



Ham Farms Rebrands: Increases Focus on the Customer Relationship

Snow Hill, NC Ham Farms, an integrated grower, packer, shipper and processor of sweet potato and other agricultural products, has been supplying customers with fresh and processed produce for over 40 years. As a family owned and operated company, Ham Farms' core strength has always been the company's relationship with its buyers and corporate customers. With the company's continued growth and presence in the retail market, the new www.hamfarms.com highlights its broadened 3 pillared focus on engaging retail customers, integrating new brands, and growing the sweet potato market worldwide.

Engaging retail customers- Ham Farms has always been dedicated to its buyers and corporate customers, but with continued growth comes the importance of engaging retail customers. Blogs, email, and social media campaigns will begin to foster a relationship with the company's end users.

Integrating New Brands- The four companies owned and operated by Ham Farms; Ham Produce, Natural Blend Vegetable Dehydration, Yamco, and Covington Vodka will be integrated into all marketing initiatives.

Growing the Sweet Potato Market Worldwide- As a company rooted in Eastern North Carolina, Ham Farms has a Tar Heel State responsibility to continue the growth of the Sweet Potato Market domestically and even worldwide. As a result, Ham Farms will target new markets and deliver awareness campaigns aimed at educating the public on the benefits of sweet potatoes and processed sweet potato products.

The redesigned Ham Farms Logo and website delivers a fresh new look to an established family run business. "I wanted to create a brand that was young and vibrant, but still celebrated the rich family history of the company," said Marketing Director J.D. Wyborny. He adds, "The new slogan Family to Table represents our commitment to delivering natural and fresh products from our family farm to your table." Visitors to the website will find an easy to navigate experience loaded with content including; information on all of our brands, southern inspired recipes, and blogs focused on enhancing the awareness of the benefits of sweet potatoes.

Visit www.hamfarms.com to begin exploring the new Ham Farms and also make sure to connect with us on Facebook and Twitter.

About Ham Farms

If there was a sweet potato capital of the world, it would be Snow Hill, North Carolina and if there was a Sweet Potato Man, it would be Bobby Ham. For over 40 years, The Ham Family has been committed to growing, packing, shipping and processing the finest sweet potatoes and sweet potato products on the market. Currently, Ham Farms ships locally, nationally, and even exports to more than 30 countries worldwide. No matter the destination, we take pride in delivering all of our products from our family farm to your table.

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