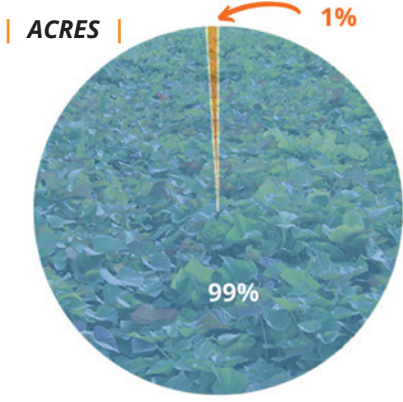


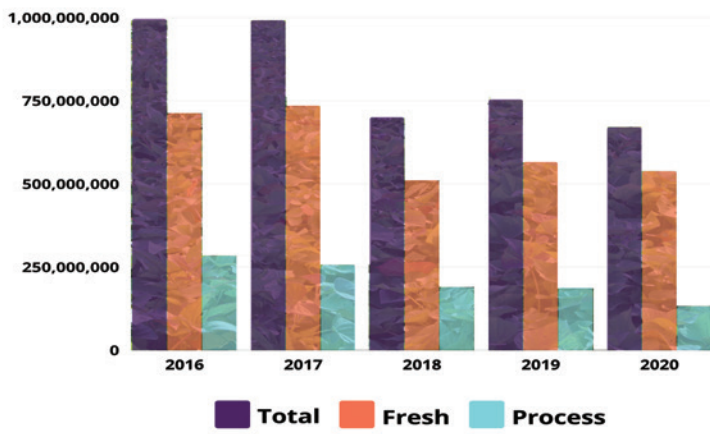
# NCSPC'S SWEETPOTATO HARVEST

- Avg acreage (5 year) 96,200
- Avg yield (5 year) 17,900 lbs
- 99% of those acres are the orange flesh Covington variety.
- The remaining 1% are niche market varieties, such as white, oriental and purple.

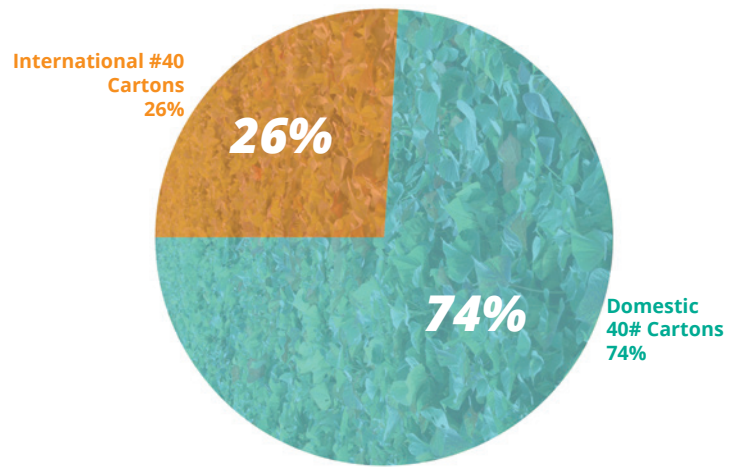


If you are purchasing North Carolina sweetpotatoes, you can be assured of top quality. We are the nation's **#1 producer**...we know what we're doing!

**5 Year Data - Fresh vs. Process**



**Domestic vs. International Shipments (5 YR AVG)**



## HISTORICAL SWEETPOTATO FACTS & CONSUMPTION



- 1961** - NCSPC was founded and chartered by 6 sweetpotato producers
- 1971** - North Carolina first ranked No. 1 in production and has every year since
- 2005** - Covington variety sweetpotato is released
- 2019** - NCSPC brands North Carolina sweetpotatoes
- 2021** - NCSPC celebrates 60 years!

### NC SweetPotato Commission

700 E. Parrish Dr.  
 Benson, NC 27504  
 Office: **919.894.1067**  
 Fax: **919.894.7018**  
[www.ncsweetpotatoes.com](http://www.ncsweetpotatoes.com)



*Why North Carolina?*



*Tradition* - Quality  
*Health* - Our "Super Food" is Nutrient Rich  
*Convenience* - Year Round Availability  
*Versatility* - Taste - Recipes for all

**"North Carolina is more important than just a name!"**

It may say sweetpotato on the box, but that's where similarities end. Coming from North Carolina means it's a sign of outstanding quality and is an excellent product!

