

SWEETPOTATO *Speak*

NEWS
ABOUT THE NC
SWEETPOTATO
INDUSTRY

JUNE 2021

A FEW MINUTES WITH MICHELLE

Where does the time go? How is it possible, that this is my fourth column for SweetPotato Speak?! It's true what they say...time certainly flies when you're having fun!

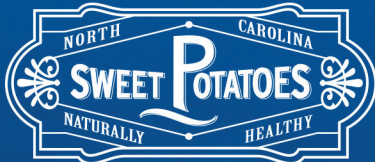
Speaking of time, this month is a very special month for the Commission, as **June 30th, marks our 60th Anniversary!** That's right – the NCSPC has been busy creating new market opportunities while increasing market share, increasing consumer consumption, supporting university research, working alongside our Department of Agriculture, lobbying at both the state and federal levels all on behalf of this great industry, and so much more – for the last 60 years!!



Reflecting on 1961, the Commission and industry looked a bit different than it does today. For example, we had just 20,000 acres that year, where this past year, USDA NASS reflects a total of 106,000 planted acres. That's a 430% INCREASE across 60 years! The Commission's first Executive Director, Mr. Ed Biggs, joined the organization in 1962 with the Executive Board being; E.E. Godwin, President, Jarvis Adams, Vice President, and Edwin Beamon, Secretary-Treasurer. From an organizational creation, the Commission's roots go even further back – wherein 1950, a group of sweetpotato growers and shippers worked to unify themselves for the good of the growing industry they envisioned. These visionary leaders were; Enoch Godwin, Sr. (Dunn, NC), Ralph Canaday (Four Oaks, NC), C.C. (Cub) Barefoot (Meadow, NC), Howard Corbett (Wilmington, NC), and D.H. (Herber) Johnson (Benson, NC).

Over these decades there have been many visionary leaders, exemplary producers and marketers, and extraordinary entrepreneurs! Not to mention undeniable partnerships and collaborations with NC State University, NC Cooperative Extension, and the NC Department of Agriculture. Collectively, these individuals, operations, organizations, and institutions have propelled us over the years

CONTINUED ON PG 4



2021

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North Carolina Report:

John Cooper Connect C

The crossover deadline passed for the North Carolina legislature on May 13, 2021. Bills were required to pass in their chamber of origin (House or Senate) by the deadline to be eligible for consideration

for the rest of the two-year session, through December 2022. The weeks leading up to the crossover deadline are some of the busiest weeks at the General Assembly, as both chambers are voting on hundreds of bills to meet the deadline. Bills related to spending or taxes, election law, or state constitutional amendments are not subject to crossover and so many of these bills remain to be heard in both chambers.

The appropriations chairs in the Senate and House have now turned their attention to the state budget. The budget process is behind schedule compared to past years. A spending target has usually been decided several weeks before crossover, but this year has taken several extra weeks due to disagreement between the House and the Senate. The new fiscal year begins on July 1. If a budget is not in place by that time, the legislature will have to address the state's immediate spending needs by voting to continue the base budget.

S605, The North Carolina Farm Act of 2021, passed the full Senate on Tuesday, May 11. However, it met resistance from Democrats who took issue with a few sections of the bill. The bill did not receive any Democrat votes and passed along party lines, 28-21. The Farm Act now heads to the House of Representatives. If the House changes the bill in any committee or a floor amendment, it will then go back to the Senate for a concurrence vote. If the Senate does not concur, it will go to a conference committee for a final resolution. Unless the Farm Act can gather some Democratic support as it proceeds through the legislative process, Governor Cooper may veto the bill. The Farm Act will need support from at least a few Democrats in each chamber to prevent a veto or survive a veto, so we expect ongoing discussions from both parties in both chambers in the coming weeks.

Please see the bullet points below for a summary of some of the sections of the 2021 Farm Act:

- Makes changes to the statutes which allow the creation of voluntary agricultural districts

- Requires land records to include notice to people that a tract is located within a half-mile of a voluntary agricultural district.
- Makes changes to the open burning laws
- Modifies the calculation of Forest Service employee overtime
- Allows certain violations of forest rules to be waivable offenses so a trial is not necessary to dispose of the charge.
- Provides increased penalties for timber larceny or destruction of commodity crops
- Clarifies the worker's compensation statute for agricultural employers
- Creates a new general permit system for farm digester systems.
- Allows H-2A worker driver's licenses to expire three years after the date they are issued unless the worker's visa expires earlier, then the driver's license will also expire on that date.
- Makes changes to the Retaliatory Employment Discrimination Act



Federal Report:

Brad Edwards Jenkins Hill Consulting

The New Congress and Administration began with a lot of activity on January 20, 2021. President Biden overturned 24 Executive Orders that had been implemented in the past Administration and signed

38 new Executive orders. The majority of the reversals and new orders were on immigration and COVID-related matters. This pens the most executive orders than any of his three predecessors.

