

August 10, 2016

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Web Page: www.coloradopotato.org Email: jehlich@coloradopotato.org

NEXT CPAC MEETING The next meeting of the CPAC (area II) will be held August 18th at 7:30pm, in the CPAC office.

NATIONAL POTATO COUNCIL ELECTION CPAC will elect four growers to represent Colorado on the Nation Potato Council at the CPAC meeting on August 18th, 2016. The National Potato Council advocates for the economic benefit of U.S. potato growers on federal legislative, regulatory, environmental, and trade issues. This is very important for the future profitability and sustainability of the potato industry. Please call the CPAC office if you are interested in this opportunity.

POTATO FESTIVAL SEPTEMBER 9th-10th AT CHAPMAN PARK IN MONTE VISTA September 9th and 10th the fun will be in Chapman Park in Monte Vista. Friday night we will have a free concert featuring returning favorite Arch Hooks. The Spud Nation food truck will also be making the trip all the way from Denver to serve up delicious potato dishes. On Saturday, we will kick off the morning with the 5K Tater Trot at 8 a.m. followed with many activities for the whole family, including food and craft vendors from around the San Luis Valley, a kid's carnival with games and activities, tractor and horse rides, a rock climbing wall, human hamster balls, reptiles from the Colorado Gators Reptile Park and guided farm tours. This year, we're partnering with the San Luis Central Railroad to take festival-goers on a train ride to see various potato fields. We will also have live music by 2 Weeks in Fiji and professional Chef demonstrations by Chef Dustin Braford of Komotodo Sushi and Chef Jesper Jonsson of Escoffier School of Culinary Arts. For a complete schedule see <https://www.coloradopotato.org/potatofestival/>

NPC LEADERSHIP INSTITUTE CPAC is accepting applications for the 2016 Potato Industry Leadership Institute. It will be held February 8-16th, 2017 in Maine and Washington, D.C. The Potato Industry Leadership Institute (PILI) provides tools to develop leadership skills and motivation for participants to commit their time and energy to the success of the U. S. potato industry. The Leadership Institute is an eight-day program that provides an overview of the U.S. potato industry, the challenges and issues beyond the production sector, and the roles of the industry's state and national organizations in maintaining a proactive strategic business plan for the industry. The Leadership Institute will travel to Maine first, and then concludes in Washington, D.C.. Please contact CPAC for information and an application.

MARKETING When you watch Broncos pre-season games be sure to look out for Colorado potatoes! We will have 15 second commercials airing during the August 27th game when the Broncos take on the Los Angeles Rams and during the September 1st game when they face the Arizona Cardinals! In addition we have more commercials running throughout August 1 and September 30 on KTVD during primetime and during the 2016 Rio Olympic coverage! We are very excited about sharing our message with these commercials. If you would like to view the ads visit Coloradopotato.org and click on the "Marketing Potatoes" menu option. We will also be participating in the Colorado Proud campaign with CBS 4. With this campaign, there are several digital marketing opportunities available to us as well. These include online advertising, sponsored content and email blasts. Going forward, we will be putting a campaign together with the elements that best fit our goal of promoting Colorado potatoes.

SIZE AND GRADE REGULATIONS; The regulations are the same as last year with the exception of red potatoes.

Round Varieties: U.S. No. 2 or better grade. Two (2) inch minimum diameter.

Long Varieties: U.S. No. 2 or better grade. Two (2) inch minimum diameter or four (4) ounce minimum weight.

All Other Varieties: U.S. No. 2 or better grade. Two (2) inch minimum diameter or four (4) ounce minimum weight.

Red Varieties: U.S. No. 2 or better grade. Size B.

All Varieties: U.S. Commercial or better grade. Size B.

All Varieties: U.S. Commercial or better grade. ¾ inch minimum size to 1 5/8 inch maximum.

The complete Colorado State Marketing Order can be found on our website; www.coloradopotato.org, select the Industry page and follow the link to the Colorado Department of Agriculture website.

MARKET ACCESS IN MEXICO Information from John Toaspern, Potatoes U.S.A. -

In the past 2 weeks the President of Mexico issued two Decrees designed to move beyond the situation created by the ten court cases initiated by Conpapa after SAGARPA published documents opening the market more than a year ago. Although the Presidential Decrees effectively reopened the market to U. S. potatoes, pending the publishing of the specifics for entry, no shipments occurred as Conpapa immediately initiated a request for injunctive relief. PUSA and NPC attorneys are determining the next steps now. Hopefully there will be news at the PUSA summer meeting this week.

