

March 13, 2017

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**NEXT MEETING** of the Colorado Potato Administrative Committee (area II) will be held March 16, at 7:30pm, in the CPAC office conference room.

As you can see we are working extremely hard to spend our marketing dollars where we feel we can make the biggest impact and reach our target market consumer.

### **DOUG MONTER SCHOLARSHIP**

Graduating male seniors should contact their school counselor for information and an application regarding this annual CPAC scholarship. Deadline to have them to the CPAC office is COB April 3. <https://www.coloradopotato.org/wp-content/uploads/2017/02/2017-Doug-Monter-Scholarship-Application.pdf>

### **CPAC AT AG DAY IN DENVER**

The Government Affairs sub-committee of CPAC will be participating in the Ag Day celebration at the state capitol in Denver on March 22<sup>nd</sup>. We will deliver potatoes to the legislature and staff, and assist with the Chef-Legislator cook-off at noon inside the capitol. Ag Day raises awareness of the importance of agriculture in our state and country. The Colorado Agriculture Council, of which CPAC is a member, uses Ag Day to combat hunger in our state by fund raising for the Food Bank of the Rockies. If you want to learn more, donate, or participate please contact Jim. We encourage your participation.

### **CPAC COMMITTEE ELECTION RESULTS:**

#### **Saguache County**

MEMBER Sheldon Rockey ALTERNATE Mark Wright

#### **Rio Grande County**

MEMBER Mark Peterson ALTERNATE Doug Messick

#### **Alamosa County**

MEMBER Art Holland ALTERNATE Cory Myers

#### **Bulk Shippers**

MEMBER Brian Harrison ALTERNATE Dave Warsh

#### **Independent Handler**

MEMBER Kurt Holland ALTERNATE Les Alderete

#### **Seed Producer**

MEMBER Bob Mattive ALTERNATE Matt Seger

### **MARKETING**

The CPAC fiscal year is at the half way point, and we have spent almost ½ of our Marketing budget. Those funds have been spent in a variety of ways, the breakout follows;

- 3% has gone to trade print advertising.
- 3% to Colorado chef programs.
- 9% to the Mexico market including a reverse trade mission ANTAD trades show, and the development of the Spanish website.
- 30% to TV and online advertising. These, included a Bronco game ad, Colorado Proud advertising, online recipe video productions, an on-line marketing campaign targeted to the southeastern states, and Produce for Kid's registered dietician program in southeastern state stores.

### **SOCIAL MEDIA**

Did you receive our brand new newsletter, the Perfect Potato e-News, in February? This is a new vehicle for us to share information about Colorado Potatoes with consumers, such as recipes and stories about our amazing growers. You may subscribe to the **Perfect Potato e-News** by filling out the submission form located at the bottom of our website. Please take advantage of this and let us know what you think. The Colorado Potato Video Contest is open until April 1<sup>st</sup>. This contest is open to classrooms from Elementary to High School. To enter students must submit a 30 second to 2 minute video about why eating fruits and vegetable is important. The winning class and teacher will each receive \$300, and the winning school will receive a salad bar donation. For more information, visit [coloradopotato.org/videocontest](http://coloradopotato.org/videocontest) before the contest closes! We are also looking to fill spots in our Grower/Shipper Spotlight for the upcoming year. You can now fill out the entire survey completely online at [goo.gl/forms/3UIRhCGekNPtvOgM2](http://goo.gl/forms/3UIRhCGekNPtvOgM2) or our office can provide you a paper survey. This is a great opportunity to tell your story and educate consumers about where their potatoes come from. This is not just open to Growers and Shippers, but is open to all members of the industry!

Be sure you are following Colorado Potatoes on Facebook, Twitter, Instagram, YouTube and Pinterest to stay up to date with the latest news.

### **POTATOES USA ANNUAL MEETING**

This week CPAC staff and our Potatoes USA board members will be in Denver to learn what the latest and greatest news is from Potatoes USA. Potatoes USA board members representing our area: David Tonso, Segundo Diaz, and Sheldon Rockey. Be sure to ask them what they learned when you see them next.

### **NPC FLY-IN**

CPAC was well represented at the NPC Fly-in from February 13-16<sup>th</sup> with thirteen participants, including our Potato Leadership Institute nominees Jared Smith and Lyla Davis. The group visited all nine Colorado congressional offices focusing primarily on funding for potato breeding and agricultural research, regulatory reform including tax reform, insuring the Environmental Protection Agency uses consistent and science based processes in their decision making, the importance of international trade to the potato industry, in particular trade with Canada and Mexico, and emphasized the need for federal funding to improve infrastructure, in particular water storage and transportation. This is a great opportunity for growers to experience the legislative process in Washington D.C. and take the message to congress.