In addition, the new Congress brought a Democrat majority to both the U.S. House of Representatives and the U.S. Senate. The Senate was a 50-50 split but allowed the Vice President to vote, breaking the tie. There have been efforts in the US Senate to change the rule of abolishing the filibuster (60 votes to proceed to legislation) but have not received full support from all 50 Democrat Senators at this time.

CONTINUED ON PG 4

DOMESTIC MARKETING



To help equip educators and families incorporate NC's orange superfood into a healthy, sweetpotato-loving lifestyle, newly created **FREE** lesson plans, partially funded by grants awarded from the **North Carolina Tobacco Trust Fund Commission** and **Specialty Crop Block Grants**, were added to our website. To drive educators (home, private AND public) to see and use the awesome content created by teachers for teachers, NCSPC organized a social media contest asking educators to post pictures of the curriculum being used with their students. We received MANY social media tags with students actively engaged in exciting learning activities! Michelle presented our inaugural **#TeachSweet** contest winner, Jennifer Estes from Wilkes Central High School in Wilkesboro, NC, with a \$500 Amazon classroom shopping spree as well as a \$500 VISA gift card for herself. Special thanks to all of our participants, and Congratulations Ms. Estes!



The NC SweetPotato Commission, in cooperation with **iHeart Radio**, executed a digital promotion in targeted markets: Atlanta, Boston, Minneapolis and Washington DC. Listeners were encouraged to register for a prize giveaway, follow us on both Facebook and Instagram, post an image of their favorite way to enjoy sweetpotatoes, and use

#EatSweetNC in the posts. Chris Stanford, from Hinesville, GA was the lucky winner of a brand new **Sweetpotato Orange KitchenAid** mixer! From the photo Mr. Stanford shared, he's already putting his sweet prize to great use! Congratulations Chris!



In May we launched yet another digital promotion, this time at the gas pump! Travelers on the way to our beaches who stopped at select fuel stations advertising with **Gas Station TV**, were served up a lively commercial to encourage fueling up with sweetpotatoes for a *cool and refreshing summertime twist*. Viewers had the same opportunity to register online - this time to win a **Ninja Blender**. If YOU happen to see the Gas Station TV commercial, follow the directions for **your chance to win** and be one of the first to see our **NEW** featured recipe. Stay tuned to our social channels for the winner reveal!

Throughout the summer months, we will be featured on three **Build Up Dietitians** Facebook Live chats. These chats will focus on teaching the Registered Dietitian community all about sweetpotatoes from field to fork, including how to best feature sweetpotatoes in addition to discussions about their impressive nutritional content. Each one-hour session will allow online viewers the opportunity to ask questions and get people talking about sweetpotatoes.

On June 30th, we will begin celebrating the **60th Anniversary** of the North Carolina SweetPotato Commission. **BE SURE** you follow us on social media as we kick off sensational new activities to celebrate this milestone and **YOU**, the incredible folks that make NC the **NUMBER 1** Sweetpotato producing state in the U.S.

Happy Sweet 60 — here's to 60 more!

A FEW MINUTES WITH MICHELLE CONTINUED FROM COVER

to achieve and maintain the leadership position that we have held – as the Nation’s largest producer and exporter of premium sweetpotatoes – since 1971.



This industry’s DNA is strong and the possibilities for what the future holds are incredibly exciting – which is WHY we at the Commission have **big plans** to **celebrate our past**, but more importantly, to **highlight our industry’s present** and continue paving the way for **what’s to come in our future**. The COVID pandemic has been catastrophic on many levels for many people, but one silver lining we are seeing in our industry is all the more awareness and emphasis put on eating healthy! This means our sweet superfood is positioned exactly where we want to be – on the front of consumers’ minds and hopefully in the center of their plates! Our celebratory efforts will all intentionally carry messages meant to raise consumer awareness and ultimately drive consumer consumption for why they should be using more sweetpotatoes in their daily routines! I encourage you to be sure that you are connected to *your* Commission and its numerous communication channels, as we will be sharing how you and your operation may participate in the year-long celebration promoting our industry – as we invite more consumers to our collective tables.

SIGN UP TODAY!



Michelle

FEDERAL REPORT CONTINUED FROM PAGE 2

One of the first major pieces of legislation out of the new Administration and Congress was another \$1.9 trillion COVID-relief stimulus bill that passed the U.S. House and U.S. Senate along party lines in March 2021.

The Biden Administration has focused on many big key issues, climate control, immigration reform, policing-related issues, repealing gun liability protection for manufacturers, a diverse cabinet, addressing trade-related issues, changes to the current tax system, new infrastructure plan, and bi-partisanship. If President Biden does not work across the aisle with Republicans the likelihood of any of these becoming law will be extremely difficult. Democrat majorities in Congress can take a path of “Reconciliation” that defines the issue and funding and pass with only a simple majority but is limited only to a specific certain type of budget impact legislation, such as COVID relief, infrastructure, and tax-related matters.

