

April 9th, 2018

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

Web Page: www.coloradopotato.org Email: lweyers@coloradopotato.org, or jehlich@coloradopotato.org

NEXT MEETING of the Colorado Potato Administrative Committee (Area II) will be held April 19th, 7:30pm in the CPAC office conference room.

MARKETING

Did you know, as a grower or shipper of Colorado Potatoes, you are eligible to use the Colorado Potato logo in your own marketing outreach, including directly on your packaging. The Colorado Potatoes logo is gaining traction and recognition every day. CPAC's online campaigns are reaching thousands of consumers in key shipping areas. What better way to maximize this successful campaign than connecting your potatoes to it directly at retail? You can also use the Colorado Potato logo on your website or marketing materials. Contact us at info@coloradopotato.org and we will send our logo to you in the best format for your needs. We can also assist with formatting the logo onto your existing packaging, website or marketing materials.

SOCIAL MEDIA

Be sure you are following Colorado Potatoes on Facebook, Twitter, Instagram, YouTube and Pinterest to stay up to date with all that we are doing! Please subscribe if you have not done so on our website and share with your friends and family!

CPR CLASS

CPAC will host a basic CPR class on Wednesday July 11 at 6PM at the CPAC conference room.

If you are interested in taking this class please let the office know, it will be limited to the first 30 people that respond. This will help with your GAP, GIP and food safety audits.

POTATOES USA

A new consumer marketing campaign was released at Potatoes USA Annual Meeting. The "What Are You Eating?" campaign is designed to encourage athletes to use potatoes as fuel for athletic performance. The campaign is designed to re-frame potato nutrition messaging from providing reasons why it is ok to eat potatoes to providing the reasons why you should eat potatoes for optimal athletic performance.

Through a process of reviewing and analyzing potato characteristics and their implications, Athletic Performance was identified as the single-minded, lifestyle-oriented potato benefit that could best serve to strengthen the industry's position in the marketplace.

Talking to athletes represents a huge opportunity for the potato industry, 16% of the population or 30 million people exercise at least 2 times per week and participate in competitive events. This performance athlete segment of the population will be the initial target audience but will be expanded to include the 84 million people who regularly exercise and eventually encompass everyone with an active lifestyle.

The "What Are You Eating?" campaign, capitalizes on the internal competition of athletes, constantly training with the goal of doing better each day than the day before. The campaign will celebrate moments of personal achievement and showcase the intensity and drive of athletes, all with the

help of potatoes as fuel. All campaign executions will include the key positioning line, "Potatoes. Real Food. Real Performance" as well as call-out key potato nutrients. The campaign will launch in July 2018 and will be integrated across all Potatoes USA's marketing programs and will include social media advertising, nutrition and athletic performance influencer education, media relations, recipe and content development, consumer and influencer events, and strategic partnerships.

Check this link for an interesting read on eating potatoes and athletes. https://www.outsideonline.com/2192436/ode-potato?utm_medium=social&utm_source=facebook&utm_campaign=onsiteshare

CDA NEWS

Duane Sinning, currently CDA's Assistant Director of the Plant Industry Division, will be taking the helm of the section as its Division Director. The vacancy was created when Mitch Yergert announced his retirement from CDA after nearly 31 years of service. Sinning assumes his new role on April 1, 2018. "Duane has served this agency and Colorado's agricultural community well over the years; his leadership ability has been apparent with our staff. Duane's career has been focused on furthering plant and seed development and I'm confident that his dedication to agriculture will help his successfully transition into his new role," said Commissioner of Agriculture Don Brown. The CPAC committee wants to express their appreciation to Mitch Yergert for his great commitment and partnership over the years. Mitch was absolutely the best to work with. We look forward to forging a similar relationship with Duane Sinning in his new role with C.D.A.

FARM BILL

Several potato growers and Jim met with Senator Cory Gardner on March 29th when he visited Monte Vista. The group shared their comments on what is important in the upcoming Farm Bill negotiations for potato growers. The NPC is working to secure potato grower priorities as the Farm Bill discussions heat up. As both the House and Senate are preparing for committee action on a new Farm Bill, the Specialty Crop Farm Bill Alliance (SCFBA), which includes the NPC and CPAC, is pressing its priorities with Members of Congress and the Administration.

Five key issues for the Alliance are:

- Keeping the Technical Assistance for Specialty Crops (TASC) program operating beyond September 30th.
- Ensuring that the Specialty Crop Research Initiative (SCRI) includes \$80 million in competitive grant funding for all specialty crops.
- Enhancing the APHIS Pest and Disease Programs to ensure they keep pace with current and future threats.
- Improving the Food Insecurity Nutrition Incentive (FINI) Program by encouraging year-round access and more accessible hours.
- Supporting enhanced funding for the Market Access Program (MAP) export program.

