

# SWEETPOTATO Speak

NEWS  
ABOUT THE NC  
SWEETPOTATO  
INDUSTRY

SEPTEMBER 2021

## A FEW MINUTES WITH MICHELLE

What a year! I can't believe how fast the last twelve months have flown by!! August 11<sup>th</sup> marked my 1<sup>st</sup> anniversary as your Executive Director and I could not be more excited about the accomplishments of this past year and what I see coming for the next.

During this time, I have been able to visit many of our members, but there's more of you to meet and I remain committed to doing so, but I need your help in scheduling such a visit. To date, I have had the opportunity to meet approximately 75 of our over 400 members. These visits have all varied in their duration of time spent as well as number of individuals I was introduced to, what I was shown, number of acres of sweetpotatoes produced, number of years in the sweetpotato industry, and geographically across NC. As we are getting more into our harvest season, know that I am all for a quick conversation in the cab of your tractor while you may work a few rows in as we go!!



ANDY MACK PENNY

A.J. STANALAND

Speaking of harvest, I have a few items I want to ensure are on your radar...

**1) DON'T MISS OUT – 100% REIMBURSEMENT AVAILABLE:** As a NCSPC member in good standing, you are eligible to take advantage of our 2020 Specialty Crop Block Grant – which provides 100% reimbursement (up to \$875 per season, per grower – based on a first come – first serve basis) for Molecular Soil Assay Testing conducted by the NC Department of Agriculture Nematode Lab. These samples can be taken from any field that either contains sweetpotatoes currently or is scheduled to have sweetpotatoes in the coming season. There are several sources where you may obtain additional information as to how to take advantage of this opportunity while preparing your field rotation plans for 2022.

- A printed packet was mailed to each grower who paid assessments in 2020 (in May of this year)
- Your Member Portal via our website contains all documents available for download (<https://bit.ly/3kDTsX2>)
- An email will be sent in the coming weeks to all grower email addresses we have on file

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2021

### BOARD OF DIRECTORS

Brent Leggett, **PRESIDENT**  
*Leggett Farming Partnership*

Rob Hill, **VICE PRESIDENT**  
*Tull Hill Farms*

Kim K. LeQuire, **SECRETARY-TREASURER**  
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*Howell Farming Co., Inc.*

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*Jones Family Farms*

Dewey Scott  
*Scott Farms*

Scott Sullivan  
*Sullivan Farms, Inc.*

Stacy Thomas  
*Natural Blend & Glean*

Lynwood Vick  
*Vick Family Farms*

Craig West  
*West Family Farms Partnership*

Michael Wood  
*J. Roland Wood Farms*

### STAFF

Michelle Grainger, Executive Director  
Cindy Vanderhoof, Bookkeeper  
CoCo Daughtry, Communications



### North Carolina Report:

#### John Cooper Connect C

The General Assembly is nearing the conclusion of the first part of the long session. This long session has been one of the longest. In the past, the legislature has always tried to pass a budget in time for

the new fiscal year, July 1. This year, the budget process is stretching into September, and even after it is completed the legislature must return for redistricting for State House, Senate, and Congressional districts. In past sessions, it was nearly certain that Governor Cooper would veto any budget sent by the General Assembly. In the current legislative cycle, both Republicans and Democrats have shown more signs of compromise than in the previous session. The initial budget votes of 32-28 in the Senate (4 Democrats) and 72-41 in the House (9 Democrats) are stronger than the vote in previous sessions. We are hopeful the legislature and Governor can eventually reach an agreement either to have him sign the budget or compromise so that some Democrats may vote to override a veto. If we get a budget this Session, it will be the first omnibus budget in three years. If Governor Cooper signs the budget, it will be the first budget he has signed since taking office in 2016.

The General Assembly is currently discussing one of the most comprehensive pieces of energy legislation in our state's history, House Bill 951. The primary reason for the legislation is to modernize our grid by retiring five sub-critical coal facilities. The original legislation from the House of Representatives took a balanced approach to the replacement of these facilities with a combination of solar, storage, carbon-free nuclear, and clean-burning natural gas. The bill also changes the rate-making process to allow the utility to have a multi-year rate plan. This change would reduce regulatory lag and create cost savings for ratepayers. After the bill passed the House, it has been in the Senate where there has been much discussion and debate. Senate Leadership has engaged with the Governor's office and a group of Senate Democrats to work on the bill in order to see if there is a compromise path forward. This legislation will get a lot of attention until the end of the legislative session, as it is extremely important and also a very technical bill with many moving parts.

