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North Carolina Sweet Potato Commission director honored

February 3, 2015

Sue Johnson-Langdon, executive director of the North Carolina Sweet Potato Commission, was awarded with the Order of the Long Leaf Pine at the commission's annual meeting Jan. 15. In addition to her role with the commission, she also serves as the treasurer and manager of the American Sweet Potato Marketing Institute, which is devoted to expanding exports.



Steve Troxler, North Carolina commissioner of agriculture, and Sue Johnson-Langdon, executive director of the North Carolina Sweet Potato Commission. For more than 25 years, Johnson-Langdon has been closely involved with the agricultural production and marketing of sweet potatoes. During her tenure, North Carolina's annual sales have increased from \$41.6 million to approximately \$300 million. Furthermore, acreage has

increased by 40,500 acres and weight has increased over 8 million pounds. In 1995, North Carolina represented only 3 percent of the U.S. sweet potato production, and today represents over 49 percent of all sweet potatoes grown in the United States.

Johnson-Langdon has played a major role in establishing a continuously growing export market for sweet potatoes that is recognized in 17 foreign countries and throughout Europe. North Carolina has also become a leader in sweet potato research technology.

These remarkable achievements in the North Carolina sweet potato industry over the last decade can be attributed to the outstanding leadership of Sue Johnson-Langdon. Under her direction, North Carolina will continue advance in the sweet potato industry.

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