

September 1, 2017

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#### NEXT CPAC MEETING

The next meeting of the CPAC (area II) will be held October 19<sup>th</sup>, at 7:30pm, in the CPAC office. There is no meeting in September.

#### POTATO FESTIVAL SEPTEMBER 9<sup>th</sup> AT CHAPMAN PARK

Our annual Potato Festival is September 9 in Monte Vista! We have a day filled with fun, and we're wrapping up with our first ever concert at Ski-Hi Park Arena. Mountain View Restaurant and A&L Coors will be there, and tickets are only \$15! If you haven't yet, be sure to pick up your tickets! All information can be found at [www.coloradopotato.org/potatofestival](http://www.coloradopotato.org/potatofestival). We'll see you there!

#### Chapman Park

8 AM- 4 PM • Food & Craft Vendors  
8 AM-11 AM • Farm & Field Tour  
8 AM • Tater Trot 5K Fun Run  
10 AM-4 PM • Truck & Semi Show  
10 AM-4PM • Kid's Games, Scavenger Hunt, Climbing Wall & Trampoline Quad-Jump  
10 AM • Community Band  
11 AM • Agricultural Train Tour #1  
11 AM • Chef Greg Sever-Morning Star Assisted Living  
12 PM • Chef Kevin Clarke-Colorado Mountain College  
1 PM • Archery Demonstration & Workshop  
1 PM • Mashed Potato Dunk Tank  
1 PM • Chef Klaus Krebs-Isle of Capris, Black Hawk  
2 PM • Chef JP Krause- Children's Hospital Denver  
2 PM • Agricultural Train Tour #2  
**Concert at Ski-Hi Park Arena**  
5 PM • Randall Rahn  
6 PM • Brooke Eden

#### RESEARCH

The research sub-committee met this week with CSU Extension Director Marvin Reynolds to discuss potential topics and speakers for the 2018 Southern Colorado Rocky Mountain Ag. Conference. Please let Jim know if you have any topic or speaker suggestions.

The CSU Ag. Experiment Station has a new face. Please welcome Yuan Zeng. Here is a brief introduction: Yuan graduated with a B.S. in Forest Resources Conservation from Beijing Forestry University, China, and received a M.S. in Forestry with an emphasis on Forest Entomology in 2012 at Auburn University. There, she also earned a M.S. in Probability and Statistics, and a PhD in Entomology focused on termite immune responses against bacterial pathogens in May 2017. Yuan joined Dr. Amy Charkowski's laboratory in Fall 2017 at Colorado State University as a Postdoctoral Fellow. Her research at the San Luis Valley Research Center will focus on improving detection and management of soil-borne potato pathogens, with an emphasis on Potato mop-top virus (PMTV), a virus causes necrosis of potato, and its vector *Spongospora subterranea*, the agent responsible for powdery scab on potato tubers. She will also work with local potato growers to aid them in understanding soil-borne potato pathogens and improving management strategies.

#### FOCUS ON POTATO

There are new podcasts available on potatoes at this link from the Plant Management Network. Check it out:  
<http://www.plantmanagementnetwork.org/infocenter/topic/focusonpotato/>

#### MARKETING

CPAC is excited to kick off the new shipping season beginning with Colorado Potato television commercials running on two Denver area stations. One will be through the Colorado Proud program and the other one is in conjunction with the Denver Bronco preseason games. We have a booth at the Colorado State Fair featuring live potato plants with an underground transparent window to view roots and potatoes. We are preparing to have a booth in the Colorado Department of Ag pavilion at the PMA Fresh Summit in New Orleans in October.

Potatoes USA is reporting for the month of June **Fresh Potato** dollars and pounds decreased, while the price per pound increased versus a year ago. White and Russets drove the majority of the dollars and volume declines in Fresh Potatoes. The bag segment was mainly responsible for the overall decline of Russet, Red, White and Purple/Blue Potatoes. Both Bag and Bulk segments drove the growth of Yellow and Fingerling Potatoes. Except 1-4 lbs bags and bulk, all pack sizes decreased dollars whereas Bulk and under 10 lbs were the only pack sizes to increase pounds versus year ago.

