

# Sweet Potato Project II

## Phase I

April—May 2018

Sweet Potato Club begins with team building activities. Youth also discussed life, school and community issues in weekly group sessions.



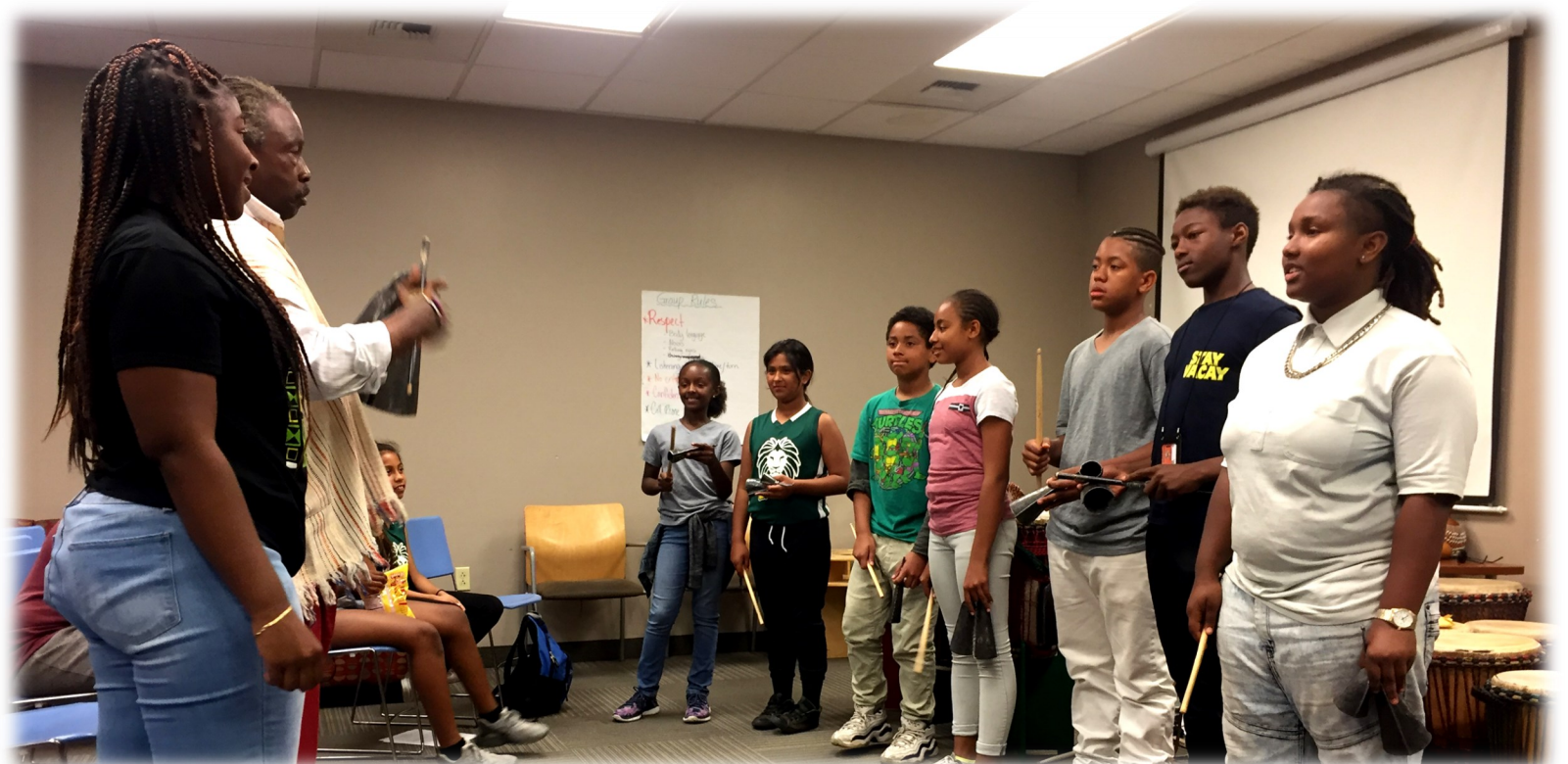
**TEAM BUILDING OUTDOOR BALL BALANCE ACTIVITY**



**GUEST SPEAKER: DAVID H.—INFORMATION REGARDING  
HUMAN TRAFFICKING AND GANG VIOLENCE**



**GUEST SPEAKER: JACKIE W.—HEAD COACH, EDISON H.S.,  
HARLEM GLOBE TROTTER, FORMER**



**DRUM CIRCLE— FACILITTATED BY: ABDULLATIF BELL TOUNCARA**



**GROUP  
ACTIVITY**



**TEAM BUILDING EXERCISE— LAKIESHA MARTIN, FRESNO STATE  
AGRICULTURE STUDENT**



# Sweet Potato Project II

## Plant Day

June 2018

Youth learned about urban agriculture and planted sweet potato slips on an acre of land donated by the African American Farmers.



SWEET POTATO SLIPS DONATED BY:  
QUAIL H. FARMS





# Sweet Potato Project II

## July—August 2018

Youth participated in entrepreneurial and business skills training taught by California State University, Fresno professors at the Lyles School of Business. Youth learned how to create a business marketing plan for turning sweet potatoes into a product that can be sold.



**FRESNO STATE—ROPES COURSE: TO ENCOURAGE TEAM BUILDING & WORKING TOGETHER**



**GUEST SPEAKER: MARC Q. JONES AKA COACH Q., EPSN**



**GUEST SPEAKER: SAM COBB**



**FRESNO STATE—VISIT TO PRESIDENT DR. JOSEPH CASTRO'S OFFICE**



**GUEST SPEAKER: DAVION BAKER, EDUCATIONAL OPPORTUNITY PROGRAM, FRESNO STATE**



**YOUTH PARTICIPATED IN 5-WEEK BUSINESS TRAINING AT FRESNO STATE LYLES CENTER FOR INNOVATION AND ENTREPRENEURSHIP**



# Sweet Potato Project II

## Pitch Day

### 7 P's of MARKETING



PRODUCT DEVELOPMENT



PITCH DAY JUDGES!



SWEET POTATO PRODUCT PACKAGING



2018 PITCH DAY WINNERS "SP ROLLs"



2018 PITCH DAY SECOND PLACE WINNERS "SWEET SHAKE"



# Sweet Potato Project II

## Phase II September—October 2018

## Harvest

The second phase of the Sweet Potato Project takes place in the field and product market. Youth harvested sweet potatoes and utilize entrepreneurial and business skills to take orders for sweet potatoes and sweet potato product.

(Support provided by: USDA, Fresno State Ag Dept. & Plant Science Club)





# Sweet Potato Project II

## Field Trips

### Sacramento, Ca



Sweet Potato Project  
acknowledged by  
31st District,  
Assemblymember

Dr. Juan Arambula



## Livingston, CA September 2018

Sweet Potato Festival  
and Farm Tour.



PICTURED WITH YOUTH, CONGRESSMAN, JIM  
COSTA AND THE LARGEST SWEET POTATO  
GROWER IN CALIFORNIA (6,000 ACRES),  
MR. AV THOMAS.

