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**Matthews Ridgeview Farms looking at growth opportunities ahead**

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By

Keith Loria

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As a top grower and distributor, [Matthews Ridgeview Farms](#) values the sweet potato category as a key part of its operations. The company, owned and operated by the fifth generation of the Matthews family, is committed to upholding its long-standing tradition of supplying high-quality produce to consumers.

Based in Wynne, AR, the company stores over a million bushels of sweet potatoes annually, ensuring year-round supply.

“The Matthews family has been growing sweet potatoes for over a century,” said Autumn Campbell, sales manager for Matthews Ridgeview Farms. “Having a strong team is vital for growth.”

**This year, the company is focusing on growth, be it in growing current relationships, establishing new relationships, adding a Murasaki variety and adding acreage.**

“We are continually growing our relationships, attending trade shows and utilizing opportunities that help our customers business grow,” Campbell. “We continually strengthen our relationships with regular communication and going above and beyond to ensure customer satisfaction. Produce cannot always be perfect but how you respond, resolve and treat your customers can be.”

Matthews Ridgeview Farms has capitalized on its opportunities over the years and continues to adapt to meet customer needs to stay competitive. With a strong commitment to quality and exceptional customer service, the company has established itself as a trusted sweet potato distributor for decades.

“We embrace innovation and always try to be cutting edge,” Campbell said, explaining that Matthews Ridgeview Farms uses a comprehensive traceability and inventory program to ensure the quality and safety of its produce. “Planning, integrity, regular communication, embracing change and new ideas are the keys to success.”

The team knows it's important to address customer feedback and continually improve products and

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services.

“We welcome feedback, have a prompt response and find resolutions as a team within our company,” Campbell said.

While it’s still early in the year to give a proper assessment of sweet potato crops, what they are seeing so far looks very promising for a great crop this season.

“As far as our timeline, we are a bit ahead of last year,” Campbell said.

Retailers have done a good job with helping to highlight sweet potatoes in the stores, and Campbell believes if they continue to build displays, offer additional nutritional information to consumers, offer recipes and promote when it’s not necessarily “peak” season, things will continue to be strong.

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## About Keith Loria |

A graduate of the University of Miami, Keith Loria is a D.C.-based award-winning journalist who has been writing for major publications for close to 20 years on topics as diverse as real estate, food and sports. He started his career with the Associated Press and has held high editorial positions at magazines aimed at healthcare, sports and technology. When not busy writing, he can be found enjoying time with his wife, Patricia, and two daughters, Jordan and Cassidy.

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