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POTATOES

ARE EXCELLENT FOR YOUR SCHOOL MENU

CODE #	PRODUCT DESCRIPTION	CN EQUIVALENT	SODIUM PER 1/2 CUP SERVING	CASE PACK
MCX04717	McCain® Crispy Seasoned Bakeable Fries*	1/2 cup veg.	135mg	6/5
MCF03927	McCain® Deli Roasters® Oven-Roast Potatoes	1/2 cup veg.	160mg	6/5
MCX03657	McCain® Smiles® Shaped Potatoes	1/2 cup veg.	180mg	6/4
MCF03761	McCain® OgVations® Regular Crinkle Cut Fries	1/2 cup veg.	125mg	6/5
MCF03762	McCain® OgVations® Regular Fries	1/2 cup veg.	150mg	6/5
MCF04851	McCain® Farmer's Kitchen® Chopped Roasted Redskin Potatoes	1/2 cup veg.	180mg	4/4
MCF04812	McCain® Farmer's Kitchen® Roasted Redskin Halves	1/2 cup veg.	180mg	4/3
MCF04954	McCain® Farmer's Kitchen® Oven-Baked Potato Crinkles	1/2 cup veg.	160mg	6/4
MCF05030	New! McCain® Farmer's Kitchen® Spicy Oven-Baked Potato Crinkles	1/2 cup veg.	160mg	6/4

*Formerly known as Reduced Sodium Seasoned Potato Stix

- Nutritious and low in sodium
- A student favorite food that drives ADP



New! McCain® Farmer's Kitchen® Spicy Oven-Baked Potato Crinkles MCF05030

Contact McCain at 1.800.767.7377 with any questions you might have about the new IOM Guidelines or how to keep potatoes on your menu.



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1 Freedman MR, Keast DR. White potatoes, including French fries, contribute shortfall nutrients to children's and adolescents' diets. Nutr Res 2011: 270-277.
 2 USDA ARS Nutrient Database for Standard Reference, Release 23.
 3 USDA FNS. Diet Quality of American School-Age Children by School Lunch Participation Status: Data from NHANES 1999-2004. July 2008.
 4 Drennowski A, Rehm C, and Beals K. White potatoes, non-fried, do not displace other vegetables in meals consumed by American children and adolescents aged 4-18 years. Presented at annual Experimental Biology meetings, April 2011.
 5 A Model Menu with Potatoes: Getting at the Root of Healthier School Menus (unpublished); National Potato Council; November 2010.



NUTRITIOUS AND LOW IN SODIUM

Students often don't get enough nutrients in their diets. They need a proper source of nourishment and McCain potatoes can be an excellent source.

On days consumed, potatoes and fries provide more than **10 ESSENTIAL NUTRIENTS** (value) to diets of kids and adolescents.¹

- Dietary fiber (19%)
- Potassium (15%)
- Vitamin B6 (15%)
- Vitamin K (14%)
- Magnesium (11%)
- Copper (10%)
- Vitamin E (10%)
- Vitamin C (8%)
- Thiamin (8%)
- Phosphorus (8%)

• Oven-baked fries have almost **3 TIMES THE POTASSIUM** and similar amount of fiber as a serving of broccoli.

One serving of potatoes delivers 13% of a child's potassium needs for less than 5 cents!³



McCain® Crispy Seasoned Bakeable Fries MCX04717 (Formerly known as Reduced Sodium Seasoned Potato Stix)

Potatoes are a nutritious vegetable

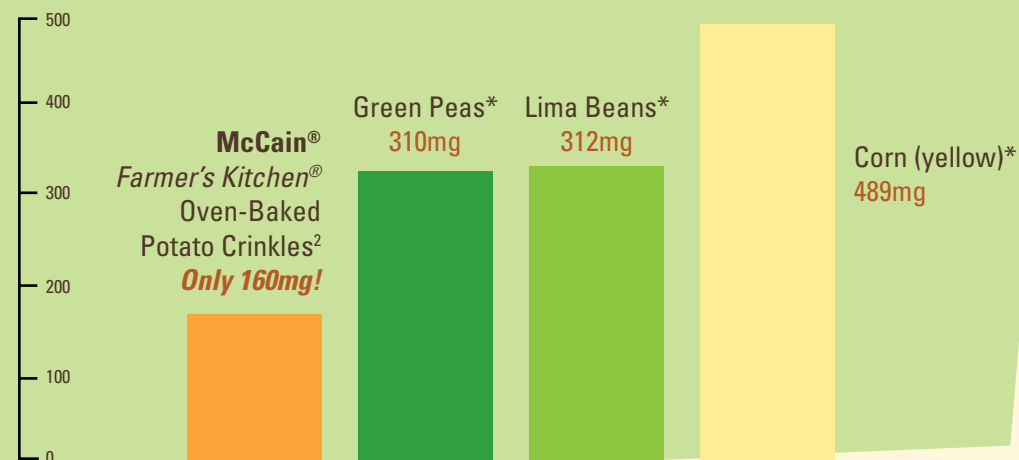
In each 1/2 cup serving, potatoes provide:

