



# SWEET HUB

*The Social Entrepreneurs of  
Sub-Optimal Sweet Potatoes*



Three sweet potatoes are arranged horizontally across the frame. They have a light brown, slightly wrinkled skin and are set against a dark brown, vertically-slatted wooden background. A semi-transparent green horizontal band is overlaid across the middle of the image, containing white text.

# 20% of sweet potatoes in Mississippi are **Wasted**

*\*An estimate value of \$10 million USD*

A man, John Clarke, is standing in a field of harvested sweet potatoes. He is wearing a red baseball cap with the text "FARMER SWEETS SUSTAINS THE AMERICAN FARMER" and a white polo shirt. The background shows rows of harvested sweet potatoes in the soil under a clear sky.

John Clarke

*"I want to have a zero sweet potato inventory"*

*"I want to provide my family with financial security"*

*"I need an efficient way to grow or market all locally harvested sweet potatoes"*

📍 Mississippi, U.S.

🏠 Sweet Potato Farm



17% of the  
people are  
**below**  
poverty line



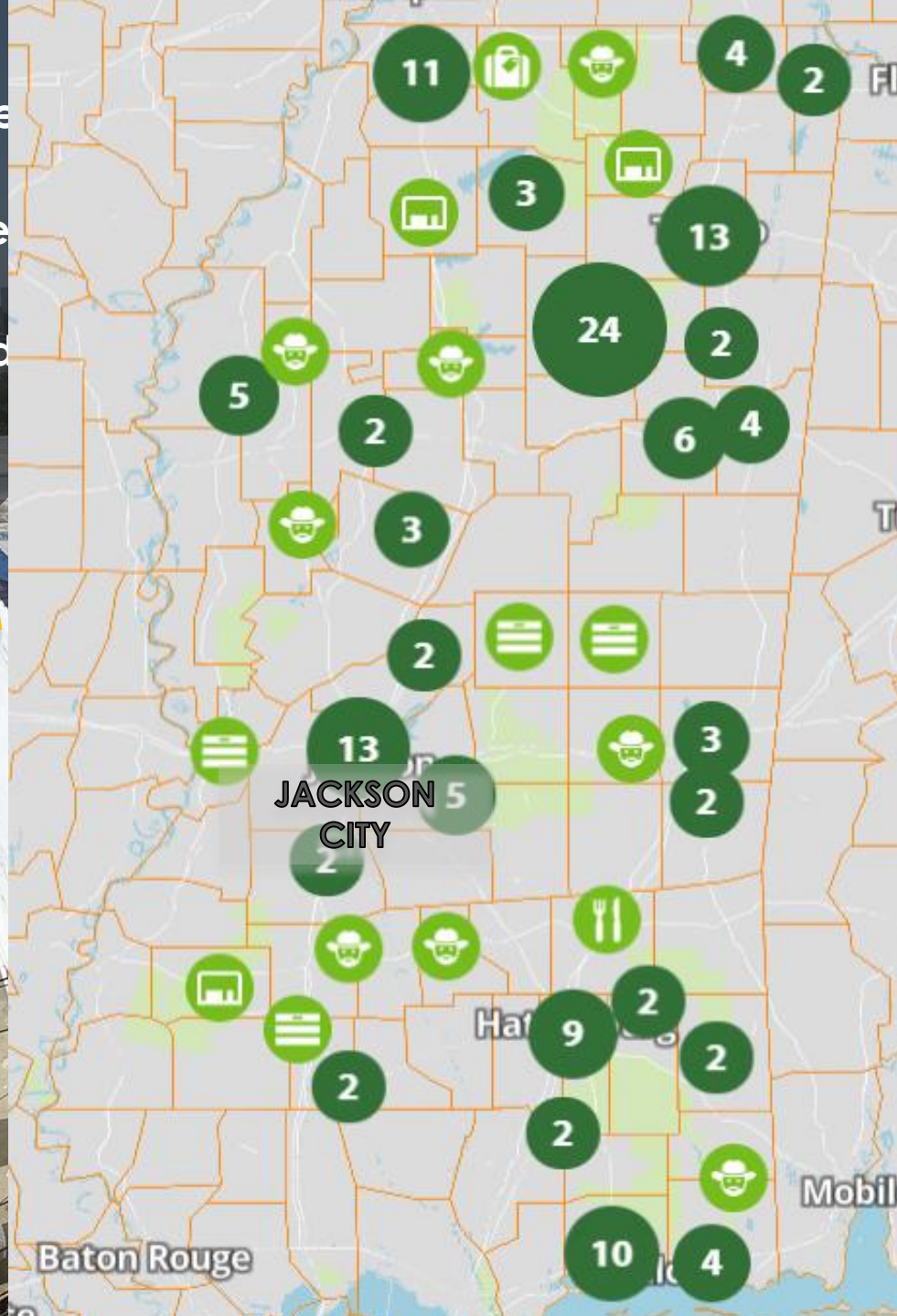


Sub-Optimal Sweet Potatoes

Locally & Mechanically Harvested

Thrown back into the field

# PROBLEM



# SOLUTION

Buy Sub-Optimal Sweet Potatoes

Pack and Sell

Discount Pricings:

- Public Institutions
- Private Consumers  
e.g. *SNAP Card Holders*

Impacts:

- Social Benefit
- Environmental Benefits
- Economic Benefits

Indirect Competitors:

- Imperfect Produce
- Hungry Harvest





**THANK YOU**