

NC SWEET POTATO TOOL KIT FOR SUPERMARKET DIETITIANS

Dear Registered Dietitian/Retail Healthcare Professional:

On behalf of nearly 400 North Carolina sweet potato growers, we welcome you to the premier edition of the NC Sweet Potato Tool Kit for Supermarket Dietitians. The tool kit is loaded with information to help you educate your customers and introduce them to new usage ideas that are part of a delicious and healthful diet.

In addition to nutrition information, reference and education materials, we have included plenty of reproducible pages for you to distribute to your customers in-store or at community events.

Included in this tool kit are:

- **Sweet Potato 101:** Everything you need to become a NC sweet potato expert. From how to choose the perfect spud to how to use. Not sure what matchstick sweet potatoes are? This section will teach you!
- **Pop Quiz:** Sweet Potato or Yam? Think you know the differences between yams and sweet potatoes? Take our quiz and test your root knowledge!
- **Sweet Potatoes in the Kitchen:** Did you know that about 20% of young adults feel that sweet potatoes aren't easy to cook? Have no fear! This section shows you how to bake, grill, microwave and more!
- **Health Benefits of Sweet Potatoes:** Don't let their sweet nature fool you! Sweet potatoes' nutritiousness is off the charts. Discover why sweet potatoes are a wholesome option for children, adults, diabetics and anyone interested in improving their health.
- **Sweet Potatoes + Diabetes:** Learn why these root veggies may be a good choice even for someone on a diabetic diet, playing a role in stabilizing or lowering blood sugar.
- **Sweet Potatoes Recipes:** Our sweet potato recipes prove these sweet spuds can transform breakfast, dessert and everything in between.
- **52 Ways to Love Sweet Potatoes:** Our goal is to increase consumer awareness of the versatility and nutritional/health benefits of sweet potatoes and encourage families to eat NC sweet potatoes at least once a week. In this section, you will find a customizable pitch letter for you to use with your local media outreach; printable recipes; social media content and a downloadable 52 Ways recipe handout. (To request a printed 52 Ways Z-Card handout, please contact Julie Stas at Julie.Stas@padillacrt.com.)

For more sweet potato inspiration, visit our social media pages (bottom right corner) - we'd love to hear how you're experimenting with your sweet spuds! For reproducible educational handouts, informational sheets and a large database of printable recipes, please visit our website to print and share with your customers. You can also access the tool kit online at www.ncsweetpotatocommission.com.

If you have questions or special requests, please contact us. We look forward to working with you.

Sweet Regards,

Sue Langdon
Executive Director
North Carolina Sweet Potato Commission

