

# 2021

Your North Carolina  
SweetPotato Commission  
At Work



## 60 YEARS STRONGER



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BENSON, NC 27504

[WWW.NCSWEETPOTATOES.COM](http://WWW.NCSWEETPOTATOES.COM)

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# NORTH CAROLINA SWEETPOTATO COMMISSION



## MISSION

The North Carolina SweetPotato Commission is committed to supporting its growers and increasing sweetpotato consumption through education, promotional activities, research and honorable horticultural practices among its producers.

In the pages that follow, you will find examples of how **YOUR assessment dollars are put to work**, ensuring we proudly represent the high standards that make North Carolina the **#1** sweetpotato producing state, and the world's **#1** sweetpotato exporting state.

**#makeitNCsweet**

# 60 YEARS ... AND COUNTING



In 1961, six of the industry's fiercest competitors linked arms in the spirit of what would be best for the industry and founded the North Carolina SweetPotato Commission. Recognizing that creating greater demand for North Carolina sweetpotatoes would benefit ALL producers-- and that continued growth of the industry would be based on the collective work of it's membership.

## Growth through membership

1961: 20K acres

1996: 33K acres

2020: 106K acres

Source: USDA National Agricultural Statistics Service

**430% growth over 60 years**

The longer you can look back, the farther you can look forward. – Winston Churchill

67.2%

current U.S. production

Source: USSPC Statistical Yearbook- 2021

45.3%

current export percentage

Source: NCDA&CS

\$2.6M

grant funds received for research and promotions

>United States Department of Agriculture  
>North Carolina Department of Justice  
>Tobacco Trust Fund Foundation Commission  
>Golden Leaf Foundation

#eatsweetNC

# Domestic Marketing



NCSPC is committed to marketing in creative and innovative ways to increase demand for NC sweetpotatoes.

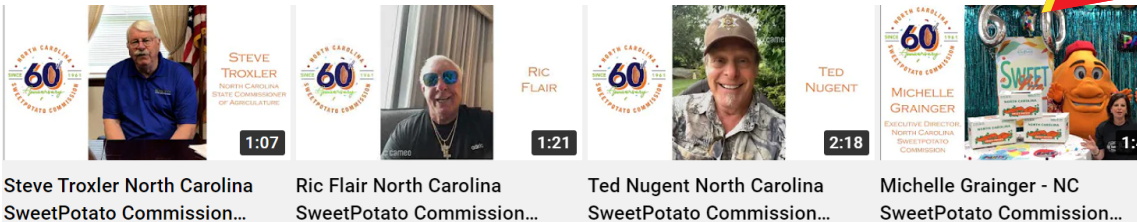
Recent examples include:

- GSTV (Gas Station Television)
- National Radio/TV Celebrity Chef Jamie Gwen
- National iHeart Radio
- National Radio/TV Celebrity Chef George Duran

*Coming soon\*\* NC Sweetpotato commercials to be featured on Where the Food Comes From on RFDTV*



And speaking of 'celebrities', have you seen our celebrity shout-outs for our 60th Anniversary? Scan the QR code to view greetings from these and more celebrations throughout our 60th year!!



Steve Troxler North Carolina SweetPotato Commission...

Ric Flair North Carolina SweetPotato Commission...

Ted Nugent North Carolina SweetPotato Commission...

Michelle Grainger - NC SweetPotato Commission...



The NCSPC deliberately spells sweetpotato as the **botanically correct one-word spelling**, unless directly quoting a source where it is spelled as two words. The one-word spelling was officially adopted by the National Sweetpotato Collaborators in 1989. Promoting its **uniqueness** will ultimately reduce consumer confusion, enhance acceptance, and increase **profitability** of sweetpotatoes.



## Join our Team!

### SWEET FEET MISSION

To inspire healthy lifestyles through promotion and education of North Carolina Sweetpotatoes one step at a time.

