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### **NEXT CPAC MEETING**

The next meeting of the Colorado Potato Administrative Committee (area II) will be held December 15<sup>th</sup> at 7:00 PM, in the CPAC office conference room.

### **CPAC ELECTIONS APPROACH**

The CPAC will be conducting its annual election February 7<sup>th</sup> -8<sup>th</sup> 2012. If you are interested in serving as a member of CPAC, please submit your name to the CPAC office as a nomination to be placed on the ballot. Women, minorities, and the disabled are encouraged to participate. Available positions include:

One Alamosa County Grower, One Conejos County Grower, One Rio Grande County Grower, One Saguache County Grower, Two Independent Handler , and One Bulk Shipper and an alternate for each position.

### **PUBLIC POLICY CONFERENCE**

The conference will be held Feb 27-Mar 1, 2012 in Washington D.C. This is a great opportunity for potato growers across the nation to come together as one voice with our Congressional leaders. If you are interested in attending the conference please call the CPAC office. CPAC will pay for lodging and registration fees for 5 industry members.

### **RESEARCH SURVEY**

CPAC will be conducting a research priority survey in December. Please take the time to participate. It is critical information the research committee needs to direct funding and insure grower priorities are being met.

**CPAC HAS ADAMS STATE TICKETS** for the 2011-2012 basketball and wrestling season. Call or come to the CPAC office to get what you need on a first come first serve system.

### **DON'T FORGET THE COLORADO POTATO COOKBOOK!**

The cookbook is selling for \$10.00 and would make a wonderful Christmas gift for anyone on your list. The book is a collection of recipes that were submitted from all over the US. We hope you will have a chance to come by the CPAC

office to purchase one for yourself, friends, and family.

### **SOUTHERN ROCKY MOUNTAIN AG CONFERENCE FEB. 7-9TH**

According to new USPB research fresh potatoes are more of a planned purchase than ever. But at the same time, this research paints the picture of a potato shopper as someone who is desperate to get meal ideas and inspirations while shopping. The USPB and their research agency, Sterling Rice Group of Boulder, CO, sought to understand how, when, and where the core consumer shops for potatoes, identifying the shopping trip types when potatoes are most likely included and assessing and prioritizing factors influencing potato purchase decisions (before and during the shopping experience) in the retailer's produce section and beyond.

“Our research found, conclusively, the greatest opportunity retailers have for increasing potato sales is to give their shoppers more suggestions and information about using potatoes once they get back home” said Kathleen Triou, the USPB's Vice President of Domestic Marketing. “Today, more than nine out of 10 potato purchases are planned meaning retailers should be focusing more on ways to get potatoes on the shopping list rather than trying to create an impulse sale in the store.”

“Our study found this is exactly where most retailers are missing the opportunity” added Don Ladhoff, the USPB's Retail Program Consultant. “When potato shoppers were asked to evaluate the potato table relative to other sections of the produce department, they awarded it high marks for organization and ease of shopping – but gave out the lowest scores for providing information, making them think about buying something different or giving them new ideas of how to prepare potatoes.” Don Ladhoff will be at the Southern Colorado Rocky Mountain Agricultural Conference to discuss this research and much more on February 7<sup>th</sup>. Plan to listen to Don and other great presentations at this year's conference.

## US-MEXICO MARKET ACCESS

A year ago I wrote how both countries were meeting to discuss this issue and how both Senator Udall and Senator Bennett had written to Secretary Vilsack urging him to encourage Mexican officials to fully implement the 2003 market access agreement that would allow full access for U.S. potatoes.

A year later we find the situation improving but still at an impasse. This year both governments agreed to mediate this issue using the expertise of the North American Plant Protection Organization. This process began in late spring, included an independent panel of 3 international experts, both governments, 3 meetings, and concluded in October.

This December the two governments are meeting again. We are asking our Colorado representatives to encourage Secretary Vilsack to continue his diligent efforts to resolve this issue and thank him for making it a high priority for U.S.D.A. The NPC, USBP, CPAC, and CDA through Commissioner Salazar have made this

the highest priority. After 6 years it is time for Mexico to live up to its trade obligations.

## CHRISTMAS LIST

Whether you have been naughty or nice ask Santa for snow, snow, and more snow. Trust me.

## MEETING CALENDAR:

12/15	CPAC Meeting
1/6-7	NPC Annual Meeting & USBP Winter meeting
1/5-7	Potato Expo Orlando
1/19	CPAC Meeting
2/7-9	SLV Ag Conference

## NOVEMBER SPUD FACTS

		<u>2011</u>	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>
Shipments	480 cwt equivalent	3670	3640	3210	3169	3708
Reds	percentage of crop	3.1	4.2	2.8	5.3	1.5
All Russet Varieties	percentage of crop	88.3	84.1	84.2	80.8	85.7
Yellow Varieties	percentage of crop	7.6	9.2	8.1	10.6	7.5
Other Varieties	percentage of crop	1.0	2.5	4.9	3.2	5.3
U.S. No. 1	percentage of crop	69.5	63.8	66.5	61.3	65.1
U.S. No. 2	percentage of crop	7.0	4.1	6.2	4.2	5.9
U.S. Commercial Grade	percentage of crop	21.4	27.7	23.4	29.7	26.8
Seed	percentage of crop	2.1	4.3	3.8	4.8	2.2
Bulk	percentage of crop	33.1	40.8	33.9	39.8	34.4
Total rail shipments		78	190	0	203	184
Total truck shipments (fresh)		3336	3222	3077	2745	3136
Total truck shipments (processing)		256	228	133	221	388
Total shipments for the year thru November		8977	8858	8418	7349	8557

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

		<u>2011</u>	<u>2010</u>	<u>2009</u>	<u>2008</u>	<u>2007</u>
Reds	U.S. #1 2 ½ - 3 ½	n/a	n/a	n/a	20.12	13.90
Reds	U.S. #1 size B	n/a	15.70	n/a	19.26	13.42
Yellows	5 lb packs	n/a	14.25	n/a	15.35	9.50
All Russets	U.S. #1, non size A/size A	7.75	6.89	5.03	9.85	5.42
All Russets	U.S. #2(2007 -50# 10pack)	6.15	5.75	4.05	8.32	4.27
Bulk Russets	U.S. Commercial Grade 100#	9.28	9.50	5.40	14.29	7.50

**On behalf of the CPAC staff, we wish you a Merry Christmas and look forward to a prosperous New Year for the potato industry.**

