

SWEETPOTATO *Speak*

NEWS
ABOUT THE NC
SWEETPOTATO
INDUSTRY

ISSUE 04 | DEC 2020

A FEW MINUTES WITH MICHELLE

Hello NCSPC Friends! As you are reading this issue of SweetPotato Speak, we find ourselves in the final month of the most unpredictable year that any of us have seen in recent times and absolutely none of us could have ever forecast! Our farmers, packers, and shippers of our state's number one superfood represented our state's number one industry marvelously, as each of you – persevered through all of the challenges and the rollercoaster year that will forever have the moniker...**2020!**

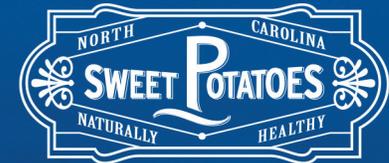
While I have not experienced this year entirely with you, I am so proud to have spent the last quarter seeing firsthand your tenacity and perseverance, doing *my best to best* represent you!

In doing so, I have visited with each of our Board of Directors at their operations and have begun to reach out to our members requesting the chance to stop by. (Don't worry, if you haven't heard from me yet – you **will**... AND if you'd like to meet before I have the chance to reach out, PLEASE CONTACT ME – you'll move to the top of the list, I promise!)

Additionally, I have had the opportunity to visit with a handful of our partners. I have met with many of our leaders within the NC Department of Agriculture, NC Farm Bureau, NC State, and USDA. In one week, I even had the chance to meet and have my picture taken with both USDA's Secretary of Agriculture Sonny Perdue and our very own Commissioner of Agriculture Steve Troxler!!



I have spent a bit of time with both of our marketing firms – here in the US and Europe – thanks to Zoom! I am happy to share that we are beginning to find our stride in communication via remote methods and am excited about many of the



2020

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North Carolina Report:

John Cooper Connect C

Election night in North Carolina came and went, bringing with it some surprises along with some predictable outcomes. As many expected, Commissioner of Agriculture Steve Troxler and all other incumbent Council of State candidates from both parties won their races. This includes Republican Treasurer Dale Folwell and Commissioner of Insurance Mike Causey, as well as Democrats Attorney General Josh Stein, Auditor Beth Wood, and Secretary of State Elaine Marshall. Republicans won all open Council of State races including Lieutenant Governor, Labor Commissioner, and State Superintendent. The new Lieutenant Governor, Mark Robinson, will be the first African American Lieutenant Governor, the second African American ever elected on the Council of State, and the first Republican African American to hold a major public office since the 1800s. Governor Cooper was re-elected to another four-year term after defeating Republican challenger Dan Forest by a much closer margin than any poll predicted. Despite many polls indicating Democrats would take over the state House and Senate, Republicans lost only one seat in the Senate and gained four seats in the house. The final vote count in the North Carolina Senate is 28-22 in favor of Republicans. The final count in the House of Representatives is 69-51. Republicans have also won most judicial races across the state, including picking up seats on the two highest courts – the North Carolina Supreme Court and the North Carolina Court of Appeals.

Federally, President Trump won the state of North Carolina and Senator Thom Tillis has won re-election to the United States Senate, defeating Democrat challenger Cal Cunningham despite Cunningham's enormous fundraising advantage. As expected, Democrats picked up two Congressional seats in North Carolina in redrawn districts but failed to flip any of the close races held by incumbent Republicans

or win the open seat in the mountains. Republicans maintain an 8-5 majority in North Carolina's Congressional delegation.

Legislative leaders will be meeting soon to discuss next year's policy priorities as well as to appoint their leadership in both chambers, including Speaker of the House, President Pro-Tempore of the Senate, and the chairmen of the powerful committees. We expect Tim Moore to continue in his role as Speaker, and Phil Berger to continue as President Pro-Tem. With the retirement of Senator Harry Brown as Majority Leader and Senior Appropriations Chairman, another member (or two members) of Senate leadership will need to step up and fill those two roles. During the upcoming legislative session which begins January 13, the legislature will be drawing the maps for all North Carolina Congressional seats and state legislative seats. These maps will be in place for the next ten years. Although the maps are not subject to a veto by the Governor, they will likely be the subject of several legal challenges in the Courts as the two political parties continue to compete for control.

