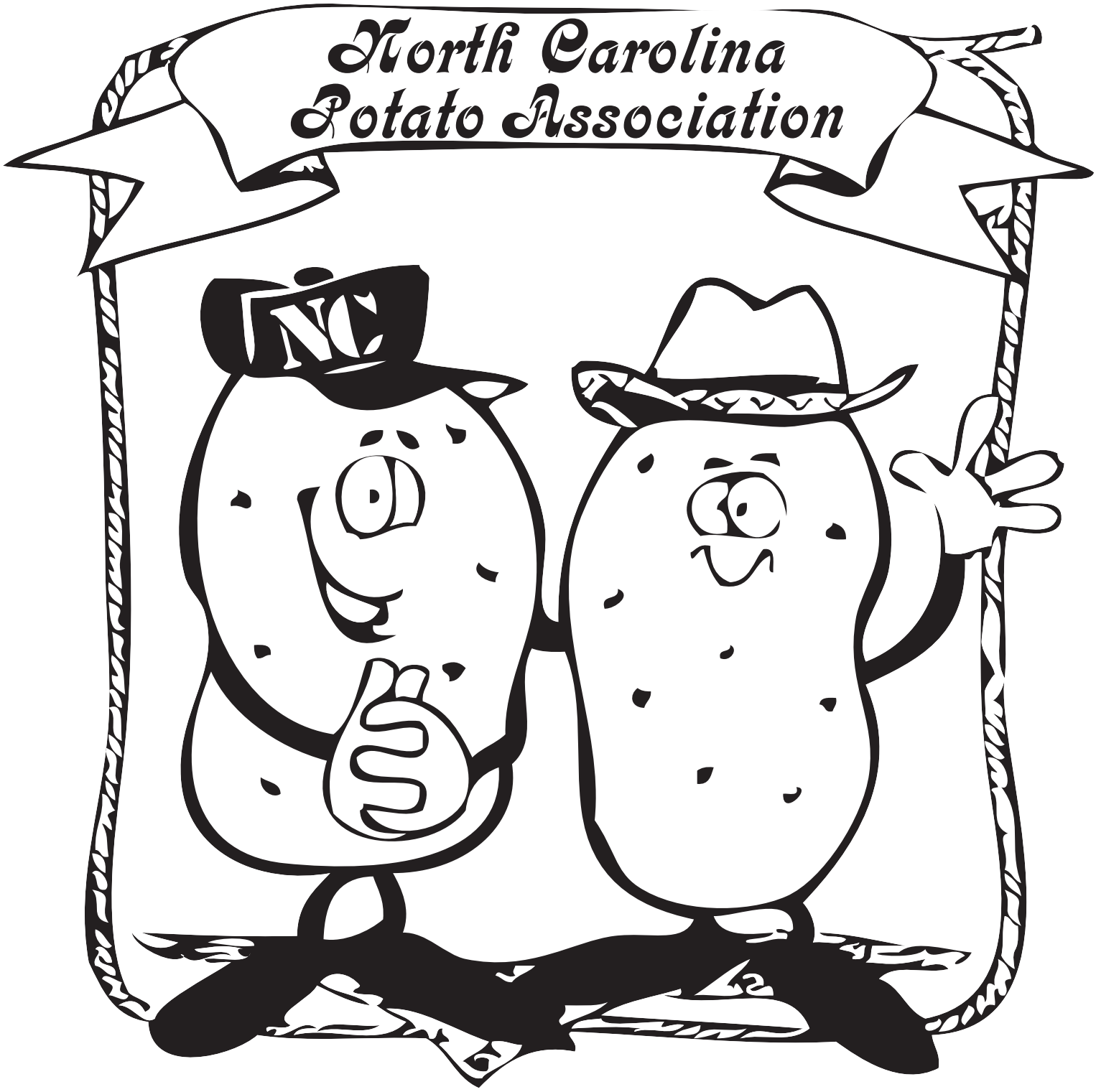North Carolina Potato Association