The redistricting process is underway already as the United States Census data became available on August 12. The Census shows a growing state, and lawmakers will need to add an extra Congressional district to account for the higher

population. The Joint Redistricting and Elections Committee met on August 12 to vote on the criteria which can be used in drawing the districts for both chambers in the state legislature as well as the Congressional districts. The criteria was based on the court-ordered criteria during 2019 when the courts ordered a redraw of some districts. For the first time in the history of North Carolina – party affiliation will not be considered. Although the process in 2021 is controlled by the Republican legislature and the Governor cannot veto the maps, we expect this year's process to be historically transparent. Left-leaning groups will again search for ways to challenge the maps in court after the drawing is finished, so the Republican legislature is going to try to ensure the maps can survive judicial scrutiny.



### Federal Report:

#### Brad Edwards Jenkins Hill Consulting

The Biden Administration and U.S. Congress continue to take advantage of their majority control of the legislative and executive branch. After passing the

\$1.9 trillion covid relief bill in March 2021, under a legislative procedure called reconciliation that allows only a simple majority to pass, Congress has turned its attention to additional spending measures.

The U. S. Senate passed a \$1.2 trillion Bi-partisan Infrastructure Package (BIF) to address the country's infrastructure needs on roads, bridges, ports, and broadband. In addition, the Democrat majorities are pursuing another "reconciliation" package of \$3.6 trillion in spending on human infrastructure, which includes climate, health care, major changes to the current tax code (corporate and individual), and potential immigration-related measures. The U.S. House and U.S Senate will begin debate in mid-September on this package and again will require only a simple majority to pass (instead of the normal U.S. Senate 60 vote threshold). The details are not finalized on the legislative language at this time.

Congress will also have to address the government funding bill for Fiscal Year (FY) '22 which expires on September 30, 2021, and it's very likely Congress will have to pass a Continuing Resolution (CR) to a date to be determined

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# DOMESTIC MARKETING



Since our last SweetPotato Speak issue, our domestic activities have been **All Engines GO!** Through a partnership with **Build Up Dietitians**, and their weekly Friday – Face book Lives, we have reached a total of 60,701 viewers by utilizing two separate Friday sessions! These live chats focused on teaching the Registered Dietitian community all about sweetpotatoes from field to fork. Our first event with Beth Taylor Fisher **reached 30,504 viewers** with over 2,500 actively engaged and searching our website. Beth did an amazing job sharing with the RD community where their food comes from before hitting the stores! Our second event featuring our Registered Dietitian Sarah Schlichter garnered nearly the same reach of **30,197 viewers** with 1,498 of them actively engaged as she spoke of the many health benefits of sweetpotatoes and how to further share their benefits with clients and consumers. Each one-hour session allowed online viewers the opportunity to ask questions and got viewers excited talking about sweetpotatoes. If you'd like to see the videos from these great events, check out our playlist on YouTube dedicated to Face Book Live videos. [bit.ly/3BkbJQ6](https://bit.ly/3BkbJQ6). Be sure to watch for our third event in this series **coming in November** featuring Chef Chad Blackwelder from the North Carolina Department of Agriculture as he shares innovative ways to feature sweetpotatoes on the menu!



We also partnered with Appetite for Health, where registered dietitians, Katherine Brooking and Julie Upton were featured during morning news segments across the country to share our sweet message! The total estimated views

were over 3,000,000! And we could not be more pleased! If you missed this sweet feature; you can find it at <https://bit.ly/2WEQQjk>! You just can't ever tell where you will see NC sweetpotatoes next!



Heading into the Independence Day holiday we partnered with celebrity **Chef Jamie Gwen** and her Fourth of July celebration which aired on multiple television outlets across the country garnering **21.7 million viewers** across the US! In addition to the national broadcast piece, the Daily Lounge featured this segment on their website at [dailylounge.com](https://dailylounge.com) where we picked up an additional 306, 213 views and over 1,600 clicks direct to our NCSPC website!