VISIT: <https://ncsweetpotatoes.com/sweet-potatoes-and-fitness/>

June 30th, marked our 60th Anniversary. That's right – the NCSPC has been busy creating new market opportunities while increasing both market share and consumer consumption, along with supporting university research, working alongside our Department of Agriculture, lobbying at both the state and federal levels – all on behalf of this great industry – for the last 60 years!! Now, an exciting collaboration with FullTilt Marketing will help to engage even more consumers and encourage adding sweetpotatoes to shopping lists all across the country! FullTilt has a wealth of expertise in fresh produce and agriculture-- they **understand** 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 our families. **Great things are coming!**

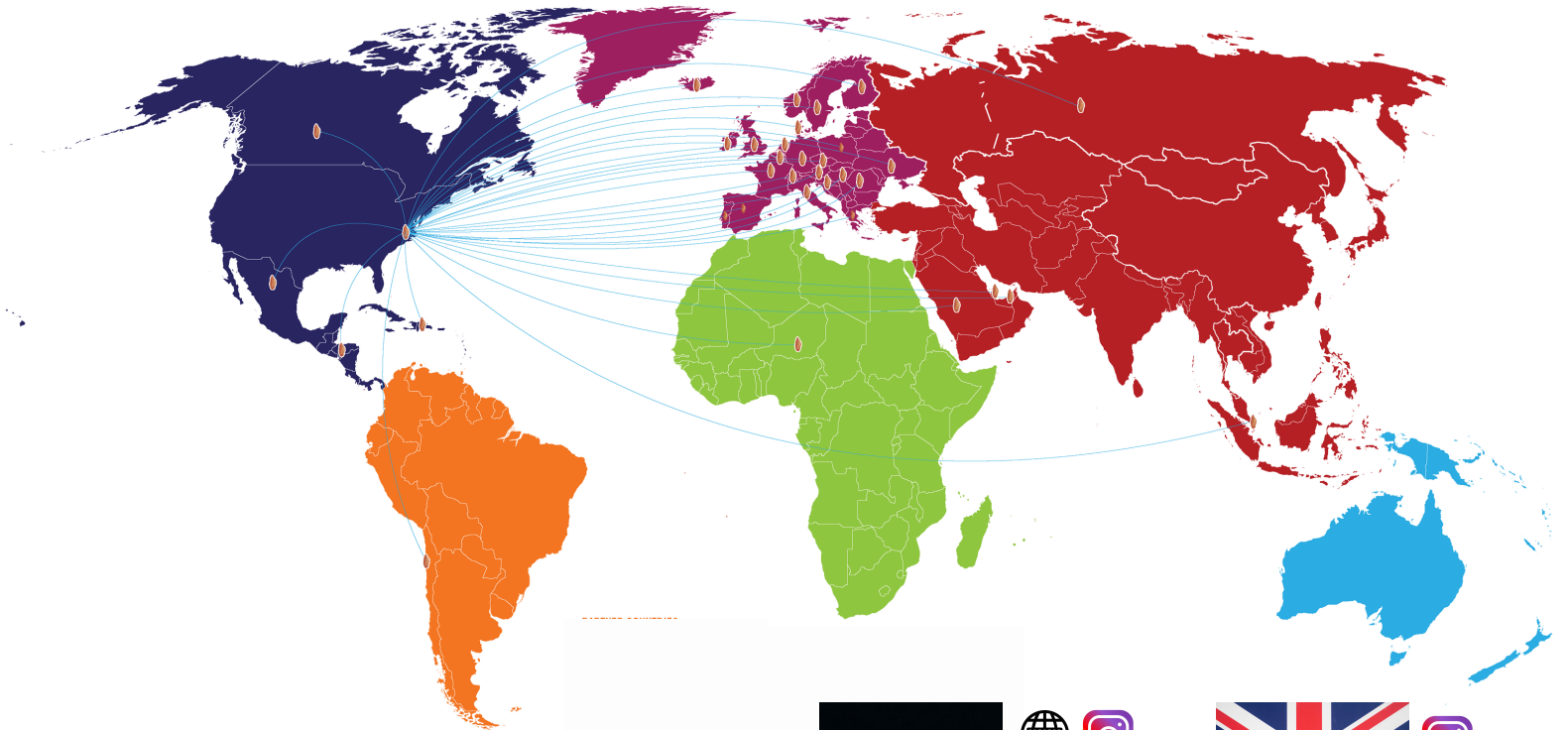


# FULLTILT MARKETING

# International Marketing



## 10 YEARS, 34 COUNTRIES A GLOBAL PRESENCE



Websites and social media accounts translated to native languages and highlight cultural traditions.



