

September 13, 2016

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NEXT CPAC MEETING

The next meeting of the CPAC (area II) will be held October 20th, at 7:30pm, in the CPAC office. **There is no meeting in September.**

POTATO FESTIVAL

The Colorado Potato Administrative Committee would like to thank all those that attended and helped with the 2016 San Luis Valley Potato Festival! We would like to thank our generous sponsors for supporting the Potato Festival and making this event possible! Thank you to 1st SouthWest Bank, Alamosa State Bank, Aspen Produce, B&C Electric, Big R, Bucks 'N Bulls Archery Pro Shop, C & L Container CO, CIA Leavitt Insurance Agency, City of Monte Vista, Colorado Gourmet Potatoes, Compost Technologies, LLC, Eagle Produce, Ecodynamics Inc., Farm Credit of Southern Colorado FLCA, Farm Fresh Direct of America, Farming Technology Inc./Mountain King, Frontier Bank, Hi Land Potato Company, JB Farms, LLC, Lenco Equipment, Maverick Potato Company, Monte Vista Cooperative, Monte Vista Fire Department, Monte Vista High School, Monte Vista Recreation Department, Poole Chemical, Rio Grande Savings & Loan Association, RPE, Inc. , San Luis Central Railroad, San Luis and Rio Grande Railroad, San Luis Valley Federal Bank, San Luis Valley Ice, San Luis Valley REC, Sorum Tractor, Sunflower Bank, United Fresh Potato Growers of CO, US Tractor, Valley-Wide Welding , Waste Management-Monte Vista, Wenta Nip & Sanitizing, and Wilbur-Ellis for your generosity and support! We would like to give a special thanks to all the CPAC board members and families who went over a beyond their duties to help both days at the park and behind the scenes. CPAC will be donating all proceeds from the festival to the family of Ron Crowther, who was an important part of our potato family.

MARKETING

CPAC will follow the lead of Potatoes USA FY16 Domestic Foodservice Marketing Program

Foodservice means big business for potatoes, accounting for 56 percent of all U.S. potato volume sales. In 2016 Technomic, Inc., a research and consulting firm, projects the foodservice category to grow 2.4 percent, providing tremendous opportunity for potatoes. To capture this opportunity, Potatoes USA implemented an integrated domestic marketing program in fiscal year 15/16 designed to inspire culinary professionals to offer more potatoes on their menus. The program kicked off with The Global Potato Menu Innovation Seminar at the Culinary Institute of America's (CIA) where chefs from across the U.S. had the opportunity to see how U.S. potatoes are used across the world. Over 50% of the participating chefs have been testing and/or already launched new potato items in their operations. Inspiring potato dishes were also featured in digital ads across foodservice sites. Trade publicity was an important component of the program and articles featuring potatoes ran in publications such as *Flavor and the Menu*, *Fast Casual*, *Pizza Marketplace* and *NRA Restaurant News*. A Promotion with *ChefsFeed* featured four inspiring potato dishes from across the U.S., wetting the appetites of trending culinary professionals and consumers alike with videos that showcased their signature dishes. Potatoes USA will continue to build on the momentum in the new fiscal marketing year and position potatoes as the ingredient MVP on menus nationwide. CPAC will follow the lead of Potatoes USA with marketing to Foodservice, as well as social media recipe production, and educational video productions from Middle and High school students.

SOCIAL MEDIA

In August, for the 2016 Colorado State Fair, Colorado Potatoes hosted a booth in the Agricultural Pavilion. The booth included a Selfie-Station where participants could use various props and take a selfie with our Colorado Potato Pal. Participants could then upload their selfie to either Facebook or Instagram with the hashtag #COPotatoesatStateFair. We picked three of the photos that were uploaded at random for three \$100 Gift Cards. The winners had to either be following @coloradopotatoes on Instagram or have liked our Colorado Potatoes facebook page in order to win. This resulted in an increase in both our Instagram and Facebook followers. Remember if you are not following us on these platforms to do so!

Also happening last month, Les Alderete and Skyline Potato was our very first shipper to be featured in our "Featured Grower/Shipper" section. We are still looking for more growers and shippers to participate in this section, so please email Savannah if you are interested. Our Recipe Spotlight was the Yellow Potato and Red Peppert Shrimp Saute. This month, we have partnered with Fexy Media to come up with a recipe video for Colorado Waffle Iron Potatoes. This video will be distributed by Fexy during the month of September through various online sources, including Relish, Monkey See and Daily Parent. We have also partnered with CBS for an online campaign during the month of September. This campaign will utilize search retargeting, mobile advertising and social marketing in order to reach food enthusiasts in the Colorado area.

AREA II NPC BOARD OF DIRECTORS

The CPAC elected Bob Mattive, Tyler Mitchell, Mark Peterson, and Miguel Diaz to the NPC board of directors at the August meeting. Dwayne Weyers will continue to represent CPAC on the NPC Executive committee where he is first serving as First Vice President and Vice President of the Grower Public Relations committee.

