

January 10, 2017

Compiled by CPAC Staff- (719) 852-3322 FAX 852-4684
Web Page: www.coloradopotato.org Email: lweyers@coloradopotato.org

NEXT CPAC MEETING

The next meeting of the Colorado Potato Administrative Committee (area II) will be held January 19th at 7:00pm, in the CPAC office conference room.

LATE BLIGHT QUARANTINE INSPECTION FOR IMPORTED SEED

If you are planning to bring seed into the San Luis valley from outside the area you must follow the rules established by the Late Blight quarantine (LBQ). The LBQ insures all seed imported into the SLV must be certified and accompanied by 1) a certificate that shows proof of field inspection, 2) a North American Plant Health Certificate issued by the certifying authority for seed potatoes were the seed potatoes were grown, and 3) laboratory test results documenting that a representative sample of tubers from the load(s) was tested for late blight. Imported seed shipments must be re-inspected during the unloading process to verify the absence of Late Blight symptoms. The rules regarding imported seed can be found on our website at this link:

<https://www.coloradopotato.org/wp-content/uploads/2016/04/Late-Blight-Quarantine-8-CCR-1203-13-eff-Jan-2014-w-SBP.pdf>

Please direct any questions concerning imported seed to the Fruit and Vegetable Inspection Service at (719)-852-4749.

LIVESTOCK FEED if you are feeding potatoes to livestock please report the cwt. to the CPAC office so we can update crop disappearance. This information is relevant for market supply and market prices.

NPC

The National Potato Council (NPC) has added Kam Quarles as Senior Director of Public Policy.

Mr. Quarles has spent more than two decades resolving complex regulatory, communication and public relations issues for international businesses, public agencies and national trade associations including representing the National Potato Council for the last seven years at McDermott, Will & Emery LLP.

CPAC ELECTION

The CPAC will be conducting its annual election February 7th-9th 2017. If you are interested in serving as a member of C.P.A.C., please submit your name to the C.P.A.C. 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 Rio Grande County Grower, One Saguache County Grower, one Independent Handler, one seed producer and One Bulk Shipper and an alternate for each position.

SOUTHERN ROCKY MOUNTAIN AG CONF. FEBRUARY 7-9th

Topics will include an update on biological nematode control, Silver Scurf management, low energy precision application (LEPA) and drag center pivot irrigation, ag. commodity market forecast, quinoa markets, hemp seed certification, poultry manure application practices, potato seed law, water sub-districts, updates from N.P.C., Potatoes U.S.A., and United Potato Growers, and much more.

Plan to spend some time listening to the keynote speaker Damon Mason: <https://www.damianmason.com/>

POTATO BUSINESS SUMMIT JANUARY 4TH

Couldn't travel to the Potato Expo last week? You can still view the 2017 Potato Business Summit. To watch the Summit, go to www.PotatoBusinessSummit.com.



The Fly-in is 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 advocacy efforts. The conference offers the opportunity for face-to-face meetings with members of Congress, their staff, and interaction with influential Administration officials and regulators. Lawmakers need to be educated about our issues and hearing your personal story is the best way to accomplish this. The CPAC committee will assist a limited number of growers with registration and lodging cost for the Fly-in. For more information see this link: <http://www.cvent.com/events/2017-potato-d-c-fly-in/event-summary-c67dec13435244898a9f58e0380cb55d.aspx?i=22f9c813-0f84-4329-b1cf-fb550d422f67>

Please contact the CPAC office at 852-3322 if you are interested.

RESEARCH

We are asking growers to complete this survey online as part of the "Soil Health" specialty crop block grant. Growers who complete the survey will be entered into a drawing for two \$100 VISA gift cards. Here is the link:

<https://www.surveymonkey.com/r/SLVSoilHealth>

Thanks to those who have already taken the time to complete the survey. It is important to the project to have as much information on grower's current practices as possible.

The research committee met in December to set priorities for 2017 research projects and the request for research proposals will go out in early January.

MEXICO EXPORT PROTOCOL REVIEW

Brian Pauley and Mitch Yergert with C.D.A. will be presenting a refresher course on the protocol for export shipments going to Mexico for all shippers and grower that are interested on Thursday Jan 12th at 4:00pm at the CPAC office.

CPAC SOCIAL MEDIA

We are very excited to announce the launch of our brand new Spanish website! You can find it at PapasdeColorado.com or by clicking the "Español" button at the bottom of our English site. We're very excited to have the Spanish website up so we can better serve our Spanish-speaking consumers.

