

March 7, 2018

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

Web Page: [www.coloradopotato.org](http://www.coloradopotato.org) Email: [lweyers@coloradopotato.org](mailto:lweyers@coloradopotato.org), or [jehlich@coloradopotato.org](mailto:jehlich@coloradopotato.org)

**NEXT MEETING** of the Colorado Potato Administrative Committee (area II) will be held March 15, at 7:30pm, in the CPAC office conference room.

**DOUG MONTER SCHOLARSHIP** Graduating male seniors should contact their school counselor for information and an application regarding this annual CPAC scholarship. Deadline to have them to the CPAC office is COB April 6. <https://www.coloradopotato.org/dougmonter>

**CPAC AT AG DAY IN DENVER** The Government Affairs sub-committee of CPAC will be participating in the Ag Day celebration at the state capitol in Denver on March 23<sup>rd</sup>. We will deliver potatoes to the legislature and staff, and assist with the Chef-Legislator cook-off at noon inside the capitol. Ag Day raises awareness of the importance of agriculture in our state and country. The Colorado Agriculture Council, of which CPAC is a member, uses Ag Day to combat hunger in our state by fund raising for the Food Bank of the Rockies. If you want to learn more, donate, or participate please contact Jim.

#### **CPAC COMMITTEE ELECTION RESULTS:**

##### **Saguache County**

MEMBER Kent Palmgren ALTERNATE Kent Price

##### **Rio Grande County**

MEMBER Roger Mix ALTERNATE Jason McCoy

##### **Alamosa County**

MEMBER Tyler Mitchell ALTERNATE Miguel Diaz

##### **Costilla/Conejos Counties**

MEMBER Byron Kunugi ALTERNATE Virgil Valdez

##### **Bulk Shippers**

MEMBER Doug Cooper

##### **Independent Handlers**

MEMBERS Jason Tillman and Jared Smith ALTERNATES Mike Bonemeyer and Stephanie Chandler

**MARKETING** As we complete the half way point of this shipping year, we have spent about 47% of our marketing budget. We have spent 75% of that on TV ads, including 2 Bronco games and the Colorado Proud commercials, and 3 major online marketing campaigns in our targeted shipping area, as well as local social media posts.

The other 25% of the money spent went to print ads, promotional material, travel, Mexico mission, and online support. As you can see we are working extremely hard to spend our marketing dollars where we feel we can make the biggest impact and reach our target market consumer.

**NAFTA NEWS** The U.S., Canada and Mexico announced progress yesterday at the conclusion of the seventh round of North American Free Trade Agreement talks in Mexico City, but it was the U.S. plan to levy steep tariffs on steel and aluminum imports that took center stage.

Canadian Minister of Foreign Affairs Chrystia Freeland highlighted some of the solid progress made by negotiators, but interrupted her closing remarks to slam the U.S. plan to charge a 25 percent tariff on imported steel and a 10 percent tariff on imported aluminum. Canada is the largest exporter of both to the U.S.

Trump made the announcement on the new tariffs Thursday and on Monday suggested that they would not be applied to Canada and Mexico if a new NAFTA deal was completed quickly.

Lighthizer said he appreciated the difficulty and complexity of the talks, but stressed that the three countries "have not made the progress that many had hoped for in this round."

On a positive note, negotiators in Mexico City finalized three chapters in NAFTA, including the sanitary and phytosanitary category that farmers expect to help facilitate ag trade. Mexico's Villarreal stressed the importance of the SPS agreement, which updates standards to improve food safety and protect countries against agricultural imports that could be contaminated with pests and diseases.

The agreement, he said, "guarantees certainty that our agricultural products are going to be traded ... without artificial obstacles ... and based on science."

**SOCIAL MEDIA** February was National Potato Lovers month, and we celebrated by promoting the amazing nutritional benefits of potatoes! Our *Colorado Potatoes Power Performance* campaign with Scripps Media earned over 519K impressions through a combination of the Google Display Network, Facebook and pre-roll video.

February was the one year anniversary of our consumer newsletter, the Perfect Potato eNews! Subscribe to this newsletter at [ColoradoPotato.org/newsletter](http://ColoradoPotato.org/newsletter), and be sure to share it with your friends and family so they can keep up with the Colorado potato industry. We have seen a 140% increase in our mailing list from where we started last February, and would love to see it continue to grow! Like Colorado Potatoes on Facebook and follow us on Twitter, Pinterest and Instagram.

**NPC NEWS** We had a great group of future industry leaders here February 23<sup>rd</sup> -25<sup>th</sup> with the Potato Industry Leadership Institute. A big thanks to all who helped us with tours and participated. The group visited CSS Farms, JW Mumma Native Aquatic Species Restoration Facility, Aspen Produce, CSU San Luis Valley Research Center, Idaho Pacific, Proximity Malt, Cogentrix Solar Generation Project, and The Rio Grande Water Conservation District. We were represented by Karen Warsh and Jason Tillman.

Last week the NPC held a fly in in Washington DC. The eight members of the Colorado delegation meet with all nine of Colorado's federal legislators. Key topics addressed were trade, transportation and ELD issues, research funding, immigration, and the Farm Bill.

