

August 14, 2018

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

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

NEXT CPAC MEETING The next meeting of the CPAC (area II) will be held August 16th at 7:30pm, in the CPAC office.

NATIONAL POTATO COUNCIL ELECTION CPAC will elect two growers to represent Colorado on the Nation Potato Council at the CPAC meeting on August 16th, 2018. 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.

NPC LEADERSHIP INSTITUTE: CPAC is accepting applications for the 2019 Potato Industry Leadership Institute. It will be held in February, 2019 in Oregon 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. Please contact CPAC for information and an application.

MARKETING: We will be participating in the Colorado Proud TV campaign with CBS 4. This campaign will run from Sept 17th - Oct 8th on CBS Morning News, Rachael Ray, Survivor, Pre and Post Bronco games and more. CPAC has also sponsored Chef Carrie Baird, Top Chef Contestant from Denver, to do a Potato demo on Fox 31 promoting National Potato Day. Catch the chef and Jessica at 8:45am on Fox 31 KDVR on Thursday Aug 16th. We would like to thank the Adams State University Cross Country Alumni, Larry Mortensen, and the Lynn and Jeff McCullough families for helping film some great footage for future advertising campaigns. Stay tuned!

POTATO FESTIVAL: The 2018 San Luis Valley Potato Festival will be September 8! The Potato Festival is a day of fun and activities for the whole family! The Potato Festival will begin in Chapman Park in Monte Vista, CO from 8 AM until 4 PM. The day will begin with the Spud Run/Walk. Proceeds from this year's 5K will be donated to assist SLV Pediatric Diabetes Patients! Pre-registration is \$20/participant. www.coloradopotato.org/potatofestival. The City of Monte Vista, SLV Health and Farm Fresh Direct are co-sponsoring this run. Come enjoy the Music, Crafts, Guided Tours, Kid's Games, Professional Chef, our famous Mashed Potato Dunk Tank, freshly harvested Colorado Potatoes and much more!

New this year: Octane Addiction will be headlining with an aerial motorsport stunt show at Ski-Hi Park Arena! Scheduled to attend are X-Game riders, Nate Adams, Willie Elam, Kyle Demelo, Josh Penner, and James Carter. There will be beer and food from Mountain View Restaurant. Tickets are \$15 for adults and \$8 for children, and they're available at www.coloradopotato.org/potatofestival or at our office.

UNITED OF COLORADO: The purpose of United Potato Growers is to provide data to their members that assist them in selling their potatoes for a fair price. United of Colorado has adopted a new format to collect dues which is a more fair and efficient method. Under the hundred-weight (CWT) program, the member only pays dues for those potatoes that are packaged through their marketer. Members still have the option to pay dues by the acre. Shippers will only collect the assessment from growers that have a contract with United Potato Growers and have signed and returned the withholding authorization forms. No assessment will be collected from non-current or non-members.

United of Colorado continues to provide data to the members and their agents on a regular basis. That data includes a weekly marketing call, Grower Return Index (GRI) text messages, a weekly data summary email which includes shipments, pricing summaries and stocks on hand. Other benefits are access to the United of America website, cost of production reports and communication among other members.

COLORADO AG LEADERSHIP PROGRAM: The deadline to apply for a Fellowship with the Colorado Agricultural Leadership Program is September 30, 2018. Applications can be found on the CALP website, coloagleaders.org, or by contacting the CALP office at (303) 547-5963, dani@coloagleaders.org. Applicants from all agricultural backgrounds, age groups and geographical locations in Colorado are encouraged to apply. Over a two year period, Fellows attend 10 seminars with 41 days of intense training. They will hear over 135 speakers, work with current leaders in agriculture, attend on-site visits, receptions and discussions, produce the Governor's Ag Forum twice and enjoy a network of over 300 alumni. CALP travels around the State, to Washington D.C. and internationally to study agriculture issues, political processes, and development of leadership skills, team building, fundraising and communications.