Federal Report:



Brad Edwards Jenkins Hill Consulting

Congress has returned for its "lame-duck session" to finish up some legislative business and prepare for the 117th Congress on January 5, 2021. At this time, it appears the U.S. House of Representatives will remain in Democratic control with a smaller majority than in the 116th Congress. When all recounts and challenges are finished it's predicted House Republicans will pick up 5-8 seats. The U.S. Senate is currently at 50-48, with a Republican majority, but there will be two special elections in the state of Georgia on January 5, 2020, to determine control of the U.S. Senate.

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DOMESTIC MARKETING FRENCHWEST|VAUGHAN

This fall, the FWV team has been hard at work promoting North Carolina sweetpotatoes as the perfect healthy option to incorporate into your diet. The media relations team secured inclusion for the orange superfood in PureWow's story on how to cook the perfect sweet potato, resulting in more than 1M earned impressions, as well as local coverage in the Kinston Free Press.

As students headed back to school both online and in person, FWV worked closely with the NCSPC team to spread the word about the Commission's curriculum offerings. The media relations team secured coverage of the new curriculum launch in both the Johnston County Report and Rhino Times. On the social media front, FWV launched an organic social campaign featuring K-12 students using the NCSPC's curriculum resources both at home and in the classroom. We also kicked off a paid social campaign on Facebook, Instagram and Pinterest to get the word out to teachers and parents looking for educational and engaging content to keep their students and children entertained and excited to learn. The campaign, which runs through Nov. 12, has already garnered nearly 550K impressions and more than 8K engagements. Along those lines, CoCo participated in a workshop led by NC Farm Bureau's Ag in The Classroom (writers of curriculum). This workshop was to assist teachers in using our curriculum in the on-line version of teaching.



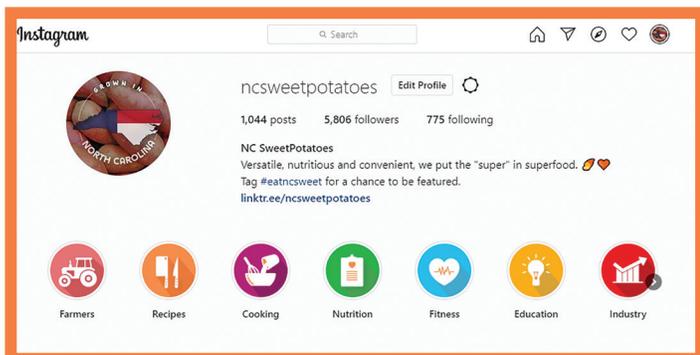
FEDERAL REPORT CONTINUED FROM PAGE 2

Congress will address a couple of items in the lame-duck session. The funding of the government is set to expire on December 11, 2020, and likely the House and Senate will agree to a Continuing Resolution (CR) through next year or finalize a FY 21 Omnibus package that would fund the government through September 30, 2021. In addition, Congress will possibly target some additional targeted covid funding, trade, and tax-related measures that are set to expire December 30, 2020, and the National Defense Authorization Act (NDAA) for defense-related items.

Prior to election day, the Trump Administration (Department of Labor) released a final rule to update the Adverse Effect Wage Rate (AEWR) methodology in the H-2A visa program. This effort had been advocated for several years by members of Congress from North Carolina and other agriculture states to the Department of Labor. This rule would provide greater consistency and predictability in the H-2A non-immigrant visa program. However, due to the change in Administration in January 2021, this rule would be subject to change by the new administration and the Department of Labor.

European Union (EU) announced retaliatory tariffs on the US of nearly \$4 billion of American goods, which does include agricultural goods. The WTO recently awarded the EU the right to retaliate against the US because of damage done by the EU on the airline manufacturing business. Current Administration officials are expected to retaliate back to EU but hopefully, some agreement can be worked out to minimize the 25% tariff on sweet potatoes and other products.

We appreciate your business and look forward to continuing to serve you.



On the creative front, FWV updated the NCSPC's social media channels with a refreshed look ahead of the holidays. Check out Facebook, Instagram and Twitter for a new profile picture, header image and Instagram story highlights. In other creative news, we kicked off design of NCSPC custom GIFs that Instagram and Snapchat users can add to their social media content. When creating Instagram, Snapchat or Facebook stories, you'll soon be able to click the GIF button (it looks like a sticky note) and search for "NCSPC" to add one of our sweet stickers on top of your image!

