



# News Release

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## **NPC Statement on USDA Decision to Issue Final WIC Rule with Potato Ban in Place:**

We are disappointed that USDA has chosen to ignore the latest nutritional science and consumption data in its final WIC rule. When USDA revised the WIC program to include all fresh fruits and vegetables – except fresh white potatoes – it relied on an IOM report that looked at consumption data from the mid-1990s. However, much has changed over the past two decades, and the latest Centers for Disease Control and Prevention (CDC) consumption data from its National Health and Nutrition Examination Survey (NHANES) demonstrate that today’s women and children are falling well short of their consumption targets for starchy vegetables.

In its final WIC rule, USDA failed to incorporate its own nutritional recommendations in the 2010 Dietary Guidelines for Americans that calls for Americans to eat more starchy vegetables, including white potatoes. Including economical fresh white potatoes would supplement the diets of WIC participants with two of the four “nutrients of concern” – potassium and dietary fiber. The science clearly justifies including nutritionally rich fresh white potatoes in the WIC basket, and we will continue to urge USDA to reverse its course and restore science to the WIC program.

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*The National Potato Council is a 501(c)(5) trade association created in 1948 to advocate for U.S. potato growers on federal legislative, regulatory, environmental, and trade issues.*