

July 7, 2017

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NEXT CPAC MEETING The next meeting of the CPAC (area II) will be held **July 20th at 7:30pm**, in the CPAC office.

NPC SUMMER MEETING A huge thanks to all the wonderful sponsors that helped CPAC in hosting the NPC summer meeting in Denver June 28-30th (Please see attached list). The meeting was a great success.

POTATOES USA' NOMINATIONS AT JULY MEETING, CPAC will have 1 opening. Nominating qualified growers to serve as representatives on the Board is a win-win proposition, as they will both represent your state's interests on the Board, as well as keep your state informed of how Potatoes USA is working to "*Strengthen Demand for U.S. Potatoes*". The United States Department of Agriculture (USDA), which oversees the program, encourages all producers and importers to participate in Board elections. **In an effort to enhance diversity of the Board, USDA also encourages women, younger growers, minorities, and people with disabilities to seek positions on the Board.** Further, Potatoes USA embraces diversity and strongly encourages industry members, without regard to race, color, national origin, sex, religion, age, disability, political beliefs, sexual orientation, size of business/operation, and marital or family status or other basis protected by U.S. law, to participate in the Board's activities and seek a position on the Board.

NPC REPRESENTATIVES TO BE SELECTED AT AUG. MEETING CPAC will be electing three representatives to the NPC Board of Directors in August. Colorado has lost one board member to the NPC because of by-law changes made by the NPC board of directors after a two year review of the NPC by-laws and declining acreage. If you are interested in one of these positions, please contact the CPAC office to be placed on the list of nominees. The NPC Board of Director positions are one year terms.

FOCUS ON POTATO Webinars for you from the Plant Management Network:

[Potato Growth and Development](#) - Mike Thornton, University of Idaho

[Helping Growers Manage Potato Psyllids & Zebra Chip in the Columbia Basin of Washington State](#) - Carrie H. Wohleb, Washington State University

SOCIAL MEDIA In June we announced that Brooke Eden would perform at our first ever concert at Ski Hi Park for Potato Festival! You can buy tickets for the concert at coloradopotatoes.eventbrite.com, or at the CPAC office. Brooke's powerful new single "Act Like You Don't" already has 15 million Spotify streams and counting! Be sure to like our page *San Luis Valley Potato Festival* on Facebook to read all about Brooke and keep up with all festival news. While you're there, let all your friends know that you'll be attending, and invite them along!

We released our very first potato craft video in June. To check it out, head over to ColoradoPotato.org/potatostamping or our YouTube channel. This video shows you step-by-step how to turn leftover potatoes into a fun and kid-friendly activity! If you do any potato stamping, be sure to share your artwork with us by using the hashtag #ColoradoPotatoStamping on Instagram or Twitter. You may have caught June's featured recipe, Colorado Potato Green Chili Poutine on our social media platforms. This is a Colorado-inspired take on the Canadian dish poutine, complete with green chili, cotija cheese and Colorado Potatoes. This is one of three videos that are being circulated as part of our Summer ABC/Scripps Media Campaign. Check out all three of the videos on our YouTube channel. As always, be sure to like us on Facebook, follow us on Twitter, Instagram and Pinterest to keep up with Colorado Potatoes!

NPC [filed comments](#) to the EPA docket in support of the re-registration of pyrethroids as a crop protection tool for the potato industry including CPAC.

The NPC comments focused on the importance of the Pyrethroid family of products to the potato industry as a part of on farm IPM programs. As a broad spectrum, pyrethroids are important in their own right, but also are critical in rotation with other chemicals to reduce the development of resistance. The industry is concerned that the Draft Risk Assessment developed by EPA significantly overstates the risk associated with the use of Pyrethroids particularly as related to aquatic systems. NPC urged EPA to utilize the additional scientific data provided by the Pyrethroid Working Group, a coalition of registrants, that more realistically demonstrates the possible impacts of pyrethroid use.

MARKETING More people, eating more potatoes, in more ways is the mantra that will guide everything that Potatoes USA will do in its Domestic Marketing program starting July 1. This seems like a reasonably important goal for the Colorado Potatoes Industry to strive for also.

CPAC will follow the trends in the retail, foodservice and non-commercial foodservice operation sectors provided by Potatoes USA. They will try to inspire consumers to eat more potatoes in more ways by overcoming barriers to potato consumption. The main barriers that will be addressed are health and wellness, convenience and stagnant preparations. Some of the promotions that CPAC will be doing include hosting the Potato Festival on Sept 9, 2017 as well as having a booth at the Colorado State Fair, producing more recipe videos, and television advertising with our Colorado Proud partnership. As our shipping year winds down, and we start planning for the next, we are encouraged by the direction our marketing subcommittee is progressing, keeping the defined barriers in mind.

NRCS SOIL HEALTH WEBINAR- [Soil Health Challenges of High Disturbance Crops](#)

Here is an opportunity to join the NRCS webinar on soil health on July 11th at noon MST. In stark contrast to the soil health principle of minimizing soil disturbance, certain crops, such as potatoes, sugar beets, and peanuts, require a lot of soil disturbance during harvest, leaving these soils in a degraded state. This webinar focuses on how innovative farmers are trying to overcome the impact of disturbance activities by adopting the ecological concepts outlined in NRCS' soil health principles.

