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## China, Peoples Republic of

### Market Development Reports

## U.S. dehydrated potato can create unique and zesty bakery products

### 2008

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**Report Highlights:**

ATO/GZ director and staff attended a bakery seminar organized by the U.S. Potato Board (USPB) with its International Marketing Manager, Teresa Kuwahara, present for this special event. Nearly 50 owners, managers and baking chefs from local bakeries attended. The seminar spoke on the merits of U.S. dehydrated potato and versatile application for creating unique and tasty bakery products as well as ease of use and long shelf life.

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Guangzhou ATO [CH3]  
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### Background

The advanced processing technologies in the States have created many choices of dehydrated (also known as “dehy”) potato products, from flakes to flour, from granules to diced and sliced. Dehydrated potato products have very different characteristics (starch content, strength of potato cell wall, water absorption rate, etc.) and can be used for food service (mash potato, potato chips), bakery (different breads and cakes) and food processing (noodles, soup and snack foods). In Asia, U.S. dehy potato products have been used in the production of snacks, Chinese noodles, soup mixes, bagels and breads, but not in China just yet. The seminar marks a restarted attempt to promote the product after promotions stopped for years due to lack of U.S. processor interest. China also produces dehy potato that is price competitive, but U.S. product has higher, consistent quality, meaning that a baker can count on consistent and predictable performance which ultimately means less waste.

The USPB’s Chinese bakery consultant demonstrated several baked products (breads and cakes), all featuring U.S. dehydrated potato flour. A favorite was a bread shaped in the form of the lucky number eight, the spaces filled with coated fried potato balls, and the top, adorned with bacon curls. According to the consultant, using dehydrated potato in the baking process can increase the softness of the bakery products, give a golden finish, improve yields with more dough produced and enhance bakery products’ flavor. Healthy, nutritious and convenient to use are the other selling points of U.S. dehydrated potato products.



Dehy potato - not just for breads, but for cakes, too  
(Source: ATO Guangzhou)



Tasty bread made with U.S. dehydrated potato powder and potato balls  
(Source: ATO Guangzhou)