**SNOWPACK** The current snowpack is fifty-four percent of average. <https://www.wcc.nrcs.usda.gov/ftpref/data/water/wcs/basinsweplots/co/basinplotrg18.gif>  
 The Rio Grande Water Conservation District (RGWCD) Sub-district #1 is offering following contracts until March 31<sup>st</sup>. Please contact Marisa Fricke with the RGWCD at 589-6301 if you are interested.

**RESEARCH COMMITTEE NEWS** Several of the committee will travel to Ft. Collins to meet with CSU campus researchers and other Colorado commodity groups this week hoping to find common issues and direct future research and extension efforts at CSU.  
 Last week Sheldon Rockey and Doug Messick took part in the Potatoes USA research advisory committee in Washington DC. The committee had presentations from Tom Bewick, national program leader for the Specialty Crop Research Initiative, USDA NIFA and Jeff Rosichan, director of Crops of the Future Collaborative, Foundation for Farming and Agricultural Research (FFAR). The committee's goal is learning how to be more effective at acquiring research grant funding for the potato industry's priorities.  
 The search for a potato pathologist at the CSU Ag. Experiment station is ongoing. The pool of candidates is being narrowed with potential interviews likely to happen here the last two weeks of April. Thanks to Chris Sittler and Keith Holland for helping in the selection process.

**SOIL HEALTH WEBINAR** The NRCS is hosting a soil health webinar on March 20 at noon MST. For details:  
[https://content.govdelivery.com/attachments/USDANRCS/2018/03/05/file\\_attachments/968399/Mar2018\\_Microbial\\_Diversity.pdf](https://content.govdelivery.com/attachments/USDANRCS/2018/03/05/file_attachments/968399/Mar2018_Microbial_Diversity.pdf)

**AG TECHNOLOGY** As Jeremy Hawkins with Blue River Technology explains, the company's See & Spray technology uses artificial intelligence to identify and spray individual plants in just milliseconds.

"It's a new era in agriculture. We've had advances in the mechanical, chemical and trait fields, and now, intelligent machines are here," Hawkins says.  
 See more: [https://www.agprofessional.com/article/blue-river-expands-see-spray-testing-commercial-launch?mkt\\_tok=eyJpIjoiWWpNMU0ySmpNMIJrWW1KbClsluQioiJ1RExKeFptWE1cL1JuU0FHeGNmbHEzOE1oMEJDK0hmR0dpXC9Wc3JyS2t0QTU2OThZG9zTSiDRmw3ckVlaGZ3bjlzSjVKTmRZa3FXdU10OHBzdzVxMUtmMU83RFk2RiRTWitcLzlhXC9laXZmZXJielpmMXRqV2NcL2NjOEVueUFVcFNBln0%3D](https://www.agprofessional.com/article/blue-river-expands-see-spray-testing-commercial-launch?mkt_tok=eyJpIjoiWWpNMU0ySmpNMIJrWW1KbClsluQioiJ1RExKeFptWE1cL1JuU0FHeGNmbHEzOE1oMEJDK0hmR0dpXC9Wc3JyS2t0QTU2OThZG9zTSiDRmw3ckVlaGZ3bjlzSjVKTmRZa3FXdU10OHBzdzVxMUtmMU83RFk2RiRTWitcLzlhXC9laXZmZXJielpmMXRqV2NcL2NjOEVueUFVcFNBln0%3D)

**LATE BLIGHT QUARANTINE FOR IMPORTED SEED** Are you importing seed from out of the area? Be sure that you know the rules and contact the inspection service. <https://www.coloradopotato.org/wp-content/uploads/2016/04/Late-Blight-Quarantine-8-CCR-1203-13-eff-Jan-2014-w-SBP.pdf>

**MEETING CALENDAR:**

Mar 12-15 Potatoes USA annual meeting  
 Mar 15 CPAC meeting  
 Mar 22 Ag Day at the Capital  
 Apr 19 CPAC Monthly Meeting

**FEBRUARY SPUD FACTS**

		<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>
Shipments	480 cwt equivalent	2584	2594	2771	2816	2674
Reds	percentage of crop	6.7	7.7	6.5	5.0	7.0
All Russet Varieties	percentage of crop	75.0	72.2	76.7	71.4	70.5
Yellow Varieties	percentage of crop	11.4	11.0	10.0	14.8	15.3
Other Varieties	percentage of crop	6.9	9.2	6.7	8.8	7.1
U.S. No. 1	percentage of crop	58.0	55.1	61.5	58.1	59.6
U.S. No. 2	percentage of crop	6.3	6.1	7.9	5.9	6.9
U.S. Commercial Grade	percentage of crop	28.2	33.6	22.2	27.9	27.1
Seed	percentage of crop	7.5	5.2	8.5	8.1	6.3
Bulk	percentage of crop	41.2	49.6	40.7	42.1	38.0
Total rail shipments		131	134	144	148	173
Total truck shipments (fresh)		2228	2134	2403	2462	2243
Total truck shipments (processing)		225	325	224	206	258
Total shipments for the year to date		16938	16653	17003	16507	16159

**Average F.O.B. prices for February  
 (Per 50 lb. carton or bale unless noted)**

		<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>
Yellows	#5 bales	10.68	13.0	11.5	11.00	11.82
All Russets	U.S. #1size A	8.16	5.72	5.75	4.50	7.50
All Russets	U.S. #2	6.50	4.97	4.50	4.25	6.25
Bulk Russets	U.S. Commercial Grade 100 lbs	9.75	6.97	6.68	6.13	10.50