

# Sangwol Sweet Potato Co., Ltd.





## Company introduction

People who want to live a healthy life have come together to share health.

Health comes from a healthy place, they say, so 20 or so union members have gathered at the Ttiwulgol Valley at the bottom of the Gyeryongsan National Park in Chungcheongnam-do, where the mountains are good, water fresh, sunlight rich and air clean. Sangwol Sweet Potato Dure Agricultural Cooperative Union produces products here, where the nature is fully alive, cultivating sweet potatoes for your health. With an unwavering mindset, we union members will make products for your health.

- We produce eco-friendly sweet potatoes believing this is what our children will eat.
- We produce processed foods that include sweet potatoes, such as sweet potato rice cake, Korean pastes, rice wine, cookies, and macarons.
- We apply red clay to sweet potatoes to increase shelf life and enhance its taste and healthiness.
- We offer seonsik (grain powder) made with violet sweet potatoes as a simple and nutritious breakfast for busy modern day people. Through technology collaboration with local universities, we are striving to develop excellent and reliable products.
- We carry out a project called 'Making a world where no children goes without food', where as many products as we sell are delivered to children skipping meals.

## Product introduction

### Good Sweet Potatoes from Ttiwulgol Valley

Ttiwulgol Valley is surrounded by the clean Gyeryongsan, facing gusty winds and large temperature fluctuations. Hence over 50 years ago, they have started mass cultivation of underground crops such as sweet potatoes. As sweet potatoes became a regional specialty, Ttiwulgol Valley's sweet potatoes boasts its highest quality nationwide with a comparatively excellent ripeness and flavor. Ttiwulgol Valley holds a sweet potato festival every year, gaining renowned reputation as Korea's largest and the best producer of sweet potatoes. The cultivation area reaches 630ha and annual output 9,000 tons, accounting for 25% of the total sweet potato production in Korea. Sangwol Sweet Potatoes are excellent in taste and shape, and raise about 9 billion won worth of rural household income per year.

### Excellent for skin beauty and diet

Sweet potatoes are rich in Vitamins C and E, which are good for skin beauty, and are well known for helping prevent skin aging. They have plenty of fiber, which is good for digestion and lowers blood pressure by discharging the sodium from the body. Additionally, they contain anti-cancer elements and also effective for preventing arthritis and maintaining lung health. Above all, it is excellent for diets!! Sangwol Sweet Potatoes contain 1.2 times more dietary fiber, lower sugar level and higher satiety when compared to other sweet potatoes, and is very helpful for diets.

# Product introduction

## From cultivation to delivery at once

Ttiwulgol Valley is surrounded by the clean Gyeryongsan, facing gusty winds and large temperature fluctuations. Hence over 50 years ago, they have started mass cultivation of underground crops such as sweet potatoes. As sweet potatoes became a regional specialty, Ttiwulgol Valley's sweet potatoes boasts its highest quality nationwide with a comparatively excellent ripeness and flavor. Ttiwulgol Valley holds a sweet potato festival every year, gaining renowned reputation as Korea's largest and the best producer of sweet potatoes. The cultivation area reaches 630ha and annual output 9,000 tons, accounting for 25% of the total sweet potato production in Korea. Sangwol Sweet Potatoes are excellent in taste and shape, and raise about 9 billion won worth of rural household income per year.



### Directly cultivated from Ttiwulgol Valley and Reliable

At the clean Ttiwulgol Valley, located at the bottom of Gyeryongsan National Park, 20 or so union members gather together in an effort to produce fresh, healthy, and high quality sweet potatoes and sweet potatoes sprouts.



### Lower price thanks to elimination of distribution steps

Our sweet potatoes are delivered immediately upon order from the customers, so we offer fresher sweet potatoes. Direct transactions between producers and consumers have drastically cut back the prices by reducing distribution costs.



### Various sweet potatoes and processed foods in one place

You can select and order different types sweet potatoes by preference, such as chestnut, honey chestnut, zucchini, violet, or roasted in red clay. We also produce a variety of processed foods such as sweet potato powder, cookies, and rice cakes. In addition, we produce and sell homemade sweet potato gochujang (Korean chili paste) / soybean paste / rich soybean paste, which combines wild grass and sweet potatoes.