Finally, FWV continues to update the NCSPC's new blog with fresh content to keep readers craving the orange superfood. Keep your eye out for our next post for inspiration on ways to incorporate North Carolina sweetpotatoes into your holiday menu.

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upcoming promotions planned in both geographies. Speaking of, if you aren't currently following us on our social media accounts, please do! You can find us on **Facebook, Instagram, Twitter, YouTube, and Pinterest**. We have numerous Facebook and Instagram accounts overseas each of which are curated for the specific country and culture in which they are located. (Contact our office for a list of those accounts – some are in English, and all provide great content!)

videos by CALS Dean Richard Linton and myself! You can check them out in two places; <https://vegetables.ces.ncsu.edu/sweetpotato-fieldday/> and NCSPC's YouTube channel.

The second meeting is our **1-day Annual Meeting of Membership**. I was so looking forward to this meeting for many reasons, but probably one of my top reasons was so that I would have the chance to meet you, our collective membership in person! We have decided that for everyone's safety we will conduct this year's meeting with a hybrid approach. What do I mean by that?



In October we had our first specialty themed member outreach event. This event was designed to recognize Breast Cancer Awareness month and celebrate the women of the NC Sweetpotato industry. We called it **FarmHERS of NC SweetPotatoes**. By all accounts, the event was a huge success and we intend to make it an annual event! We are prayerful that by October 2021 we will be able to increase attendance in this event as we will not have the limitations on the size of a hosted gathering as we had this year.

Additionally, we are planning on further member outreach events and considering topics and locations which will be sprinkled throughout 2021. **If you have a suggestion for a topic that you would like to see us put together, please drop us a note** – these events are meant to bring you and your operation benefit and your feedback is invaluable.

While we are on the topic of 'events' I would be remiss if I did not draw your attention to the two events which are staples for our industry each year and both have had to switch gears to ensure everyone's safety. The first is our annual **Sweetpotato Field Day** where our dedicated researchers and extension agents have the opportunity to share with you their work and new knowledge over the past year. This event went virtual this year and while we all missed the chance to see one another we now have the good fortune of having each of those reports and updates on video! There are thirteen research videos, plus welcome

- Our meeting will be conducted in a virtual environment
- Our Board of Directors and the NCSPC staff will be together in one location (*with a camera crew to share live discussion from the Board*)
- Our presenters will have pre-recorded their presentations (to assist with bandwidth issues) and will be live via our virtual meeting platform to answer questions at the end of their presentation
- We will have a virtual tradeshow
- The meeting will be reduced to approximately 4 hours and will include breaks throughout
- Swag raffles and give-aways during breaks

Further information and details will be updated to our website and continually shared via Tater Talk and Direct Emails. We encourage you to complete your **FREE registration** now to ensure that as updates and additional information becomes available, you are the first to receive it. (Meeting details and registration can be found here <https://ncsweetpotatoes.com/annual-meeting-information/>.)

Finally, I would like to address the office's desire to better communicate with you and all of the members of your team. I am discovering that we may not have contact information for each member of your operation who **should** be receiving information from our office.

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To better update our records—we have created a simple on-line form for you and anyone else in your office to use. Within this form, the person responding can select the different types of information that are of most interest to them. Please help us share this desire and means of information collection with others.

To access our form – we have a simple QR Code as well as a URL (<https://bit.ly/3eR6Fsq>) that can be used. If you have never used a QR Code and have a smartphone/tablet;

- Open your Camera app
- Allow your device's camera to focus on the QR 'block'
- Allow time for your camera's technology to ID the code
- Once the code has been ID'd you should see a message at the top of your screen
- Tap on that message/link and you will be taken to the on-line form. (You may also call the office and we will be happy to assist you.)



Here's to continuing to expand the appetites and culinary pallets of global consumers of our beloved superfood and an incredible 2021 ahead! On behalf of your NCSPC Board of Directors and Staff, I would like to thank you for **ALL** that you do for our industry and wish you and yours a blessed Merry Christmas and a New Year filled with great health and joy!

| | | | |
|--|---|--|---|
| <p>Blueberry</p> <p>16 blueberries</p> <p>A hard squeeze of lemon</p> <p>1 small sweet potato</p> | <p>Peach</p> <p>A few slices of peach</p> <p>A hard squeeze of lemon</p> <p>1 small sweet potato</p> <p>1 small beet</p> | <p>Grape</p> <p>5 muscadine grapes</p> <p>A hard squeeze of lemon</p> <p>1 small sweet potato</p> | <p>Cinnamon Swirl</p> <p>1 small sweet potato</p> <p>A healthy scoop of pumpkin</p> <p>A hard squeeze of lemon</p> <p>Dash of cinnamon</p> |
|--|---|--|---|

