



North Carolina Sweet Potato State of the Industry

Jose Calderon

About Us

NORTH CAROLINA SWEETPOTATO COMMISSION

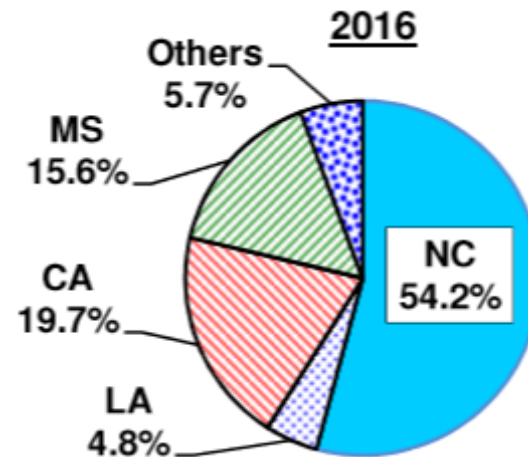
The North Carolina SweetPotato Commission Inc. is a nonprofit corporation made up of over 400 sweet potato growers along with the packers, processors and business associates that support them. The sole purpose of the commission is to increase sweet potato consumption through education, promotional activities, research and honorable horticultural practices among its producers. Thanks to the six sweet potato farmers that chartered the commission in 1961, the commission has supported its growers and maintained North Carolina as the No. 1 sweet potato producing state in the United States since 1971.



