


North Carolina has increased its sweet potato production to keep up with a 40% national demand growth since 2008. 

"North Carolina's growers and shippers have invested heavily in producing and marketing a quality product not just seasonally but every day throughout the year," North Carolina Sweet Potato Marketing Co-op (NCSPMC) president Jose Calderon said.

"When the sales "push" of NC's shippers is combined with the "pull" created by the diverse marketing efforts of the NC Sweet Potato Commission in retail, foodservice and processing both at home and abroad, the effect is an ever increasing demand."

In 2013 there was a 'drastic' drop in planted sweet potato acreage in the state, which was largely due to weather and resulted in short supplies prior to the 2014 harvest.

"Returning to normal quantities in 2014 has resulted in a 41% increase in shipments thus far and means more consistent pricing throughout the year", NCSPMC secretary Thomas Chancy said.

"The feast or famine effect of erratic supplies will dissipate".

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