

November 4, 2016

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NEXT CPAC MEETING

The next meeting of the Colorado Potato Administrative Committee (Area II) will be held November 17th, at 7:00 pm, in the CPAC office conference room. Please note the earlier time.



The EXPO will be held Jan. 4th-6th in San Francisco. To register and find agenda and speaker information go to www.potato-expo.com. The NPC meeting will be Jan. 6th-7th following the EXPO.

To register use this link: <http://nationalpotatocouncil.org/events-and-programs/annual-meeting/>

These events are separate and require separate registrations.

NPC NEWS

POTATO LEADERSHIP INSTITUTE- CPAC will be represented by Jared Smith and Lyla Davis. The class will be Feb. 8-16th and will start in Bangor, Maine and finish in Washington D.C.

2017 NPC POTATO FLY-IN - The Fly-in will be February 13-16 in Washington, D.C. Potato growers and industry leaders will listen and learn as featured political and policy arena speakers address key issues facing the potato industry. Attendees also meet with administration officials from agencies including the U.S. Department of Agriculture and the Environmental Protection Agency. The Fly-In culminates with attendees taking to Capitol Hill to lead the industry's grassroots advocacy efforts. The CPAC committee will assist a limited number of growers with registration and lodging cost for the Fly-in. Please contact the CPAC office if you are interested.

NPC INSIDER REPORT - There are five names leading the list for U.S. Secretary of Agriculture should Hillary Clinton win the election. That list includes Colorado's own governor John Hickenlooper; Blanche Lincoln, a former Arkansas senator and first woman to serve as Chair of Senate Ag Committee; Kathleen Merrigan, the former deputy secretary of agriculture; Karen Ross, the current agriculture secretary of California; and Steve Beshear, the former governor of Kentucky. Hickenlooper has come out in support of the Trans-Pacific Partnership. Merrigan has been a leader in supporting local and small farmers. However, the leading candidate according to *Politico* is Ross, who was chief of staff for Agriculture Secretary Tom Vilsack and was president of the California Association of Winegrape Growers before assuming her current position in California.

RESEARCH COMMITTEE

I am excited to share that Doug Messick has been selected to represent CPAC on the NPC Time Zone committee. This means Doug will be involved in reviewing potato research projects submitted to the Agricultural Research Service (ARS), and a member of the newly formed Potato Research Advisory Committee created in the re-organization of the Alliance for Potato Research and Education (APRE). This committee will work with state organizations and university researchers to develop a coordinated research strategy for the potato industry on the highest priority production issues affecting potato growers.

The agenda for the Southern Colorado Rocky Mountain Ag Conference is being finalized. The research sub-committee met with CSU Extension director Marvin Reynolds to provide input into the agenda at the CSU open house on October 13th. If you have topics you would like to suggest please contact Jim at 852-3322 or Marvin Reynolds at 852-7381.

C.S.U POTATO BREEDING OPEN HOUSE NOVEMBER 30TH

Did you know it can take fourteen years to develop a new potato variety? The C.S.U. Potato breeding open house at the CSU Ag. Experiment Station is tentatively scheduled for November 30th. Samples of the advanced potato selections will be available for review and lunch will be provided. Following lunch there will be an evaluation meeting for the advanced selections. We will pass on the final meeting date as soon as it is set.

INTERESTING AG STORIES IN THE NEWS

Food Safety News: <http://www.foodsafetynews.com/2016/11/three-new-gmo-spuds-earn-permission-from-usda/#.WBpB5pGONeQ.email>

Seed World: <http://seedworld.com/can-turbocharged-gene-banks-accelerate-plant-breeding/>

Spud Smart: <http://spudsmart.com/scientists-hope-harvest-wonder-drug-potatoes/>

COMMERCIAL AND PRIVATE PESTICIDE APPLICATORS TRAINING NOVEMBER 9TH

The Center Conservation District is hosting this training Wednesday Nov. 9th at the USDA Service Center. Registration opens at 8:30 a.m. Please contact Brenda Anderson for more information at 754-3400, ext. 104. 7 core CEU credits will be offered and lunch will be provided by CPAC.

QUINOA MEETING NOVEMBER 21ST AT ADAMS STATE UNIVERSITY

If you are interested in learning about this promising alternative crop and the growing market opportunities for quinoa please put this date on your calendar. The CSU Extension Service and Colorado Department of Agriculture are working together to host this meeting. Interested parties will learn about producing and marketing quinoa. We will pass on the final agenda and time when they are determined.

MARKETING

Aspen Produce, Canon Potato Co., Farm Fresh, RPE, Wada Farms, Mountain King and CPAC devoted their time and talent to promoting Colorado Potatoes at the PMA Fresh Summit in Orlando. Many of their booths were under the umbrella of the Colorado Dept. of Ag's Colorado Pavilion. There were several interesting and innovative ideas on display for the produce industry including new packaging and smaller size profile potatoes. Many international buyers visited the CPAC booth and showed a real interest in Colorado potatoes. Our Mexico market consultant Nora Gonzales introduced potential Mexican produce buyers to Colorado shippers that were in attendance. CPAC staff shared our shipper's contact information with many interested show attendees. All Colorado potato shippers are invited to participate in the pavilion next year in New Orleans. Contact Jim or Linda for information.