## QUALITY & TRADITION



*North Carolina is Leading the way*

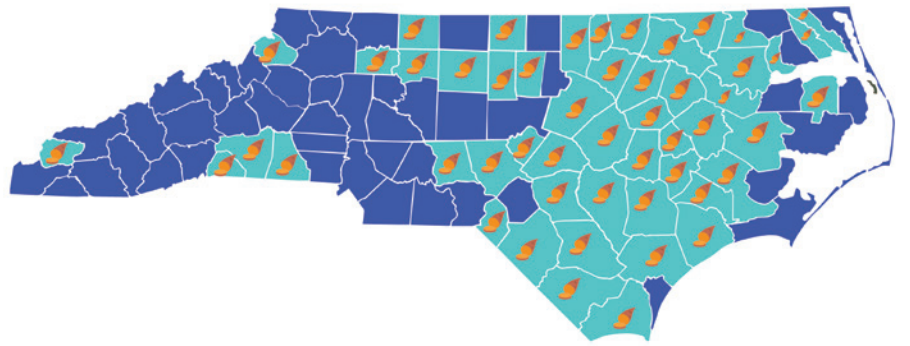


**North Carolina** is the front runner for the sweetpotato industry in:

- **Research:** production, variety trials, food safety
- **Marketing:** We connect with major media and trade for maximum exposure domestically and abroad to connect consumers with North Carolina sweetpotatoes
- **Education:** For consumers including community events, school visits, grower outreach through
- **Production:** Since 1971, North Carolina has been the #1 sweetpotato producing state in the United States all while preserving our land for future generations!

## CONVENIENCE

With our hot moist climate and rich fertile soil, North Carolina has the ideal setting for cultivating the nation's best sweetpotatoes. Averaging over **65%** of the nation's supply, our state-of-the-art curing and storing facilities help make our sweetpotatoes **available 365 days a year.**



## VERSATILITY



**North Carolina SweetPotato Commission** works with several resources for recipe development and creation to ensure there is a favorite dish for everyone in the family. Our list of resources includes registered dietitians focusing on health, recipe contest winners focusing on ease in the kitchen and quick family recipes, and chefs focusing on fine dining and quick-service restaurants. Chefs as well as food and health experts, appreciate its richness in variety, nutritional values, and compatibility with modern food trends.

This versatile veggie serves perfectly as a main or side dish and may be, baked, fried, grilled, or roasted. Sweetpotatoes pair well with meat, poultry, fish, other vegetables, or even eggs. There are no limits to creativity when preparing sweetpotatoes. This is proven by the value-added food industry which offers a variety of products ranging from cubed sweetpotatoes to fries, tots, strudels, burgers, and diced side dishes.

## HEALTH

Nutrition Facts	
Baked Sweetpotato	
Serving Size: 1 medium (114g)	
Amount Per Serving	
Calories 103	Calories from Fat 1.5
% Daily Value*	
Total Fat 0.2g	0%
Saturated Fat 0.1g	0%
Trans Fat 0g	
Polyunsaturated Fat 0.1g	
Monounsaturated Fat 0g	
Cholesterol 0mg	0%
Sodium 41mg	2%
Potassium 542mg	15%
Total Carbohydrates 24g	8%
Dietary Fiber 3.8g	15%
Sugars 7.4g	
Protein 2.3g	
Vitamin A	438%
Vitamin C	37%
Calcium	3.3%
Iron	4.4%



The Center for Science in the Public Interest<sup>2</sup> (CSPI) lists sweetpotatoes as the healthiest food, and for good reason. One medium sweetpotato provides about 100 calories, with 2 grams of protein, 25 grams of carbohydrates and 4 grams of fiber. Sweetpotatoes provide a balance of nutrients, are absent of saturated fat and cholesterol, and are high in vitamins, minerals, antioxidants and fiber.

1. <https://www.fda.gov/downloads/Food/LabelingNutrition/UCM169237.pdf>  
 2. <https://cspinet.org/eating-healthy/what-eat/10-best-oods>  
 Front Cover Photo Credit: Ken Tart Photography, Benson, NC