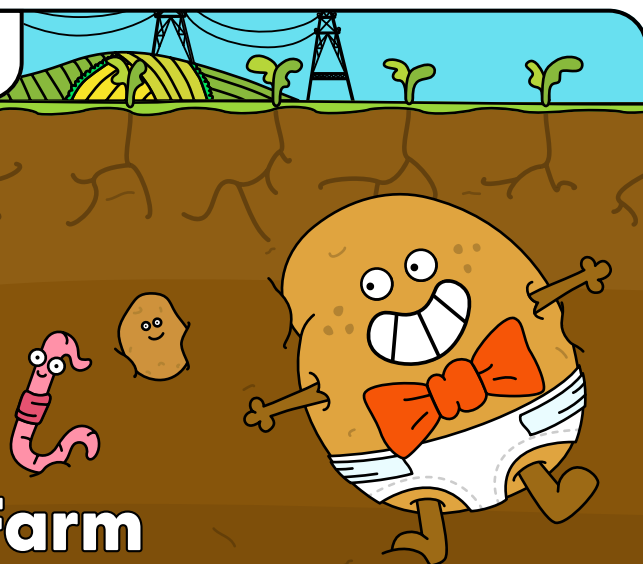


1



Farm

Potato plants have lots of leaves to soak up the sun's energy, which helps the potatoes absorb the soil's nutrients and water to help them grow.

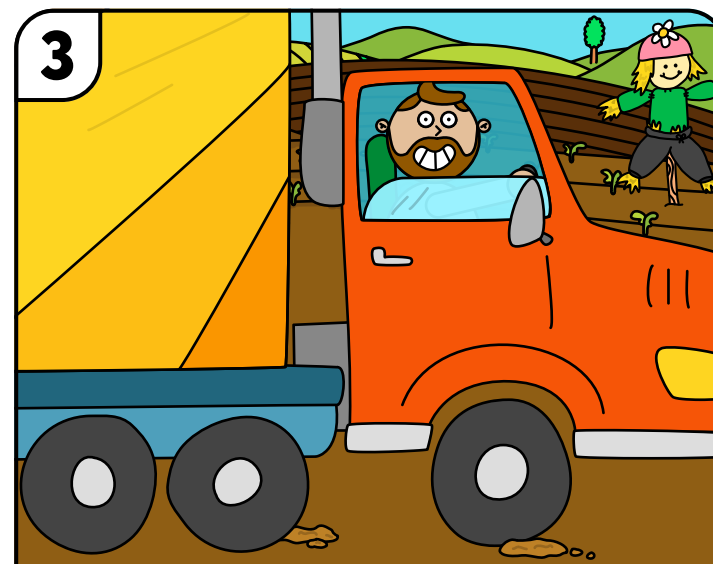
2



Factory

Once harvested, potatoes are stored in a cool, dark place to keep them fresh!

3

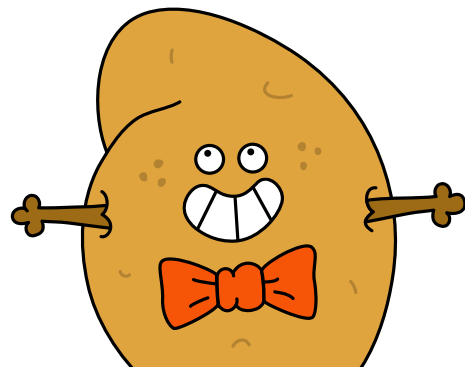


Transport

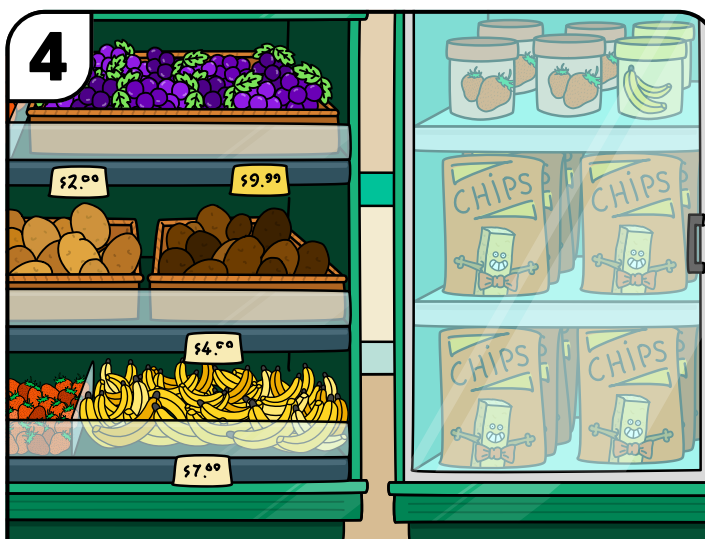
Safely packed, the potatoes continue their journey to shops and supermarkets.

Farm to Fork!

Journey of a skin-on chip!



4



Supermarket

Fresh or processed, the spuds are ready for people to come and take them home.

5



Fork

The potatoes are now part of your meal and enjoyed in so many different yummy ways!