This edition of Sweetpotato Speak lands just in time to share the latest event we are working on. Through a COVID grant provided by the **NCDA & CS** we are able to partner with local restaurants across the state of North Carolina as we promote **Eat Sweet Restaurant Week!** This event will run from **October 29-November 7** throughout the state and participating restaurants will use the **#MAKEITSWEETNC**.

Each restaurant was asked to submit a sweetpotato recipe and photo that could be shared on our website and social media. We are currently busy behind the scenes working on all the many details to kick off this sweet event. We will be doing a social media campaign urging consumers to visit one of these sweet restaurants. Check back on the [ncsweetpotatoes.com](https://ncsweetpotatoes.com) site before the end of October to see a full list of participating restaurants! We have high hopes for some sweet returns!

**2) PLEASE ASSIST OUR INDUSTRY:** In our June Issue, I had included an additional article outlining both NC's and the National Industry's efforts to better address the Congressional Report filed in February regarding Toxic Heavy Metals in Baby Food. If you missed that piece, I encourage you to check it out (<https://ncsweetpotatoes.com/news/sweetpotato-speak-june-2021/>) as it provides references to where you can not only find the Congressional Report but illustrates some recent media headlines that have been tied to this burgeoning new consumer concern.

**3) BE ON THE LOOKOUT:** There are so many great opportunities on the horizon to promote NC Sweetpotatoes and many of which you can assist us with!

- We will be hosting sweetpotato recipe contests at both the Mountain State Fair and the NC State Fair this year. For additional details, check out;
  - Mountain State Fair: [bit.ly/3t82bVi](http://bit.ly/3t82bVi)
  - NC State Fair: [bit.ly/3yHHnoV](http://bit.ly/3yHHnoV)
- The first week of November we will have a social media blitz on all things NC Sweetpotato Harvest!
- Our Marketing and PR Firm, FullTilt will be in NC that week traveling around to various operations who may be harvesting that week and capturing footage to share the story of what it takes to harvest consumer's favorite sweet tater with our social media account followers! If you'd like to consider having them come to your operation, please reach out to our office. No matter what, as you see information coming out on our social media accounts, please help us by sharing via your own accounts.
- Additionally, Michelle Miller (aka **The Farm Babe**) will also be in NC that week sharing with her large global audience what's involved in harvesting one of the continually Top Ten Global Superfoods from the Nation's largest producing state!! You won't want to miss her posts – so if you aren't following her already, go ahead and give her a follow now before her arrival. As with FullTilt's coverage, if you'd like Michelle Miller to stop by your operation, reach out to our office, and let's see if we can make it happen!
- *AND* we will be running a statewide restaurant week in partnership with the NC Department of Agriculture and participating restaurants celebrating *ALL* the ways our NC sweetpotato can be part of a meal! This promotion will have a large social media presence and will have a dedicated page on our website. Additional information will be shared as we get closer to our launch date.
- As if this time of the year couldn't be any sweeter, there are two other items you must know about...
  1. The Johnston County Bourbon Society will be releasing a special Barrel Pick Bottle selected by the Commission which will feature a commemorative label for our 60<sup>th</sup> Anniversary. These bottles will *only* be available in certain Johnston County ABC stores. If you'd like to learn more as we get closer to time, please contact our office to have your name added to a list to be contacted.



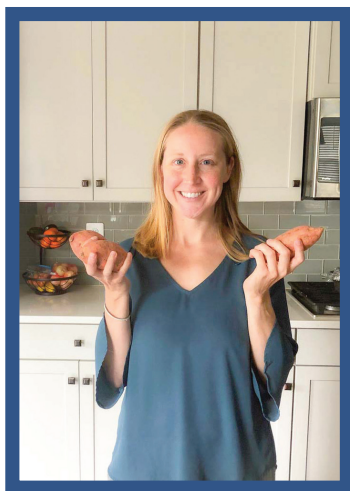
**Where your assistance would be helpful**, is that our efforts are not done. There is more work to do, including the collection of root samples from the 2021 season. The NCSPC is committed to submitting a similar number of sample sets to the anonymous National database from this season's harvest, but to ensure that we are generating the level of data required for statistical validation, more samples are needed. I ask that you please consider submitting samples from your operation while taking advantage of the special pricing our industry has been offered through December 31<sup>st</sup>. We know that our *Superfood* is just that – **it's a superfood**, but we now need additional data to ensure concerned consumers that both they and future generations will continue to benefit from consuming our favorite orange vegetable. If you have any questions or would like to discuss these efforts further please do not hesitate to contact me. You may find further information on this matter in the following locations;