Germany



United Kingdom



Poland



Italy



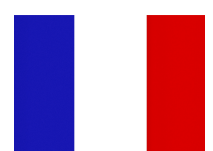
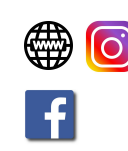
Sweden



Finland



Denmark



France



# Commission Supported Research



# Funding

- ① Directed NCSU Research Funding: **OVER TWO MILLION** and counting (\$2,800,938 to be exact!)
- ② \$250k to assist the construction of the new Plant Science Building at NCSU
- ③ \$66k in direct funding for Dr. Lina Quesada's Black Rot Research Project (along with assisting in obtaining and managing the voluntary industry contributions of \$ 356k)



In addition, funding has been set aside specifically for issues arising from GRKN (\$300K) and Sweetpotato Weevil (\$250K).

## NOTABLE UNIVERSITY SUCCESSES FUNDED BY NCSPC

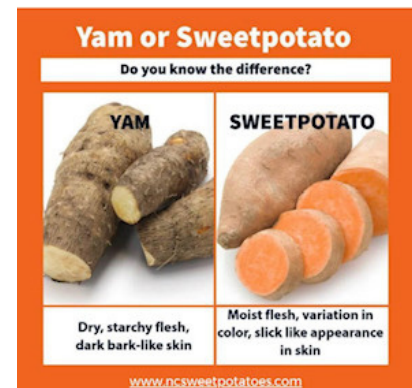
- Continual funding for Dr. Craig Yencho and Ken Pecota for new variety development — specifically widely-used Jewel and Covington varieties
- Disease Control — providing research and education in the control of Scurf, Black Rot, Internal Necrosis, Bacterial Soft Rot, and other pre and post harvest fungi and diseases
- Engineering Solutions — such as the development of Negative Horizontal Ventilation storage facilities
- Pesticide Solutions — researching materials with the control of sweetpotato flea beetles, wireworms, nematodes in general and specifically GRKN
- Through partnership with NC State University, created world-renowned Micropropagation Unit (MPRU) in Raleigh to provide grower opportunities to obtain premium nuclear plants.

# Education



## consumer (focused)

Created by nationally certified educators and registered dietitians, NCSPC offers print, digital and video resources to help consumers learn how to utilize our orange superfood as part of classroom education and a healthy lifestyle.



## producer (focused)


In addition to the Annual Meeting of Membership, NCSPC offers many industry educational opportunities, such as: grower meetings, electronic e-news, quarterly newsletters, and a **personal member portal**. Make sure we have your contact information to receive these notifications. Past educational information is also housed in your **PERSONALIZED MEMBER PORTAL**. Contact our office if you need access assistance.



To make sure you **NEVER** miss out on grower opportunities, scan this QR code to update your contact and select categories/topics which you would like to receive information.



# How can **YOU** help NC continue to lead the world?




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

**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



**Grower Reimbursement Program:** supporting (and fully reimbursing) the costs of the NCDA Molecular Assay Soil Test - testing specifically for the presence of Guava Root Knot Nematode (GRKN) (up to an \$875 value - available for the 2021 and 2022 seasons, per grower, on a first come - first serve basis)



### 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**  
**Bothell, WA 98011**

**Sample Contribution to a National, Anonymous, Sweetpotato Root Sample Database:** in February of this year, a Congressional Staff Report was published raising concerns of toxic heavy metals contained in baby food. Our nutritious superfood was called out as a possible source for such metals in this report. The NCSPC has partnered with the US Sweet Potato Council, to collect and test our state's sweetpotatoes for traces of these heavy metals. More samples are required.

