

sweetpotato speak

Issue 03
September 2017

news about the nc sweetpotato industry



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Fiesta de Camotes in September!

The NC SweetPotato Commission has been working with the North Carolina Department of Agriculture and Tabletop Media Group to plan a restaurant promotion highlighting Hispanic recipes during the month of September. Fiesta de Camotes -- (Celebrating Sweet Potatoes).

Participating restaurants have created a signature dish featuring sweet potatoes and will serve it throughout the month. Recipes and photos of each dish will also be added to the Commission's website. We have included a list of participating restaurants on page 5 and hope you are able to visit a restaurant in your area and sample the variety of your sweet potatoes provided by this campaign!

The Commission is also an event sponsor and will have a booth at FIESTA Hendersonville on Sunday, September 24 from noon – 6 p.m. We will be handing out bilingual recipe cards featuring dishes created by the restaurants participating in **#FiestaDeCamotes** as well as samples featuring NC's state vegetable.

In an effort to advertise this promotion through various media outlets, we have included Univision, Fox50 and Hola Carolina magazine. Several food bloggers will be working with us to highlight the creative uses of sweet potatoes throughout this promotion.

After sampling all the dishes in September, it will be time to focus on fitness in October. The Commission is once again sponsoring the Healthy Harvest Festival in Benson on Saturday, October 28. As an event sponsor, we will have a tent and be on hand to share Sweet Potato Creamsicle smoothies to all participants in the 5K race, promoting sweet potatoes as a runner's recovery food. Samples will also be available to festival attendees. If you are interested in running or walking the 5K, register online at <https://runsignup.com/Race/NC/Benson/HealthyHarvest5k>. We look forward to giving back to our local community and invite you all to participate as we share the health benefits of our versatile vegetable!

The North Carolina SweetPotato Commission Inc. is a nonprofit corporation made up of over 400 sweet potato growers along with the packers, processors and business associates that support them. The sole purpose of the commission is to increase sweet potato consumption through education, promotional activities, research and honorable horticultural practices among its producers. Thanks to the six sweet potato farmers that chartered the commission in 1961, the commission has supported its growers and maintained North Carolina as the No. 1 sweet potato producing state in the United States since 1971.

www.ncsweetpotatoes.com

**2016-2017
Associate Members**

5 Girls Produce
Clinton, NC

AgBiome Innovations
RTP, NC

Allen Lund Company
Winchester, VA

Arcola Hardwood Company
Warrenton, NC

Atlantic Packaging
Wilmington, NC

B&B Produce
Benson, NC

Barfoots of Botley
West Sussex, UK

BB & T Bank
Smithfield, NC

Benchmark Bldg. & Irrigation
Murfreesboro, NC

Carolina Eastern-Benson
Benson, NC

Carolina Farm Credit
Statesville, NC

**Carolina Innovative Food
Ingredients**
Nashville, NC

Clinton Truck & Tractor Co.
Clinton, NC

Coastal Agro Business
Greenville, NC

Crop Management Services
Princeton, NC

EWR, Inc.
Collierville, TN

Farm Pak Products
Spring Hope, NC

Frost, PLLC
Raleigh, NC

Ham Produce Co.
Snow Hill, NC

Interlog USA
Wilson, NC

International Paper
Lumberton, NC

Lancaster Farms LLC
Wilson, NC

Mallory Alexander Int'l Logistics
Memphis, TN

Capitol Briefs

Connect C and Jenkins Hill Consulting are proud to partner with the North Carolina SweetPotato Commission as we obtain legislation at the State and National level that is beneficial to the sweet potato industry in North Carolina.

NC Legislation Update:
The Governor took no action on various bills that became law. One of those bills -- S528/Budget Technical Corrections -- deleted a section of the budget requiring an RFP (Request for Proposals) for the First-Net program. FirstNet will provide 5G -- Fifth Generation -- wireless internet technology.

Also, it partially restored energy funding to the energy center at NC State University by spreading the remaining funding evenly to all three energy centers. The bill corrected other provisions of the budget that was previously passed.

In late August, the North Carolina General Assembly will determine the Senate and House district lines for future elections. The Joint House and Senate Redistricting Committee has released new preliminary maps. North Carolina will not have special elections in 2017 in new state legislative districts; however, three federal judges ordered lawmakers to draw boundaries to correct what they have ruled to be unconstitutional racial gerrymanders by September 1. The challengers will have until September 15 to file any objections to the new plans.

When the General Assembly returns, votes will be taken on veto overrides. Those bills include H205 – Workers Compensation/Unemployment Insurance and Workers Compensation/ Newsprint Employees and H140 – Dental Plans Provider Contracts/Transparency with provisions pertaining to lending issues on credit insurance.

