

April 6th, 2017

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**NEXT MEETING** of the Colorado Potato Administrative Committee (Area II) will be held April 20<sup>th</sup>, 7:30pm in the CPAC office conference room.

### MARKETING

Did not know, as a grower or shipper of Colorado Potatoes, you are eligible to use the Colorado Potato logo in your own marketing outreach, including directly on your packaging. The new Colorado Potatoes logo is gaining traction and recognition every day. CPAC's online campaigns are reaching thousands of consumers in key shipping areas. What better way to maximize this successful campaign than connecting your potatoes to it directly at retail? You can also use the Colorado Potato logo on your website or marketing materials. Contact us at [info@coloradopotato.org](mailto:info@coloradopotato.org) and we will send our logo to you in the best format for your needs. We can also assist with formatting the logo onto your existing packaging, website or marketing materials.

### SOCIAL MEDIA

To celebrate National Nutrition Month, Colorado Potatoes partnered with Produce for Kids to participate in their ***We Heart RDs*** program. Produce for Kids distributed boxes to 300+ in-store Registered Dietitians. These RDs develop recipes, conduct demos and serve as an informational source for employees and customers. The boxes they received were filled with items for them to use, such as nutritional information and recipes for them to give to customers. Colorado Potatoes information and promotional items were featured in March's box, as well as on the online RD Resource Center. Colorado Potatoes were also featured on the Produce for Kids blog, with an article entitled *How to Fuel Young Athletes*, highlighting the performance benefits of potatoes.

**This is your chance to be a star.** We are starting an exciting YouTube series called ***From Seed to Store***. The series will follow various potato growers and shippers from the time the potato seed is cut in the spring to shipment into the grocery store. Please contact Savannah at [sschlaufman@coloradopotato.org](mailto:sschlaufman@coloradopotato.org) if you want to be involved.

**This is your chance to be a star.**

Be sure you are following Colorado Potatoes on Facebook, Twitter, Instagram, YouTube and Pinterest to stay up to date with all that we are doing! Be watching for the next edition of the Perfect Potato eNews! Please subscribe if you have not done so on our website and share with your friends and family!

### AG MERGERS

On April 5th Syngenta and China's National Chemical Corporation (ChemChina) announced that the U.S. Federal Trade Commission (FTC) approved the proposed acquisition of Syngenta by ChemChina. The companies say this represents a significant milestone in moving toward closing the transaction, which is now expected in the second quarter of 2017.

Recent developments in the DOW Chemical-DuPont merger have resulted in an agreement for FMC to acquire DuPont's crop protection business. FMC will acquire DuPont's global chewing pest insecticide portfolio, its global cereal broadleaf

herbicides, and a substantial portion of DuPont's global crop protection R&D capabilities. After closing this acquisition, FMC Agricultural Solutions will become the fifth largest crop protection chemical company in the world by revenue, with estimated annual revenue of approximately \$3.8 billion. DuPont must divest this division to comply with the European Commission ruling related to the merger. Additionally, DuPont will acquire FMC Health and Nutrition and receive \$1.2 billion in cash.

### NPC

Yesterday the House Agriculture Committee held a hearing to examine how the tax code impacts agricultural producers. Members of the committee heard from a panel of Members of Congress—including [Rep. Kristi Noem \(SD-at large\)](#) and [Rep. Lynn Jenkins \(KS-2\)](#)—from the House Committee on Ways and Means, the committee charged with crafting our nation's tax code. The Committee also heard from a diverse panel of witnesses including agricultural and tax professionals. **Agriculture Committee Chairman K. Michael Conaway** stated "Few business sectors in America are subject to as many unknowns as farming and ranching. With the upcoming potential for tax reform, it is important to highlight the unique challenges of the agricultural industry and explore opportunities within the tax code to better support a vibrant farm sector. As this difficult battle over tax reform begins the NPC joined 31 ag trade associations on a letter to House Ways & Means Chairman Kevin Brady (R-TX) and ranking member Richard Neal (D-MA) asking their support for including permanent repeal of the estate tax in any viable tax reform bill this Congress.

Click [here](#) for more information, including [opening statement](#) and the [archived webcast](#).