<http://www.conservationswebinars.net/webinars/soil-health-challenges-of-high-disturbance-crops>

FLY OVER ACREAGE CPAC completed the annual acreage survey on June 22nd.

A Special thank you goes to Grant Mattive and Steve Van Treese for flying, Todd Johnston and Caitlyn Woodall with NASS and Scott Wolfe, Jake Burris and Tyler Mitchell. The county break-out is listed below:

County	2017	2016	2015	2014
Alamosa	17,925	16,551	18,005	18,269
Conejos	1,011	943	472	937
Costilla	2,774	2,901	2,758	3,393
Rio Grande	15,786	15,357	15,580	16,346
Saguache	<u>14,352</u>	<u>15,150</u>	<u>15,120</u>	<u>15,183</u>
Total	51,848	50,902	51,935	54,128

ANNUAL GOLF AND DINNER We would like to thank everyone that participated in the tournament and dinner, we had a great round of golf and great food!



AMAZON TO PURCHASE WHOLE FOODS

Remaining relevant in a landscape of ever more demanding consumers, new competition, and disruptive technologies is the challenge for most food and beverage companies. Getting closer to the consumer is now a key company strategy, amid real concerns that consumers are turning away from the traditional food and beverage products in favor of what the new kids can cook up.

A prime example is the recent news that Amazon and Whole Foods Market have entered into a merger agreement under which Amazon will acquire Whole Foods Market for \$42 per share in an all-cash transaction valued at approximately \$13.7 billion, including Whole Foods Market's net debt. Whole Foods Market will continue to operate stores under the Whole Foods Market brand and source from trusted vendors and partners around the world. John Mackey will remain as CEO of Whole Foods Market and Whole Foods Market's headquarters will stay in Austin, Texas. Completion of the transaction is subject to approval by Whole Foods Market's shareholders, regulatory approvals, and other customary closing conditions. The transaction is expected to close during the second half of 2017.

The deal gives Amazon control of Whole Foods' 431 store locations, which could help solve Amazon's "last-mile" delivery challenge for fresh groceries. That is "arguably the biggest single reason that Amazon has not been able to make a dent in the grocery shopping of the 60% of Millennials who already buy other items from Amazon," according to the market research company [The NPD Group](#). The AmazonFresh delivery service has been around for a decade but has been slow to take off, accounting for 0.8% of all grocery purchases in 2016. Of the people who already buy groceries through the internet, 52% of them are Amazon Prime members, according to research from The NPD Group. Those 431 stores will make it easier for those Prime members, who tend to purchase heavily through Amazon, to get access to fresh produce/foods.

"Fresh foods are the final frontier for Amazon," said David Portalatin, vice president, industry analysis, food, The NPD Group. "And figuring out how to get it to your front door is the ultimate in convenience for consumers. In order for Amazon to get the volume growth they are looking for, fresh foods have to be part of the equation. This deal gives them credibility with consumers and a major foothold in that space." What do you say to that?

AG NEWS STORIES

https://www.potatopro.com/news/2017/university-idaho-reports-light-potato-psyllid-pressure?utm_source=PotatoPro&utm_campaign=69e031c1dd-GPS-DAILY-US&utm_medium=email&utm_term=0_af560c7189-69e031c1dd-296681829

https://www.agri-pulse.com/articles/9525-missouri-arkansas-ban-dicamba-use?utm_source=Instant+Update&utm_campaign=c63e4e7f78-EMAIL_CAMPAIGN_2017_03_27&utm_medium=email&utm_term=0_288ff2b53a-c63e4e7f78-48595625

MEETING CALENDAR:

- 7/20 CPAC monthly meeting
- 8/7-11 USPB Summer meeting Austin, TX.
- 9/9 Potato Festival
- 10/23-10/25 PMA Atlanta, GA.

JUNE SPUD FACTS

		<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>
Shipments	480 cwt equivalent	3008	2795	2839	2256	2912
Reds	percentage of crop	2.1	0.8	3.0	0.4	0.3
All Russet Varieties	percentage of crop	92.6	98	96.1	97.0	99.2
Yellows	percentage of crop	5.2	1.2	0.8	1.9	0.3
Other Varieties	percentage of crop	0.1	0.0	0.0	0.6	0.2
U.S. No. 1	percentage of crop	63.1	63.8	64.7	65.6	69.2
U.S. No. 2	percentage of crop	6.3	9.1	8.5	10.2	10.2
U.S. Commercial Grade	percentage of crop	30.4	27.0	26.7	24.2	24.2
Seed	percentage of crop	0.2	0.0	0.1	0.0	0
Bulk	percentage of crop	30.7	34.5	32.7	30.0	28.3
Total rail shipments		166	194	66	115	89
Total truck shipments (fresh)		2401	2255	2428	1824	2415
Total truck shipments (processing)		442	346	346	317	409
Total year to date shipments		29370	29064	28762	24627	30150

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

		<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>
All Russets	U.S. #1size A	5.19	5.28	3.38	6.75	6.29
All Russets	U.S. #2	4.25	4.48	2.95	5.21	4.03
Bulk Russets	U.S. Commercial Grade 100 lbs	7.06	7.33	4.86	10.79	7.24

2017 SUMMER MEETING SPONSORS

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