

# Fresh Take: SWEET POTATOES



This year-round nutrient-rich root vegetable continues to hold a Top 20 spot on The Packer's 2018 Fresh Trends survey, with a noticeable uptick in organic sweet potatoes in particular. We've gathered some 'sweet' resources for upselling what is increasingly becoming a household staple.

Sweet Potato Sales Strategies from Produce Market Guide:

Encourage year-round purchasing:

- Cross-merchandise with baking supplies such as nuts, brown sugar, & vegetable oil
- Serve sweet-potato inspired samples such as savory stir-fry combos & sweet potato fries
- More sales and display ideas [here](#) (CTRL-click)



The proof is in the “sweet potato” (numbers that is!) Check out these articles from [USDA](#), [The Packer](#), and [NPR](#) on increased sweet potato production and consumption in recent decades.

### Sweet Potato – Superfood Potential?

Check out the [International Potato Center](#) with resource library, research projects, and more!



*"We have the ability to educate everyone — the retailer, the restaurant, the foodservice supplier, the hotel distributor, the consumer, everyone — on all the uses and the benefits of sweet potatoes, and I think by educating we have an opportunity to actually expand the use of the product and make it a household staple for most all homes," Thomas said.*

*"There's very few negatives, if any, to the sweet potato."*

*-The Packer, 2018*



### Organic Sweet Potatoes Gains:

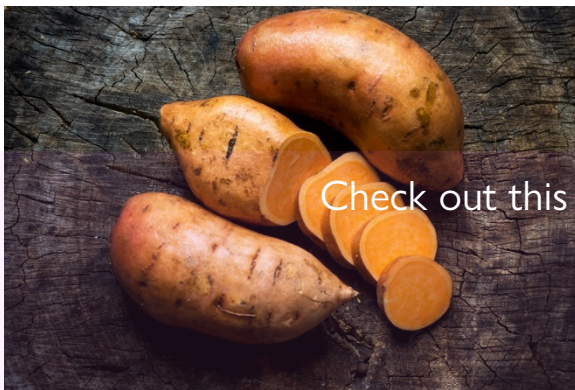
- <https://www.thepacker.com/article/these-organic-vegetable-items-are-growing>
- <https://www.producemarketguide.com/produce/organic-sweet-potatoes>



Q: Why are sweet potatoes able to get so much work done?

A: Because they're not couch potatoes

(<https://funkidsjokes.com/sweet-potato-jokes/>)



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