### COLORADO FRUIT & VEGETABLE GROWERS ASSOCIATION MEMBERSHIP DISCOUNT

The CPAC committee has signed an MOU with the CFVGA that will allow ten potato growers the opportunity to join the CFVGA at a substantial discount. Grower membership typically costs \$300 but the first ten potato growers joining during this promotion can join for \$100. Please see the attachments for more information on membership benefits. You can sign up on the CPAC website at this link: [www.coloradopotato.org/cfvga](http://www.coloradopotato.org/cfvga)

### RESEARCH

The Foundation for Food and Agriculture Research (FFAR) and The Samuel Roberts Noble Foundation launched a national cover crop initiative on March 22. The \$6.6 million research initiative, made possible by a \$2.2 million grant from FFAR, will promote soil health through the development and adoption of new cover crops across the United States. The focus of the initiative will be to identify cover crop species with the greatest potential to improve soil health and evaluate such species over a broad geography within three groups: small grains, annual legumes, and brassicas

An exciting soil health opportunity for the potato industry is in the formative stages. Recently industry members met with the Soil Health Institute and Samuel Roberts Noble

Foundation to discuss system approaches to improve soil health in potato production.

**SOIL HEALTH WORKSHOP**

There will be a soil health workshop April 12<sup>th</sup> at the Center-Ro Grande Conservation District demonstration farm from 9:00 a.m.-2:00 p.m. Please contact Brenda Anderson at 719-754-34000, ext. 104 for more information. CPAC is sponsoring lunch.

**HAACP TRAINING JUNE 6-7th**

CPAC will be sponsoring HAACP training on June 6-7<sup>th</sup> for those needing to renew their certification. Lori Randall of Professional Food Safety will be presenting the class. The cost will be \$75 for those needing certification and the training materials. If you only need the certification the cost will be \$50. The class will be held at the Masonic Lodge in Monte Vista. Please contact the CPAC office before May 1<sup>st</sup> if you are interested.

**FOCUS ON POTATO**

Normally potato psyllids are not a major issue for most SLV potato growers. But with the threat of Zebra Chip and the difficulty of controlling potato psyllids this report by Dr. Carrie H. Wohleb from Washington State University is well worth your time.

[Helping Growers Manage Potato Psyllids & Zebra Chip in the Columbia Basin of Washington State](#)

**ORGANIC AGRICULTURE**

New Nielsen findings released by the Organic Trade Association (OTA) show that 82.3% of American households have organic food in their kitchens. This is a 3.4% increase from 2015. In the first comprehensive look at organic purchases by households on a state-by-state level, the nationally representative Nielsen study of 100,000 households conducted in 2015 and 2016 reported that more households than ever bought organic food on a regular basis throughout 2016.

Organic food sales in the United States now total around \$40 billion annually, and account for around 5% of total food sales in this country. CPAC is tracking organic potato shipments and there has been substantial growth in organic potato production in the San Luis Valley.

**MEETING CALENDAR:  
CALENDAR**

4-20 CPAC meeting 7:30pm  
5-18 CPAC meeting  
6-14 CPAC Golf and Dinner

**MARCH SPUD FACTS**

		<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>
Shipments	480 cwt equivalent	3480	3364	3474	2965	3330
Reds	percentage of crop	7.0	5.8	5.8	6.9	3.9
All Russet Varieties	percentage of crop	74.9	76.6	73.9	76.8	82.7
Yellows	percentage of crop	12.6	12.9	15.9	12.2	8.1
Other Varieties	percentage of crop	5.5	4.7	4.5	4.0	5.3
U.S. No. 1	percentage of crop	54.1	53.3	52.6	55.1	58.2
U.S. No. 2	percentage of crop	5.3	5.9	5.9	7.1	7.1
U.S. Commercial Grade	percentage of crop	27.4	22.6	25.0	24.8	20.6
Seed	percentage of crop	13.1	18.2	16.5	6.7	14.0
Bulk	percentage of crop	44.1	48.4	46.9	42.2	41.0
Total rail shipments		122	128	146	166	35
Total truck shipments (fresh)		2994	2926	3068	2564	3101
Total truck shipments (processing)		364	310	260	235	194
Total shipments for the year to date		20133	20368	19980	19124	21069

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

		<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>
Yellows	5# packages	12.50	12.11	10.50	11.56	13.43
All Russets	U.S. #1size A	18.00	5.75	3.94	7.40	4.81
All Russets	U.S. #2 10# pack	4.66	4.58	3.48	6.20	3.56
Bulk Russets	U.S. Commercial Grade 100 lbs	6.75	6.70	6.12	10.50	4.87