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DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES

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The Vegetable with Super Food Power!

The sweet potato is truly a vegetable with super food power! Just underneath the thin brownish orange skin is a powerhouse of nutrition, flavor and versatility. From the smallest of children to the eldest of adults, the sweet potato's naturally sweet taste and superior healthfulness makes it the perfect accompaniment to any meal. North Carolina farmers not only produce more sweet potatoes than any other state but provide stimulus to our state's economy.

North Carolina has been growing sweet potatoes since the days of our nation's founding fathers. During our country's formative years, sweet potatoes were grown in garden plots solely for homestead usage. Today, our farmers harvest around 64,000 acres of sweet potatoes annually for markets within the USA and around the globe. As North Carolina's "Official State Vegetable" we rank first among fruit and vegetable crops and 8th in percentage of sales of other commodities. This lowly vegetable has become an economic dynamic with a farm gate value of \$226.5 million in 2011 that translates to an economic boost to our state of roughly \$550 million and job opportunities for almost 7,000 people.

We attribute our progress to three basic resources:

Our People: North Carolina's 450 sweet potato farmers are diverse, resourceful and progressive. While sweet potatoes are but one of many crops produced on our soil, growers seek out and utilize the proven farming technologies and resources in horticultural practices, marketing prowess, environmentally-friendly storage facilities, cropping innovation and logistics to bring to America's plates wholesome, delicious sweet potatoes every month of the year.

Our Environment: Sweet potatoes are tropical vegetables and require a moderate climate such as we have in North Carolina. Geographically located approximately 2,000 miles from the equator and on the eastern portion of the United States; North Carolina's climate and location is ideal for the production of flavorful sweet potatoes as well as having a short transit time to 50% of the USA's population as well as the markets in the United Kingdom and Western Europe. We are ever conscious that we must continue to be good stewards of our land and farming practices in order to maintain consumers' trust. Therefore, we employ good agricultural practices with its accompanying certification and ongoing education.

Our Associations: Since its inception in 1961, the North Carolina SweetPotato Commission and the grower membership have partnered with the NC Department of Agriculture and Consumer Services to expand markets for North Carolina sweet potatoes both domestically and internationally. We have also monetarily supported basic research and extension programs at NC State University at the county and state levels in plant breeding; state of the art seed production; advanced weed suppression and insect biological control; newer frontiers of research technology such as sweet potatoes' functionality as a medicine for human health are being explored. Our progress is synergistic to our alliances with others.

North Carolina sweet potatoes are a super food that is leading the nation and feeding the world.

Sue Johnson-Langdon

Executive Director, North Carolina SweetPotato Commission
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COUNTY SUMMARY

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..... NASDA *Enumerators*



FIELD ENUMERATORS

Pictured (Left to Right):

**David Shaw
John T. Johnson
David Willis
Ann Cullifer
Kenneth Kornegay
Ronald Autry**



Pictured (Left to Right):

**Bruce Woody
Kathy Bishop
Harry Ferree
Jim Barlowe
Ricky Crouse
Joseph Teague
Charles Fisher**

Not Pictured:

Roman Horne



Pictured (Left to Right):

**Carol Calhoun
Tim Davis
Janyce Thomas
Kay Feher
Marsha Jones
Ernest Moore
Willis Weeks
Bob Turner**

Not Pictured:

**Lisa Sutton Adkins
Lloyd Evans
Jimmy Jones**



FIELD ENUMERATORS

Pictured (Left to Right):

**David Joyce
Earl Flippin
David Clapp
Bill Minter
Arnold Kellner
Kate Campau
Deborah Christian-Laux
Pat Dial
J. Wendell Kidd**

Not Pictured:

**Bill Hurd
Carl McKnight**



Pictured (Left to Right):

**Jim Hill
Gretchen Davis
Howard Collins
Beth Manning
Lisa Smarsh
Dennis Vick
Ed Jarman**

Not Pictured:

**Brenda Bridgers
John Tart II**



Pictured (Left to Right):

**Ed Lee
Junior Smith
Flynn Rosser
Deborah Brogden
Harold Garner
Elizabeth O'Briant**

Not Pictured:

**Calvin Evans
Shelton Hinnant
Dwan Moore**



TELEPHONE ENUMERATORS

Pictured (Left to Right):

**Brenda Lee
Lane Peele**

Not Pictured:

**Linda Barton
Randy Bruton
Alice Clark
Joyce Fowler
Dewey Hamilton
Deloris Jones
Penny Lewter
Lionnetta Raynor
James A. Smith**



Sweet Potatoes – Photo by Marc Hall (NC State/PackPix)



Sweet Potato – Photo by Marc Hall (NC State/PackPix)