North Carolina Statistics

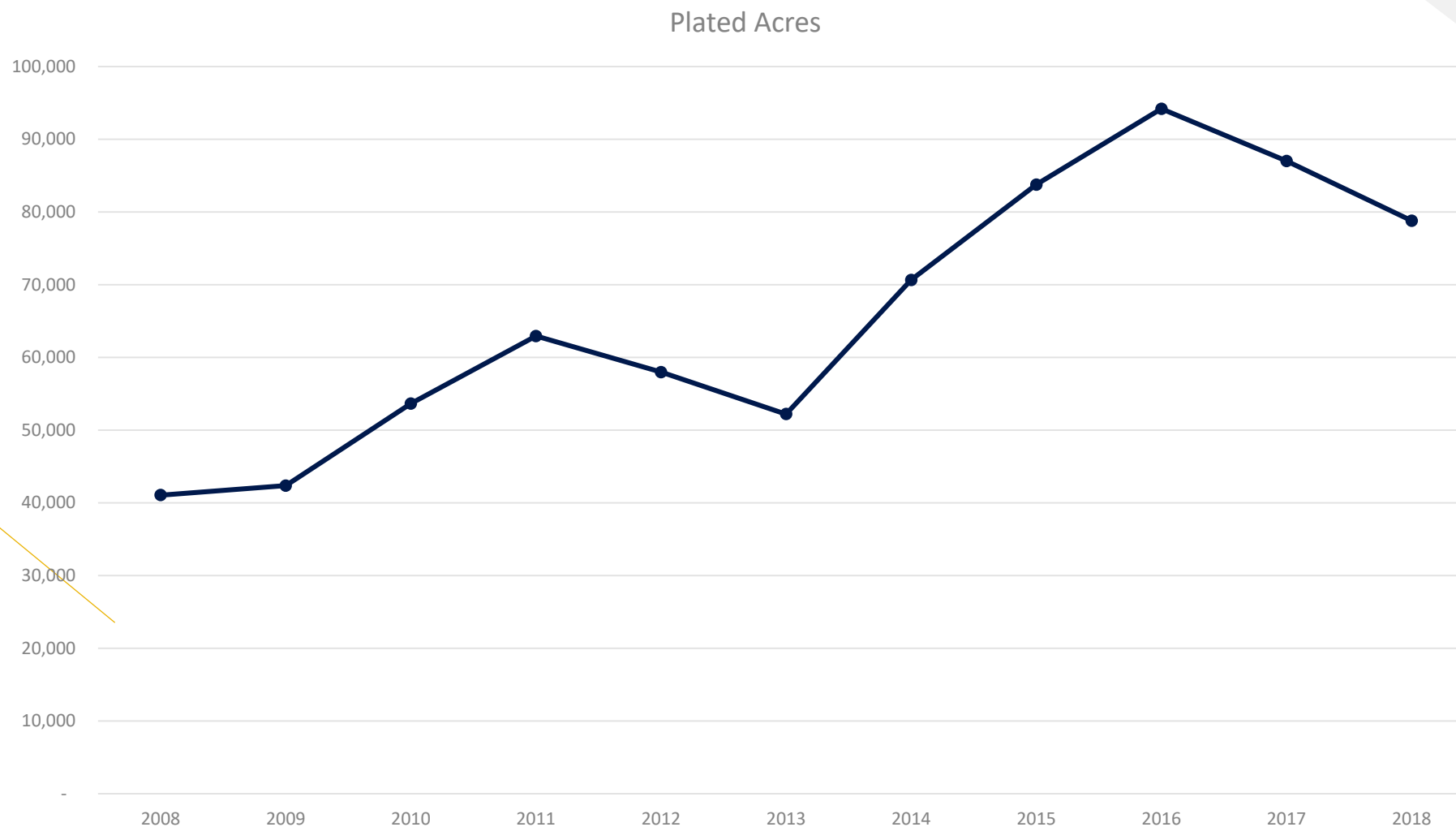
THE NATION'S LARGEST SUPPLIER

- 54% of U.S. total production
- 2017 planted acres 87,000
- 2018 planted acres 78,782
- 2018 Top Counties
 - Sampson 11,805
 - Wilson 9,569
 - Johnston 8,326
 - Nash 8,156



Acres and Production by Year

2008-2018



Our Commitment

Commitment to Consumers

Education

- Consumer Education
 - Extensive Promotion Collateral
 - Social Media
 - “How-To’s” – Prepare, store, grow
 - Classroom education (K-12 lesson plans coming soon)
 - Promoting Healthy Lifestyles
 - Work with Registered Dietitians
 - Focus on Athletes / Running
 - Diabetes & Heart Healthy Education coming soon

Honorable Horticulture Practices

- NC Branded Program (coming soon)
 - GAP
 - Global GAP
 - HACCP
 - Strict Food Safety Guidelines
 - Organic Certifications

Our Commitment

Commitment to Producers

Research

- NC State University
 - Variety
 - Pest Management
 - Weed Management
 - Production Yields
 - Technology
- USDA/ARS

Promotion

- NC Branded Program (coming soon)
- Events / Tradeshow
- Social Media
- Restaurant Promotions
- Retail Promotions
- Domestic & International Marketing Programs

Challenges

Current & Future

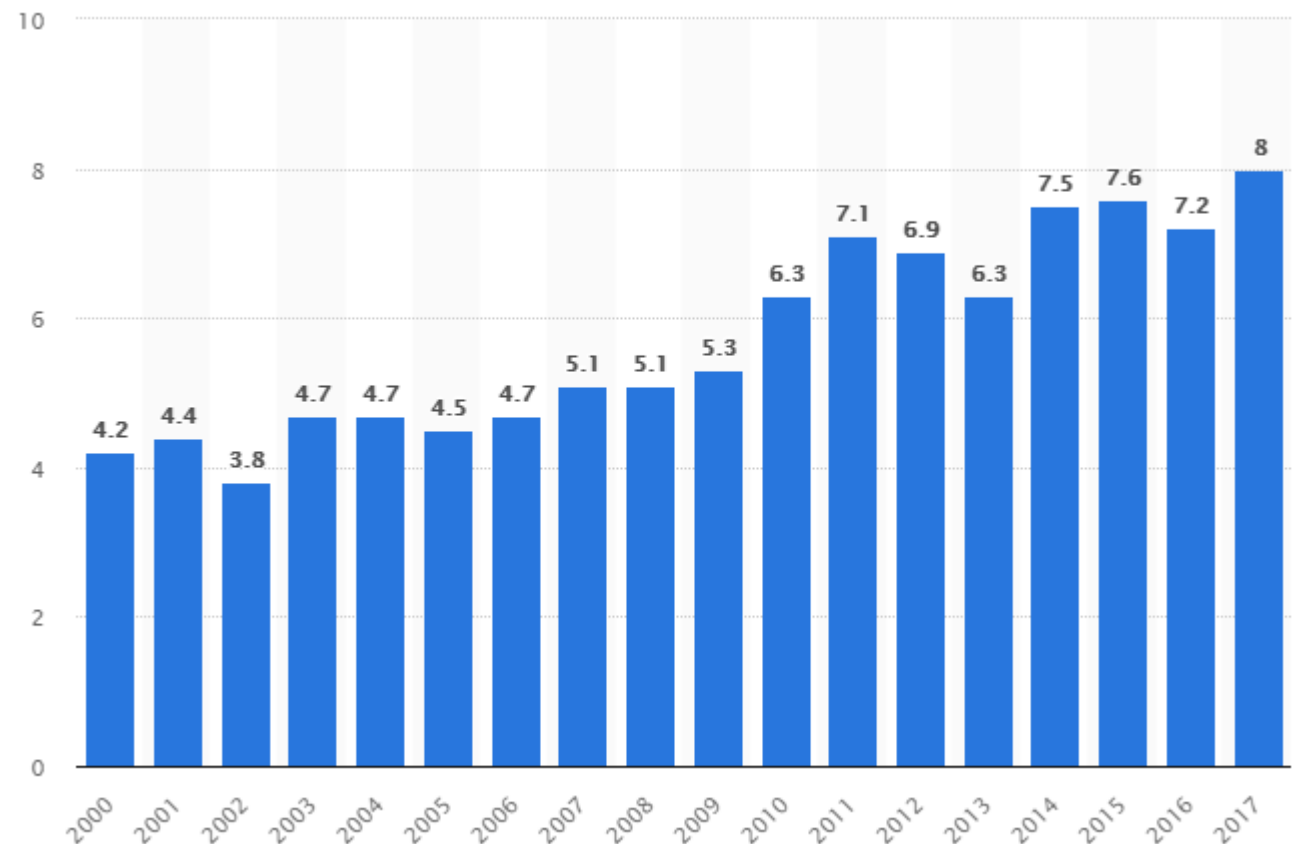
- H2-A Wage Rate Increase – 2019
 - \$12.25 per / hr.
- Disaster Relief
 - Projecting up to 40% loss of 2018 crop
- Research Relief
 - Pests
 - Variety
 - Chemical Application & availability
- Increased International Competition