- Our line of fruit and vegetable protein gummies use sweet potato juice as our primary sweetener with each bag using one small, “perfectly imperfect” or unmarketable sweet potato.
- We proudly distribute North Carolina sweet potatoes to doorsteps of North Carolinians with our direct-to-consumer delivery service, Ripe Revival Market. Join us as we increase farm efficiencies, provide consumers with delicious, “better-for-you” food products and promote our state's meat, dairy, fruit and vegetable bounty!

Use the code “NCSP” at checkout for a 20% discount on our gummy products at RipeRevival.com and 20% off your first purchase at RipeRevivalMarket.com

WHEN YOU THINK THERE IS NO END IN SIGHT, WE CAN PROVIDE ANSWERS ON PRACTICAL SOLUTIONS.

FREE COUNSELING SESSIONS

CONTACT THE NC AGROMEDICINE INSTITUTE AT 252.744.1008/919.880.4225 OR TUTORR@ECU.EDU FOR ASSISTANCE.

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INTERNATIONAL MARKETING

WITH DOCTOR'S RECOMMENDATION

In times when health is more than ever the focus of attention, mk² has managed to place the health benefit related messages of North Carolina Sweetpotatoes in doctors' offices. Through two doc office promotion activities, the NCSF messages were on target to reach more than 8 million contacts.

Especially in autumn, people spend an above-average amount of time (over 40 minutes) in doctors' waiting rooms. We are taking advantage of this time and this special, trustful point of interest of health-related topics to improve consumer knowledge about the health benefits of North Carolina Sweetpotatoes. These activities will increase awareness, strengthen product bonding, and educate the consumers about the origin and availability of NC Sweetpotatoes.

SWEETPOTATOES ON TV SCREENS IN DOC OFFICE WAITING ROOMS

For this project, mk² developed an exclusive :15 second TV spot that will be broadcasted on the screens of more than **1,000** German doc office waiting rooms (general practitioners). The best thing is: mk² successfully doubled the performance for the set budget. Thus, the originally planned 10 days of broadcasting were extended so that not only 3.7 million but an incredible 7.4 million potential consumers will be reached.

The TV spot highlights the most important information about NC Sweetpotatoes (versatility, delicious taste, and nutrition) and displays the key nutrients at a glance. Tasty looking photography and colorful logos generate attention and encourage the people to visit the website and to learn more about sweetpotatoes from North Carolina.



The NCSF spot broadcasted in over 1,000 German doc office waiting rooms reaching 7.4 million contacts.

SWEET MESSAGING IN PEDIATRICIANS OFFICES – CROSS MEDIA RAFFLE

Besides the screen advertising, mk² realized a fruitful cross-media promotion with Germany's #1 parent magazine ELTERN ('parents') in a special issue called ELTERN Kindergesundheit ('child health'). The magazine has a circulation of 270,000 printed copies is distributed through pediatricians offices, clinics, and health care facilities.

The implementation of a raffle with the topic 'healthy cooking for kids with NC Sweetpotatoes' in the magazine and on the corresponding website ensures attention and consideration for NC sweetpotato among families. With a reach of more than 1 million contacts, parents are actively encouraged to take advantage of NC sweetpotatoes to ensure a balanced and colorful diet for their children. Therefore, the prize sets which can be won include the brochure 'Cooking with kids' and an Opinel Le Petit Chef child safety chef knife set.



UK LOVES NC SWEETPOTATOES

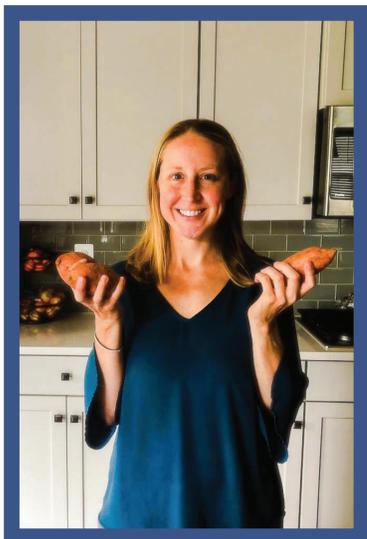
Meanwhile in the UK, the NCSF Social Media Ambassadors have enthusiastically stepped into their role. Shauna Guinn and Sam Evans are the owners of the award-winning restaurant Hang Fire Southern Kitchen in Wales and host their own BBC cooking show with a community of 40k followers on social media.