The teams at Connect C and Jenkins Hill Consultation are proud to partner with the North Carolina SweetPotato Commission as we obtain legislation and administrative action at the State and National level that is beneficial to the sweetpotato industry in North Carolina. We appreciate your business and look forward to continuing to serve you.

LOCAL EXPERTISE

With a Global Perspective

GROWING AMBITION

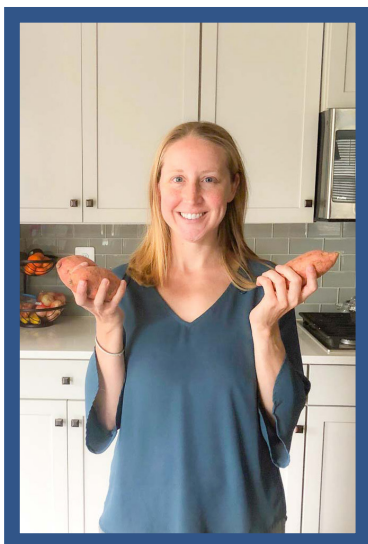
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THE “SWEET SIDE” OF HEALTHY

FROM YOUR REGISTERED DIETITIAN, SARAH SCHLICHTER, MPH, RDN
Keeping Kids and Families Busy and Nourished This Summer



Let's face it - summer in North Carolina is extremely hot. Staying cool and hydrated are top priorities, especially for those working outside. While it may not be feasible to get to the pool or beach as often as you may like, we have several ways to keep you hydrated and nourished as the weather warms up, as well as keep the kids entertained.

Keep Healthy Snacks On Hand:

First and foremost, we are models for our children, and we can teach them healthy habits and lead by example. This may look like swapping a soda out for a glass of water or [berry sweetpotato smoothie](#) or opting for a fruit or vegetable-based snack rather than a processed pack of fruit snacks or candy.

Keeping pantry staples available that can last, like oats, dried fruit, whole grains, and sweetpotatoes, can help make emergency snack times easier. Here are some of our favorite pantry friendly snack recipes:

- [Whole Wheat SweetPotato Zucchini Muffins](#)
- [Kale and Sweetpotato Baked Mac and Cheese](#)
- [Spicy Sweetpotato Hummus](#)
- [Sweetpotato Cranberry White Chocolate Oatmeal Cookies](#)

Mix Up Your Liquids: Water can get boring, especially when there are so many fun ways to spice it up. Consider adding fresh, seasonal produce and/or herbs to your water, like cucumber slices, mint, limes, strawberries, oranges, watermelon, or pineapple. Better yet, try making your own freshly squeezed orange juice or lemonade for a fun afternoon activity. Cool down with a creamy [sweetpotato smoothie](#) or [sweetpotato pie popsicles](#).

Plant a Garden: Starting your own backyard garden can be a fun adventure for children and adults, as well as help introduce children to responsibility, care-taking, and cooking. Children can help plant seeds or water crops, as well as pick the produce when it is fresh. Taking responsibility for their own “projects” can be very empowering and can help you too, as a parent!

Include Kids in Outdoor Activities: A great way to spend time with your children and have everyone get active is to include them in activities. From taking a walk to taking a dunk in the pool, to picking produce, kids love to be involved in anything outdoors. Educate them about the seeds you are purchasing, the crops you are planting, the farm animals you are visiting, or the plants and flowers you are seeing outside. Spending an afternoon picking fresh strawberries or blueberries can be a great way to increase fiber and produce intake in children as well as getting them interested and involved in using the berries in recipes, too.

Tour Other Farms: Maybe you're working so hard on your own farm that you have not been able to tour the local farm down the street or in the next town over. Summer can be a great time to do that. Farmers like to support one another, and who knows, there could be a possible collaboration to be explored while doing so.

We are hopeful that things start to feel more normal this summer, yet we know it remains important to practice safe traveling and gatherings.

We hope you can enjoy some off days from the laborious farm work and enjoy some well-deserved time with loved ones.



To view recipes please visit:

www.ncsweetpotatoes.com/recipes/

INTERNATIONAL MARKETING

CONTINUOUS SUCCESS FOR NCSPC IN EUROPE

The marketing year in Europe continued with excellent news regarding the removal of penalty tariffs on US goods that had come into effect in fall 2020 and included sweetpotatoes with an additional 25% import duty. Regardless of additional tariffs, the overall perception of NC sweetpotatoes remains positive, both among trade as well as among consumers. Existing industry partners confirmed that over the last years NC sweetpotatoes have become an integral part of the European market and collaborations such as the “International SweetPotato Week” (ISPW) are highly appreciated.

ISPW sweetens European consumers' shopping experience with Easter and BBQ topics

A promotion with Germany's #1 discounter, ALDI South with more than 1,900 stores took place starting in the pre-Easter week, one of the strongest sales weeks of the year in the German food retail sector. mk² designed, produced and placed branded NCSP branded material (informational brochures with inspiring Easter brunch recipe ideas) in **41,000 boxes** of North Carolina sweetpotatoes. This means, 246 tons of North Carolina sweetpotatoes were featured with information about the NCSP heritage, quality, health benefits, and creative recipe ideas. This inspired consumers to make impulse purchases and generated a huge *additional impact* on the NCSP sales numbers.



