



THE UNITED STATES SWEET POTATO COUNCIL
 12 Nicklaus Lane, Suite 101, Columbia, SC 29229
 Tel/Fax: 803-788-7101
 Website: www.sweetpotatousa.org



KEY SELLING STRATEGIES

- Offer two sizes: U.S. #1 for regular customers, Jumbos for value conscious customers
- Offer loose, bagged and individually wrapped
- Offer two colors: For example, Rose and Cream colored
- Stock up for four (4) big Holidays and build large displays: (1) Easter; (2) Mother's Day; (3) Thanksgiving and (4) Christmas/New Years.

SELLING MESSAGES, OR PHRASES, TO USE IN RETAIL ADS

- Bursting with Beta Carotene (antioxidant)
- Cholesterol Free
- Contains Folate
- Fat Free
- Good Source of Fiber
- Great for Grilling
- Healthy, Delicious and Nutritious
- High in Vitamins A and C, and Potassium
- Naturally Sweet
- Rich in complex carbohydrates
- The Versatile Vegetable

CROSS MERCHANDISING

Display with nuts (pecans and walnuts); with various dips and dressings; with spices (cinnamon, curry, garlic, ginger, nutmeg, and rosemary); and with brown sugar, pie shells, marshmallows and maple syrup

IMPORTANCE TO YOUR PRODUCE DEPARTMENT

- Consistent, Year Round Supply
- High Profit Margin
- Increasing Demand and Production (2008 annual production: 1.8 **billion** pounds)
- Increasing Per Capita Usage
- Variety of Skin and Flesh Color

RECEIVING, HANDLING AND DISPLAYING

- Do Not Refrigerate. Sensitive to chilling and freezing
- Do Not Mist
- Store at 55 Degrees Fahrenheit (13 Degrees Centigrade) and 85 % R.H.
- Ethylene Sensitive. Should **not** be stored or transported with commodities that produce ethylene. Typical Shelf Life: 10 to 14 days after packaging (Before packing, sweet potatoes store well under proper conditions for 52 weeks.)

COMMERCIAL VARIETIES SHIPPED

VARIETY	SKIN COLOR	FLESH COLOR
Beauregard	Light Rose to Tan	Dark or Deep Orange
Covington	Rose	Dark Orange
Diane	Burgundy	Deep Orange
Evangeline	Light Rose to Tan	Bright Orange
Golden Sweet	Gold to Tan	Light Yellow
Hatteras	Rose	Dark Orange
Kotobuki (Japanese)	Purple	Cream
O'Henry	White or Cream	Cream

SHIPPING CONTAINERS

- 40 lb. cartons/RPC's
- 20 lb. cartons
- 15 lb. cartons
- 5 lb. and 3 lb. bags
- Individually Shrink Wrapped

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For recipes, go to the Council's website www.sweetpotatousa.org and its links, as well as the Weight Watchers website: www.tinyURL.com/sweetpotatoes



The Sweet Potato: A Powerhouse of Nutrition ("Low in calories and sky-high in everything else")

According to Ms. Colleen Doyle, MS, RD and director of nutrition and physical activity at the American Cancer Society, sweet potatoes "just happen to be loaded with cancer-fighting beta carotene, phytochemicals and fiber". Ms. Doyle goes on to say that "sweet potatoes are just **loaded, loaded, loaded** with beta carotene and phytochemicals" (Source: www.cancer.org)

Dr. Janice Bohac, a research geneticist and sweet potato breeder, formerly at USDA's ARS Vegetable Lab in Charleston, SC, says "sweet potatoes contain a high-quality protein, similar to that found in eggs, and are packed with nutrients, including high levels of carotenoids (especially beta carotene), copper, vitamins C and E, and fiber". (Source: www.prevention.com).

In an article entitled "Healing With Dr. Andrew Weil", the headline states that "The Sweet Potato is King: A nearly perfect food that's low in calories and sky-high in everything else". (Source: www.prevention.com) "While nearly all plant foods contain health-promoting phytochemicals" sweet potatoes are listed among the most phyto-dense food sources. (Source: www.askdrsears.com)

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