

Sweet Potato Speak

Issue 03

September 2018



news about the nc sweetpotato industry

2018

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Detering Nematode in North Carolina



Joy Goforth, Plant Pest Administrator from NCDA&CS presented to our growers in late July ways to deter the *Meloidogyne enterlobii*.

Nematode spreads through:

- Infested soil
- Uncleaned equipment, bins, etc.
- To aid in prevention sanitation is a must, by removing all soil from tractors, bins, and equipment with hot water (<176°F) when moving between fields.

Louisiana has indicated that as soon as **December 2018** the following regulatory updates may be in place:

- All seed potatoes from any state are to be Certified Seed (by certifying states' Crop Improvement Program)

- State Phytosanitary certificate for every shipment (provided by shipping states' Department of Agriculture)
- Slips are still required to travel with certification and green tags.
- All canner sweet potatoes shipped to the Lamb Weston plant in Delhi, LA shall be washed free of soil and must be accompanied by a state phytosanitary certificate.

Please note: NCDA&CS provides Phytosanitary Certificates free of charge to the grower! Contact information for your regional NCDA&CS Plant Pest Specialist is enclosed inside this newsletter!

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

**2018-2019
Associate Members**

Barfoots of Botley
+44 1243 261211
www.barfoots.com
West Sussex, UK

Bennett International Transport
52-206-5444
www.bennettig.com

Carolina Farm Credit
704-761-2897
www.farmcreditofnc.com

Clinton Truck & Tractor Co.
910-592-4188
www.clintontt.com

Courtier Nordany Broker, Inc.
506-473-9492
www.nordany.com

Highland Fresh Technologies
13-951-2912
www.highlandfresh.net

International Paper
10-258-1522
www.internationalpaper.com

J.R. Simplot Company
52-508-2677
www.simplot.com

John Hackney Agency of Rocky Mount
52-442-3186
www.JHARM.com

Lancaster Farms LLC
52-291-9278
www.LancasterFarmsNC.com

Nash Produce
52-443-6011
www.nashproduce.com

Pierce Soil and Crop Consulting
919-920-0238

Pratt Industries
704-878-6615
www.prattindustries.com

Roberson Produce Co.
912-375-5760
www.robersononion.com

Scott Farms
919-284-4030
www.scottfarms.com

Southern Container
252-237-0539
www.socontainers.com

Capitol Briefs



North Carolina Report: John Cooper - Connect C

The NC Farm Act of 2018 (SB711) is now law after a veto by the Governor was overridden by the General Assembly. The Act included provisions related to addressing mislabeling of plant-based products as "milk," sales tax for farm machinery purchases and registration of fruit and vegetable handlers. However, the major legislation amended the North Carolina Right to Farm Law regarding nuisance lawsuits filed by neighbors who complain their property is devalued by nuisances generated by farm operations. Sen. Brent Jackson, leader in the passage of the Bill, said those lawsuits "threaten the very existence of farming in North Carolina." The legislation will provide additional protections from lawsuits of this nature.

A National Ag Leaders Roundtable discussion was hosted by Congressman David Rouzer and attended by Sen. Thom Tillis, Commissioner Troxler, Sen. Brent Jackson and Rep. Jimmy Dixon. Others attending were U.S. Rep. Michael Conaway, chairman of the House Committee on Agriculture; Zippy Duvall, president of the American Farm Bureau Federation; U.S. Agriculture Under Secretary Bill Northey; agriculture office holders from South Carolina, Georgia, Texas and Delaware, and commodity representatives. The discussion focused on the North Carolina and national agricultural aspects of the nuisance lawsuits.

More than 1,000 people attended. Agricultural leaders across the nation are

extremely concerned that these lawsuits, which can be directed toward any type of agricultural operation in addition to hogs, could put farmers out of business and be extremely detrimental to the ag industry as a whole. The largest verdict of the three suits heard to date against Murphy Brown/Smithfield Foods -- \$473.5 million -- came in while the roundtable was in progress. There is a total of 26 lawsuits and, therefore, 23 more to be heard by a Federal court judge. S711 (NC Farm Act of 2018) should prevent additional suits of this nature from being filed.

