary value of the vitamins, minerals and complex carbohydrates, including fiber, found in potatoes.

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