This inspired consumers to make impulse purchases and generated a huge *additional impact* on the NCSP sales numbers.

ISPW Extension on NCSP website & social media

An additional call-to-action element was included in the POS brochures: we created a raffle and invited consumers to visit the NCSP website and social media accounts. The raffle, coupled with ISPW activities on digital NCSP channels added even greater reach, engagement, and impact.

The raffle prizes were two sets, each of a popular Philips air fryer and a sweetpotato cookbook. A perfect fit, since the air fryer is suitable for multiple preparation methods of healthy and low-fat dishes and therefore promotes health advantages and versatility of NC sweetpotatoes. **Over 7,000 consumers** registered for the raffle heightening their awareness of the orange superfood's benefits.

Speidel Poland features BBQ time with an orange sweetness factor



Teaser for NCSP raffle in ALDI brochure

Raffle integration on German website



In addition to the ISPW activities in Germany, the top competitor of Aldi and the second strongest European discounter, Lidl, rolled out ISPW activities in Poland at the end of May. **Over 10,000** North Carolina sweetpotato boxes were distributed in Polish Lidl stores nationwide displaying NCSP branded information brochures and recipe cards. Therefore, around **66.4 tons** of North Carolina sweetpotatoes in Poland were moved featuring information about the NCSP origin, quality, health benefits, and creative recipe ideas – specifically designed for the upcoming BBQ season.



INTRODUCING

FULLTILT, NCPSC'S NEW MARKETING AGENCY



Melinda Goodman
Owner & Founder, FullTilt Marketing



Jen Velasquez
Director of Marketing

FullTilt Marketing is a boutique marketing agency meant to deliver full-service capabilities at a personal level with an expertise in fresh produce and agriculture. We aren't the biggest, and we don't seek out shiny awards, we seek out clients who are passionate about what they do and inspire us to create good work that makes a difference to the people and brands we serve.

What makes us unique is our focus and breadth of knowledge in food and fresh produce and the people who make it happen. The growers, the harvesters, the packers, the manufacturers...the people behind the scenes that are the heart and soul of the food that graces our tables and nourishes and supports families. It is this hyper-focus that helps us translate experiences that shape people's lives and begin meaningful conversations. It is our mission to find and tell the stories that compel consumers to care about a brand or an issue - we love to find and share the stories of the people behind the product and help consumers care about them too.

The name **FullTilt** represents speed and being a little bit off-center – kind of like agriculture. Mother Nature waits for no man and there must be an urgency in the

work we do, while also being adaptable when things “wobble”. We can be creative and we can be clever, but first and foremost we must be strategic. Time and money are priceless commodities and it's important to use them both wisely. We invest in the people and things we care about and through that – we build relationships. We are an extension of your business and treat it and protect it as our own. Our

founder and owner Melinda Goodman is ranch raised and she always reminds the team of her personal ethos – *“our job is to work as hard for our clients as I hope someone is working for my parents.”* We're ready to build relationships and start working hard for the **North Carolina SweetPotato Commission!**



FULLTILT
MARKETING



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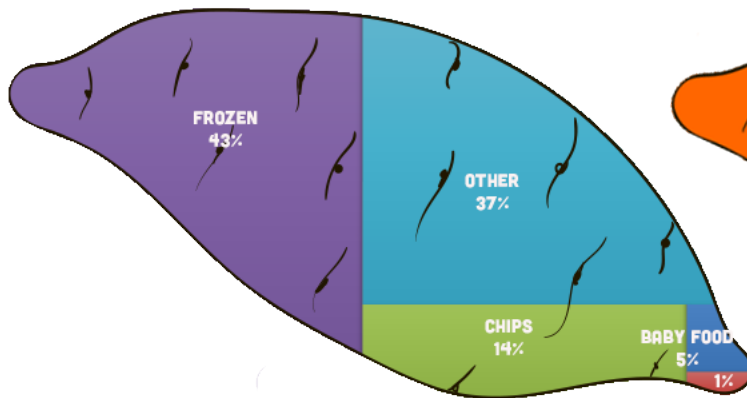
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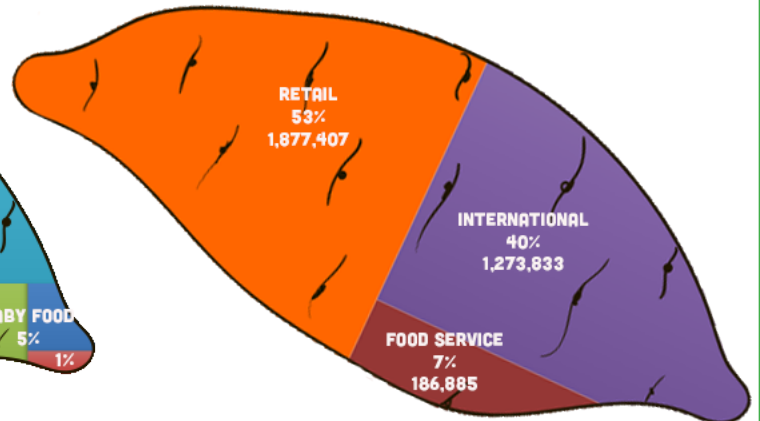
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NC MARKETING REPORT

