



Di Bella Produce

Ingham North QLD Australia



Di Bella Produce and Farming—

a small Australian and family owned business.

Di Bella Produce started in late 2018, when Lawrence and Anna Maria Di Bella's oldest child Hayden decided to join the business after completing school.

Hayden has always wanted to be a farmer from a very young age. Hayden grew up with his parents and siblings, Nicholas and Gemma, on his grandfather's sugar cane farm just north of Ingham. Hayden passion is growing nutritious food crops.

In late 2016 Hayden, Lawrence and his grandfather Renzo had many discussion on how they could diversify our little sugar cane farm into something more. It was decided to diversify growing horticultural crops such as pumpkins, melons and sweet potatoes; in rotation with sugarcane.

Our little farm is located, in a small town named Ingham; which is approximately 115kms drive north of Townsville.

Di Bella Produce do not just grow the common orange sweet potato that is found in supermarkets around Australia. The business specialises in sweet potatoes that have better health benefits or those sweeter in taste.

With help of his parents and siblings, support of his grandparents and employees from the Ingham district, this small business has become a reality.

The sweet potatoes varieties that Di Bella Produce grow are the following:

WSPF (White Skin Purple Flesh) sweet potato.

This variety has a white skin and a purple flesh inside. The variety is sweeter than other varieties and comes a very dark purple when cooked.

This variety is high in dietary fibre and anthocyanins.

Serving suggestions: boiled and mixed with a white fresh sweet potato, baked in the oven, mixed in curries or stews.

Photo below is the WSPF cut finely and cooked in oven until crisp.



Photo above is Our WSPF washed and ready to be sorted and packed for market



Photo above is our WSPF used to make homemade icecream. Tastes amazing!



Photo above is our WSPF added to pumpkin, carrot, white potato and egg plant for a colourful assortment of roast vegetables

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Southern Star:

This variety has a red skin and a white flesh inside.

This is a low GI variety when compared to most common potatoes and sweet potatoes.

Serving suggestions: This variety has great taste and is a good replacement for a common potato in a meal. This variety can be roasted, mashed, boiled or fried.



Photo above: Southern Star cut.



Photo above: Southern Star washed and ready to sort.



Photo above: Is the mashed Southern Star and added on top of a meat loaf, place under the grill to brown slightly.

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Bayou Belle

This variety has red skin and a orange flesh inside.

This variety has a great taste, great colour, very decorative especially if the skin is left on.

Serving suggestions: This variety makes great sweet potato chips, it is suitable for mashing, roasting, adding to salads, making risottos and scones.



Photo above: Bayou Belle Sweet Potato



Photo above: Bayou Belle with skin left on slice thin and made into chips



Photo above: Bayou Belle roasted and added to a feta cheese and a green salad



Photo above: Bayou Belle used in a spinach and sweet potato risotto.

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Bellevue common Orange Sweet Potato

This variety has a orange skin and a orange flesh inside

Di Bella Produce grow this common orange Sweet Potato at certain times of the year.

This variety is great for boiling, roasting, mashing and cooking on the BBQ!



Our common Orange Sweet Potato
Bellevue



Our common orange sweet potato
(Bellevue) used to make a sweet potat-
bake

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