Federal Report:
Congress recessed for their summer in-district/state work period and will return in early September to continue working on a couple of issues of importance.

Tax reform will begin in earnest after Congress inability to complete any changes to the current affordable healthcare act. Both House and Senate committees of jurisdiction will hold markups on tax reform and are hopeful they can reduce corporate and individual tax rates by late Fall of 2017.

In addition, Congress will need to address the FY 18 budget and appropriations bills, increasing the debt ceiling level, and renewal of flood insurance by September 30, 2017 (end of fiscal year).

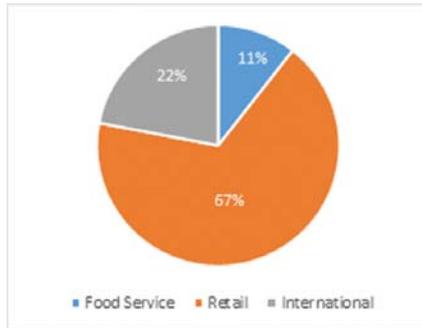
The current Farm Bill expires on September 30, 2018 and the House and Senate committees of jurisdiction continue to hold field hearings and hearings on Capitol Hill in anticipation of updating the Farm Bill in 2018.

House Judiciary Committee held a hearing on H2A/ immigration reform legislation in July and follow ups will continue with Department of Labor and other federal agencies on the importance of this program and efforts by members of the NC Congressional delegation to seek



NC Marketing Report

August 14, 2016 thru May 27, 2017



Total - 40 Pound Cartons

The FOB Prices ranges for this time are:

- US#1 \$13-\$16
- US #2 \$8 - \$10
- Jumbos \$8 - \$10
- US #1 \$11 - \$14
- Petites

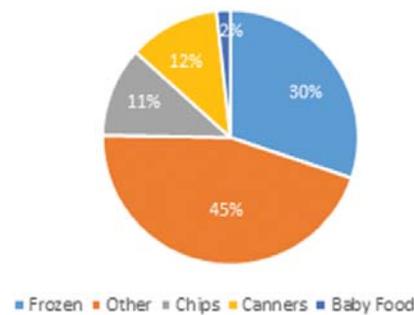
The 2016 crop season total to date (August 14, 2016 thru July 29, 2017) is:

15,459,814 (40 pound cartons fresh market sweet potatoes)... this compares to 15,594,446 (40 pound cartons fresh market sweet potatoes) for the t

* Source: NCDA&CS Market News

Total Pounds in addition to Fresh Market

64,700,841



Public Relations Update

NCSPC.COM WEBSITE REFRESH

The NC SweetPotato Commission is thrilled to unveil its new, refreshed website. Earlier this year, NCSPC took a hard look at its 10-year-old site. What is the average lifespan of a website, you may ask? Approximately 2 years, 6 months and 27 days (According to Orbit Media Studios¹). For the NCSPC website to serve as the #1 resource for all things sweet potato - recipe inspiration, facts, cooking tips, nutrition – it was time for an update!

To kick-off the launch, the Commission sought a better understanding of how consumers were using, interacting and exploring the site. The team pulled analytics to determine what content and areas of the site were the

most popular. We found that consumers visit NCSPC.com for quick, easy and convenient recipes, such as tips on how to bake or microwave a sweet potato. In fact, the most activity takes place on: “How to Bake Sweet Potatoes” page, “How to Microwave Sweet Potatoes,” “The Differences Between Yam and Sweet Potatoes,” and lastly, the recipe database page.

Be sure to check out the new website launching this month! As a reminder, please check in with NCSPC to confirm your details as well as your inclusion on the website.

¹: <https://www.orbitmedia.com/blog/website-lifespan-and-you/>

Assessments

October is Assessment time. Assessments are prepared using the information we receive from the Management Services Division- Information Management Offices of FSA/USDA in Kansas City. This information, and the corresponding assessment invoices, reflect across you acknowledge as accurate on your FSA578 at certification. Please take time to review what is on file at your county FSA office to avoid billing errors.

Assessments are prepared as set forth by the NC State Code Section 1. G.S. 106 550. Find a complete copy of the NC State Code and NCSPC policy by accessing your member portal on our website www.ncsweetpotatoes.com. If you need assistance accessing your member portal, please contact the NCSPC office.

Did you Know?

– As a member in good standing you are entitled to a company listing on our website?

For more information or to be listed call the NCSPC Office at 919-894-1067

– We have begun sending out weekly updates
These quick notes provide highlights of commission activities, ongoing projects and upcoming events.

