

# Sweetpotato Product Development

Walk through the steps of the food system to develop a sweetpotato product of your own. With your lab group, work through the following questions, conducting research and discussing your plan along the way. You will be preparing a version of this product to share with the class!

**GROUP MEMBERS:** \_\_\_\_\_

**PRODUCT IDEA:** \_\_\_\_\_

**FOOD PRODUCTION:** Who grows your sweetpotatoes? Use the Growers directory on the North Carolina SweetPotato Commission site ([p](#)) to select a local producer. Visit their website (if available) to learn more about the company and the sweetpotatoes they grow.

1. What is the name of the grower you selected? \_\_\_\_\_
2. In what North Carolina town is the grower located? \_\_\_\_\_
3. What variety of sweetpotatoes will you purchase for your product?  
\_\_\_\_\_

**DISTRIBUTION & AGGREGATION:** You will need your sweetpotatoes to be packed and shipped to you. Visit the Packers and Shippers directory on the NC SweetPotato Commission site (<https://ncsweetpotatoes.com/sweet-potato-industry/packers-and-shippers/>) to learn more.

4. Does the grower you selected also appear on this directory? \_\_\_\_\_  
If so, this company will also pack and ship sweetpotatoes directly to you.
5. If your answer to #4 is no, what is the name of the packer/shipper that you selected?  
\_\_\_\_\_
6. What are the brand names that this packer/shipper uses to market their sweetpotatoes? \_\_\_\_\_

**FOOD PROCESSING:** What type of sweetpotato product will you be making? Although you may not have selected a recipe yet, you can still write a brief overview of how the product will be

processed. Be sure to include if the product is cooked, describe how it is cut, and any other food processing methods that it will undergo to create a finished product. Finish with how your product will be packaged.

*EXAMPLE: To make our frozen sweet tater tots, the sweetpotatoes will be washed, shredded, then mixed with flour, binding agents, and seasonings. This mixture will be shaped into tots, breaded, and then flash-frozen. Finally, the frozen tots will be packaged in family-size plastic bags.*

7. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**MARKETING:** What is your brand? Develop a business name and logo for your product. Paste here or share with your teacher.

8. LOGO:

**PURCHASING:** Where will your sweetpotato product be sold? Will it be available internationally, domestically, or just locally? Write a brief overview of your sales location(s). Be sure to describe how it will be stored and displayed and address all food safety concerns.

9. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**PREPARATION & CONSUMPTION:** Locate an existing recipe for a product similar to yours, and alter it as needed to make it fit your unique idea. You will prepare this recipe for the class to sample! Include the recipe here:

10. RECIPE for \_\_\_\_\_:

**RESOURCE & WASTE RECOVERY:** Consider whether you will have any waste after producing your product. Can you modify any processes to reduce waste? What will you do with any leftover sweetpotatoes that may result from creating your product? Write a brief overview of your Waste Recovery plan here.

11. \_\_\_\_\_

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## SweetPotato Product Development Rubric

CRITERIA	POINTS AVAILABLE	POINTS EARNED
All seven sections of the Product Development plan were carefully considered and completed (10 points per section).	70	
A high-quality sweetpotato product was prepared and served to the class to sample.	10	
Creative thinking and clear understanding of the food system was evident throughout the project.	10	
Group members worked consistently during class and did not distract others.	10	
TOTAL	100	