**LATE BLIGHT QUARANTINE FOR IMPORTED SEED**

Are you importing seed from out of the area? Be sure that you know the rules and contact the inspection service.

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

[Fungicide Management of Rhizoctonia Canker and Black Scurf](#) - Jeff Miller, Miller Research

[Practical Management of Powdery Scab](#) - Robert D. Davidson, Colorado State University

**RESEARCH COMMITTEE-PLANT PATHOLOGIST**

- The research committee met on March 4<sup>th</sup> for updates on 2016 research projects and then traveled to Ft. Collins on March 6-7<sup>th</sup> for presentations on 2017 projects. Eleven projects are under consideration from nine researchers. The research sub-committee will have funding recommendations for the CPAC committee at our March meeting. Members of the research committee are: Sheldon Rockey (chair), Tyler Mitchell, Grant Mattive, Tyler Thompson, Bill Crowder, Chris Sittler, Doug Messick, Art Holland, Kent Price, Cary Hoffman, and Russ Pratt.
- Earlier in March, working with the CPAC committee submitted three concept proposals to the Colorado Department of Agriculture for specialty crop block grant funds. Thanks to Samuel and Sastry.
- Colorado State University in moving forward to replace the potato plant pathology position vacancy. We will be involved with the search committee soon.

**AG IN THE NEWS**

[http://www.southwestfarmpress.com/outlook/southwest-agriculture-will-suffer-over-mexico-border-tax?NL=SWFP-01&Issue=SWFP-01\\_20170307\\_SWFP-01\\_569&sfvc4enews=42&cl=article\\_1&utm\\_rid=CPG0200002451598&utm\\_campaign=15139&utm\\_medium=email&elq2=26c7f45918f9434ab866a15b5d8c6648](http://www.southwestfarmpress.com/outlook/southwest-agriculture-will-suffer-over-mexico-border-tax?NL=SWFP-01&Issue=SWFP-01_20170307_SWFP-01_569&sfvc4enews=42&cl=article_1&utm_rid=CPG0200002451598&utm_campaign=15139&utm_medium=email&elq2=26c7f45918f9434ab866a15b5d8c6648)

[http://www.farministrynews.com/technology/putting-data-work-plant-health-management?NL=FIN-02&Issue=FIN-02\\_20170307\\_FIN-02\\_364&sfvc4enews=42&cl=article\\_2\\_b&utm\\_rid=CPG0200002451598&utm\\_campaign=15112&utm\\_medium=email&elq2=747a61184c41481ab137648cbdd39d23](http://www.farministrynews.com/technology/putting-data-work-plant-health-management?NL=FIN-02&Issue=FIN-02_20170307_FIN-02_364&sfvc4enews=42&cl=article_2_b&utm_rid=CPG0200002451598&utm_campaign=15112&utm_medium=email&elq2=747a61184c41481ab137648cbdd39d23)

**FOCUS ON POTATO**

This month there are two topics available from the Plant Management Network:

**MEETING CALENDAR:**

Mar 13-16 Potatoes USA annual meeting  
 Mar 16 CPAC meeting  
 Mar 22 Ag Day at the Capital  
 Apr 20 CPAC Monthly Meeting

**FEBRUARY SPUD FACTS**

		<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>
Shipments	480 cwt equivalent	2594	2771	2816	2674	2689
Reds	percentage of crop	7.7	6.5	5.0	7.0	4.3
All Russet Varieties	percentage of crop	72.2	76.7	71.4	70.5	79.7
Yellow Varieties	percentage of crop	11.0	10.0	14.8	15.3	4.3
Other Varieties	percentage of crop	9.2	6.7	8.8	7.1	6.3
U.S. No. 1	percentage of crop	55.1	61.5	58.1	59.6	62.6
U.S. No. 2	percentage of crop	6.1	7.9	5.9	6.9	7.7
U.S. Commercial Grade	percentage of crop	33.6	22.2	27.9	27.1	21.9
Seed	percentage of crop	5.2	8.5	8.1	6.3	7.8
Bulk	percentage of crop	49.6	40.7	42.1	38.0	36.2
Total rail shipments		134	144	148	173	48
Total truck shipments (fresh)		2134	2403	2462	2243	2442
Total truck shipments (processing)		325	224	206	258	200
Total shipments for the year to date		16653	17003	16507	16159	17738

**Average F.O.B. prices for February  
(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 bales		13.	11.5	11.00	11.82	10.52
All Russets	U.S. #1size A	5.72	5.75	4.50	7.50	4.98
All Russets	U.S. #2	4.97	4.50	4.25	6.25	3.75
Bulk Russets	U.S. Commercial Grade 100 lbs	6.97	6.68	6.13	10.50	4.90