- A printed packet was mailed to each grower who paid assessments in 2020 (in May of this year)
- Your Member Portal via our website contains all documents available for download (<https://bit.ly/3kDTsX2>)
- June 2021 SweetPotato Speak Newsletter A Few EXTRA Minutes with Michelle

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# THE “SWEET SIDE” OF HEALTHY

FROM YOUR REGISTERED DIETITIAN, SARAH SCHLICHTER, MPH, RDN  
Practicing Sustainability in the Kitchen



Fall is a good time to think about sustainability in your life as we begin to transition from summer to fall. Practicing sustainability in all areas can help us all conserve energy and resources.

Here are three of my favorite ways I like to practice sustainability in the kitchen;

### 1. Eat Seasonally

In addition to our wonderful sweetpotatoes, think about purchasing other “seasonal produce.” Seasonal produce is usually more cost effective and fresher since these foods likely spend less time on shelves.

Sweetpotatoes pair perfectly with fall favorites, like apples, beets, squash, brussels sprouts, and kale.

### 2. Buy Local

Eating produce grown close to home can also help reduce our carbon footprint, since there are less resources and costs needed for transportation.

### 3. Eat and Repurpose Leftovers

Meal planning and the “cook once, eat twice method” is a great way to save time, energy and resources in the kitchen. The “cook once, eat twice” method focuses on making extra food for leftovers. Leftovers can easily be repurposed in other recipes and help to reduce food waste. Don’t forget that many foods and dishes can be frozen for a later time as well!

What do you do with leftover baked sweetpotatoes? We have plenty of ideas; visit the commission website to check out our newest ways to prepare our super vegetable to share with your families!

[www.ncsweetpotatoes.com/recipes/](http://www.ncsweetpotatoes.com/recipes/)



**REIMBURSEMENT FORMS ARE AVAILABLE IN YOUR MEMBER PORTAL**

**INQUIRE TODAY INQUIRE TODAY INQUIRE TODAY INQUIRE TODAY INQUIRE TODAY**

## NEMATODE REIMBURSEMENT

**AVAILABLE NOW!**

1. HOW CONFIDENT ARE YOU THAT YOU ARE NEMATODE FREE?
2. SUBMIT SOIL ASSAYS TO THE NCDA AGRONOMIC LAB FOR MOLECULAR TESTING
3. ONCE RESULTS ARE RECEIVED APPLY FOR REIMBURSEMENT

NC Specialty Crop Block Grant Program

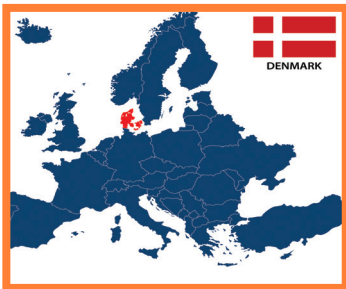
# INTERNATIONAL MARKETING

## DANISH CONSUMERS LOVE THE SWEET TASTE OF NCSP

mk<sup>2</sup> started initial steps to actively develop the Danish market by updating the Danish NCSP website, set up and launch Danish Social Media accounts and run a supportive Google Ads Campaign to generate traffic and awareness.