MORE POTASSIUM than both corn, peas, lettuce and broccoli²

MORE FIBER than broccoli, corn, carrots and lettuce²

MORE VITAMIN C than lettuce, carrots and spinach, six times more than corn²

McCain potatoes have lower sodium than other starchy vegetables²



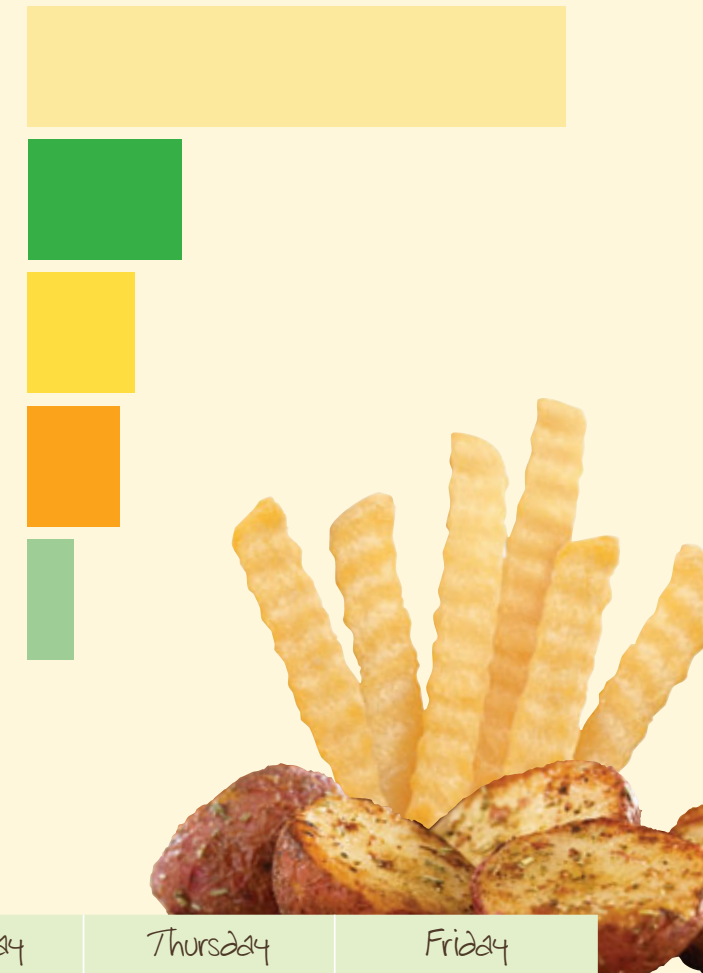
* Canned

A STUDENT FAVORITE FOOD THAT DRIVES ADP

Students prefer potatoes over other vegetables served in schools.³

- 35% Includes all potato products
- 10% Salads/greens
- 7% Cooked corn
- 6% Cooked carrots
- 3% (ages 9-13) Cooked broccoli

Potatoes are a **GATEWAY VEGETABLE** that lead children to consume other vegetables.⁴



Potatoes can be included every day!

	Monday	Tuesday	Wednesday	Thursday	Friday
	Whole Grain Cheese Pizza McCain® Farmer's Kitchen® Oven-Baked Potato Crinkles MCF04954 Steamed Broccoli Pineapple Fat-Free Chocolate Milk	Chicken Fajita Sautéed onions and red bell peppers McCain® Farmer's Kitchen® Spicy Oven-Baked Potato Crinkles MCF05030 Fresh Grapes Skim Milk	Hamburger on whole grain bun with lettuce & tomatoes McCain® Harvest Splendor® Deep Groove Crinkles MCF04566 McCain® Farmer's Kitchen® Oven-Baked Potato Crinkles MCF04954 Fresh Kiwi Skim Milk	BBQ Oven-Baked Chicken McCain® Farmer's Kitchen® Chopped Roasted Redskin Potatoes MCF04851 Baked Beans Peaches Whole Grain Breadsticks Skim Milk	Fish Tacos McCain® Harvest Splendor® Thin Stix MCF03731 Salsa, Lettuce and Cheese Brown Rice Fresh Apple Slices Fat-Free Chocolate Milk Ketchup
Calories	629	654	670	623	589
Dietary Fiber	10	8	7	13	9
Total Fat	12.5	21	30	10	8.5
Sodium	913	782	824	897	650
Potassium	1231	1321	1139	1539	900

Schools that offer starchy vegetables five days per week, with potatoes served four out of five days, can meet or exceed the Institute of Medicine's and USDA's nutrient targets.⁵