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Matthews Ridgeview Farms sees spring as time to promote sweet potatoes

By

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As a fifth-generation, family-owned grower and distributor, [Matthews Ridgeview Farms](#) has a rich history of delivering top quality sweet potatoes.

The Wynee, AR-based company grows, packs and ships sweet potatoes in bulk and value-added packaging, and with a century of history behind it, Matthews Ridgeview Farms is a trusted partner to those in the produce industry.

“Springtime is time for bedding and growing plants for the upcoming growing season which is extremely important to the company,” said Autumn Campbell, sales manager for the Wynee, AR-based company. “It is the first step in planning for a new year, a quality crop and potential growth.”

Spring sweet potatoes also means promoting spring dishes as opposed to the traditional dishes in the fall/winter, and promoting a healthy, delicious item to consumers.

Working with customers in the retail, wholesale and foodservice segments, Matthews Ridgeview Farms knows it’s important to treat customers like a partner—being open to their ideas and growth and being reliable for quality and customer service.

“The segment has evolved in a great way because sweet potatoes aren’t considered a

fall item anymore,” Campbell said. “Of course, fall and holidays are a huge time for sweet potatoes but sales are steady and continue to increase in spring as well. Health consciousness as well as consumers preferring a sweet potato over other options continue to drive sales.”

The company grows a little more than 4,000 acres and ships around 1.5 million bushel a year.

“For us, success is about your customers, caring about what our company represents not only with quality but integrity and caring about your team,” Campbell said. “There are many people that make up our team and having a team that works together with the same goals in mind and caring about our team continues our success.”

Last year’s sweet potato season did well, and this year, projections are right in line or up from 2023.

“While we have not planted yet, we do plan to add acreage and continue our growth as well as potentially adding a new variety in 2024,” Campbell said.

The company continues to think about growth opportunities and see those ahead by offering new varieties and/or items, paying attention to trends in health, organically grown and convenience, and

being creative with promoting.

For retailers, the company suggests keeping the produce fresh, promoting items that pair well with sweet potatoes and displaying different varieties of sweet potatoes together.

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