In order to help you increase your return we will continue to research and monitor market conditions and make the information available to you. We look forward to a successful shipping season for 2017-2018.

## AMAZON SLASHES WHOLE FOOD'S PRICES ON DAY ONE

According to the Associated Press, Amazon.com moved ahead with its \$13.7 billion acquisition of Whole Foods after receiving the go ahead by the U.S. Federal Trade Commission (FTC). On August 23, the agency said that it had investigated to see if the deal would substantially lessen competition or constitute an unfair method of competition, and decided not to pursue the matter further. Whole Foods shareholders had voted earlier in the day to approve the deal.

On August 28—its first day as owner of a brick-and-mortar grocery chain—Amazon cut prices on the *365 by Whole Foods*-branded products by as much as 43%, according to Bloomberg. For example, at a store in Manhattan, organic *Fuji* apples were marked down to \$1.99/lb from \$3.49/lb; organic avocados went to \$1.99 each from \$2.79; organic rotisserie chicken fell to \$9.99 each from \$13.99, and the price of some bananas was slashed to 49 cents/lb from 79 cents/lb. The marked-down items had orange signs reading "Whole Foods + Amazon." The signs listed the old price, the new price and "More to come." Amazon announced plans to buy Austin, Texas-based Whole Foods Market in June. Now the e-commerce giant has more than 460 Whole Foods stores under its wing and the possibility of making big changes to the supermarket industry. Are you ready to place an order?

## 2017 DIG TRIALS

Please contact Lyla Davis for information on participating in United of Colorado's ongoing yield dig trials. Knowing more about our area crop can only help us market it wisely. [Click here for dig form](#)

## SOCIAL MEDIA

Our campaign with ABC and Scripps wrapped up this month. This campaign involved social media, behavioral targeting and pre-roll video. We reached over 630K consumers in our target market! Social Media continues to be a top-performer for us; consumers continue to respond to our creative recipe videos!

Be sure to follow Colorado Potatoes on all of our social media platforms: Facebook, Twitter, Instagram, LinkedIn & Pinterest! If you haven't yet, subscribe to the Perfect Potato eNews at [coloradopotato.org/newsletter](http://coloradopotato.org/newsletter) for a delicious recipe and Colorado Potato News each month!

## REMOTE SENSING CONFERENCE

Many potato growers, agronomists, and researchers are interested in the use of remote sensing to improve crop management and variety development. A national effort is underway to coordinate these efforts and obtain federal funding for research and extension. Please join us for a one-day conference to hear about the latest research, share ideas and contribute to the development of a strategic plan for the potato industry.

**When:** Nov. 14, 2017

**Where:** Union South, Madison, WI

To see the program and **register** for the conference, visit [potato-remote-sensing.cals.wisc.edu](http://potato-remote-sensing.cals.wisc.edu)

## MEETING CALENDAR:

09/9 Potato Festival  
10/19 Monthly CPAC Meeting  
10/20-20 PMA Fresh Expo, New Orleans

## AUGUST SPUD FACTS

		<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>
Shipments	480 cwt equivalent	759	572	849	830	422
Reds	percentage of crop	2.5	1.1	0.5	0.0	0.0
All Russet Varieties	percentage of crop	97.6	98.9	98.9	99.7	98.4
Yellows	percentage of crop	2.0	0.0	0.6	0.4	1.6
Other Varieties	percentage of crop	0.0	0.0	0.0	0.0	0.0
U.S. No. 1	percentage of crop	70.1	69.9	79.8	71.2	83.9
U.S. No. 2	percentage of crop	9.5	13.7	13.3	13.7	10.4
U.S. Commercial Grade	percentage of crop	20.4	16.4	5.6	15.1	5.7
Seed	percentage of crop	0.0	0.0	1.3	0.0	0.0
Bulk	percentage of crop	20.2	22.0	11.7	20.2	11.1
Total rail shipments		19	0	0	0	0
Total truck shipments (fresh)		565	338	653	717	306
Total truck shipments (processing)		175	234	196	113	116
Total year to date shipments		32590	31812	32174	30176	32410

## Average F.O.B. prices for August

Not enough sales during the Month of August to report price.