February 07, 2021 - May 08, 2021



During that same time period there was an additional 37,235,417 **pounds** of sweetpotatoes sent to various processors the breakdown is as follows:



During the listed time frame 3,954,580 **40 pound cartons** of fresh market sweetpotatoes were shipped.

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

US # 1	\$15.00-\$18.00
US # 2	\$8.00-\$10.00
Jumbos	\$10.00-\$13.00
US # 1 Petites	\$12.00-\$13.00

The 2020 crop season total to date:

(August 23, 2020 thru May 08, 2021) is: 8,979,610

(40-pound cartons of fresh-market sweetpotatoes) this compares to: 9,752,546 (40-pound cartons of fresh-market sweetpotatoes) 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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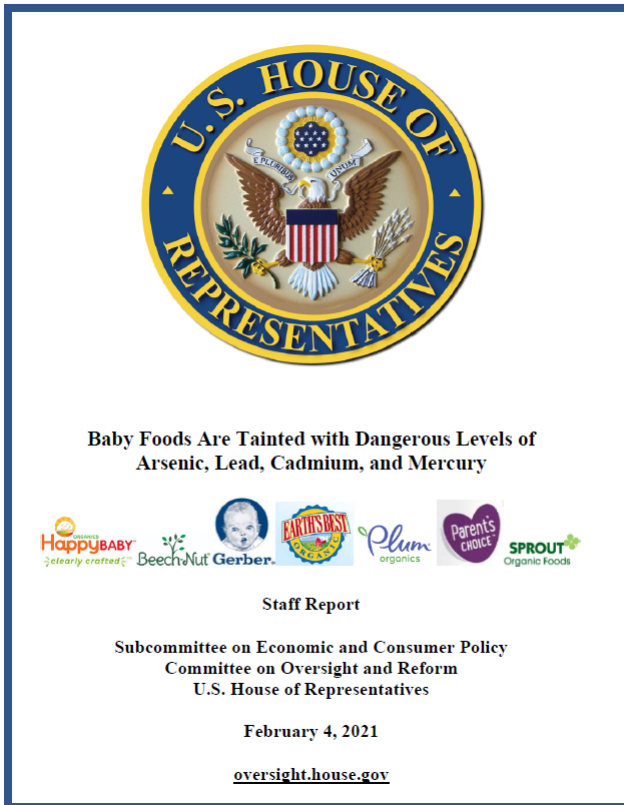
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To learn more about our **Associate Membership Program** contact CoCo Daughtry at (919) 894-1067 or coco@ncsweetpotatoes.com



A FEW *Extra* MINUTES WITH MICHELLE

Protecting Our Industry from Headlines such as; **Baby Foods Are Tainted with Dangerous Levels of Arsenic, Lead, Cadmium, and Mercury**



This is not necessarily a headline, but it is the title of a Congressional Staff Report published in February of this year. This report has caused many other headlines since its publishing and has forced our industry to take a stand. If you are not familiar with this report, I encourage you to take a look and review the Executive Summary at the front of the document – that'll give you a clear idea of what the intention of this report is all about. To find the report, see this press release which has the link embedded at the bottom. (<https://bit.ly/3vkChhw>)

I am proud to tell you that your NC SweetPotato Commission has linked arms with our fellow state leaders across the country and have been fearlessly led by the US Sweet Potato Council's, Executive Director, Kay Rentzel to ensure that we are not only informed as to how this situation continues to evolve but that we are taking appropriate action so that we may respond with **science** and not **emotion**.

One of the actions that we have taken is to form a coalition of sweetpotato producing states who have collectively hired a 3rd party testing facility that specializes in testing for the very four heavy metals identified in the title above and can do so at a parts per billion (ppb) capability. This lab is located in Seattle, WA, and has worked with many produce crops in testing for numerous food safety matters. Furthermore, the U.S. Sweet Potato Council negotiated a special rate for every sweetpotato sample root submitted between now and the end of the calendar year for all state organizations and individual growers to take advantage of, providing a **30% savings per sample**.

The reason why these details are significant is that we are creating a National, Anonymous, Voluntary Database to ensure that we are indeed leading with facts and science as we look to have future conversations with regulatory entities when they begin to determine future guidelines and standards for baby food and other food products. This data is 100% anonymous in that the only identifiers collected within the database will be the variety of sweetpotato, whether it is organically or conventionally grown, and what the test results were in each of the four metals being tested; arsenic, lead, cadmium, and mercury. The actual database will reside solely at the US Sweet Potato Council with Kay Rentzel.