*We ask that you consider submitting additional samples for study.*



# Lobbying Efforts



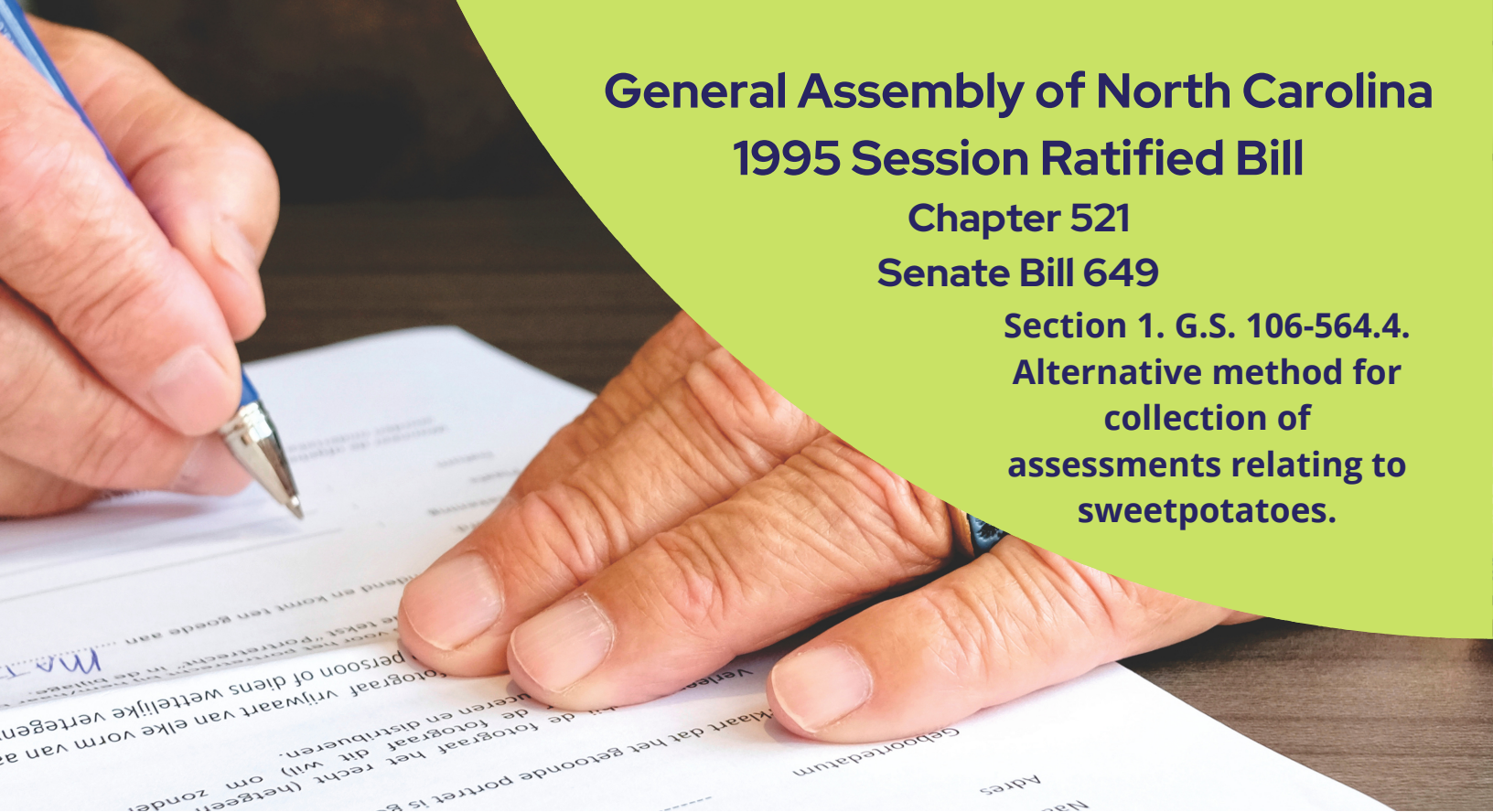
## How our lobbying team works for YOU--