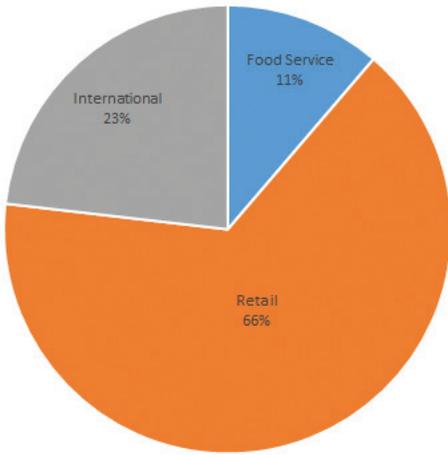


The General Assembly convened for a one-day session on Saturday (August 4). The legislative members overrode two vetoes as expected - the proposed constitutional amendment that takes away writing the constitutional amendment captions from a State panel and the amendment that prevents a Supreme Court candidate that switches parties within a certain number of days in advance of the election from having their party listed on the ballot. However, lawsuits have been filed by the Governor and two Supreme Court candidates due to these veto overrides. The lawsuits seeking to remove the proposed constitutional amendments from the ballot are to be heard by a three-judge panel. The legislature is scheduled to reconvene on November 27, 2018.

The team at Connect C is proud to partner with the North Carolina Sweet Potato Commission as we obtain legislation and administrative action at the State and National level that is beneficial to the sweet potato industry in North Carolina. We appreciate your business and look forward to continuing to serve you.

NC Marketing Report

May 6, 2018 thru August 4, 2018



Total Fresh Market 40 Pound Cartons - 3,258,313

The FOB Prices ranges for this time are:

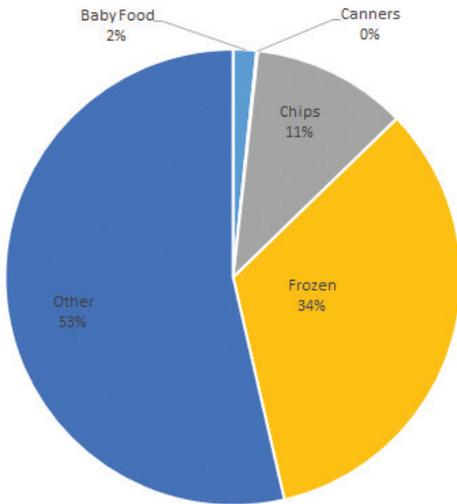
- US#1 \$12-\$15
- US #2 \$7 - \$10
- Jumbos \$8 - \$10
- US #1 Petites \$10 - \$14

Total Pounds in addition to Fresh Market - 54,760,876

The 2017 crop season total to date (August 20, 2017 thru August 4, 2018) is:

16,236,382 (40 pound cartons fresh market sweet potatoes)
 This compares to 15,797,316 (40 pound cartons fresh market sweet potatoes) for the total to date last season of the 2016 crop.

* Source: NCDA&CS Market News



**Rainbow.
Full Spectrum Nutrition
for Sweet Potatoes.**

Quality is just as important as weight for a sweet potato crop. Outside of weather, nothing influences performance more than your fertilizer program. Most soils in the coastal plain are deficient in boron & manganese. Unless a good source of these nutrients is available in your fertilizer, the crop may suffer. Rainbow Plant Food contains precise amounts of nutrients chemically compounded to form a homogenous granule. The nutrients in Rainbow fertilizers exist in an available form, so they can move quickly through the roots in time to promote healthy, hearty growth. When high yields and quality are critical, growers can rely on Rainbow fertilizers to produce the best sweet potatoes possible.

Find out more at RainbowPlantFoodProducts.com

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**2018-2019
Associate Members
Continued**

Steele Plant Company
731-648-5476
www.sweetpotatoplants.com

Strickland Bros. Enterprises
252-478-3058
www.stricklandbros.com

Triangle Risk Advisors
919-496-2239
www.triangleinsurance.com

TriEst Ag Group & Irrigation
843-944-0596
www.triestirrigation.com

Vick Family Farms
52-237-7313
www.vickfamilyfarms.com

Yara
252-504-2514
www.yara.us

*Is your company missing?
Call NCSPC Office today to renew your
2018-19 Associate Membership*

In the Marketplace

NCSPC Marketing Initiatives in 2018
North Carolina Department of Agriculture
and Consumer Services (NCDA&CS),
Michelle, Wang



US Embassy, Berlin

Mk2 and NCDA International Marketing organized events with the US Embassy in Berlin as well as US Embassy in Paris where North Carolina sweet potatoes, among other American products, were featured at the FAS Flavor of America events.

