Exercise

1. *Why are potatoes important for feeding both New Zealanders and people around the world?*
2. *How do potatoes help with food security for both present and future generations?*
3. *What makes potatoes a better crop for feeding people in different climates and conditions?*
4. *How does New Zealand's potato production compare to the rest of the world, and why is this important?*
5. *How much of the world's potato production is in Asia, and how does that compare to Europe?*
6. *What percentage of the world's potato trade comes from Europe, and why is that significant?*
7. *How do potatoes compare to other crops like wheat, rice, and corn in terms of production and consumption?*
8. *What is expected to happen to the global harvested area of potatoes by 2050, and how does this affect food security?*
9. *What are the nutritional benefits of potatoes, and why are they considered an important food source?*
10. *How is the younger generation in the United States helping to shape the future of potato consumption?*
11. *What marketing strategies are being used to encourage younger people to eat more potatoes?*
12. *What challenges or barriers might prevent people from eating more potatoes, and how are these being addressed?*
13. *How have potatoes spread around the world, and why have they become such an important global crop?*
14. *How do potatoes help with* both food security and sustainability, especially in comparison to other major crops?

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Answers

1. *Why are potatoes important for feeding both New Zealanders and people around the world?*
   Potatoes are important because they provide a highly nutritious, energy-rich food that is easy to grow in various conditions. New Zealand grows enough potatoes for its own population and for export to other countries, contributing to global food security.

2. *How do potatoes help with food security for both present and future generations?*
   Potatoes are efficient to grow, requiring less land, water, and time compared to other major crops. This makes them a reliable food source for ensuring that people have enough to eat now and in the future, especially in a world facing challenges like climate change and population growth.

3. *What makes potatoes a better crop for feeding people in different climates and conditions?*
   Potatoes grow well in a wide range of climates, from cool to temperate areas. They are also hardy and can thrive in harsh conditions, producing more food on less land and with less water than many other crops.

4. *How does New Zealand's potato production compare to the rest of the world, and why is this important?*
   New Zealand's potato yields are the highest in the world, averaging 50 tonnes per hectare compared to the global average of 21 tonnes per hectare. This high yield allows New Zealand to produce more potatoes for both local consumption and export.

5. *How much of the world's potato production is in Asia, and how does that compare to Europe?*
   Asia produces 54.2% of the world's potatoes, and Europe produces 26.2%. Asia consumes most of its potatoes, while Europe exports a large portion, accounting for 70% of the world's potato trade.

6. *What percentage of the world's potato trade comes from Europe, and why is that significant?*
   Europe exports 70% of the world's potato trade. This is significant because Europe's production is more focused on export, while other regions consume most of their own potatoes, contributing to global trade and food security.

7. *How do potatoes compare to other crops like wheat, rice, and corn in terms of production and consumption?*
   Potatoes are one of the top global crops, with 380 million tonnes produced annually, compared to 800 million tonnes of wheat and rice, and 1.18 billion tonnes of corn. Potatoes are unique in their ability to grow quickly and in many conditions.

8. *What is expected to happen to the global harvested area of potatoes by 2050, and how does this affect food security?*
   By 2050, the global harvested area of potatoes is expected to increase from 17.8 million hectares to 19 million hectares, with production reaching 480 million tonnes. This will help meet the growing demand for food as the global population increases.

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9. *What are the nutritional benefits of potatoes, and why are they considered an important food source?*
   Potatoes are rich in vitamin C, potassium, and dietary fibre, making them nutritious and energy-packed food. They provide essential nutrients and are a good source of calories for people in both developed and developing countries.

10. *How is the younger generation in the United States helping to shape the future of potato consumption?*
    The younger generation is interested in snacking and looking for new, creative ways to eat potatoes. They use social media platforms like TikTok and Instagram for cooking ideas, which is helping to promote potatoes as a versatile and fun food option.

11. *What marketing strategies are being used to encourage younger people to eat more potatoes?*
    Marketing campaigns like "Potatoes Fuel Performance" focus on educating young people about the nutritional value of potatoes. These campaigns use real facts about potatoes and appeal to the younger generation's desire for authenticity and convenience.

12. *What challenges or barriers might prevent people from eating more potatoes, and how are these being addressed?*
    Some people may avoid potatoes due to concerns about carbohydrates or because they prefer other vegetables. However, marketing campaigns are addressing these concerns by highlighting potatoes' nutritional value and versatility in recipes.

13. *How have potatoes spread around the world, and why have they become such an important global crop?*
    Potatoes were first discovered in the Peruvian Bolivian Andes around 8000-5000 BC and have spread worldwide due to their versatility and ability to grow in a wide range of conditions. Potatoes are now a staple crop in many countries, providing food security and nutrition.

14. *How do potatoes help with both food security and sustainability, especially in comparison to other major crops?*
    Potatoes have a small carbon footprint and a short growing cycle, meaning they can be produced quickly with less environmental impact compared to other crops like wheat, rice, and corn. They are efficient to grow and a key part of addressing global food security and sustainability.