

October 9, 2017

Compiled by CPAC Staff- (719) 852-3322, FAX 852-4684

Web Page: www.coloradopotato.org Email: jehrich@coloradopotato.org

NEXT CPAC MEETING

The next meeting of the Colorado Potato Administrative Committee (Area II) will be held October 19th, at 7:30 pm, at 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 October 19th, 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.

POTATO INDUSTRY 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. The application can be accessed here;

<http://nationalpotatocouncil.org/events-and-programs/potato-industry-leadership-institute/> [online here](#) .

Please submit your application to Linda Weyers by October 18th. The CPAC committee will select our participants at the October 19th CPAC meeting.

LATE BLIGHT QUARANTINE AMENDMENT HEARING

The Colorado Department of Agriculture will be conducting a rulemaking hearing at the CPAC office on Monday October 23rd at 1:30 p.m. The purpose of the rulemaking is to clarify the laboratory test requirements for incoming seed potatoes and nuclear seed potatoes. A copy of the proposed rule is available at the CPAC website: <https://www.coloradopotato.org/wp-content/uploads/2017/10/Late-Blight-proposed-rule-changes.pdf>

Interested parties may file written comments with C.D.A. prior to the hearing if unable to attend. For questions please contact C.D.A. at 303-869-9004.

MARKETING

With harvest underway, we are excited to start promoting the new crop. CPAC will again be purchasing salad bars for the Let's Move Salad Bars to Schools initiative in partnership with Potatoes U.S.A. and United Fresh. More detail to come! The staff is preparing to attend the PMA Fresh summit in New Orleans, planning the school video contest, and evaluating our recipe placements and ads on TV and on-line channels. Stay tuned for more detail.

UNITED FRESH HARVEST SURVEY

United Fresh Potato Growers of Colorado is requesting growers submit their harvest results when they have finished harvest. The information will help the industry with marketing plans for the 2017 crop. [Click here for HARVEST SURVEY](#)

AG CENSUS

The USDA National Agricultural Statistics Service will soon be conducting the 2017 Census of Agriculture. The Census of Agriculture happens every five years and helps give farmers and ranchers a voice through the valuable information collected. This information is used by legislators, and government agencies for future agricultural funding and program needs at the local, state and national level. Your participation helps provide the only true source of comprehensive agricultural data. This data reinforces the real value and importance of agriculture in the U.S.! The Census will be mailed out in December of 2017. When you receive a survey it is important for you to respond to the Census promptly and accurately. You can either fill out the physical form and return it in the provided envelope or fill it out online at www.agcensus.usda.gov.

THANK YOU POTATO FESTIVAL SPONSORS!

Colorado Potatoes would like to thank our sponsors for the 2017 San Luis Valley Potato Festival! This event would not be possible without your help! Thank you to our Potato Festival Concert sponsors Wilbur Ellis, Monte Vista Co-op, Rio Grande Savings & Loan and Rockey Farms. Thank you to our Potato Festival sponsors 1st Southwest Bank, Alamosa State Bank, Aspen Produce, Brown's Septic Services, CIA-Leavitt Insurance Agency, Colorado Gourmet Potatoes, Farm Credit of Southern Colorado, Farm Fresh Direct and Expo, Farming Technology and Mountain King, Frontier Bank, San Luis Valley Federal Bank, Sorum Tractor Company, Sunflower Bank, U.S. Tractor & Harvest, Wenta Nip & Sanitizing. We also want to especially thank A&L Coors, B&C Electric, Bucks 'N Bulls Archery Pro Shop, the City of Monte Vista, Idaho Pacific, Lenco West, Monte Vista High School, Monte Vista Kids Connection, Mountain King, Monte Vista Potato Growers, the Monte Vista Recreation Department, San Luis Central Railroad, San Luis Rio Grande Railroad, the Ski-Hi Stampede Committee and Waste Management-Monte Vista.

SOCIAL MEDIA

In addition to our Colorado Proud television campaign, this year we are working with CBS on an online campaign! We are reaching consumers in our target market through behavioral targeting, contextual targeting and social media with Colorado Potato recipe videos. This campaign will increase awareness for Colorado Potatoes and show consumers new and interesting ways to prepare potatoes just in time for the new crop!

In October we are participating in Produce for Kids' *We Heart RDs* program. This program distributes boxes filled with resources to Registered Dietitians in grocery stores across the country. By participating, we are able to supply these RDs with recipes & health information for their use in stores. We will also be featured on ProduceforKids.com, where Registered Dietitians can download resources and read the latest articles on nutrition! Be sure to visit during the month of October to read about Colorado Potatoes and their numerous nutritional benefits.

NAFTA

Trade talks with Mexico and Canada move into their fourth round this week in Arlington, Va. The agricultural negotiations this week promise to be interesting as new anti-dumping provisions sought by Florida tomato growers and others are on the agenda. Last week, in preparation for this week's negotiations, House Agriculture Chairman Mike Conaway and four of his House colleagues visited Canadian officials in Ottawa to emphasize U.S. farmers are determined to finish the negotiations. Earlier last week Secretary of Agriculture Perdue had expressed his dismay at the slow pace of the agriculture negotiations within the larger framework of the NAFTA talks.