NPC is a co-chair of the SCFBA and has been working closely with its specialty crop members to build on the success of the 2008 and 2014 Farm Bills. "This upcoming Farm Bill is setting up to be the most complicated and challenging one since the Alliance was formed. We will need a focused effort from every member to maintain our momentum," said John Keeling, NPC CEO.

COLORADO FRUIT & VEGETABLE GROWERS ASSOCIATION MEMBERSHIP DISCOUNT

CPAC and the Colorado Fruit and Vegetable Growers Association (CFVGA) have an agreement that allows any San Luis valley potato grower to join the CFVGA for half price. If interested please contact the CPAC office at 852-3322 or see this link on the CFVGA website;

<https://coloradoproduce.org/join-the-growers-association-2/>

RESEARCH

The research sub-committee met April 3rd to determine funding levels for 2018 research projects. The group heard seven proposals ranging from the traditional potato breeding project to a project using *Bacillus* species bacteria to potentially control nematodes.

The CPAC committee is waiting to learn the fate of five specialty crop block grant concept proposals that were submitted in March. We should learn soon if we were successful with any of our ideas.

C.S.U. has scheduled the first visit for potential potato pathologist candidates. Dr. Julien Levy will be here April 16-17th to visit. Growers will have an opportunity to meet all four candidates as they come to canvas the area. **More information will be available on the upcoming visits soon.**

TRADE ISSUES

The NPC and potato state managers will be visiting with Congressional members this week as trade issues are looming in several key markets. Last week President Trump

announced a second round of tariffs against China, and the total number now stands at \$150 billion. Beijing indicated that it would take retaliatory action and specifically focused upon the agriculture industry.

Additionally, the renegotiation of NAFTA was entering a new phase as the President indicated that he wants a deal completed within the next two weeks. It is not immediately clear how close the three sides are on key issues including within agriculture.

"Canada, Mexico and China comprise three of the top five export markets for U.S. potato products. We are monitoring this situation closely and reinforcing the value of U.S. potato exports to the economy," said Kam Quarles, V.P. of Public Policy for NPC. One out of every five rows of potatoes in the United States gets exported annually.

Read more at: <https://www.agri-pulse.com/articles/10805-china-fires-back-again-as-trade-tensions-escalate>

UNITED POTATO GROWERS OF COLORADO

Due to a lack of participation from Colorado growers, United of Colorado is suspending current operations as is. The goal is to refocus the cooperatives participation and membership.

FOCUS ON POTATO

Numerous webinars can be seen at the Plant Management Network Focus on Potato website. Check it out for easy learning from the best potato researchers in the country; <https://www.plantmanagementnetwork.org/infocenter/topic/focusonpotato/>

MEETING CALENDAR: CALENDAR

4-19 CPAC meeting 7:30pm
5-17 CPAC meeting

MARCH SPUD FACTS

		<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>
Shipments	480 cwt equivalent	3335	3480	3364	3474	2965
Reds	percentage of crop	8.2	7.0	5.8	5.8	6.9
All Russet Varieties	percentage of crop	72.5	74.9	76.6	73.9	76.8
Yellows	percentage of crop	13.9	12.6	12.9	15.9	12.2
Other Varieties	percentage of crop	5.4	5.5	4.7	4.5	4.0
U.S. No. 1	percentage of crop	52.2	54.1	53.3	52.6	55.1
U.S. No. 2	percentage of crop	5.5	5.3	5.9	5.9	7.1
U.S. Commercial Grade	percentage of crop	25.7	27.4	22.6	25.0	24.8
Seed	percentage of crop	16.6	13.1	18.2	16.5	6.7
Bulk	percentage of crop	47.9	44.1	48.4	46.9	42.2
Total rail shipments		84	122	128	146	166
Total truck shipments (fresh)		2969	2994	2926	3068	2564
Total truck shipments (processing)		281	364	310	260	235
Total shipments for the year to date		20273	20133	20368	19980	19124

Average F.O.B. prices for March (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# packages	10.50	12.50	12.11	10.50	11.56
All Russets	U.S. #1size A	7.80	5.31	5.75	3.94	7.40
All Russets	U.S. #2 10# pack	6.50	4.66	4.58	3.48	6.20
Bulk Russets	U.S. Commercial Grade 100 lbs	9.95	6.75	6.70	6.12	10.50