

# MAJOR INITIATIVE: 52 WAYS TO LOVE SWEET POTATOES

Want to spread the word about your favorite sweet spud? In this section, you will find a customizable pitch letter to use with local media outreach, social media content, talking points and a featured recipe.

## 52 WAYS TO LOVE SWEET POTATOES: BACKGROUND

Did you know that North Carolina is the No. 1 sweet potato producing state in the United States? Even more, the state has held the title for almost 45 years!

The latest online research survey found that 4 in 10 consumers think sweet potatoes are exclusively a winter food. Famous for their long-standing appearance on holiday dinner tables, most are surprised to find that sweet potatoes are actually a year-round vegetable. The 52 Ways to Love Sweet Potatoes initiative's goal is to educate consumers about the versatility of sweet potatoes and expand their usage repertoire to include more quickly prepared, easy and family-friendly ways to serve them. Further, 52 Ways seeks to raise consumer awareness about the many health benefits of sweet potatoes and the nutritional value of including them more frequently in home meals.



## TALKING POINTS

- February is National Sweet Potato Month. Let's celebrate our favorite sweet spud!
- A medium sweet potato baked in its skin is a [great source of fiber](#).
- A medium sweet potato has 4 grams of dietary fiber.
- Sweet potatoes provide vitamins A and C, manganese, potassium and antioxidants.
- North Carolina is the No. 1 sweet potato producing state in the United States, contributing up to 50% of the nation's sweet potato supply.
- Sweet potatoes are as American as apple pie! Native Americans were growing sweet potatoes when Columbus came in 1492.
- There are hundreds of types of sweet potatoes ranging from white and mild to deep red and super sweet.
- When selecting sweet potatoes, it is important that the sweet potato is firm to the touch and shows no signs of decay. For even cooking, choose sweet potatoes that are uniform in shape and size.
- Commonly known as a winter comfort food, sweet potatoes are actually available year-round! Our [52 Ways to Love Sweet Potatoes](#) shares the versatility and health benefits of NC sweet potatoes while encouraging families to eat NC sweet potatoes at least once a week.
- With their delicious sweetness and mild flavor, sweet potatoes take to a variety of ethnic seasonings, making them a go-to ingredient no matter what the dish. From hearty chili to curry soup, dumplings to chicken pot pie – there isn't a dish where sweet potatoes *don't* fit!



## SOCIAL MEDIA CONTENT

### TWITTER

- Did you know sweet taters can be enjoyed year-round? 52 Ways to Love Sweet Potatoes shares a recipe to try each week! <http://ow.ly/G05mw>
- Sweet on sweet taters? 52 Ways to Love Sweet Potatoes shares versatile recipes so you enjoy this sweet spud year-round! <http://ow.ly/G05mw>
- Rich in fiber, high in antioxidants, low in calories and delicious – sweet potatoes are just too good to be true! <http://ow.ly/FrtJB>

### FACEBOOK

- Did you know sweet taters can be enjoyed year-round? Check out 52 Ways to Love Sweet Potatoes for a delicious sweet potato recipe to try each week! <http://ow.ly/G05mw>
- Rich in fiber, high in antioxidants and low in calories, these sweet spuds are too good to be true! <http://ow.ly/FrtJB>
- Sweet on sweet potatoes? Check out this 52 Ways to Love Sweet Potatoes chart sharing versatile recipes so you can enjoy this sweet spud year-round! <http://ow.ly/G05mw>
- Sweet potatoes can take the heat! When the temperature starts to warm up, get grilling. Sweet and creamy on the inside, charred and crunchy on the outside – what's not to love? <http://ow.ly/FrtJB>

## SWEET POTATO AND GINGER SLAW

### Ingredients

- |                                  |   |
|----------------------------------|---|
| ¼ cup vegetable oil              | 1½ pounds sweet potatoes, julienned or shredded (about 5-½ cups)* |
| ¼ cup lime juice                 | ½ cup toasted walnuts pieces                                      |
| 1½ tablespoons sugar             | ¼ cup sliced scallions  |
| 1½ teaspoons grated fresh ginger |   |
| ½ teaspoon salt                  |   |

### Instructions

1. In large bowl, whisk together oil, lime juice, sugar, ginger and salt.
2. Stir in sweet potatoes, walnuts and scallions.
3. Chill before serving.

Number of servings: 6

Number of servings (1 cup): 252 calories, 15g fat, 257mg sodium, 27g carbohydrate; 4g fiber, 4g protein

\* Like most foods in a diabetic diet, everything should be enjoyed in moderation. To get the most bang for your bite, eat sweet potatoes cooked with the skins on or raw, such as in a slaw, for a low-to-medium glycemic index.

