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### **NEXT CPAC MEETING**

The next meeting of the CPAC will be held June 10th, at 7:30pm, in the CPAC office conference room. We will be electing the new CPAC Executive Committee.

**RIDE THE ROCKIES** will be coming through Monte Vista on Friday June 18th and CPAC will be serving each of the 2000 rides a baked potato. The riders will be stopping at Montez Park (just east of the CPAC Office) and we need your help. Please call the office to schedule a time to help serve, wash, bake, haul and clean up potatoes. This is a fun event and the riders always look forward to talking with growers and potato industry volunteers.

**USPB POSITION NOMINATIONS** are due to the CPAC by July 9th to be voted on at the July 15 meeting. Colorado has 1 opening and those interested must grow potatoes on five (5) or more acres to be eligible. The United States Department of Agriculture's programs are open to all individuals without regard to race, color, religion, sex, national origin, age or marital status. It is therefore the United States Potato Board's policy to have the representation of producers on its board that reflect the diversity of individuals served by its programs and strongly encourages women, minorities and persons with disabilities to seek nominations to the Board and to participate in the Board's activities.

### **Nominees should be able to fulfill the following responsibilities:**

Attend the Board's Annual Meeting in Denver, always held the third week in March.

Represent and communicate with his/her constituents on a regular basis.

Dedicate the time to actively support USPB activities in his/her area. Be available when called by USPB staff to speak to grower groups, newspaper reporters and interested parties about: USPB programs; the value of the Board to all growers; how the 3.0¢/hundredweight assessment is invested; and how interested parties can be eligible to vote in nomination meetings or to hold a position on the Board.

**GRADE AND SIZE SURVEY** will not be conducted this year. The CPAC board voted last year to leave the current grade and size standards in place for three marketing years.

**PEEL BACK THE TRUTH-USPB** The FY10 "Peel Back the Truth" print advertising campaign has delivered over 126 million impressions this year. The "Potatoes...Goodness Unearthed®" nutrition platform was communicated in cooking, women's lifestyle and parenting magazines trying to reach "Linda" (women 25-54 with kids 18 years and under at home) when she is looking for healthy, convenient meal ideas. The print advertising plan included 28 insertions in 10 different publications such as Family Circle, Woman's Day, Parenting, and Weight Watchers. This campaign allowed the USPB to reach 51% of the "Linda" target audience with the potato nutrition message more than 3 times in the past year. What about the other 49%? The USPB's "Peel Back the Truth" online advertising campaign launched April 5, 2010 with integrated advertising programs on AllRecipes.com and MyRecipes.com, the two most highly-trafficked recipe sites on the web. "The first five-weeks of the campaign have delivered very impressive results," according to Kathleen Triou, USPB Domestic Marketing Vice President. Over 20,500 interactions with the "Quick & Healthy Potato Recipes" have taken place. This includes over 23,800 recipe views and over 3,200 recipe print-outs. Great work from the Domestic Marketing Committee and Kathleen Triou.

**KING KONG VS. GODZILLA or (GAP vs. WATER)** All growers should be GAP/GHP certified and all well meters must be inspected by the state water resources division. Growers participating in any type of GAP/GHP program have been asked to inform the Colorado Division of Water Resources and clearly post GAP/GHP fields so C.D.W.R. can comply with field entry notification prior to inspection of well meters. Please contact Matthew Hardesty at 589-6683 for more information and to prevent a fire breathing dragon from leaving tracks in your potato fields. Wildlife and animals, whether prehistoric or water inspectors, are clearly not GAP compliant without checking in first.

**NPC UPDATE** Nineteen Senators, including Colorado Senators Mark Udall and Michael Bennet, sent a letter to Secretary of Agriculture Tom Vilsack requesting that white potatoes be included as part of the final rule updating the WIC program. White potatoes were the only fruit or vegetable to be excluded from the WIC program. The letter clearly stated that excluding white potatoes sends the message to WIC participants that the U.S. Department of Agriculture believes white potatoes are not healthy. The U.S.D.A. received over 231 potato specific comments during the final rule comment period. 229 of these comments supported the inclusion of white potatoes in the WIC program with forty-three percent of these supportive comments actually coming from WIC program managers and staff. A similar letter originated by

Congressman Walden from Oregon was co-signed by Colorado Representatives John Salazar, Betsy Markey, Doug Lamborn, and Mike Coffman. I don't know if Secretary Vilsack and U.S.D.A. will include white potatoes in the WIC program or not. I hope and pray they do for WIC recipients. White potatoes would help supply much needed nutrients while maximizing WIC family dollars. This issue has been frustrating so I am very grateful to the members of the Colorado delegation who signed these letters.