Growth & Trends

Current & Future

- Increase in consumption
- Value added products
 - Fries
 - Chips
 - Powder
 - Juice
 - Baby food
 - Canned
 - Pet food
- Increase in organic production
- Consumers and healthy living trends

Per Capital Consumption of fresh Sweet Potatoes in the US



Source: Statista: The Statistics Portal 11-26-18

Price Trends

Table 5. Season-average price to growers for sweet potatoes, by state and for U.S., 1997-2016 (dollars/cwt)

| | AL | AR* | CA | FL* | GA | LA | MS | NC | NJ | SC | TX | VA | Others | U.S. |
|------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|-------|--------|-------|
| 1997 | 20.50 | | 28.00 | | 15.40 | 14.40 | 18.50 | 10.80 | 20.40 | 15.40 | 16.20 | 11.60 | | 15.80 |
| 1998 | 15.10 | | 25.80 | | 16.50 | 14.40 | 17.50 | 11.00 | 21.50 | 12.50 | 16.40 | 12.30 | | 15.30 |
| 1999 | 17.40 | | 28.80 | | 14.00 | 14.30 | 21.70 | 12.00 | 23.40 | 16.20 | 16.40 | 8.65 | | 17.60 |
| 2000 | 15.20 | | 24.10 | | 14.00 | 13.20 | 14.60 | 12.30 | 21.50 | 14.20 | 16.50 | 13.30 | | 15.30 |
| 2001 | 18.20 | | 26.90 | | 13.00 | 13.30 | 13.60 | 12.00 | 19.60 | 13.00 | 18.70 | 14.80 | | 15.30 |
| 2002 | 14.80 | | 23.10 | | ** | 14.50 | 16.50 | 14.00 | 23.20 | 15.20 | 16.80 | 14.00 | | 16.80 |
| 2003 | 25.50 | | 25.20 | | ** | 20.00 | 20.80 | 14.50 | 25.80 | 12.50 | 19.00 | 12.20 | | 19.20 |
| 2004 | 20.80 | | 25.00 | | ** | 17.70 | 17.70 | 13.50 | 26.30 | 15.00 | 16.80 | 12.80 | | 17.50 |
| 2005 | 21.40 | | 25.30 | | ** | 16.20 | 18.30 | 14.20 | 26.80 | 17.30 | 20.50 | 11.40 | | 18.10 |
| 2006 | 25.70 | | 20.10 | | ** | 17.30 | 19.80 | 16.20 | 27.70 | 18.30 | 22.70 | 11.60 | | 18.20 |
| 2007 | 31.90 | | 19.00 | | ** | 19.00 | 18.90 | 16.40 | 27.40 | 18.00 | 19.80 | 12.50 | | 18.30 |
| 2008 | 12.10 | | 30.40 | | ** | 18.30 | 18.60 | 18.50 | 26.90 | 18.00 | 14.40 | 9.75 | | 21.20 |
| 2009 | 20.50 | 13.20 | 26.80 | 30.00 | ** | 18.10 | 20.30 | 19.50 | 29.00 | *** | 17.00 | *** | | 21.80 |
| 2010 | 6.56 | 13.80 | 24.30 | (D) | ** | 19.40 | 20.40 | 18.00 | 32.60 | *** | (D) | *** | | 20.10 |
| 2011 | 9.30 | 15.90 | 22.10 | (D) | ** | 17.20 | 17.30 | 18.60 | 29.30 | *** | (D) | *** | | 18.80 |
| 2012 | 17.30 | 30.60 | 22.70 | (D) | ** | 18.50 | 17.90 | 13.00 | 24.20 | *** | (D) | *** | 25.50 | 17.40 |
| 2013 | 28.50 | 32.20 | 24.60 | (D) | ** | 17.90 | 16.40 | 24.90 | 29.50 | *** | (D) | *** | 42.50 | 24.10 |
| 2014 | 24.10 | (D) | 30.10 | (D) | ** | 17.40 | 19.30 | 22.00 | 36.90 | *** | 27.60 | *** | 36.60 | 23.90 |
| 2015 | 21.40 | 27.20 | 23.70 | (D) | ** | 21.60 | 20.90 | 19.40 | 31.00 | *** | (D) | *** | 43.10 | 21.80 |
| 2016 | **** | (D) | 24.40 | (D) | ** | 22.00 | 24.70 | 20.00 | ***** | *** | *** | *** | 31.80 | 22.40 |