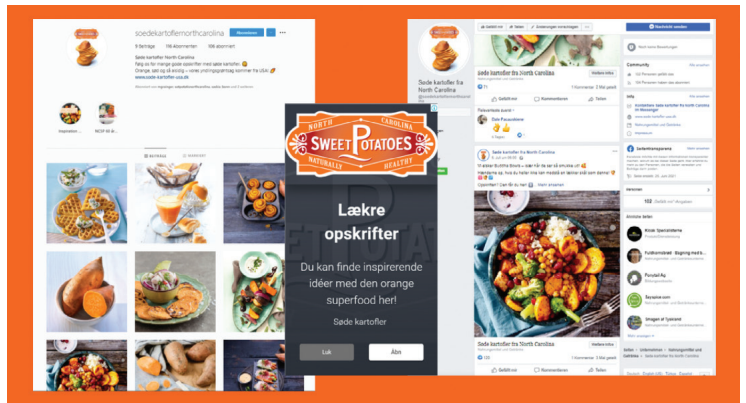
Wondering why we are putting efforts into the Danish market? The economic facts speak for themselves: Denmark is a comparably small but highly **affluent country with a strong and reliable economy**. The inhabitant's high average **income of USD 6,500 per month** boosts household spending contributing to retail and HRI sales. Moreover, current food trends including healthy, plant-based eating make our sweetpotatoes both known among consumers and a highly demanded product in both restaurants & retail markets. This also reflects the latest import figures

which nearly tripled from 2017 (385,950 USD) to 2019 (1,163,881 USD).



### Set up of Social Media Accounts

mk<sup>2</sup> next coordinated the launch of new Danish NCSP Facebook and Instagram accounts. Both channels were successfully kicked off at the end of June 2021. Within the first month, the Danish NCSP community grew up to nearly **120 fans and followers** while channels generated a reach of more than **40,000 potential customers**.



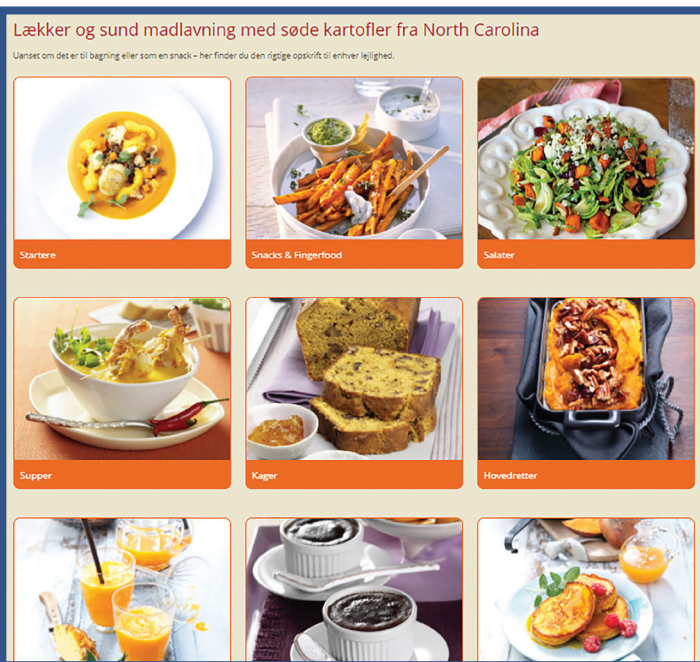
### Google Ads Campaign

To generate traffic on the updated website and new Social Media channels, a Danish **Google ads campaign** was implemented. The ad was presented to potential customers for 25 days when searching for certain keywords such as 'søde kartofler' (sweetpotato) or 'lækre opskrifter' (delicious recipes). The ad recorded 782,000 total impressions and 9,470 total clicks.

mk<sup>2</sup> is excited about planning the next steps to further push North Carolina Sweetpotatoes in Denmark and throughout Europe to increase awareness, create demand, and generate sales securing the position as number one origin for years to come.

### Consumer raffle during ISPW in Poland

Expanding the reach of International SweetPotato Week @Lidl Poland, where more than 10,000 boxes of NC Sweetpotatoes with NCSPC branded brochures were distributed, a contest on Facebook Poland invited consumers to a BBQ-themed competition.



### Relaunch of Danish NCSPC Website

The first part of the project was to update information and integrate an ample recipe library on the Danish website: Over 70 NCSPC recipes were translated and the whole recipe section was designed to inspire and enthuse Danish consumers with creative and easy recipe ideas.