## Processed Foods

### Honey Sweet Potato baked in Red Clay

- The sweet potatoes are covered with red clay for a prettier and creative color.
- Easy to carry and eat, whenever and wherever. Warm it using a microwave oven or hot water for 3 minutes.
- Better in taste and nutrition because it has been baked in red clay.
- When baking, the sweet potato juice does not seep out, making it easier to peel and store and does not smear on to the hand.
- Healthier, thanks to beneficial elements from the red clay such as far-infrared radiation.



### Violet Sweet Potato Powder

- We have enhanced the value of nutritious grain powder, eaten by soldiers in the Three Kingdoms period.
- We have carefully selected the finest grains that are good for the body, and have improved nutrition, quality and functionality.
- We have added violet sweet potatoes to enhance taste and scent, creating a more beautiful color and better flavor.
- Convenient, suitable for busy modern day people who often skip breakfast.
- High-quality packaging, suitable for gifts.

\*Product for 'Making a world where no children goes without food' project, where as many products as we sell are delivered to children skipping meals



### 100% Natural Sweet Potato Cookies

- Safe to feed children after baby food, as well as adults.
- A healthy and tasty family snack, without any artificial ingredients.
- Light and nutritious, only containing natural sweet potatoes.



# Processed Foods

## Healthy Traditional Paste with Sanyacho and Sweet Potatoes

- Our seed bacterium, developed in collaboration with Hannam University, keeps savory taste of traditional fermented sauce unchanged for a long time.
- Contains wild sanyacho, which is good for blood pressure and diabetes, and fibrous sweet potatoes that help digestion.



## Violet Sweet Potatoes Makgeolli

- We added violet sweet potato to makgeolli (Korean traditional rice wine), reviving the gentle flavor enhancing the scent.
- With excellent color and taste, it is good for hangover thanks to alcohol disaggregation effect of sweet potatoes.
- Especially preferred by young women, thanks to the soft pink color of violet sweet potato



## Pretty and tasty Sweet Potato Macarons

- Sweet potato-flavored macaron made with eco-friendly processed potatoes.
- Affordable price, unlike the current high prices of macarons.



## Company Aims

### Healthy Product, Healthy Life

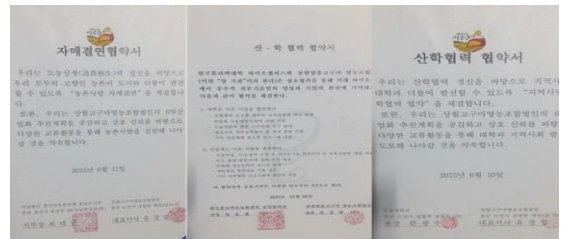
Modern people living in an unprecedentedly busy era are often too occupied to even have breakfast. Sangwol Sweet Potato Agricultural Cooperative Union began in order to spread a healthier life among people. We not only grow and sell our own sweet potatoes, with both the taste and nutrition, but also attempt from different aspects in order to develop various products to deliver better quality foods to people.

*“We cooperate with the local community to develop a healthier food”*

### MOU Agreements with the Local Community

We pursue sustainable development by working in conjunction with local communities to develop more stable and progressive products.

- Hannam University - Development of traditional seed bacterium using sweet potatoes and sanyacho
- Kang Kyung Polytechnic University - Food Processing and Analysis
- Geumgang University – Use of talented student resources and establishment of Department of Foods
- Hankook Tire - One of our major business partners with a sisterhood contract for many years



### Field Experience Opportunity

Sangwol Sweet Potato Agricultural Cooperative Union is open to all people. You can visit at any time to see the entire process, from growing sweet potato to harvest, and visit the food processing sites. In addition, we offer opportunities for field trips for young children and adults. Make and taste a variety of foods using sweet potatoes. You can also choose your own ingredients to match your health condition and make your own traditional Paste. We will keep it in the crock of sauces and condiments until it ages.







13-35, Daemyeong 2-gil, Sangwol-myeon, Nonsan-si, Chungcheongnam-do, (32906) Korea

Tel +82- 41-733-3238

Fax +82-41-733-3239

E-mail : a7333233@naver.com

Homepage : [Swgoguma.cafe24.com](http://Swgoguma.cafe24.com).