

August 7, 2017

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NEXT CPAC MEETING The next meeting of the CPAC (area II) will be held August 17th at 7:30pm, in the CPAC office.

NATIONAL POTATO COUNCIL ELECTION CPAC will elect three growers to represent Colorado on the Nation Potato Council at the CPAC meeting on August 17th, 2017. The National Potato Council advocates for the economic benefit of U.S. potato growers on federal legislative, regulatory, environmental, and trade issues. This is very important for the future profitability and sustainability of the potato industry. Please call the CPAC office if you are interested in this opportunity.

NPC LEADERSHIP INSTITUTE CPAC is accepting applications for the 2018 Potato Industry Leadership Institute. It will be held in February, 2018 in Colorado and Washington, D.C. The Potato Industry Leadership Institute (PILI) provides tools to develop leadership skills and motivation for participants to commit their time and energy to the success of the U. S. potato industry. The Leadership Institute is an eight-day program that provides an overview of the U.S. potato industry, the challenges and issues beyond the production sector, and the roles of the industry's state and national organizations in maintaining a proactive strategic business plan for the industry. The Leadership Institute will travel to Colorado, and then concludes in Washington, D.C.. Please contact CPAC for information and an application.

MARKETING When you watch Broncos pre-season games be sure to look out for Colorado potatoes! We will have 15 second commercials airing during the games on 8/19 vs. San Francisco and 8/31 vs. Arizona.

In addition, we have more commercials running throughout August and September on KTVD during primetime and evening coverage! We are very excited about sharing our message with these commercials. If you would like to view the ads visit Coloradopotato.org and click on the "Marketing Potatoes" menu option. We will also be participating in the Colorado Proud campaign with CBS 4. With this campaign, there are several digital marketing opportunities available to us as well. These include online advertising, sponsored content and preroll videos.

SOCIAL MEDIA With the 2017 San Luis Valley Potato Festival just around the corner, you'll want to keep up on all its happenings! Like the San Luis Valley Potato Festival page on Facebook to stay in the know about all the festival news. Also, be sure to pick up your tickets for Brooke Eden at ColoradoPotatoes.Eventbrite.com! We're on to the last leg of our newest ABC campaign. Our fast-hands videos are reaching food-aficionados in our target market and showing them new and creative ways to prepare potatoes! Check out August's featured recipe: Colorado Potato Chicken and Waffle Hash! Just click the picture on our homepage. As always, be sure to follow Colorado Potatoes on all of our social media platforms: Facebook, Twitter, Instagram, LinkedIn & Pinterest!

POTATO FESTIVAL The 2017 San Luis Valley Potato Festival will be September 9! The Potato Festival is a day of fun and activities for the whole family! The Potato Festival will begin in Chapman Park, 4 Chico Camino, Monte Vista, CO from 8 AM until 4 PM. The day is filled with fun activities and events like the Tater Trot 5K Race, Music, Crafts, Guided Tours, Kid's Games, Professional Chefs, our famous Mashed Potato Dunk Tank, freshly harvested Colorado Potatoes and much more!

New this year, Brooke Eden will be headlining the first ever Potato Festival Concert at Ski-Hi Park Arena! There will be beer and food will be available from Mountain View Restaurant. Tickets are \$15, and they're available at www.coloradopotato.org/potatofestival or at our office. If you order your tickets online before August 25, you'll also be automatically entered into win 4 tickets to see the Colorado Rockies take on the Arizona Diamondbacks at Coors Field on September 3! Brooke Eden is an exciting new country artist who has already garnered attention with her single, "Act Like You Don't" which already has 17 million Spotify streams and counting!

To sponsor the 2017 San Luis Valley Potato Festival is \$200. . We will have signage thanking our sponsors at the Colorado Potatoes booth. After the festival, you will also be thanked in our local papers! This year, we also have a new sponsorship opportunity! For \$500, you can be a sponsor of the Potato Festival concert featuring Brooke Eden. Concert sponsors will be able to display their banner in Ski-Hi Park Arena during the concert .Concert sponsors will also get 4 tickets to attend both the concert and the Meet & Greet with Brooke Eden! There are only 3 of these sponsorships available, so please call our office to reserve. These sponsorships enable us to keep a majority of the children's events and activities free to the community. It also allows us to grow this event every year and spread the word of Colorado Potatoes!

SIZE AND GRADE REGULATIONS:

Round Varieties: U.S. No. 2 or better grade. Two (2) inch minimum diameter.

Long Varieties: U.S. No. 2 or better grade. Two (2) inch minimum diameter or four (4) ounce minimum weight.

All Other Varieties: U.S. No. 2 or better grade. Two (2) inch minimum diameter or four (4) ounce minimum weight.

Red Varieties: U.S. No. 2 or better grade. Size B.

All Varieties: U.S. Commercial or better grade. Size B.

All Varieties: U.S. Commercial or better grade. ¾ inch minimum size to 1 5/8 inch maximum.

The complete Colorado State Marketing Order can be found on our website; www.coloradopotato.org, select the Industry page and follow the link to the Colorado Department of Agriculture website.