To participate, people had to answer the question "How do you use sweetpotatoes in a BBQ?". Prizes were two portable grills and three matching bowls for dips and appetizers. The ISPW contest reached close to **70,000 Polish consumers** and nearly **100 participants** shared their recipes.



**PRESERVING  
THE PAST  
SWEETENING  
THE FUTURE!**



## A VERY SWEET 60TH ANNIVERSARY CELEBRATION

At the end of June, we kicked off all things **#SuperSweet60** in celebration of 60 GREAT years of the North Carolina SweetPotato Commission! To celebrate in style, we developed a **special edition anniversary logo** that has garnered a lot of attention and kudos from members, media, educators and government officials alike! The logo is colorful, modern and even features a beautiful sweetpotato prominently displayed. As we've been saying, our birthday wish is that the produce industry and consumers alike will join us in using the scientific **one-word spelling** of our state vegetable and for this reason, we also tweaked our commission logo design.

NCSPC staff got the festivities officially started on June 28 with a 60<sup>th</sup> **birthday party for Spencer Sweetpotato!** Many of his North Carolina commodity mascot friends joined in the celebration complete with cake, balloons, confetti and even some media.

Finally, on June 30<sup>th</sup> we "unveiled" **60 special shout-outs** from well-known sweetpotato fans on social media through our platforms on [Facebook](#), [Instagram](#), [Twitter](#) and [YouTube](#). These sweet messages were deployed every 15 minutes and caused a lot of chatter from our fans. If you missed them, they can be found on our website & YouTube channel!





## FIGHT NEMATODES WITH TELONE

Learn more at [www.TeleosAg.com](http://www.TeleosAg.com)

# NC STATE UNIVERSITY

— OCTOBER 5, 2021 —

CLINTON RESEARCH STATION

2450 FAISON HWY, CLINTON, NC 28328

### TOPICS INCLUDE

- Introduction of new storage facility
- Weed control
- Pesticide practices
- Production research
- Breeding & yield

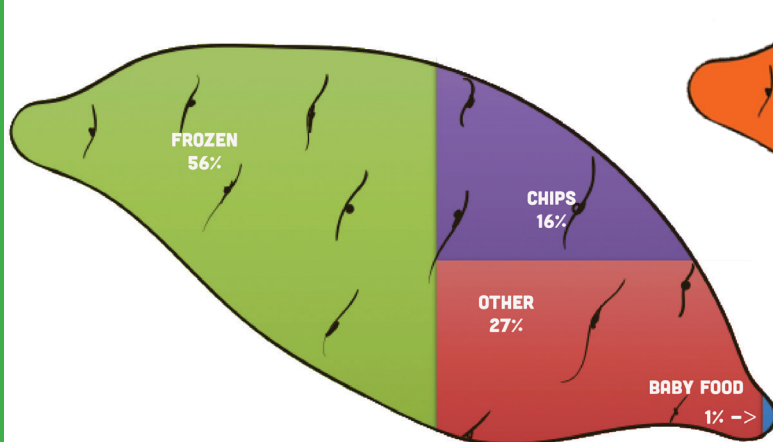
REGISTRATION BEGINS AT 3:00PM  
PROGRAM 4:00 PM - 6:30 PM



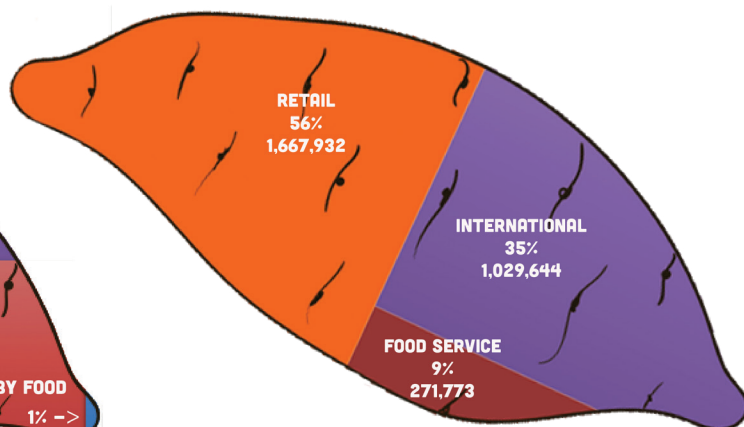


# NC MARKETING REPORT

May 09, 2021 - August 07, 2021



During that same time period there was an additional 27,618,220 **pounds** of sweetpotatoes sent to various processors.