* Estimates began in 2009.

** Estimates discontinued in 2002.

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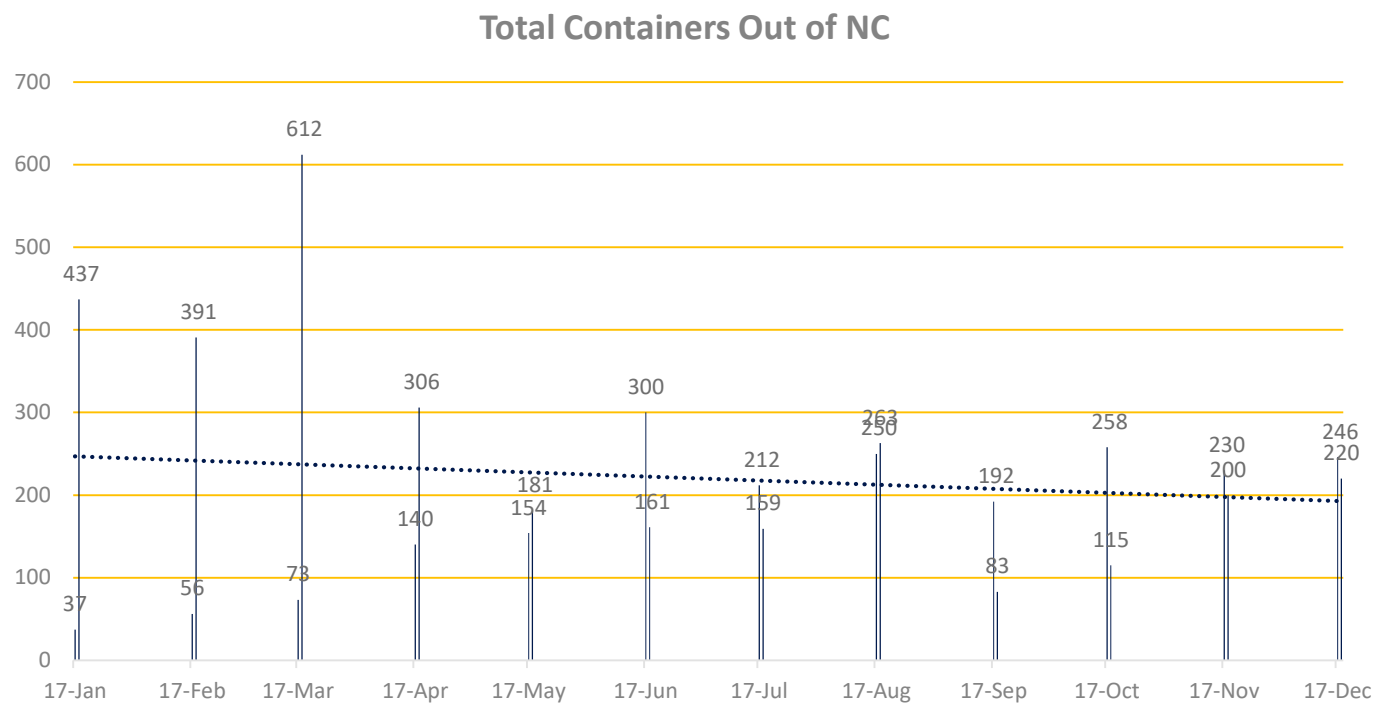
**** Estimates discontinued in 2016.

(D) Withheld to avoid disclosing data for individual operations.

Source: National Agricultural Statistics Service, USDA.

Exports out of NC

Total Monthly Shipments





Thank You.



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