- International marketing money included in the North Carolina state budget
- Federal work on trade issues  
Scholar, Mertect, phytosanitary issues
- Engaged United States Trade Representatives  
Phytosanitary Division; Mexico tariff trade issue impacting sweetpotatoes (NAFTA), EU retaliatory tariffs
- Advocated for USDA Agricultural Research Service funds in Congressional Appropriations
- Legislation on H2A exemption for seasonal workers and continued H2A Reform (AEWR) lobbying and advocacy
- Continued advocacy for sweetpotatoes in Farm Act, including passage of the North Carolina SweetPotato Act (branding)
- Protect Monetary Award Program (MAP) USDA funding from possible budget cut
- Working to secure funding for TWO Guava Root Knot Nematode Technician in the state budget and non-recurring funds for agricultural marketing, research and capital improvements for laboratory space
- Hosted multiple Members of Congress, congressional staff and members of the NC General Assembly on farm/agricultural tours of sweetpotato farms and packing facilities

# General Assembly of North Carolina 1995 Session Ratified Bill

## Chapter 521 Senate Bill 649

### Section 1. G.S. 106-564.4. Alternative method for collection of assessments relating to sweetpotatoes.



#### Section 1. G.S. 106-564.4.

(a) In the event the producers of sweetpotatoes approve an assessment pursuant to G.S. 106-564, which assessment shall be paid by the producer based on the number of acres produced, the producer shall report the number of acres planted and shall remit the assessment due to the Commissioner of Agriculture. Sweetpotato producers shall report acreage planted at a time and place determined by the duly certified agency representing the producers of sweetpotatoes.

(b) Assessments shall be due on **September 1\*** of each year. Any producer who fails to pay assessments by September 30 of each year shall also pay a penalty of ten percent (10%) of the unpaid assessment, plus a penalty of one percent (1%) of the unpaid assessment for each month the assessment remains unpaid. The Commissioner of Agriculture shall remit all assessments received to the duly certified agency representing the producers of sweetpotatoes. The duly certified agency representing the producers of sweetpotatoes may conduct inspections and audits of sweetpotato producers in order to verify the number of acres of sweetpotatoes planted and may bring an action to recover unpaid assessments and penalties and the reasonable costs of such action, including attorneys' fees.

(c) There shall be no refund of assessments collected pursuant to this section.

(d) For the purposes of this section, 'producer' shall be defined as a grower of one acre or more of sweetpotatoes.



This same legislation also adopted the sweetpotato as the OFFICIAL state vegetable of NC?



*\* NCSPC takes into consideration the USDA reporting cutoffs dates and adjusts invoice dates accordingly. Due dates are listed on assessment invoices; penalty and interest will not be incurred if unpaid by September 30th of each year.*

# MEET MICHELLE

**Executive Director, Michelle Grainger, is a 'boots on the ground' leader. She wants to visit YOUR operation to learn how NCSPC can best help our industry excel!**

**Call our office and schedule your visit TODAY!!!**

**919.894.1067**

**[michelle@ncsweetpotatoes.com](mailto:michelle@ncsweetpotatoes.com)**



*selfie time*

# Annual Meeting of Membership

**Thursday, January 20, 2022**

The Maxwell Center  
3114 Wayne Memorial Dr.  
Goldsboro, NC 27534

The North Carolina SweetPotato Commission, Inc. will hold a statewide **referendum** among sweetpotato producers on **Thursday, January 20, 2022 between the hours of 8 a.m. and 1 p.m.** as provided by the North Carolina Enabling Act (G.S. Article 50, Chapter 106). The purpose of such referendum shall be to determine if sweetpotato growers wish to approve continuation of assessing themselves fifteen dollars per planted acre for “fresh”, “processed”, or “canner” sweetpotatoes.

The purpose of this assessment is to promote sweetpotato marketing, research, education and consumption. The polling place will be located at the Maxwell Center 3114 Wayne Memorial Drive, Goldsboro, NC 27534 from 8 a.m. until 1 p.m. The collection of such assessments shall be made in a manner mandated by the Board of Directors of The North Carolina SweetPotato Commission, Inc.



2022 National Convention  
Las Vegas, NV  
Jan. 30 - Feb. 2, 2022



*hosted by:*



Follow link to  
NCSPC Contact &  
Communication  
Form on **page 7** to  
receive  
Convention  
information!!