The North Carolina SweetPotato Commission Foundation has taken this partnership one step further, in that we are working with the lab to create an NC-specific Anonymous, Voluntary Database which will be maintained within the NCSPC Foundation.

The only difference between this database and the one being created for our industry at a national level is that we **will know** all data reflected is **data linked only to NC** sweetpotato root samples.

Both the national industry as well as your NCSPC will be repeating this collection process for several seasons to come – to establish a dependable dataset monitoring season-over-season findings. We have learned in our conversations with other commodity groups who have faced similar situations that creating such a dataset allows for effective (and realistic) standard-setting conversations to take place as science and facts are central to those crucial conversations and ultimately where decisions are made.


We (your Commission), however, cannot do this alone and ask that you help us ensure that the sweetpotato maintains its title and reputation of 'superfood', by further contributing sweetpotato samples to this database. The steps are straightforward as to how to participate in the sampling and testing and the expense has been greatly reduced if samples are submitted between now and December 31st of this year. The actual results (with all of the details) per sample submitted will be returned directly to you and your anonymized data will be submitted to both the National and NC databases.

Here's what is required;

- 1) Determine how many sample sets you wish to submit. (Every set requires four (4) sweetpotato root samples.)
- 2) Collect those samples following the required protocol for documenting and packaging individual samples.
- 3) Ship overnight with an AM delivery to Brooks Applied Labs in Seattle, WA

The total cost per sample set (4 sample sweetpotatoes) will be \$360 + shipping expense and the estimated turnaround time will be approximately 2-3 weeks.

We have included in your member portal a *step-by-step guide*, plus the required forms for ease of access.



18804 North Creek Parkway, Ste 100, Bothell, WA 98011 • USA • T: 206 632 6206 F: 206 632 6017 • info@brooksapplied.com

Recommendations for Testing Sweetpotatoes for Heavy Metals

Sampling

- Collect at least 4 whole sweetpotatoes per field for individual testing; if multiple varieties of sweet potatoes are grown in a field, send 4 of each variety.
- Place each individual sweetpotato into its own clean & colorless zip-type plastic bag to prevent cross-contamination. Tightly seal each bag.

Shipment Preparation

- Pack the sealed bags into a cardboard box or other container suitable for shipping.
- Complete a chain of custody (COC) form and include it in the shipment.
 - Please complete all fields. Incomplete COC forms may result in a delay in processing the samples.
 - Make sure to sign the form, including the consent to share the anonymized results (potato variety, production method, and metals concentrations only) with the U.S. Sweet Potato Council.

Shipping

- Ship the package via *overnight delivery* to the address listed below. It is highly recommended to ship samples Monday through Wednesday to ensure the package arrives in acceptable condition.
- The couriers FedEx, UPS, or DHL are preferred, and mid-morning delivery (between 10am and noon) should be selected.
- Ship to: **Brooks Applied Labs**
 Attn: SWP-BFF NC
 18804 North Creek Parkway, Suite 100

Chain-of-Custody Form

Ship samples to:
 Brooks Applied Labs
 Attn: SWP-BFF NC
 18804 North Creek Parkway, Suite 100
 Bothell, WA 98011

For Laboratory Use Only

Rcv'd by: _____ Temp: _____
 Date: _____ Comments: _____
 Time: _____
 Signature: _____

Client Information

Company: _____
 Contact: _____
 Mailing Address: _____
 Phone Number: _____
 Email Address: _____
Required for Report & Invoice Delivery
 PO or Invoice Reference: _____

Testing Authorization

Terms:
 A Certificate of Analysis (CoA) including results for arsenic, cadmium, lead, and mercury will be provided for each sample via emailed PDF within approximately 2 - 3 weeks of sample receipt. Samples will be retained for 30 calendar days after report delivery, after which they will be discarded at the laboratory's discretion. Payment Terms are NET 30.
 By submitting samples the client consents to sharing anonymized data - consisting only of the sweetpotato variety, production method, and the heavy metals results - with the U.S. Sweet Potato Council and the NC SweetPotato Commission to aid in industry risk assessment.

Printed Name: _____
 Signature: _____

Sample Information

#	Sample Name / ID	Sweetpotato Variety	Date Collected	Conventional (C) or Organic (O) Production?	Comments / Misc Info
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					

The NCSPC has submitted 216 samples from the 2020 season. We will be submitting a similar number from the 2021 season this coming fall. We worked to ensure that not only was there diversity between organic and conventional but from geographic regions as well. That said, we all know that fields vary significantly when it comes to soil contents from one to the other – much less within the same field, therefore, the more we can populate the dataset the better we can ensure our industry's future as standards are determined.

So what have we submitted thus far?