You may have seen our television ad during the Broncos game on Oct. 24! After the elections, we will advertise again on channel 9 and channel 20 in the Denver area.

Linda will be attending the Colorado Restaurant Association meeting on Nov. 3 and distributing more than 1,000 of our Colorado Potato Cookbook! What a great opportunity to expose Colorado chefs to your great potatoes.

AG WATER SUMMIT NOVEMBER 29TH

The Inter Basin Compact Committee (IBCC) is co-hosting an Ag Water Summit in partnership with the Colorado Ag Water Alliance (CAWA) on November 29th at the Jefferson County Fairgrounds. The meeting will focus on exploring alternative transfer methods (ATMs) to help alleviate the traditional buy-and-dry of irrigated agriculture that is a goal of Colorado's Water Plan. Discussion at the meeting will provide a dynamic summary of the most promising ATM projects and tools.

[IBCC/CAWA Agriculture Water Summit](#)

SOCIAL MEDIA

Recently we finished our online campaigns with Fexy Studios and CBS. This campaign was centered on our Colorado Waffle Iron Potatoes recipe video : <http://coloradopotato.org/coloradowaffleironpotatoes> We are excited that our final numbers were much better than anticipated. In fact these campaigns were so successful that we plan to expand this effort nationally. We want to capitalize on the popularity of recipe videos by showing consumers new and innovative ways to prepare potatoes, as well as introduce them to the Colorado Potatoes brand. October also saw the return of our Featured Grower/Shipper segment. Mark Peterson and Peterson Farms, LLC was featured on our website and social media platforms throughout the month of October. To read his story, please visit <https://www.coloradopotato.org/peterson-farms-llc/> and if you would like to be featured, please contact Savannah at sschlaufman@coloradopotatoes.org.

This month Colorado Potatoes continued our partnership with Produce for Better Health by participating in their MyPlate campaign that promotes filling half of your plate with fruits and vegetables. This year, we co-sponsored a plate with the U.S. Apple Association. Our sponsored plate was a One-Dish Roasted Potatoes and Apples with Chicken Sausage (find it at <http://www.fruitsandveggiesmorematters.org/one-dish-roasted-potatoes-and-apples-with-chicken-sausage-recipe>). This recipe meets all MyPlate guidelines, and will be our November featured recipe! This was also pushed out on all of the Fruits & Veggies-More Matters social media platforms on October 31. Stay up to date with what we are doing and help us spread the word that potatoes are good for you by following Colorado Potatoes on Facebook, Twitter, Instagram and Pinterest.

MEETING CALENDAR

11/17	CPAC meeting 7:00 p.m.
11/21	Quinoa meeting- Adams State
11/29	Ag Water Summit
12/14	CO. Energy meeting 7:30 a.m.
12/15	CPAC meeting 7:00 p.m.
1/4-6	Potato Expo Las Vegas
1/6-7	NPC Annual Meeting
2/7-9	SLV Ag Conference

OCTOBER SPUD FACTS

		<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>
Shipments	480 cwt equivalent	2542	2619	2499	2469	2902
Reds	percentage of crop	7.3	4.5	5.9	3.2	3.5
All Russet Varieties	percentage of crop	81.4	87.1	82.9	89.6	87.5
Yellows	percentage of crop	11.0	7.7	9.8	6.9	7.8
Other Varieties	percentage of crop	0.2	0.7	1.4	0.5	1.2
U.S. No. 1	percentage of crop	68.2	75.6	80.2	68.5	68.6
U.S. No. 2	percentage of crop	5.0	5.5	6.4	6.1	6.1
U.S. Commercial Grade	percentage of crop	25.9	18.7	12.8	24.9	25.2
Seed	percentage of crop	0.9	0	0.6	.5	0
Bulk	percentage of crop	40.6	32.0	27.5	32.4	35.6
Total rail shipments		109	64.4	92.6	163	157
Total truck shipments (fresh)		2267	2271	2238	2080	2572
Total truck shipments (processing)		165	283	168	226	173
Total shipments for the year to date		4890	4700	4071	4307	5247

**Average F.O.B. prices for October
(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 sizeA 5#	16.58	11.21	n/a	n/a	n/a
Yellow Varieties	5#	13.79	12.07	10.97	12.50	n/a
All Russets	U.S. #1size A	5.86	5.89	5.73	7.20	4.77
All Russets	U.S. #2	5.09	4.90	5.00	5.69	4.05
Bulk Russets	U.S. Commercial Grade 100 lbs	6.88	6.92	6.18	10.40	4.88