



BEHIND THE BUSINESS

"Mississippi's economy is made up of the most creative, unique, and innovative businesses in the entire world. The Secretary of State's Office is proud to spotlight these businesses, and provide support for all ventures which choose to invest in our great State."

Dellunt

N and W Farms

Randle and Karen Wright

South Vardaman, Mississippi, is home to family-owned and operated company N and W Farms. Owners Randle and Karen Wright have transformed what began as a family tradition into a thriving 36-year business delivering a variety of fresh, high quality sweet potatoes across the state.

Randle discovered his love for farming from a young age, spending time working with his grandfather in the industry from youth to adulthood. As a young adult, he partnered with a friend to start a farming business, a farm-to-table operation, which included growing, packaging, selling, and shipping their product: sweet potatoes. The business venture was titled N and W Farms. Although Randle's business partner retired years ago, the Wright family still runs the company from growing and



packaging to shipping farm-fresh sweet potatoes wherever they are needed, maintaining the classic family values that undergirded the development of the company.

N and W Farms provides multiple sizes and types of sweet potatoes, including a brand of petite, microwavable steamers as well as organic varieties. Their steamers are packages of approximately seven or eight sweet potatoes that cook in the microwave for seven to eight minutes; they are marketed as a quick and healthy side dish or snack. N and W also offers individually-wrapped microwavable sweet potatoes as another quick and easy meal option. The farm ships their product both in and out of state; however, in Mississippi, the natively-grown sweet potatoes can be found in local Wal-Mart grocery stores.

The business has received the Red Book Business Charter Award. It remains an active member of multiple affiliations, including the Mississippi Farm Bureau Farm Families Campaign, PMA, United Fresh, Global G.A.P., and USDA, and is also recognized as a trading member of the state Blue Book.