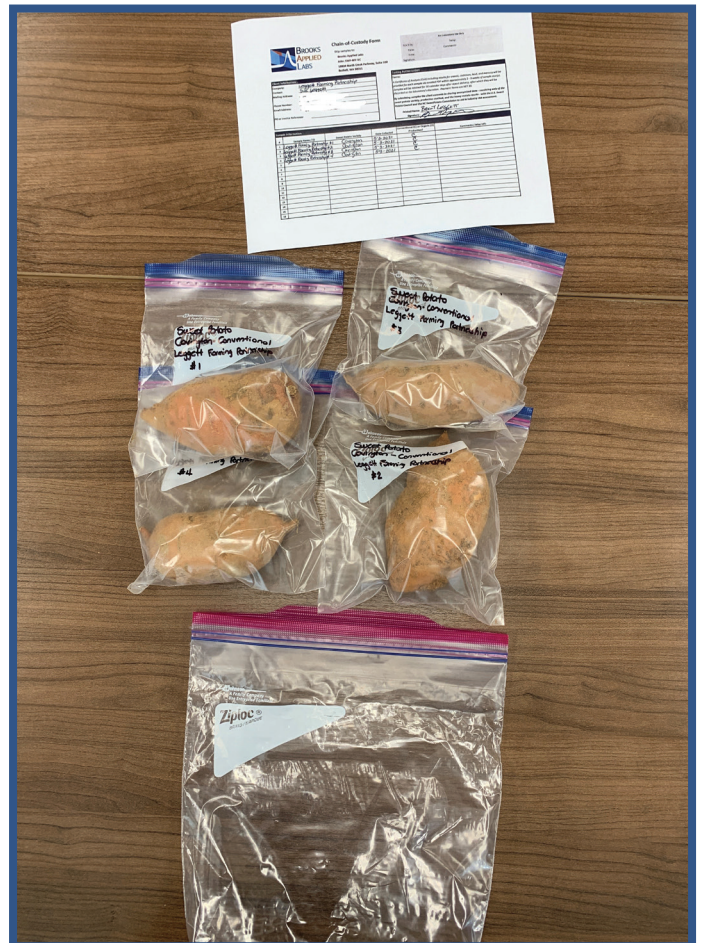
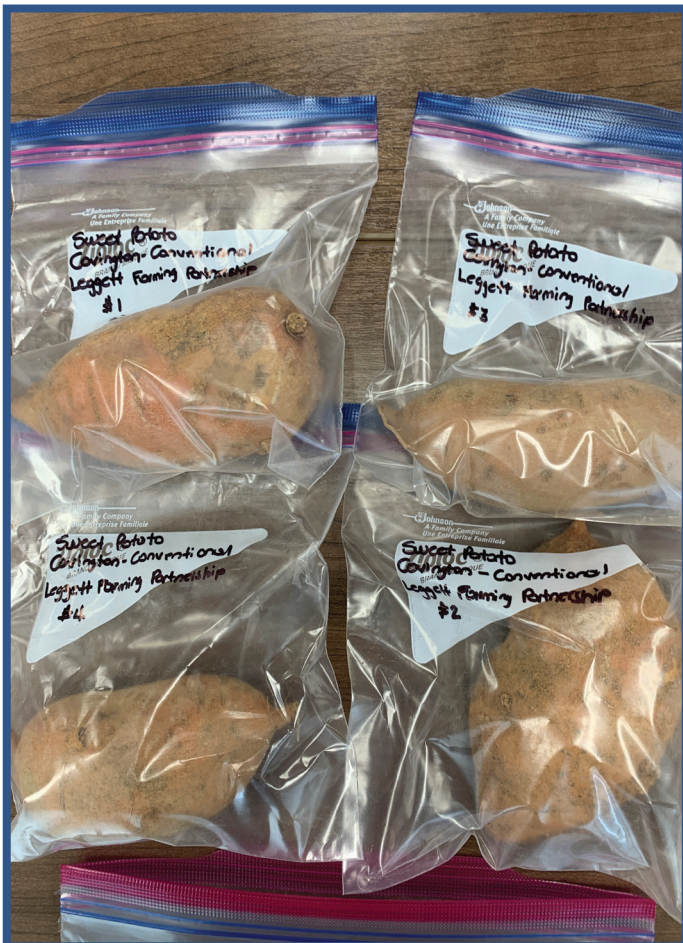
54 Sample Sets (or) 216 Individual Sweetpotato Samples

Variety: 100% Covington

Organic Sets: 11 Sets (44 samples)

Conventional Sets: 43 Sets (172 samples)