MEETING CALENDAR:

08/17 Monthly CPAC Meeting

09/9 Potato Festival

10/19 Monthly CPAC Meeting

10/20-20 PMA Fresh Expo, New Orleans

RESEARCH NEWS

The growing season is the busiest time of the year for the CSU potato researchers at the Colorado State University SLV Research Farm. Tyler Thompson hosted a very successful field day on August 2nd at the station. The station research team and several campus researchers presented information on their research projects including Dr. Amy Charkowski who is working on Black Leg and the different bacteria that can cause the disease, including Dickeya. Dr. Mark Uchanski reported on using mustard cover crops for bio-fumigation, and Franz Lichtner, graduate student in plant pathology, reported on a project CPAC is funding with Dr. Kirk Broders on Black Dot/Silver Scurf. If you are interested in learning more on any of these topics please contact Jim or Tyler for more information.

Dr. Charkowski is in need of additional Black Leg samples for her project. If you can please bring any Black Leg samples you have from your fields to Andrew Houser at the CSU Research Farm he will get them to Dr. Charkowski.

Dr. Courtney Jahn and Dr. Jane Stewart were also in the valley last week taking soil samples for their Soil Health Specialty Crop Block Grant. The rainy weather made it soggy work but also easier in some ways.

On August 15 and 16th Syngenta is hosting a GROW MORE EXPERIENCE at SLV Research Center. Tours will be held in the morning and afternoon both days and lunch will be provided too.

Please see the attached information to learn more and register for the tour. Please try your best to attend one of these tours.

Dr. Samuel Essah is conducting a new variety field day tour on Friday August 11th. The tour will start at 8:30 a.m. at the SLV Research Farm. The tour will consist of visiting two grower cooperators fields to see the best new varieties that the potato breeding program has in the pipeline.

SIMPLOT RECEIVES CANADIAN APPROVAL FOR INNATE POTATOES - SECOND GENERATION

Simplot announced that Health Canada and the Canadian Food Inspection Agency (CFIA) has completed the food, feed, and environmental safety assessments of the J.R. Simplot Company's second generation of Innate[®] potatoes. The authorizations will enable the potatoes to be imported, planted, and sold in Canada, complementing the three varieties of Innate[®] first generation potatoes that received regulatory approval last year.

The second generation of Innate[®] potatoes contains four beneficial traits of relevance to potato growers, processors and consumers:

- Protection against the late blight pathogen
- Reduced bruising and black spot
- Reduced asparagine, which contributes to reduced acrylamide in cooked potatoes
- Lower reducing sugars, which further contributes to reduced acrylamide while enhancing cold storage capability

These traits were achieved using genes from wild and cultivated potatoes to adapt the standard Russet Burbank, Ranger Russet, and Atlantic potato varieties.

NPC NEWS

Trade is extremely important to the potato industry. One out of every 5 rows of potatoes grown in the U.S. is exported, primarily as frozen processed product. Negotiations on revising the North American Free Trade Agreement (NAFTA) can begin as early as August 16 as established under Trade Promotion Authority. The Administration formally notified Congress that it intended to begin this process earlier this summer, and the required 60-day notice period expires on that date. During this time NPC has been working with Congressional leaders and key Administration officials to ensure that the potato industry's priorities are addressed in this renegotiation. The key U.S. agricultural priorities have been established as:

- Maintaining existing reciprocal duty free access for agricultural goods
- Expand competitive market opportunities for U.S. agricultural goods in NAFTA countries by reducing or eliminating remaining tariffs.
- Provide for enforceable Sanitary-Phytosanitary obligations that build upon WTO rights including using science based measures, good regulatory practice, etc.

It is unclear how quickly Canada, Mexico and the U.S. can agree upon revising the 25 year-old agreement. The Administration has stated that it wants to conclude negotiations as early as the end of 2017.

JULY SPUD FACTS

		<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>
Shipments	480 cwt equivalent	2461	2176	2561	2291	1839
Reds	percentage of crop	0.4	1.0	2.6	0.4	0.5
All Russet Varieties	percentage of crop	94.6	98.8	97.0	99.1	99.0
Yellows	percentage of crop	5.1	0.2	0.3	0.4	0.5
Other Varieties	percentage of crop	0	0	0	0.1	0
U.S. No. 1	percentage of crop	66.5	60.4	66.2	68.8	73.0
U.S. No. 2	percentage of crop	7.1	8.8	7.9	7.5	11.4
U.S. Commercial Grade	percentage of crop	26.4	30.7	26.0	23.7	15.6
Seed	percentage of crop	0	0	0	0	0
Bulk	percentage of crop	26	35.0	32.2	29.9	23.2
Total rail shipments		113	160	106	103	48
Total truck shipments (fresh)		1940	1776	2147	1920	1418
Total truck shipments (processing)		409	240	308	267	373
Total year to date shipments		31831	31240	31325	29344	31988

Average F.O.B. prices for July (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	5.33	6.09		6.70	10.69
All Russets	U.S. #2	4.38	4.32		5.34	7.37
Russet	U.S. Commercial Grade 100 lbs	8.43	7.86		10.09	