During the listed time frame 2,969,349 **40 pound cartons** of fresh market sweetpotatoes were shipped.

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

US # 1	\$16.00-\$18.00
US # 2	\$8.00-\$10.00
Jumbos	\$10.00-\$12.00
US # 1 Petites	\$12.00-\$13.00

## The 2020 crop season total to date:

(August 23, 2020 thru August 07, 2021) is: 11,971,868 (40-pound cartons of fresh-market sweetpotatoes) this compares to 12,816,803 (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](mailto:Karrie.Gonzalez@ncagr.gov).

# 2020-21 ASSOCIATE MEMBERS

**Arcola Hardwood Co., Inc.**  
252-257-4484  
[arcolalumbercoinc@embarqmail.com](mailto:arcolalumbercoinc@embarqmail.com)

**ASPEN Sales Group**  
908-234-1205  
[www.aspensalesgroup.com](http://www.aspensalesgroup.com)

**B&B Produce**  
919-894-1803  
[bbproduce@hotmail.com](mailto:bbproduce@hotmail.com)

**Benchmark Buildings & Irrigation, Inc.**  
252-398-3116  
[www.bbandi.com](http://www.bbandi.com)

**Bennett International Transport**  
252-206-5444  
[www.bennettig.com](http://www.bennettig.com)

**Carolina Eastern - Benson**  
919-894-2922  
[www.carolina-eastern.com](http://www.carolina-eastern.com)

**Dunbar Foods Corporation**  
910-892-3175  
[www.moodydunbar.com](http://www.moodydunbar.com)

**Farm Fresh Produce**  
800-606-9267  
[www.farm-fresh-produce.com](http://www.farm-fresh-produce.com)

**Frost PLLC**  
919-782-8410  
[www.frostpllc.com](http://www.frostpllc.com)

**Highland Fresh Technologies**  
813-951-2912  
[www.highlandfresh.net](http://www.highlandfresh.net)

**Hill Top Farm Service Center**  
919-894-4611  
[www.hilltopfarmservicecenter.com](http://www.hilltopfarmservicecenter.com)

