

October 6, 2016

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NEXT CPAC MEETING The next meeting of the Colorado Potato Administrative Committee (Area II) will be held October 20th, at 7:30 pm, in the CPAC office conference room.

REMEMBER OCT 8TH IS THE ADAMS STATE SPUD BOWL-AG DAY

2016 PVY HARVEST SURVEY Is shipping to Mexico an option for you? **Sign up for free anonymous testing of your potato crop for PVY.** For the last 3 years the Potato Certification Service and SLV Research Center undertook a PVY survey for the San Luis Valley. In 2015 little PVY-n was found through the survey, but there was small geographical representation of the lots that were surveyed. In 2016 we are encouraging greater participation by commercial growers. Using grant funding CPAC is offering **FREE** testing of your harvested tubers for various strains of PVY. This summer potato leaves were collected and tested from commercial and seed lots. Tuber samples are needed now from these fields to correlate summer leaf sampling results. In order to get a tuber test on a lot, all that is needed by the Disease Testing Lab, in addition to your lot(s) information (variety, generation, source, circle ID/location, acres planted, etc.), is your **RANDOMLY** sampled harvest tubers, 400 of ANY size per lot (up to 3 lots for free). The goal is to target tuber samples from fields tested during the summer, but previously untested fields will be accepted. Funding is available to test 23 samples of 400 tubers, so the sooner you bring in the sample the better! This tuber sampling should give growers a better understanding of what strains of PVY are present in tubers versus leaf samples, and the extent of PVY spread late in the season. Please contact greg.hess@colostate.edu or (719) 588-0111, to receive free testing as part of this remaining survey.

POTATO INDUSTRY LEADERSHIP INSTITUTE CPAC is accepting applications for the Potato USA- National Potato Council Potato Industry Leadership Institute (PILI) class of 2017. The program is designed to identify, develop and cultivate new leaders within the U.S. potato industry. The annual eight-day program, sponsored by Syngenta will be held February 8-16, 2017. Beginning in Bangor, Maine participants will receive an overview of the U.S. potato industry and tour local production areas, fresh pack facilities and frozen processing plants. The group will then travel to Washington, D.C., where the focus shifts to national legislative and regulatory policy priorities for the U.S. potato industry. Registration forms and scholarship applications are now available at <http://nationalpotatocouncil.org/events-and-programs/potato-industry-leadership-institute/> [online here](#) . Please submit your application to Linda Weyers by October 19th. The CPAC committee will select our participants at the October 20th CPAC meeting.

SOCIAL MEDIA In September, we ran a campaign with Fexy Studios. We partnered with Fexy to produce a recipe video that demonstrated how to make Colorado Waffle Iron Potatoes (<https://www.coloradopotato.org/coloradowaffleironpotatoes/>). This is a fun and creative new way to enjoy potatoes, which involves pressing potatoes into a waffle iron or Panini press then choosing from a variety of toppings. Fexy distributed our video over a variety of digital mediums. Our Colorado Waffle Iron Potatoes Video was featured on Daily Parent, Relish, MonkeySee, AOL On, YouTube and Facebook. As of September 9, our video was seen 51,758 times! We also partnered with CBS on a digital campaign last month. We used our recipe video for Colorado Waffle Iron Potatoes, as well as a variety of static ads, to reach consumers. Beginning September 12th our ads were distributed via desktop, mobile and social media, and using methods like search retargeting, we are connecting with consumers that are most likely to be interested in Colorado potatoes! As of September 25th we have had 70,171 mobile impressions, 59,313 search retargeting impressions and 39,039 Facebook impressions. This campaign will continue through October 12th. Next month the Colorado Waffle Iron Potatoes will be our featured recipe on our own social media accounts, and Mark Peterson and Peterson Farms will be our featured grower. If you would like to be featured, please contact Savannah at sschlaufman@coloradopotatoes.org. As always, be sure you are following Colorado Potatoes on Facebook, Twitter, Instagram and Pinterest.

ELECTION CONSIDERATIONS CPAC can't endorse any candidate or position but it is important that our voices be heard in the upcoming election. Please take the time to be an informed voter. Every four years, the American Farm Bureau Federation asks the Democratic and Republican presidential nominees to address the issues that concern farmers and ranchers the most. They asked the two candidates the same questions about their positions on biotechnology, trade, immigration reform, regulatory reform, food safety and more.

See their responses at this link: <http://election16.fb.org/2016/09/14/presidential-contenders-to-weigh-in-on-issues-important-to-farmers-ranchers/>

Here is a link to the Colorado Legislative Council's 2016 Colorado Blue Book: <https://www.colorado.gov/pacific/cga-legislativecouncil/ballotblue-book>

There is a great deal of information available on the upcoming ballot including the six ballot initiatives that would result in changes to the Colorado Constitution. Of particular importance to rural voters is Amendment 71, Requirements for Constitutional Amendments. Amendment 71 adds a requirement that signatures be collected statewide for the citizen-initiative process and increases the percentage of votes required to adopt changes to the constitution in most situations. Amendment 71 does not alter the process or requirements for citizen initiatives that propose changes to state statutes.