Sam & Shauna have already developed the first recipes and pictures, which will be shared on their diverse social media accounts in the upcoming weeks and months. In addition, mk² has set up a new Instagram account in the UK for North Carolina sweetpotatoes. All activities of Sam & Shauna will be featured on this channel - and will link the NCSF account to gain high reach and attention.

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THE “SWEET SIDE” OF HEALTHY

FROM YOUR REGISTERED DIETITIAN, SARAH SCHLICHTER, MPH, RDN
Healthy Swaps for the Whole Farm Family



As the holidays quickly approach, appetites may be growing for family favorite holiday dishes, and recipes that have been passed down from generations. The holidays certainly bring a variety of tasty foods to the table (many of which we can thank our farmers and growers for!), ranging from roasted vegetables to pigs in a blanket to delicious sweetpotato casserole recipes. While we want to enjoy the taste, flavor and labor

that goes into these dishes, many of our farmers and farm families also want to stick to healthy eating goals as we think about a new year ahead.

Healthy farmers will have more strength and energy out in the fields, and therefore, be better able to take care of their animals and crops. And, a healthy family at home can help support the farmers and workers.

According to [Consumer Reports](#), Americans eat between 3,000 and 4,000 calories at their Thanksgiving celebrations, and possibly more than that on Christmas day! These numbers can be eye opening! While we want these holidays to be a joyous time with family, friends and loved ones, many farmers and workers are looking to cut down on calories, fat or sugar during the holidays for health or personal reasons.

Therefore, we thought it would be helpful to share some healthy swaps for our farm families to help “lighten” up family favorite recipes that won’t compromise the taste or flavor.

To cut down on the fat and calorie content in a recipe, here are some considerations and options:

- Substitute applesauce for all of or part of the oil.
- Opt for fat-free yogurt instead of sour cream and whipped toppings in dips, sauces and pie toppings.
- Substitute sliced nuts as a delicious, crunchy topping for salads and casseroles in place of fried onion rings.

- Replace full-fat cheeses with low-fat or reduced-fat options.
- Opt for white meat turkey over dark meat to save half the fat.
- Start with a small dish rather than a large one when serving yourself to prevent mindless eating. If you’re still hungry, go up for seconds.

To decrease the sugar content during the holidays, try to:

- Top roasted sweetpotatoes with cinnamon and sea salt. The roasting will naturally caramelize the sweetpotatoes and bring out a sweet taste.
- Stay hydrated! To build upon last quarter’s newsletter, hydration is important for preventing cravings and false hunger.
- Use half or three-quarters the amount of sugar that the recipe calls for. Slowly and surely, your palate will adjust to less sweetness.
- Substitute some of the sugar in recipes with no-calorie sweeteners, or natural sweeteners like stevia or monk fruit.
- Use plain yogurts rather than flavored when baking or snacking.
- Use more fresh fruit and vegetables and less sugar in pie recipes (ie – fresh mashed sweetpotatoes and fresh cranberries rather than sweetened canned options).
- Top your casseroles and dishes with plain nuts and seeds, rather than sugary cereals and flavored nuts.
- Skip or reduce certain sauces and marinades, like ketchup, barbecue sauce, and ranch dressing, or make your own.

Of course, sweetpotatoes are a natural accompaniment to many holiday dishes! Not only are they the perfect match for many holiday flavors, but they also help increase the nutritional value of a dish. For example, including freshly baked or mashed sweetpotatoes in place of the traditional candied yams offers more fiber, vitamins and antioxidants for less overall calories. A half-cup serving of candied yams clocks in at over 200 calories, while a serving of baked sweetpotatoes offers just 100 calories and substantially less sugar.

