

Potato Advertising

In 1787, France didn't think much of potatoes. At the time, they were seen as fit only for animals, and many believed they were too difficult for humans to digest. The French were skeptical of the crop, even though it had already become a staple in other parts of Europe. People feared it could cause illness, and it was often viewed as a food for the lower class. But one man, a pharmacist named Antoine-Augustin Parmentier, knew the potato had much more potential.

Parmentier wasn't going to let these misconceptions stop him. To prove how valuable potatoes could be, he started a two-acre farm to grow them. But he didn't stop there—he also placed armed guards around the farm to make it look like something highly valuable was being protected. His plan worked. People saw the guards and assumed the potatoes were worth stealing, so they began sneaking in at night to take some, thinking they were getting something rare and important.

Thanks to this clever strategy, the potato gained popularity, and over time, people began to realize its true value as a nutritious food source. Parmentier's actions helped shift the perception of the potato in France, turning it into the common crop we know today. His smart tactics showed how even something as simple as a potato could become a symbol of innovation and resourcefulness.



In 1787, potatoes were dismissed in France as animal feed and indigestible for humans. Pharmacist Antoine-Augustin Parmentier planted a two-acre farm and stationed armed guards to spark curiosity. Locals, thinking the crop was valuable, stole the potatoes, helping him popularize them as food.