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#### **NEXT CPAC MEETING**

The next meeting of the Colorado Potato Administrative Committee (area II) will be held January 18<sup>th</sup> at 7:00pm, in the CPAC office conference room.

#### **LATE BLIGHT QUARANTINE INSPECTION FOR IMPORTED SEED**

**Are you planning to bring seed into the San Luis valley from outside the area?** You must follow the rules established by the Late Blight quarantine (LBQ). The LBQ insures all seed imported into the SLV must be certified and accompanied by 1) a certificate that shows proof of field inspection, 2) a North American Plant Health Certificate issued by the certifying authority for seed potatoes where the seed potatoes were grown, and 3) laboratory test results documenting that a representative sample of tubers from the load(s) was tested for late blight. **Imported seed shipments must be re-inspected during the unloading process to verify the absence of Late Blight symptoms.** The rules regarding imported seed can be found on our website at this link: <https://www.coloradopotato.org/wp-content/uploads/2016/04/Late-Blight-Quarantine-8-CCR-1203-13-eff-Jan-2014-w-SBP.pdf>

Please direct any questions concerning imported seed to the Fruit and Vegetable Inspection Service at (719)-852-4749.

#### **LIVESTOCK FEED**

If you are feeding potatoes to livestock please report the cwt. to the CPAC office so we can update crop disappearance. This information is relevant for market supply and market prices.

#### **NPC ANNUAL MEETING**

The NPC recently held their annual meeting in Orlando, Florida. Dwayne Weyers has completed his term as the NPC President but will continue to represent Colorado on the NPC Executive Committee as Past President. Colorado has three growers on the NPC Board of Directors now: Tyler Mitchell, Bob Mattive, and Harry Strohauser, and two alternate members, Mark Peterson, and Miguel Diaz.

A big thanks to all who serve on the NPC board of directors for the Colorado growers and even bigger thanks to Dwayne Weyers for his contribution as President and member of the Executive Committee for the last six years. Colorado growers have been well represented and will continue to be.

#### **NPC FLY-IN**

February 26- March 1<sup>st</sup> potato growers from across the country will descend upon Washington D.C. as part of NPC's Potato D.C. Fly-In. Designed to give participants a chance to better understand and advocate for the industry's most pressing federal policy priorities, the Fly-In features speakers from the political and policy arenas who address key issues facing the potato industry. Attendees also meet with administration officials from agencies including the U.S. Department of Agriculture and the Environmental Protection Agency. The Fly-In culminates with attendees taking to Capitol Hill to lead the industry's grassroots advocacy efforts. CPAC will pay registration and lodging costs for a limited number of growers who want to help with this effort. Please contact CPAC at 852-3322 if you are interested.



#### **CPAC ELECTION**

The CPAC will be conducting its annual election February 6-8<sup>th</sup> 2018. If you are interested in serving as a member of CPAC, please submit your name to the CPAC office as a nomination to be placed on the ballot. Women, minorities, and the disabled are encouraged to participate. Available positions include: one Alamosa County Grower, one Rio Grande County Grower, one Saguache County Grower, one Costilla/Conejos County Grower, two Independent Handlers, one seed producer and one Bulk Shipper and an alternate for each position.

#### **SOUTHERN ROCKY MOUNTAIN AG CONF. FEBRUARY 6-8<sup>th</sup>**

Topics of interest include: Economic Impacts of PVY, Overview of the Frozen Potato Market, Nematode Control using Natural Antagonistic Nematodes, Potato Market Trends, Soil Health, Weather Forecasting Challenges, Water 2018, and much more.

#### **UNITED POTATO GROWERS OF COLORADO BUSINESS SUMMIT - JANUARY 22<sup>nd</sup>**

United of Colorado is hosting a business summit on Monday January 22<sup>nd</sup> from 1-4:30 p.m. at the theatre in Monte Vista. There will be speakers from Syngenta, John Deere Technology, Potatoes USA, Rabobank and United of America.

This event is open to the potato industry – bankers, accountants, chemical & fertilizer dealers, and of course all growers.

**Please contact Lyla Davis if you have questions at 852-2144.**

#### **NAFTA**

There are lots of items in the news about the NAFTA negotiations. The next round of negotiation is set to take place in Montreal beginning January 23<sup>rd</sup>. Media sources last week reported that the Canadian government is concerned that the U.S. is strongly

considering pulling out of NAFTA. Multiple sources have reported that if the U.S. pulls out Mexico will walk away from the negotiations. Much is at stake for American agriculture in these negotiations.