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Lights, Camera, Action! The NC State Sweetpotato Field Day is coming to a computer near you. The challenges presented this year with having in-person events could not stop the dedicated faculty, students, and staff at NC State University, who have instead filmed a series of field day videos for online viewing. We provide an up-close look at sweetpotato research, expanding the footprint of our traditional field day to bring you tours that highlight the diversity of research at **NC State** and the **NCDA & CS**:

| Speakers | Affiliation | Talk Title |
|----------------------------------|---------------------------|--|
| Richard Linton | Dean of NC State CALS | Field day welcome - Updates from CALS |
| Michelle Grainger | NC SweetPotato Commission | Welcome from the SweetPotato Commission |
| Christie Almeyda | MPRU | Where does sweetpotato breeding stock come from? |
| Adrienne Gorny | Ent. and Plant Path. | How to Sample for Nematodes |
| Colleen Hudak-Wise & Weimin Ye | NCDA & CS | NCDA & CS Nematode Lab Tour |
| Adrienne Gorny | Ent. and Plant Path. | What is a nematode molecular test? |
| Sierra Young & Mike Boyette | Bio. and Ag. Engineering | Automated slip handling and robotics |
| Anders Huseth | Ent. and Plant Path | Evaluating chlorpyrifos alternatives |
| Alex Woodley | Crop and Soils | Benefits of new fertilizer formulations |
| Levi Moore & Katie Jennings | Horticulture | Developing field-based tools to improve yield estimation |
| Russell Mierop & Craig Yencho | Horticulture | Optical grading technology |
| Craig Yencho & Mohamed Somo | Horticulture | Developing field-based tools to improve yeild estimation |
| Kenneth Pecota & Craig Yencho | Horticulture | 2020 varietal improvement |
| Jonathan Schultheis & Ken Starke | Horticulture | Row Spacing Research |
| Lina Quesada | Ent. and Plant Path | Nematode and Disease Management updates |

Field Day Link: <https://vegetables.ces.ncsu.edu/sweetpotato-fieldday/>

Please direct questions, comments and feedback on the Virtual Field Day format to Field Day Coordinators: Anders Huseth, ashuseth@ncsu.edu and Adrienne Gorny, agorny@ncsu.edu

INTERNATIONAL MARKETING

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Sam & Shauna sipping sweetpotatos in their studio

The NCSP Instagram channel was created, based on the content and topics of other NCSP European social media accounts – with adaptations to the British market. Appealing recipe pictures mixed with informative articles about the benefits of NC Sweetpotatoes are attracting the UK foodies since day one.

In that way, the account has grown quickly since its start in August. After only two month it has more than **300** followers.

Stay tuned for the continuation of this amazing British success story!



THE "SWEET" SIDE OF HEALTHY

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Keeping fresh fruits and vegetables out and available for snacking can help support healthy choices, since we usually eat what is visible to us. Fruits and vegetables also provide fiber, which can help stabilize blood sugar and fill us up so we aren't mindlessly snacking throughout the day. Encourage the whole family to get involved with food preparation and keep healthy foods visible throughout the day.

Our website offers an abundance of healthy holiday-friendly sweetpotato recipes, like sweetpotato cornbread stuffing, no bake sweetpotato pie bites or sweetpotato rounds with ricotta and walnuts, (pictured above) that can help brighten up your holiday spread while providing extra nutrition, too.

We hope you find these tips helpful and have a happy and healthy holiday season!

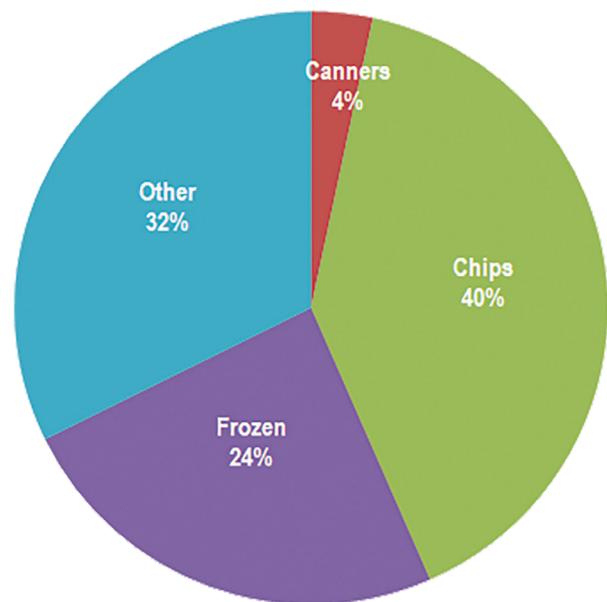
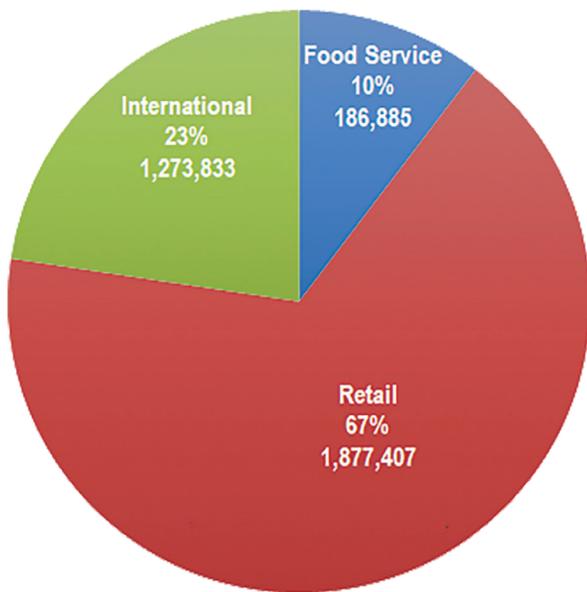