RESEARCH Please see the attached flyer for the CSU SLV Research Farm Field Day on Aug 11th from 7:00-11:00 a.m. We encourage you to come see the projects being conducted and provide feedback to the research program.

The research sub-committee will be touring Dr. Essah's research projects on Monday Aug. 15th beginning at 8 a.m.

PRESSURE BRUISE MANAGEMENT Dr. Jayanty has provided the latest information to assist growers in pressure bruise management. He is looking for volunteers to help him test a hand held texture analysis tool so please contact him if you are interested at 754-3594, Ext. 11

SOCIAL MEDIA Be sure you have liked the San Luis Valley Potato Festival Facebook page. You can find it at Facebook.com/SanLuisValleyPotatoFestival. While you are there, be sure to click that you will be going to the Potato Festival. The more people that indicate that they are going or are interested, the more people we can reach online! If you are looking for information about this year's potato festival, including how to register for the 5K or how to become a vendor, visit the Potato Festival page on the website at Coloradopotato.org/potatofestival.

Les Alderete and Skyline Potato will be our very first shipper to be featured in our "Featured Grower/Shipper" section in August. September is still available. We're expecting September to be a busy month for us on social media, so if you want to really reach a lot of people with your story, this will be the perfect time to do it! To date, the "Featured Grower/Shipper" section has earned 16,368 impressions on Facebook alone! You will also be featured on

Twitter and we will host your story on our website even after your featured month has passed. This section is the most visited part of our blog and you'll be able to share it with whomever you want! This is open to all members of the potato industry. Please contact Savannah at sschlaufman@coloradopotato.org for this opportunity.

We also featured our healthy avocado, potato and chicken salad for the month of July. Check our website to learn how to make this delicious dish. Be sure to like our Facebook page and follow us on Twitter, LinkedIn and especially our new Instagram account to help spread the word that **COLORADO POTATOES are good for you.**

FSA FARM STORAGE FACILITY LOAN PROGRAM USDA has really expanded the FSFL program provisions recently, which covers potato storage buildings. The following link can be found on the [fsa.usda.gov](http://www.fsa.usda.gov) website under the FactSheets link.

http://www.fsa.usda.gov/Assets/USDA-FSA-Public/usdfiles/FactSheets/2016/Farm_Storage_Facility_Loan_Fact_Sheet.pdf

Contact Kevin Reeves for more information at 754-3400, option #2.

MEETING CALENDAR:

08/11-14 PUSA summer Meeting Seattle, WA.
 08/11 CSU SLV Research Farm Field Day
 08/15 Research sub-committee meeting CSU Research Farm
 08/18 Monthly CPAC Meeting
 09/9-10 Potato Festival
 10/8 AG DAY-Spud Bowl ASC
 10/20 Monthly CPAC Meeting
 10/14-16 PMA Fresh Expo, Orlando

JULY SPUD FACTS

		<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>
Shipments	480 cwt equivalent	2176	2561	2291	1839	1989
Reds	percentage of crop	1.0	2.6	0.4	0.5	0.5
All Russet Varieties	percentage of crop	98.8	97.0	99.1	99.0	99.4
Yellows	percentage of crop	0.2	0.3	0.4	0.5	0.1
Other Varieties	percentage of crop	0	0	0.1	0	0
U.S. No. 1	percentage of crop	60.4	66.2	68.8	73.0	72.3
U.S. No. 2	percentage of crop	8.8	7.9	7.5	11.4	11.1
U.S. Commercial Grade	percentage of crop	30.7	26.0	23.7	15.6	16.5
Seed	percentage of crop	0	0	0	0	0
Bulk	percentage of crop	35.0	32.2	29.9	23.2	21.6
Total rail shipments		160	106	103	48	67
Total truck shipments (fresh)		1776	2147	1920	1418	1615
Total truck shipments (processing)		240	308	267	373	308
Total year to date shipments		31240	31325	29344	31988	34533

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

		<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>
All Russets	U.S. #1 size A	6.09		6.70	10.69	6.90
All Russets	U.S. #2	4.32		5.34	7.37	4.71
Russet	U.S. Commercial Grade 100 lbs	7.86		10.09		9.50