- President Donald Trump, on January 8, gave a speech at the American Farm Bureau Federation's annual convention in Nashville, Tennessee. While he held back on criticizing the North American Free Trade Agreement (NAFTA), as he has repeatedly done, President Trump largely avoided the subject of trade and did not defend the agreement, or commit to remaining a part of it.
- The muted remarks on NAFTA from the president stood in contrast to the comments made by Agriculture Secretary Sonny Perdue and the Under Secretary for Trade Ted McKinney who called on Canada to increase its engagement in the renegotiation.
- The US Trade Representative Robert Lighthizer, at the conclusion of the fifth round of NAFTA talks in November 2017 also called on both Canada and Mexico to more constructively engage by putting forward counterproposals to already-tabled US positions.
- At the Potato Expo last week, Matt Lantz, of Bryant Christie Inc., reported on the likely impact on the US potato industry if the US departed NAFTA. The biggest change would be the imposition of higher tariffs in Mexico on US products, including a 20% tariff on US fries. At the same time, competitor product would still enter into the market duty free.
- The US currently exports \$120 million worth of fries to Mexico a year. Mexico is the second largest fry export market. Dehy exports to Mexico are \$28 million and fresh exports are \$35 million.

### **POTATO RESEARCH**

In early 2017 the Alliance for Potato Research & Education (APRE) completed its first Request for Proposal (RFP) process, to address research questions related to better understanding the role of potatoes in cardio metabolic health, diet quality, and healthy lifestyles (including athletic performance and childhood nutrition). Eleven new research studies are currently underway, including nine clinical trials and two observational studies. APRE will share the published manuscripts as the research is finalized.

Recently to examine the role of potatoes as a high-quality carbohydrate, APRE hosted a Potatoes and Physical Performance Think Tank, which convened sports nutrition experts to identify research questions to better understand the role of potatoes in improving physical performance. The researchers captured their conclusions in a commentary published in *Nutrition Today*, "High Quality Carbohydrates and Physical Performance: Expert Panel Report."

While they noted more research is needed on the role of potatoes in performance, the researchers agreed that evidence illustrates that athletes should consume a majority of daily calories in the form of high-quality, high-carbohydrate whole foods, such as potatoes, as a means of improving physical performance and recovery from exercise. The panel also identified directions for future research to further explore dietary needs of athletes, specifically carbohydrate needs and quality sources, as well as to understand the interaction of chronic high-quality carbohydrate diets and exercise on markers of general health (e.g., diabetes, cardiovascular disease, and obesity). This panel's work will help guide APRE's 2018 RFP process in funding additional potato nutrition research.

To learn more about APRE's work visit their website at [www.APRE.org](http://www.APRE.org)

### **CPAC SOCIAL MEDIA**

To kick off the New Year, we are partnering with Scripps for a new marketing campaign. This campaign will focus on the nutritional power of Colorado potatoes! We have a series of short pre-roll videos that can be viewed on our YouTube channel. These animated videos show how potatoes power athletic and mental performance. We are looking forward to reaching our target market with this message, and informing consumers about the amazing health benefits of potatoes. This month also marks our second month of partnering with Simplemost. This month we are sponsoring the Health section of the website to reach consumers looking to make healthy choices in the New Year.

Thanks to everyone who participated in our #12DaysOfCookbookGiveaways Facebook promotion! We earned over 11,000 impressions during this campaign, and found 12 homes for Colorado Potato cookbooks across the country! Be sure you have liked our page on Facebook and are following us on Twitter, Pinterest and Instagram to keep up with all things Colorado potato!

### **MARKETING**

#### **Shaping America's Plate: Potatoes Rank Top Three on Restaurant Menus**

A 2017 study Foodservice Attitudes and Usage study conducted by Technomic Inc., showed that Potatoes are ranking in the top three ingredients most likely to appear on restaurant menus. This is fantastic news for the potato industry as the other top menu ingredients were "center of the plate" animal proteins, chicken and beef respectively. Potatoes just barely surpassed beef by a fraction of a percent. What is the most telling about this data is Potatoes surpassed pasta and rice by more than 10% in this category, retaining the title of not only America's favorite vegetable, but reaching top tier status of the most frequent menu offerings in foodservice.