Our “12 Days of Christmas Recipes” Facebook event was very successful, resulting in 11,321 overall impressions. During this event, we shared twelve holiday recipes on our Facebook page, and invited our followers to share them with their friends. At the conclusion of the event, we randomly selected one of those who had shared our recipes for a \$100 grocery gift card. Lawrence Roy Aiken was our big winner! Thank you to all who participated by sharing our recipes! Thank you also to everyone who contributed food for our Holiday Food Drive! All the food collected was donated to the Monte Vista Emergency Food Bank. As we go into the New Year, we wanted to reflect on all that we have done in 2016. We created a video that covers the highlights of 2016 for Colorado Potatoes. It’s up on YouTube, and the links can be found on any of our social media accounts (as well as at www.youtube.com/watch?v=-bPCwrdBPSc&feature=youtu.be).

MARKETING

According to Jenna Gross CMO, of Moving Targets, there are 6 key reasons why marketing is important.

It informs: You know the ins-and-outs of your product but do your consumers? In order to buy into a product, your audience needs to have a solid understanding of what it does and how it works.

It equalizes: Modern marketing is less expensive than ever before. Social media platforms and email campaigns have made reaching out to consumers economical. Modern consumers value experience over pricing, so this kind of one-on-one interaction could push customers in your direction.

It sustains: Marketing sustains a company’s presence. It is important because it allows businesses to maintain long-lasting and ever-present relationships with their audience.

It engages: Customer engagement is the heart of any successful business. Consumers want to be engaged outside the store. This is where marketing comes in; you can send your customers content to keep them engaged beyond store hours. You want your audience to want to form a relationship with your brand.

It sells: Marketing is important because it helps sell your products. The bottom line of any business is to make money and marketing is essential to reach that goal. Businesses need to create fresh and inviting content to draw customers in and lead them to a purchase.

It grows: Marketing is an important strategy to ensure the growth of your business. While your current customers should always be your main priority, marketing efforts can help you expand this base. Social media campaigns can engage existing consumers and spread the word to new potential customers.

CPAC will keep this in mind as we start the New Year and use what tools we have to help market Colorado Potatoes in 2017.

THE GOVERNOR’S OUTLOOK FORUM FOR COLORADO AGRICULTURE FEBRUARY 18th

At the 2016 Governor’s Forum on Agriculture, participants will hear from leading experts about the changing landscape of Colorado agriculture. The program, “Next Generation Agriculture” is designed to provide greater insight into the future challenges regarding the demographics of agriculture, the use of technology, and our current labor force challenges. For more information or to register see this link: www.governorsagforum.com **HOLIDAY FOOD DRIVE** Thank you also to everyone who contributed to our our Holiday Food Drive! All the food collected was donated to the Monte Vista Emergency Food Bank.

MEETING CALENDAR:

- 1/19 CPAC Meeting
- 1/20 Sponsor Adams St. BB Game
- 2/7-9 Rocky Mtn. Ag Conf.
- *No February CPAC Meeting*
- 2/13-2/16 NPC Potato DC Fly-In

DECEMBER SPUD FACTS

		<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>
Shipments	480 cwt equivalent	3056	3244	3058	3101	3056
Reds	percentage of crop	5.9	6.7	5.9	3.9	1.4
All Russet Varieties	percentage of crop	77.4	75.7	79.4	79.5	82.9
Yellow Varieties	percentage of crop	12.5	14.1	10.3	10.4	9.6
Other Varieties	percentage of crop	4.2	3.5	4.3	6.3	6.2
U.S. No. 1	percentage of crop	64.8	63.5	61.4	65.1	64.2
U.S. No. 2	percentage of crop	4.6	5.1	5.8	6.7	5.6
U.S. Commercial Grade	percentage of crop	27.1	27.3	27.6	23.8	26.6
Seed	percentage of crop	3.4	4.1	5.2	4.4	3.6
Bulk	percentage of crop	40.1	37.8	38.3	39.7	37.9
Total rail shipments		188	175	190	236	178
Total truck shipments (fresh)		2585	2700	2654	2614	2715
Total truck shipments (processing)		283	369	214	251	162
Total shipments for the year thru December		11190	11292	10579	10529	11747

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

		<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>
Yellows	5#	13.38	11.00	11.06	12.20	10.25
All Russets	U.S. #1size A	5.50	5.75	5.68	7.50	5.44
All Russets	U.S. #2	5.00	4.85	4.88	6.25	4.04
Bulk Russets	U.S. Commercial Grade 100 lbs	6.98	6.69	5.75	10.50	5.00