At the Berlin event, a professional chef prepared a variety of dishes for the 350 guests in attendance, among which were stakeholders of the food industry and media outlets. The menu included a cold sweet potato soup, sweet potato pie donut and sweet potato ice cream.

In May, NCSPC took part in The Polish Sommeliers Championship. It is one of the most important events for the HoReCa (An EU organization focusing on Hotels, Restaurants and Café's) in Poland. One gala dinner featured a dish of baked sweet potatoes with thyme.

New sweet potato recipes were created for German



consumers which include: Whole Grain Sweet Potato Piz-za, Sweet Potato Chips, Organic Sweet Potato Falafel, and Carrots & Sweet Potato Soup

In late June, Kelly McIver and three promotions committee delegates, along with Michelle Wang and Peter Thornton, from NCDA International Marketing, traveled to Spain and Portugal to determine what the landscape for overseas production looked like in these markets.



SPAIN

Save the Date

NCSPC Annual Meeting

January 17, 2019



PORTUGAL

What they discovered was... These areas are growing a myriad of US varieties; including Hernandez, Beauregard and Covington. While Spanish farms attest they are attempting to grow this through legal channels, it was found more likely that many purchase Covington sweet potatoes and grow out their slips from table stock. Additionally, they are being sold as Beauregard variety leaving consumers confused as to what they are purchasing.

Also noted was that they are growing the Georgia Jet variety for the french fry market in France. Sweet potatoes tasted direct from their fields appear to be "field cured" due to high soil temperatures and tasted already upwards of 10 bricks sugar content.

While they appear to have issues with beetles as well as quality problems coming out of Portugal, they have twice the yield than we do comparatively, likely due to drip irrigation, and are doing significant construction on their packing houses which does not exactly bode well for US sales. What is moving in our favor is the fact that growers in these countries need permissions to purchase pesticides, farms are government regulated and inspected; all of this at the farmers expense. Additionally, Spanish farmers do not have the acreage to supply overseas industry year-round and likely concluding their season in the spring of the year. Any later than spring, the product breaks down and quality sinks dramatically. We will continue to keep you abreast of international movement and sales possibilities as we learn more.

During the week of October 13-19 North Carolina will host five international bloggers from the UK, two NC bloggers and our new PR team, as we tour sweet potato fields, packing houses, and processors across the region. Our stops include a culinary teaching session featuring Chef Bud Taylor at the Bistro@Topsail and spend time on the NCSU Research station with Ken Pecota of the NCSU Breeding program. This should prove to be a worthwhile teaching event, both for food writers here and abroad. Additionally, this will allow us to immerse our new PR team into our "sweet world" right in the middle of harvest, where they can see you in action, and at your finest!

JOIN US FOR A
**BIG TIME IN THE
BIG EASY!**

<https://sweetpotatoconvention2019.com>

Registration
and
hotel block
now open.

NEW ORLEANS
JANUARY 20-22, 2019
57th ANNUAL U.S. SWEET POTATO COUNCIL CONVENTION

Public Relations Update

Meet our **NEW** Marketing Firm - French West Vaughan



The North Carolina SweetPotato Commission will be partnering with French/West/Vaughan (FWV) as our agency of record for marketing and website development. Based in Raleigh, FWV is the largest independently-held PR & marketing agency in the Southeast and the 14th largest in the country. The fully integrated marketing agency employs over 100 sweet potato-loving public relations, advertising and digital/social media marketing experts among offices in Raleigh, New York City, Los Angeles and Tampa. Their current client roster includes Wrangler, the North Carolina

Department of Transportation, Deutsch Family Wine & Spirits, the Certified Angus Beef Council, Bassett Furniture, Red Bull, Moe's Southwest Grill, Paralyzed Veterans of America, the V Foundation for Cancer Research, Volvo Trucks and many, many others. The agency has a track record of representing iconic North Carolina brands, a list that now includes the North Carolina SweetPotato Commission!