Another data point, provided by Technomic, showed 96% of consumers prefer dishes with potatoes and 97% actively seek dishes on menus that contain spuds! What this means is that Chefs and restaurateurs who are looking to stay on trend and respond to consumer demands, will be striving to menu interesting potato offerings across a variety of day parts. Potatoes are being positioned across the menu, using various types and different formats. Potatoes are even being prominently displayed as center of the plate features.

**Potatoes USA Spotlights Performance Athletes on PotatoGoodness.com**

A new feature has launched on PotatoGoodness.com designed to [spotlight athletes](#) from around the potato industry and share how they are fueling their performance with potatoes.

The series launched with spotlight features on:

- Christie Wood, Account Director at Sterling-Rice Group, a distance runner who just completed the NYC Marathon. She enjoys “simply prepared potatoes (boiled, baked or mashed) as both a night-before performance food and as a recovery food with her favorite protein.”
- Bill Skinner, Seed Potato Farmer from Belgrade, Montana, also a distance runner who recently qualified for the 2018 Boston Marathon and enjoys lightly salted boiled potatoes during his long runs.

Potatoes USA welcomes suggestions from the industry for additional potato-loving athletes to feature on PotatoGoodness.com. Do you know someone that could be featured? Have them fill out the [athlete Q&A](#) and reach out to Sarah Reece, Global Marketing Manager, at [sarah@potatoesusa.com](mailto:sarah@potatoesusa.com).

**THE GOVERNOR’S AG OUTLOOK FORUM FEBRUARY 21<sup>st</sup>**

The Colorado Agricultural Leadership Program is proud to host the 27th annual Governor's Forum on Colorado Agriculture, titled "Colorado's Agricultural Impact: Economic, Environmental, and Social". This innovative and informative program will bring together producers, consumers, experts and other Ag. stakeholders to peel back the polarizing rhetoric often found in today's society.

The Forum will instead focus on the powerful history of collaboration and cooperation that has made agriculture in the state of Colorado the second largest driver of our economy. It will challenge and equip attendees to seek out novel alliances and ideas to benefit their own operations, the industry statewide, and beyond. Register online here:

<http://www.governorsagforum.com/registration.html>

**FOOD BANK CHALLENGE**

Thank you to everyone who donated to the Monte Vista Food Bank as part of our Food Bank Challenge! Altogether, we were able to donate \$4,450!

**MEETING CALENDAR:**

1/18	CPAC Meeting
1/22	United Business Summit
1/27	Sponsor Adams St. BB Game
2/6-2/8	SLV Ag Conference
2/21	Governor’s Ag Outlook Forum
2/26-3/1	NPC Fly-In

**DECEMBER SPUD FACTS**

		<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>
Shipments	480 cwt equivalent	2801	3056	3244	3058	3101
Reds	percentage of crop	6.6	5.9	6.7	5.9	3.9
All Russet Varieties	percentage of crop	78.4	77.4	75.7	79.4	79.5
Yellow Varieties	percentage of crop	12.2	12.5	14.1	10.3	10.4
Other Varieties	percentage of crop	2.6	4.2	3.5	4.3	6.3
U.S. No. 1	percentage of crop	63.9	64.8	63.5	61.4	65.1
U.S. No. 2	percentage of crop	6.2	4.6	5.1	5.8	6.7
U.S. Commercial Grade	percentage of crop	27.6	27.1	27.3	27.6	23.8
Seed	percentage of crop	2.4	3.4	4.1	5.2	4.4
Bulk	percentage of crop	35.4	40.1	37.8	38.3	39.7
Total rail shipments		159	188	175	190	236
Total truck shipments (fresh)		2401	2585	2700	2654	2614
Total truck shipments (processing)		241	283	369	214	251
Total shipments for the year thru December		11380	11190	11292	10579	10529

**Average F.O.B. prices for December  
(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#		11.75	13.38	11.00	11.06	12.20
All Russets	U.S. #1size A	7.93	5.50	5.75	5.68	7.50
All Russets	U.S. #2	6.23	5.00	4.85	4.88	6.25
Bulk Russets	U.S. Commercial Grade 100 lbs	9.75	6.98	6.69	5.75	10.50