NC MARKETING REPORT

August 09, 2020 - October 31, 2020

During the listed time frame 2,498,350 **40 pound cartons** of fresh market sweetpotatoes were shipped.

During that same time period there was an additional 18,988,237 **pounds** of sweetpotatoes sent to various processors the breakdown is as follows:



The F.O.B. price ranges for this time period are:

| | |
|----------------|-----------------|
| US # 1 | \$15.50-\$16.00 |
| US # 2 | \$9.00-\$10.00 |
| Jumbos | \$10.00-\$12.00 |
| US # 1 Petites | \$11.00-\$16.00 |

The **2019 crop season total to date** (August 11, 2019 thru October 31, 2020) is: 14,067,124 (40 pound cartons fresh market sweetpotatoes)...this compares to 12,760,987 (40 pound cartons fresh market sweetpotatoes) for the **total to date last season of the 2018 crop**. **The 2020 crop season total to date** (August 23, 2020 thru October 31, 2020) is: 1,248,029 (40 pound cartons fresh market sweetpotatoes)... this compares to 1,911,815 (40 pound cartons fresh market sweet potatoes) for **the total to date last season of the 2019 crop**.

*Source: NCDA&CS **Market News**

For questions, comments, concerns or if you are willing to become a contributor, please contact Karrie Gonzalez, NCDA&CS Market News Supervisor, at (919) 707-3121 or Karrie.Gonzalez@ncagr.gov.

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www.stricklandbros.com

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

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

Trinity Frozen Foods
855-543-7437
www.trinityfrozenfoods.com

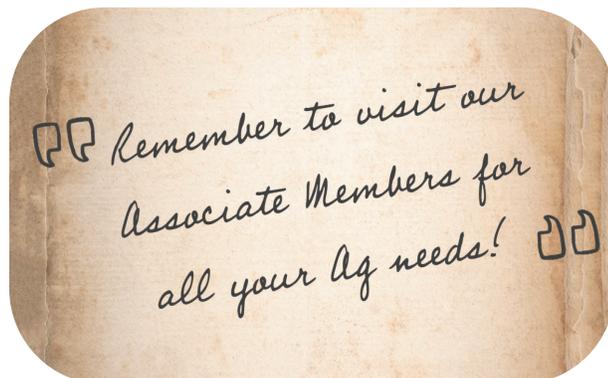
Vick Family Farms
252-237-7313
www.vickfamilyfarms.com

Wada Farms Marketing
919-578-4020
www.wadafarms.com

Wake Stone Corp - Hi-Cal AgLime
843-241-5883
www.wakestonecorp.com

Weaver Fertilizer Co.
919-580-8642
www.weaverfertilizer.com

Wilco Transportation Services, Inc.
919-689-2500
scott@wilcotrans.com





North Carolina SweetPotato Commission

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Benson, NC 27504

919.894.1067 ph

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www.ncsweetpotatoes.com

UPCOMING

- December** | Executive Director Farm Visits Continue
- December 02** | Promotions Meeting 3:00 PM
- December 08** | Board of Directors Meeting 6:00 PM
- December 24-28** | Christmas Holiday **Office Closed**
- January 1** | New Year's Day **Office Closed**
- January 21** | Annual Meeting of Membership

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