RESEARCH

Thanks to the research team at the S.L.V. C.S.U. Ag. Experiment Station for their help with the farm tour during the Potato Festival. We are grateful for their efforts to help us promote the potato industry. Please take a look at this link on a recent story on potatopro.com about flavor, taste, and carbohydrates. Dr. Jayanty has been working the last two years on potato flavor and taste through an USDA specialty crop block grant. The idea is to develop a chemical analysis tool for flavor that could then be used to screen new potato varieties for flavors and tastes that consumers prefer. Here is the link: http://potatopro.com/news/2016/salty-sweet-sour-bitter-umami-and-starchy?utm_source=PotatoPro&utm_campaign=f881382709-Daily+News+-+English+Regular+US&utm_medium=email&utm_term=0_af560c7189-f881382709-296681829

Dr. Holm will be harvesting his single hill trials this week at the station and would like to invite anyone interested to come out to see how variety selections are made and clones advanced in the breeding program. Please contact Dr. Holm at 754-3594 or david.holm@colostate.edu to let him know when you would like to come. You never know, you might help him pick the next great potato variety. We are including an article from Dr. Essah about his research and his cooperation with growers. He is always looking for more cooperators if you are interested.

COLORADO POTATOES AT REPUBLICAN SENATE COMMITTEE DINNER

We were excited that Senator Cory Gardner asked if we could provide Colorado potatoes to be part of the menu at this event on September 8th. The menu was exclusively Colorado ag. products and included purple potatoes from the San Luis valley donated by Worley Family Farms. Previously we have had Colorado potatoes planted in the White House garden by Michelle Obama and the harvest served at the White House.

THE CONSUMER MESSAGE

Last week I had the opportunity to participate in a panel discussion about Colorado agriculture as part of the Colorado Proud program. There was a large amount of media there and they had the opportunity to ask questions about our products and farming in general. It was readily evident that most of them really want to know more about their food and feel a connection to that food. They want their food to be locally sourced and as fresh as possible. They really want to learn how food is produced and why farmers do what they do, because truthfully they don't know now.

This is an opening for us to be educators and clearly explain the what, how, why, who, and where to millions of Americans who really have a hunger to learn about food. We shouldn't look at this as another challenge to overcome but rather a chance to tell our great story and positively influence the conversation around agriculture and food in general.

The advancements in American agriculture in the last century have been breathtaking and our consumers embrace similar technological advancements in their personal lives. There is no reason to believe they don't want their food supply to benefit from the same technology if we can share our story with transparency. I made the comment that I was sure that consumers didn't want us to go back to farming with horses again and the crowd really laughed. But I had to wonder if someone in the crowd thought maybe we should. ☺

FUTURE TECHNOLOGY

See what is coming down the pike: <http://www.precisionag.com/business/market-impact/report-ag-robots-and-drones-may-be-a-10-billion-market-by-2022/>

ADAMS STATE SPUD BOWL and AG DAY OCT 8TH

Hope to see you at the A.S.U. football game vs. Colorado State University-Pueblo. Join us as we celebrate San Luis valley potatoes and the opportunity to be a part of agriculture in Colorado.

MEETING CALENDAR:

10/8	Spud Bowl/Ag Day
10/14-16	PMA Fresh Orlando
10/20	CPAC Meeting 7:30pm
11/17	CPAC Meeting 7:30pm

AUGUST SPUD FACTS

		<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>
Shipments	480 cwt equivalent	572	849	830	422	906
Reds	percentage of crop	1.1	0.5	0.0	0.0	0.8
All Russet Varieties	percentage of crop	98.9	98.9	99.7	98.4	96.9
Yellows	percentage of crop	0.0	0.6	0.4	1.6	1.8
Other Varieties	percentage of crop	0.0	0.0	0.0	0.0	0.6
U.S. No. 1	percentage of crop	69.9	79.8	71.2	83.9	77.3
U.S. No. 2	percentage of crop	13.7	13.3	13.7	10.4	15.6
U.S. Commercial Grade	percentage of crop	16.4	5.6	15.1	5.7	6.6
Seed	percentage of crop	0.0	1.3	0.0	0.0	0.6
Bulk	percentage of crop	22.0	11.7	20.2	11.1	13.0
Total rail shipments		0	0	0	0	0
Total truck shipments (fresh)		338	653	717	306	805
Total truck shipments (processing)		234	196	113	116	101
Total year to date shipments		31812	32174	30176	32410	35439

Average F.O.B. prices for August

Not enough sales during the Month of August to report price.

THINK SAFETY FIRST DURING HARVEST

Please take our Survey to help improve the Spud Items!

<https://www.surveymonkey.com/r/89J6D97>

It takes less than 5 minutes and will give us valuable feedback on how to improve the Spud Items Newsletter. Thank you!