**International Paper**  
910-258-1522  
[www.internationalpaper.com](http://www.internationalpaper.com)

**J.R. Simplot Company**  
252-508-2677  
[www.simplot.com](http://www.simplot.com)

**Lancaster Farms LLC**  
919-396-5617  
[www.LancasterFarmsNC.com](http://www.LancasterFarmsNC.com)

**Manry Rawls**  
757-562-6131  
[www.manryrawls.com](http://www.manryrawls.com)

**Mcall Farms/Bruce's Yams**  
843-662-2223  
[www.yamright.com](http://www.yamright.com)

**Nature's Way Farms, Inc.**  
910-594-0096  
[www.nwfarms.net](http://www.nwfarms.net)

**NC Farm Bureau**  
919-302-9538  
[www.ncfb.org](http://www.ncfb.org)

**NC State Port**  
910-746-6415  
[www.ncports.com](http://www.ncports.com)

**Pierce Soil & Crop Consulting**  
919-920-0238  
[dpierceriver@gmail.com](mailto:dpierceriver@gmail.com)

**Pratt Industries**  
704-878-6615  
[www.prattindustries.com](http://www.prattindustries.com)

**Rabo Agrifinance**  
252-516-0398  
[www.raboag.com](http://www.raboag.com)

**Ripe Revival**  
252-567-8305  
[www.riperivival.com](http://www.riperivival.com)

**Roberson Produce Co.**  
912-375-5760  
[www.robersononion.com](http://www.robersononion.com)

**Ryes Greenhouses**  
919-499-8442  
[www.reysgreenhouses.com](http://www.reysgreenhouses.com)

**S.A.I.L.**  
252-243-7245  
[www.sail.li](http://www.sail.li)

**Scott Farms**  
919-284-4030  
[www.scottfarms.com](http://www.scottfarms.com)

**Snow Tractor**  
252-746-8200  
[www.snowtractor.com](http://www.snowtractor.com)

**Spring Acres Sales**  
252-478-5127  
[www.springacres.com](http://www.springacres.com)

**Steele Plant Company LLC**  
731-648-5476  
[www.sweetpotatoplants.com](http://www.sweetpotatoplants.com)

**Strickland Bros. Enterprises**  
252-478-3058  
[www.stricklandbros.com](http://www.stricklandbros.com)

**Teleos Ag Solutions**  
619-592-0858  
[www.teleosag.com](http://www.teleosag.com)

**Triangle Risk Advisors**  
919-496-2239  
[www.triangleinsurance.com](http://www.triangleinsurance.com)

**TriEst Ag Group /TriEst Irrigation**  
843-944-0596  
[www.triestirrigation.com](http://www.triestirrigation.com)

**Trinity Frozen Foods**  
855-543-7437  
[www.trinityfrozenfoods.com](http://www.trinityfrozenfoods.com)

**Vick Family Farms**  
252-237-7313  
[www.vickfamilyfarms.com](http://www.vickfamilyfarms.com)

**Wada Farms Marketing**  
919-578-4020  
[www.wadafarms.com](http://www.wadafarms.com)

**Wake Stone Corp - Hi-Cal AgLime**  
843-241-5883  
[www.wakestonecorp.com](http://www.wakestonecorp.com)



REMEMBER TO VISIT OUR  
**ASSOCIATE MEMBERS**  
FOR ALL YOUR AG NEEDS!

To learn more about our

**Associate Membership Program**

contact CoCo Daughtry

(919) 894-1067

[coco@ncsweetpotatoes.com](mailto:coco@ncsweetpotatoes.com)

2. A new Nationally syndicated TV Show will be premiering this fall on RFDTV entitled *Where the Food Comes From*. This series will have 16, 30-minute episodes and I am so excited to share that not only will there be an episode that is 100% dedicated to North Carolina Sweetpotatoes, but we will also have a 30-second commercial that will run the entire duration of the season! You will not want to miss it! We will be sure to share with you the airing date as soon as we know the details.



In closing, I would be remiss if I did not mention our 60<sup>th</sup> Anniversary and all of the video shoutouts we received and shared on the 30<sup>th</sup> of June. These videos captured many familiar faces and all of their messages of well wishes were **pretty sweet!** If you haven't seen these tributes, take a look at <https://ncsweetpotatoes.com/home/60-years-of-sweetness/>. We intend to celebrate this great milestone for the entire year, all with the objective of raising consumer awareness of the incredible NC sweetpotato! Some of our additional events I have shared in this column, but know that there are plenty more to come.

As always, your Commission is here for you and we want to hear from you. Feel free to reach out anytime regarding any matter you feel we may be of assistance or could be doing differently.

*Michelle*

**FEDERAL REPORT**  
**CONTINUED FROM PAGE 2**

to keep the government operating beyond September 30, 2021. Another key issue, Congress will have to address is to raise the bi-annual debt ceiling which expired on July 31, 2021, but U.S. Treasury has authority to late October to continue spending until the debt limit is raised.

*The teams at Connect C and Jenkins Hill Consulting 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.*

## REMINDER

2021 acreage assessments will be mailed soon!

Payments are due  
**November 15, 2021**

Please review upon receipt and notify our office immediately if any discrepancies. Questions may be sent to [cindy@ncsweetpotatoes.com](mailto:cindy@ncsweetpotatoes.com)



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North Carolina SweetPotato Commission

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919.894.7018 fax

[www.ncsweetpotatoes.com](http://www.ncsweetpotatoes.com)



**September 6** | Labor Day - Office Closed  
**September 15** | Promotions Meeting 3:00 PM  
**September 19** | Mtn. St. Fair Recipe Contest  
**Sept. 23-24** | Mule Days - Office Closed  
**October 5** | NCSU Sweetpotato Field Day 4:00 PM

**October 6** | Promotions Meeting 3:00 PM  
**October 12** | Board of Directors Meeting 6:00 PM  
**October 16** | NC St. Fair Recipe Contest

*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.*