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## Dolce Vita sweet potatoes take a celestial journey

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[Farm Fresh Produce](#) sent its branded, premium label Dolce Vita sweet potatoes into space. “In our galaxy, only one sweet potato reigns supreme,” Steven Ceccarelli, CEO of Farm Fresh, said of the voyage to the edge of space.

Dolce Vita's extraterrestrial journey was made via a meteorology/weather balloon. The sweet potatoes' sweet ride took two hours and 25 minutes to get to the edge of space and one hour and 40 minutes to make its way back to Earth.

Although it's the first time that a box of sweet potatoes has been launched into space, it may not be the last, as scientists continue to explore ways of growing sweet potatoes to provide food for long-term space missions. This is because of how quickly sweet potato cuttings regenerate — and their health benefits.

Farm Fresh Produce is an industry-leading agri-business that grows, packs and ships vegetables worldwide with a focus on premium sweet potatoes. The company guarantees the freshness and quality of its hugely popular Dolce Vita brand. Ceccarelli got the idea for the sweet potato space stunt after learning that SEPC's Southern Exposure was using a space theme. He and his daughter also share a love for all things space and viewed a Feb. 26 launch with special access at Kennedy Space Center.

“This was a very exciting project for us,” said Ceccarelli. “One of the principles of our success is new ways of thinking. Our Dolce Vita sweet potatoes' trek to space is a testament to the tenacity of packaging and our commitment to finding creative ways to deliver exactly what our customers need

anywhere in the galaxy.”

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