Counties: 17 Counties across NC



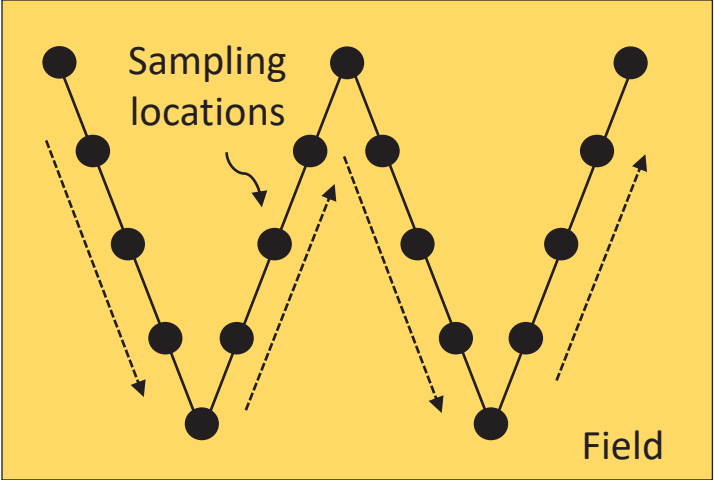


If you have any questions, please do not hesitate to contact me, I am happy to answer any questions that you may have and if I don't have the answer right away, I'll work to get you the answer as quickly as possible. *Michelle*

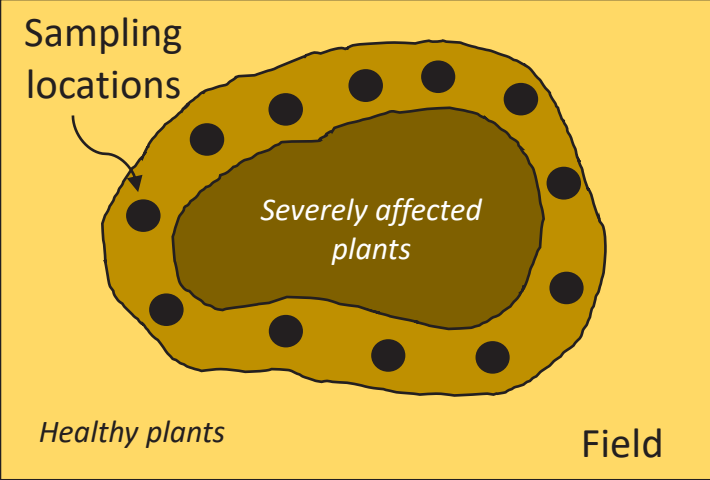
Soil sampling for nematode analysis can assist in:

- Predicting a nematode problem for the upcoming season (predictive sample)
- Diagnosing an existing nematode problem (diagnostic sample)
- Recommending nematode management options

Predictive Samples



Diagnostic Samples



NC SweetPotato Commission Foundation

The NC SweetPotato Commission Foundation is Proud to Offer Support to Our Growers for Molecular Assay Testing for Guava Root-Knot Nematode

What? The North Carolina SweetPotato Commission Foundation was awarded a \$175,000 Specialty Crop Block Grant to provide cost-share funds to help defray the cost for molecular assay testing for Guava Root Knot Nematode.

How Much? Each grower is eligible for reimbursement on a first-come, first-serve basis up to a maximum of \$875/year. Fifty percent (50%) of the funds will be available for the 2021 season and the balance is available in 2022.

When?

- The grant applies to the 2021 and 2022 crop years.
- The ability to apply for reimbursement will begin at harvest in 2021.
- Detailed information on how to apply for reimbursement will be available in the Member Portal and mailed out from the NCSPC Office.

Who? Member/growers who are growing sweetpotatoes.

How?

- If you suspect or have evidence of nematode damage, sample fields in which sweetpotatoes were grown this year or fields designated for sweetpotatoes the following year where soybeans, tobacco, cotton, cucumbers, or tomatoes had been planted.
- Submit samples to the Nematode Assay Lab at the Agronomic Division of the NC Department of Agriculture & Consumer Services.
- Upon receiving results, submit request for reimbursement with required documentation to Annette Dunlap at grantadmin@ncsweetpotatoes.com
- All forms necessary are available on the **Member Portal!**

Why? GRKN has the potential to negatively impact the market opportunities and profitability of our growers. It can also damage soybean, tobacco, cotton, cucumber, and tomato crops. If we have identified GRKN in a field, we can take steps to eradicate the pest, prevent spreading it to other fields, and protect our state's agricultural integrity while ensuring we continue our almost 50 year-position as the top sweetpotato producing state in the Nation.



North Carolina SweetPotato Commission
700 E. Parrish Dr., Suite C
Benson, NC 27504
919.894.1067 ph
919.894.7018 fax
www.ncsweetpotatoes.com

UPCOMING

- | | | | |
|----------------|---|--------------------|-------------------------------------|
| June 2 | Promotions Meeting 3:00 PM | July 23 | Facebook Live - Build Up Dietitians |
| June 8 | Board of Directors Meeting 6:00 PM | August 4 | Promotions Meeting 3:00 PM |
| June 11 | Facebook Live - Build Up Dietitians | August 10 | Board of Directors Meeting 6:00 PM |
| June 23 | Promotions Meeting 3:00 PM | August 25 | Promotions Meeting 3:00 PM |
| June 30 | NCSPC turns 60! | September 6 | Labor Day - Office Closed |
| July 4 | Independence Day - Office Closed | | |
| July 14 | Promotions Meeting 3:00 PM | | |

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.