To make sure you are “in the know,” please verify we have your email address. We are excited about what we do for you and want to share with everyone!



Celebrando Camotes NC

Visit one of these restaurants to sample some fantastic sweet potato dishes during the month of September!

Restaurant	Specialty Dish	Location
The Porch, Kitchen and Cantina	Saint Martin Supper - Shredded Pork with Mashed sweet potatoes served with black beans and a mango habanero pico de gallo	840 Mill Works St. Winston-Salem, NC 27101
Crafted: The Art of the Taco	Dirty South Nachos - Specialty nachos served on a bed of fried sweet potato chips	527 N. Liberty St. Winston-Salem, NC 27101 219-A S. Elm St. Greensboro, NC 27401
San Juan Mexican Restaurant	Sweet Mash - A lovely ethnic dish of mashed sweet potatoes blended with garlic, cream and traditional hispanic spices.	3314 Wrightsville Ave. Wilmington, NC 28403
Limone's	Sweet Potato Poblano Soup - A blend of sweet potatoes, corn and other fall veggies in a creamy soup topped with fresh cilantro and green onions	13 Eagle St. Asheville, NC 28804
Chupacabra Latin Cafe	Sweet Potato Enchiladas - A twist on enchiladas using sweet potatoes, poblano peppers and black beans, topped with chimchurri sauce and fresh cilantro	50 N. Merrimon Ave. , Suite 101 Asheville, NC 28804
Sonora Cocina Mexicana	Canoe de Camote Con Jalepeno Salsa - Baked sweet potato canoes filled with Sonora Cocina's special jalapeño salsa	89 Patton Ave. Asheville, NC 28801
Neo Burrito	Pacific Burrito - Neo Burrito's special blend of pork and sweet potatoes with a touch of citrus	1341 Parkwood Ave., Suite 106 Asheville, NC 28801
Mountain Madre	Fried Sweet Potato and Grilled Flank Steak Totstada - Steak and sweet potato tostada topped with pico de gallo, roasted garlic aioli and manchego cheese	13 W. Walnut St. Asheville, NC 28801
El Charro Mexican Restaurant	Sweet Potato Quesadilla - Sweet potatoes mixed with ground pork and shredded mexican cheese create a new variation on the quesadilla	709 S. Wall St. Benson, NC 27504
Sweet Ariele's Bakery	Sweet Potato Tamales - A dessert tamale with sweet potatoes, pecans, raisins and pineapple make these sweet tamales a healthy hit! Atolito de Camote - A hot sweet potato drink, think horchata or hot chocolate but with sweet potatoes as the base.	Durham Farmers Market Saturday's Only
Centro Mexican Restaurant	Mole de Camote - A twist on traditional mole using sweet potatoes as the base and will be served over pork.	106 S. Wilmington St. Raleigh, NC 27601
Cortez Seafood & Cocktail	Carolina Sunshine - a sweet potato soup with oysters and other fresh vegetables.	413 Glenwood Ave. Raleigh, NC 27603
Gonza Tacos y Taquila	Sopa de Tortilla - Tortilla Soup with fresh sweet potatoes	Raleigh, North Raleigh, Downtown, Durham & Cary All 5 restaurants in the triangle area.



North Carolina SweetPotato Commission
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919.894.1067 ph
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www.ncsweetpotatoes.com

Associate Members (cont'd)

Manry-Rawls
Franklin, VA

Moody Dunbar
Dunn, NC

Nash Produce
Nashville, NC

Nature's Way Farms, Inc.
Faison, NC

Netafim
Fresno, CA

Quality Equipment
Dunn, Clinton, Fuquay-Varina, NC

Pratt Industries
Statesville, NC

Roberson Onion Co.
Hazlehurst, GA

S.A.I.L. Sea Air Integrated Logistics, LLC
Wilson, NC

Scott Farms
Lucama, NC

Snow Tractor & Equipment
Ayden, NC

Southern Container
Wilson, NC

Spring Acres Sales Co.
Spring Hope, NC

Steele Plant Company
Gleason, TN

Streamlines NV
Tampa, FL

Strickland Brothers Enterprise
Spring Hope, NC

Techmark, Inc.
Lansing, MI

TriEst Irrigation
Darlington, SC

UPI
Chapel Hill, NC

Vick Family Farm Partnership
Wilson, NC

Wada Farms Marketing
Raleigh, NC

Wayne E. Bailey Produce
Chadbourn, NC

Wilco Transportation Services
Mt. Olive, NC

Williamson Produce
Wilson, NC

Yara
Beaufort, NC



Convention Registrations have been mailed! If you prefer, you may register online at sweetpotatoconvention.com