**CHEFS MOVE TO SCHOOLS** On June 4<sup>th</sup> nine Colorado chefs participated in Michelle Obama's latest Let's Move campaign initiative to fight childhood obesity. The chefs, members of the American Culinary Federation, will adopt a school in their community and working with teachers, parents, and school nutrition professionals will work to educate kids about food and nutrition. Several of the Colorado chefs have worked closely with CPAC supporting the San Luis Valley Potato Festival. Congratulations to Jason Morse, Jeremy Glas, Michael DeGiovanni, and Robert Holloway.

**LATE BLIGHT QUARANTINE** The rules for the Late Blight quarantine are as follows; from June 1 until September 10<sup>th</sup> all cull potatoes must be transported in a vehicle that is constructed and tarped or covered to prevent any potatoes from escaping. Also any imported potato shipments from June 1-Sept. 10<sup>th</sup> must be transported in a vehicle that is constructed and tarped or covered to prevent any potatoes from escaping until the shipment is unloaded. Mike Singer will be in charge of quarantine enforcement and can be contacted at 719-580-5507 or you can contact the CPAC office at 852-3322. The complete quarantine is posted on our website at; [http://www.coloradopotato.org/news\\_and\\_events.php](http://www.coloradopotato.org/news_and_events.php)

**POTATO RECIPE CONTEST** Country Woman Magazine is holding a potato recipe contest. Lets all enter our favorite Colorado Potato recipe for a chance to win \$500 and get the "Colorado" word out by including it in the ingredient list. Log on to; [www.countrywomanmagazine.com](http://www.countrywomanmagazine.com); click on "submit a Recipe" then on recipe contest, then click "pass the potatoes" and make Colorado proud and maybe earn \$500.

#### MEETING CALENDAR:

6/10	Monthly CPAC Meeting
6/15-18	NPC Summer Meet, Alamosa
7/15	Monthly CPAC Meeting
8/10-12	USPB summer meet Pocatello, ID

#### MAY SPUD FACTS

		<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>
Shipments	480 cwt equivalent	3477	3599	3097	3640	3906
Reds	percentage of crop	2.02	0.6	3.7	1.4	1.4
All Russet Varieties	percentage of crop	92.8	96.7	90.9	92.6	93.2
Yellows	percentage of crop	3.4	1.9	4.9	0.2	1.5
Other Varieties	percentage of crop	1.5	0.8	0.5	5.8	3.8
U.S. No. 1	percentage of crop	60.6	61.8	64.4	65.1	63.5
U.S. No. 2	percentage of crop	5.5	5.8	7.8	7.2	6.1
U.S. Commercial Grade	percentage of crop	26.3	30.1	25.5	25.9	29.1
Seed	percentage of crop	7.6	2.3	2.3	1.8	1.4
Bulk	percentage of crop	38.9	37.4	34.2	33.9	35.3
Total rail shipments		0	0	154	70	295
Total truck shipments (fresh)		3151	3147	2338	2990	3212
Total truck shipments (processing)		326	452	605	580	399
Total shipments for the year thru May		29091	28483	28736	30506	32324

#### Average F.O.B. prices for May (per 50 lb. carton or bale unless noted)

		<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>	<u>2006</u>
Reds	U.S. #1 2 1/2" -3 1/2"	n/a	n/a	n/a	n/a	n/a
Reds	U.S. #1 size B	n/a	n/a	n/a	n/a	n/a
Yukon Gold	5#	n/a	n/a	n/a	n/a	n/a
All Russets	U.S. #1, non-size A/A	3.75	5.32	7.35	5.22	5.80
All Russets	U.S. #2(2007-50#, 10#pack)	3.11	4.35	5.35	4.35	8.55
All Russets	10 oz. Minimum	n/a	n/a	n/a	n/a	n/a
Bulk Russets	U.S. Commercial Grade 100 lbs	4.31	7.65	11.64	7.43	9.27