MARKETING With harvest underway, we are excited to start promoting the new crop. CPAC will again be purchasing salad bars for the Let's Move Salad Bars to Schools initiative in partnership with Potatoes U.S.A. and United Fresh. Last year the entire potato industry donated 212 bars to schools making them the largest contributor to the program from the produce sector. There are hundreds of schools across the nation waiting for salad bars. School salad bars increase the student's fruit and vegetable consumption and introduce them to a wide variety of fruits and vegetables encouraging children to develop healthier eating habits. There are 55 million kids attending K-12 schools nationwide, and annually they eat over 5 billion school lunches. If potatoes were on each plate just one extra time per week that would be 3.75 M cwt. of additional potatoes served yearly. Please help us stretch our donation by partnering in the \$3,030 cost of a salad bar. Keep in mind that Potatoes USA will match all salad bar donations. That means if you partner with CPAC a needy school will get two salad bars placed for your \$1515 donation! Thanks to Stone's Farm Supply's generous donation last week the Sargent school district will receive two salad bars soon. Please contact the office if you are interested in partnering in this worthwhile program. The CPAC staff is preparing to attend the PMA Fresh summit in Orlando, planning a school video contest, and developing new recipe placements for on-line channels. Stay tuned for more detail.

MEXICO-CENTRAL AMERICAN TRADE MISSION Thanks to the Colorado Department of Agriculture International Markets section CPAC hosted nine potential potato buyers from Mexico and Central America on September 22-23. The buyers were personally able to see how impressive potato harvest and the potato supply chain are. They received education on how Colorado growers address phytosanitary export requirements through seed certification and disease testing. They had

the opportunity to visit individually with SLV shippers to discuss business opportunities. Thanks to everyone who assisted: Aspen Produce, Martinez Farms, Farm Fresh, Monte Vista Potato Growers, Mitchell Farms, San Luis Valley CSU Research farm, Skyline Produce, RPE Colorado, Worley-McCullough and Wada Farms. A special thanks to the crew who went above and beyond to pull the bus out of the sand. You know who you are © S.L.V. growers exported approximately 8% of the 2015-16 to Mexico. CPAC, Potatoes USA, and the NPC continue to work on opening the entire country of Mexico for U.S. potatoes.

INDUSTRY OPEN HOUSE OCTOBER 13 AT SLV RESEARCH CENTER On October 13th at 12:30 p.m. CPAC and the SLV Research Center will be hosting an open house for the three new department heads that Colorado State University has recently hired. Dr. James Pritchett, the Associate Dean of the College of Agricultural Sciences, will be here to introduce them to the industry. There will be a free lunch for those who can come catered by Locavores, the Seger family's new restaurant in Alamosa. <https://www.facebook.com/EatLocavores/>

The new department heads will be working with our industry closely. They are:

- Jessica Davis- the new Department head of the Horticulture and Landscape Architecture.
- Gene Kelly- Deputy Director of the Agricultural Experiment Station and Associate Dean for Extension
- Amy Charkowski- the new Department Head of Bio agricultural Sciences and Pest Management effective [October 1, 2016](#).

Come out to celebrate the end of the harvest season and greet our new partners at C.S.U.

MEETING CALENDAR:

10/08	Spud Bowl/Ag Day
10/15-16	PMA Orlando
10/20	Monthly CPAC Meet 7:30pm
11/17	Monthly CPAC Meet 7:00pm

SEPTEMBER SPUD FACTS

		<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>
Shipments	480 cwt equivalent	2349	2082	1572	1838	23.47
Reds	percentage of crop	2.5	3.4	2.6	1.5	2.2
All Russet Varieties	percentage of crop	89.5	88.9	86.8	90.7	88.8
Yellows	percentage of crop	68	7.5	10.3	7.8	8.3
Other Varieties	percentage of crop	1.2	0.1	0.3	0.0	0.8
U.S. No. 1	percentage of crop	62.1	69.4	68.4	61.9	73.1
U.S. No. 2	percentage of crop	3.7	4.0	5.8	5.4	5.6
U.S. Commercial Grade	percentage of crop	33.5	26.4	25.0	32.4	20.0
Seed	percentage of crop	0.6	0.2	0.8	0.1	0.9
Bulk	percentage of crop	45.5	42.6	39.6	43.4	39.7
Total rail shipments		56	0	6	47	43
Total truck shipments (fresh)		2164	1946	1424	1665	2207
Total truck shipments (processing)		128	136	141	125	97
Total shipments for the year to date		2349	2082	1572	1838	2347

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

	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>
Reds U.S. #1 size B	n/a	n/a	n/a	n/a	n/a
Yellow 5#	13.38	12.25	11.50	13.50	n/a
Bulk Russets U.S. Commercial Grade 100 lbs	7.33	8.30	7.03	11.52	5.47
All Russets U.S. #1size A	6.25	5.88	6.20	7.40	4.88
All Russets U.S. #2	5.29	5.32	5.10	n/a	4.17

UTILIZATION REPORT 2015-2016 CROP

U.S. No. 1 Quality	8,670,109	cwt
U.S. Commercial Grade	3,262,855	cwt
U.S. No. 2 Quality	911,235	cwt
Specialty (Fingerling)	321,429	cwt
Certified Seed shipped out of area	426,005	cwt
Local Processing	1,442,457	cwt
Out of Area Processing	1,624,644	cwt
Seed to Plant 51,000 Acres	1,071,000	cwt
Farm Use, shrink, livestock	2,213,266	cwt
USDA Production Estimate	19,943,000	cwt

Please take this short survey to help us improve the Spud Items:

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