

Food Production

Farmers harvest sweetpotatoes 90-120 days after transplanting.

After harvesting, sweetpotatoes are cured in warm, humid rooms to convert starches to sugars and increase shelf life.

Distribution & Aggregation

Large sweetpotato producers ship their products to both domestic and international markets.

Small sweetpotato producers may choose to send their yield to a food hub to be combined with other sweetpotatoes.

Food Processing

A large food conglomerate steams and purees sweetpotatoes and apples, then packages them into plastic pouches for toddlers.

Beulah Mae's Sweet Treats bakes sweetpotatoes and spices in sweet crusts, then freezes them to produce Mini SweetPotato Pies.

Marketing

A North Carolina sweetpotato grower brands their product as "Orange Jewels" to separate themselves from their competition.

The North Carolina SweetPotato Commission publishes a monthly blog featuring timely sweetpotato recipes for the season.

Purchasing

A small sweetpotato farming company sets up a roadside stand on the way to the beach and sells bushels of their product themselves.

The school cafeteria buys 40 lb. boxes of locally grown sweetpotatoes to make lunches for their students.

Preparation & Consumption

A marathon runner cooks baked sweetpotatoes for dinner to increase his complex carbohydrate intake.

A chef at a farm-to-table restaurant in your town develops an entire menu featuring the sweetpotato for her customers.

Resource & Waste Recovery

After harvest, a sweetpotato producer allows a local food bank to glean their fields for leftovers that are misshapen, too small or large, damaged, etc.

A food processing company that makes sweetpotato hash browns sells the leftover scraps to a pet food company, who uses it to make dog food.