**Place
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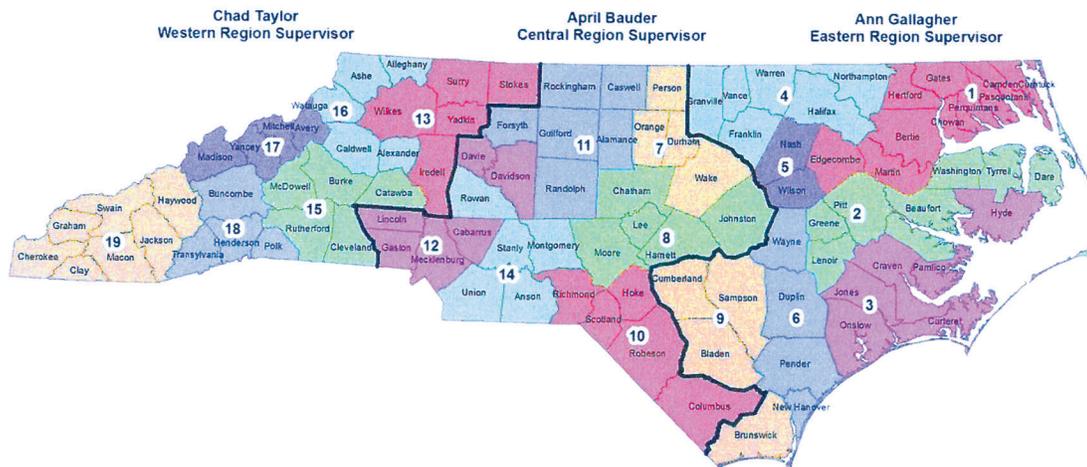
**Call Today
919.894.1067**

The sole purpose of the Commission is to increase sweet potato consumption through education, promotional activities, research and honorable horticultural practices among its producers.

Should you have questions regarding your assessment invoice, upon receipt, please contact Cindy Vanderhoof at the NCSPC Office. (919) 894-1067



NC Department of Agriculture & Consumer Services
Plant Industry Division – Plant Protection Section
Plant Pest Specialist Work Areas



Specialist's Names, Contact Information and Assigned Areas

Area 1:	Bertie, Camden, Chowan, Currituck, Edgecombe, Gates, Hertford, Martin, Pasquotank, Perquimans	Vacant	(919) 218-1765
Area 2:	Beaufort, Dare, Lenoir, Greene, Pitt, Tyrrell, Washington	Bonnie Faulkner	(252) 521-3180
Area 3:	Carteret, Craven, Hyde, Jones, Onslow, Pamlico	David Pearce	(252) 670-1742
Area 4:	Franklin, Granville, Halifax, Northampton, Vance, Warren	Derreck Long	(252) 567-1247
Area 5:	Nash, Wilson	Ann Gallagher	(919) 218-1765
Area 6:	Duplin, New Hanover, Pender, Wayne	Scott Cannady	(919) 270-4910
Area 7:	Durham, Orange, Person, Wake	April Bauder	(919) 777-3251
Area 8:	Chatham, Harnett, Johnston, Lee, Moore	Mike Massey	(919) 218-8654
Area 9:	Bladen, Brunswick, Cumberland, Sampson	Jensen McLamb	(910) 638-4943
Area 10:	Columbus, Hoke, Richmond, Robeson, Scotland	Michelle Shooter	(910) 734-3477
Area 11:	Alamance, Caswell, Forsyth, Guilford, Randolph, Rockingham	Andrew Allen	(336) 404-5873
Area 12:	Cabarrus, Davidson, Davie, Gaston, Mecklenburg, Lincoln	Heidi Humlicek	(406) 750-6432
Area 13:	Iredell, Stokes, Surry, Wilkes, Yadkin	Ginger Hemmings	(336) 314-9334
Area 14:	Anson, Montgomery, Rowan, Stanly, Union	Samuel Harris	(919) 604-3896
Area 15:	Burke, Catawba, Cleveland, McDowell, Rutherford	Amanda Cook	(828) 443-1289
Area 16:	Alexander, Alleghany, Ashe, Caldwell, Watauga	Chad Taylor	(336) 466-0478
Area 17:	Avery, Madison, Mitchell, Yancey	Tim Hartley	(828) 260-0588
Area 18:	Buncombe, Henderson, Polk, Transylvania	Sue Dial	(828) 577-0915
Area 19:	Cherokee, Clay, Graham, Haywood, Jackson, Macon, Swain	Vacant	(336) 466-0478

Mailing Address: 1060 Mail Service Center, Raleigh NC 27699-1060
Physical Address: 216 West Jones Street, Raleigh NC 27603
Phone: (919) 707-3730 | Fax: (919) 733-1041

Please visit our website at www.ncagr.gov/plantindustry for more information!



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919.894.7018 fax
www.ncsweetpotatoes.com



NCSU Sweetpotato Field Day

October 4, 2018
2:30 PM

CUNNINGHAM RESEARCH STATION

200 Cunningham Rd
Kinston, NC 28501



a light dinner will be served