



MEDIA RELEASE
POTATOES SA CELEBRATES INTERNATIONAL DAY OF THE POTATO
PRETORIA 15 MAY 2025

May 30th is acknowledged as the International Day of the Potato by the Food and Agricultural Organization (FAO) and the United Nations General Assembly. The theme for the International Day of Potato in 2025 is 'Shaping History, Feeding the Future.' This day is observed to enhance awareness regarding the diverse nutritional, economic, environmental, and cultural significance of the potato, highlighting its role as a vital food source and a means of income for rural families and producers. The International Day of Potato is celebrated by emphasizing the potato's impact on the lives of producers and consumers globally.

Potatoes rank among the five primary food crops globally, playing a significant role in food security and job creation. South Africa stands as one of the largest potato producers in Africa, with an average cultivation area of approximately 51,572 hectares over the past five years, resulting in a yield exceeding 107 million 10kg bags sold in the South African Fresh Produce Markets.

The average per capita potato consumption in South Africa currently stands at 37 kg, and our objective is to elevate this figure to over 40 kg in the coming years.

Potatoes SA is set to commemorate International Day of the Potato by hosting Fresh Produce Market Days at the Cape Town Fresh Produce Market and the Johannesburg Fresh Produce Market on May 27th and 30th, respectively. These events will highlight the significance of potatoes, showcasing their nutritional advantages, featuring an outdoor radio broadcast with interviews, presenting various potato cultivars and types along with their applications, engaging with market buyers, and offering numerous prizes for potato purchasers at the Fresh Produce Markets.

Potatoes SA is collaborating with various industry stakeholders and several potato seed suppliers to highlight various cultivars, demonstrate the numerous advantages of potatoes, and present optimal methods for enjoying them.

We cordially invite all industry stakeholders, media organizations, and enthusiasts of the humble potato to join us in celebrating this versatile vegetable on both days.

[International Day of the Potato](#)

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About Potatoes SA

Potatoes SA is the representative body of the South African potato industry, comprising potato producers, processors, marketers, and other role players. The organisation aims to promote a sustainable potato industry by addressing various industry challenges, providing support to producers, conducting research, and facilitating collaboration among industry stakeholders.

For more visit: <https://www.potatoes.co.za/>