USDA APPOINTMENTS

It took nearly six months but Secretary Sonny Perdue finally has some help. The Senate Agriculture Committee approved the first two Agriculture Department nominees since Secretary Perdue took office in April, including President Trump's pick for deputy secretary, Steve Censky. Censky was the longtime CEO of the

American Soybean Association. The committee also advanced the nomination of Indiana Agriculture Director Ted McKinney to become the department's first undersecretary for trade and foreign agricultural affairs. This position was created in the 2014 Farm Bill but never filled under the Obama administration. Additional appointment confirmation hearings were held late last week so hopefully more leadership positions will soon be filled within U.S.D.A.

POTATOES USA

July was a great month for potatoes with all categories enjoying both dollar and volume growth when compared to the same four weeks a year ago. Refrigerated Potatoes led the charge on the volume front with a 12.6% increase followed by; Deli (6.1%), Frozen (2.2%), Dehydrated (1.9%), and Fresh (.4%). In the fresh category bulk, 1-4lb, and larger than 10lb bags carried the category. For a more detailed analysis of each category and what specific areas may have performed stronger than others please click [here](#).

Five Potatoes U.S.A. staff members and three Sterling Rice advertising staffers traveled to the San Luis Valley for an introductory potato farm-industry tour in mid-September. All these staff members were relatively new hires and had not seen potato harvest previously. The tour featured visits to our Colorado Potato USA representatives farms and sheds. Big thanks to David Tonso, Sheldon Rockey, Segundo Diaz, Jared and Monty Smith, and Tyler Thompson for their help.

MEETING CALENDAR:

| | |
|----------|------------------------------------|
| 10/20-21 | PMA New Orleans |
| 10/19 | Monthly CPAC Meet 7:30pm |
| 11/4 | Spud Bowl |
| 11/16 | Monthly CPAC Meet 7:00pm |
| 1/27 | Adams State Basketball sponsorship |
| 2-6/2-8 | Southern Rockey Mtn. Ag Conf. |

SEPTEMBER SPUD FACTS

| | | <u>2017</u> | <u>2016</u> | <u>2015</u> | <u>2014</u> | <u>2013</u> |
|--------------------------------------|--------------------|-------------|-------------|-------------|-------------|-------------|
| Shipments | 480 cwt equivalent | 2486 | 2349 | 2082 | 1572 | 1838 |
| Reds | percentage of crop | 3.8 | 2.5 | 3.4 | 2.6 | 1.5 |
| All Russet Varieties | percentage of crop | 87.3 | 89.5 | 88.9 | 86.8 | 90.7 |
| Yellows | percentage of crop | 8.9 | 6.8 | 7.5 | 10.3 | 7.8 |
| Other Varieties | percentage of crop | 0.1 | 1.2 | 0.1 | 0.3 | 0.0 |
| U.S. No. 1 | percentage of crop | 68.9 | 62.1 | 69.4 | 68.4 | 61.9 |
| U.S. No. 2 | percentage of crop | 4.8 | 3.7 | 4.0 | 5.8 | 5.4 |
| U.S. Commercial Grade | percentage of crop | 26.0 | 33.5 | 26.4 | 25.0 | 32.4 |
| Seed | percentage of crop | 0.2 | 0.6 | 0.2 | 0.8 | 0.1 |
| Bulk | percentage of crop | 35.4 | 45.5 | 42.6 | 39.6 | 43.4 |
| Total rail shipments | | 0 | 56 | 0 | 6 | 47 |
| Total truck shipments (fresh) | | 2294 | 2164 | 1946 | 1424 | 1665 |
| Total truck shipments (processing) | | 192 | 128 | 136 | 141 | 125 |
| Total shipments for the year to date | | 2486 | 2349 | 2082 | 1572 | 1838 |

Average F.O.B. prices for SEPT (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 | N/A | 13.38 | 12.25 | 11.50 | 13.50 |
| All Russets | U.S. #1size A | 7.10 | 6.25 | 5.88 | 6.20 | 7.40 |
| All Russets | U.S. #2 10# pack | 6.03 | 5.29 | 5.32 | 5.10 | N/A |
| Bulk Russets | U.S. Commercial Grade 100 lbs | 10.64 | 7.33 | 8.30 | 7.03 | 11.52 |

Utilization Report 2016-2017 crop

| | | |
|------------------------------------|------------|-----|
| U.S. No. 1 Quality | 8,600,652 | cwt |
| U.S. Commercial Grade | 3,853,687 | cwt |
| U.S. No. 2 Quality | 751,622 | cwt |
| Specialty (Fingerling) | 463,842 | cwt |
| Certified Seed shipped out of area | 294,801 | cwt |
| Local Processing | 1,284,361 | cwt |
| Out of Area Proc. (C of P) | 1,753,851 | cwt |
| Seed to plant 51,800 acres | 1,087,800 | cwt |
| Farm use, shrink, livestock | 1,737,384 | cwt |
| USDA Production Estimate | 19,828,000 | cwt |