FARM BILL CONFERENCE COMMITTEE SELECTED: Last Wednesday the Senate named a total of nine conferees – five Republicans and four Democrats - to the farm bill conference committee tasked with forging agreement between the House and Senate versions of the Farm Bill. The House named 47 conferees previously. The Senate Republicans will be represented by Sen. Pat Roberts, R-Kan., Senate Majority Leader Mitch McConnell, R-Ky., John Hoeven, R-N.D., Joni Ernst, R-Iowa, and Sen. John Boozman, R-Ark. For Democrats, the Senate conferees include Senate Agriculture Committee Ranking Member Debbie Stabenow, D-Mich., Patrick Leahy, D-Vt., Sherrod Brown, D-Ohio and Heidi Heitkamp, D-N.D. The Senate passed a bipartisan farm bill by a historic margin of 86-11, while the House chose to go down a partisan approach when it was able to squeak out approval in June by a vote of 213-211. Colorado will not have any direct representation on the conference committee but both Senator Bennet and Gardner have assured us they will keep a close watch on the bill's progress. Senator McConnell has stated it is a priority for him to see the bill passed in September but many believe this is a lofty goal given the approaching election.

POTATOES USA SUMMER MEETING: Last week Jared Smith, Doug Messick, and Jim joined industry members from across the nation at the Potatoes USA summer meeting. Everyone received updates on current and planned programming for Potatoes USA including the research committee, domestic and international marketing committees, and industry outreach committee. Of special note was the introduction of the new marketing campaign "Potatoes. Real Food. Real Performance. What Are You Eating?" This is an exciting opportunity to tell our story how potatoes provide the complex carbohydrate, potassium, and energy everyone needs to perform at their best. Keep watching for how you can help tell this story why **potatoes are good for you and your performance**.

AG INNOVATION – CSU SUMMIT SEPTEMBER 20-21ST. The Ag startup world is populated by a wide array of companies aiming to make farming better, more efficient and profitable. Adding to that list is Inari, a new firm started by Flagship Pioneering — creators of Indigo Ag — that aims to rethink the seed business. Besides being led by an impressive team what sets this company apart? They intend to target the status quo of the seed business. They believe the agriculture seed model seems to be stuck in status quo, or maybe a bit broken. Their new approach will merge the latest plant breeding technologies with the newest data analysis

tools to bring top-performing plants to market faster. The company is working to cut breeding time by two-thirds and reduce development costs by up to 90% for partners. The team is working on research and development in its Cambridge labs with 40-plus doctorate-level scientists within four different scientific disciplines- biology, agronomy, data science, and software engineering. Inari is already working with Texas A&M University and the University of Nebraska-Lincoln, and looking for more partners. There is literally a revolution taking place in genomics today. How is it going to affect your potato business in the future?

To learn more see inari.com. To learn more about the CSU Ag innovation summit <http://csuaginnovationsummit.colostate.edu/>

INTRODUCTION – DR. CHAKRADHAR MATTUPALLI: Hi. I am Chakradhar Mattupalli, the new extension plant pathologist at the San Luis Valley Research Center. Over the past several years, I have been working on soil-borne diseases of potato and alfalfa. My grower-oriented research program at SLVRC will focus on developing improved disease monitoring and management systems including the use of remote sensing technologies, which have the potential for making site-specific management recommendations. I am excited to join SLVRC in mid-October and I look forward to working with growers and other stakeholders in the valley. **Need for potato tuber samples:** intend to develop a culture collection of plant pathogens, which are problematic to growers in the valley. This culture collection will be useful for conducting disease assays and developing genomic resources. As a starter, I need at least 10 potato tubers preferably showing any disease symptoms/signs from 10-15 fields. Tubers sampled from different sampling fields can be bagged separately with details such as collection date, GPS location if possible and previous crop. The tubers can be taken to the CSU research farm for storage. Thanks for your help in setting me up to hit the ground running.

NATIONAL WESTERN CENTER RENOVATION:The Colorado State University System has been conducting monthly listening tours to gather ideas from people around the state about the type of educational programming they would like to see at the future [National Western Center \(NWC\)](http://nwc.colostate.edu). The tours also provide the opportunity for CSU to share its vision for the National Western Center beyond the Denver metro area, where it is most well-known. Twenty three Colorado communities have been visited to-date including Fort Morgan, Sterling, Yuma, Wray, Burlington, Lamar, La Junta, Steamboat Springs, Rifle, Grand Junction, Montrose, Gunnison, Greeley, Center, Alamosa, Pueblo, and Lake City; and more tours are planned for the fall **including a presentation during the week of October 15th at the CSU Ag. Experiment Station Farm.** Colorado State University has made a long-term commitment to the future National Western Center in north Denver and its surrounding communities. "CSU is committed to serving all of Colorado through the National Western Center project, and these listening tours are a first step toward understanding how best to do that," said Jocelyn Hittle, CSU's director of Denver program development and a participant in the tours. As Colorado's land-grant university, CSU's mission of research, service, and access fits with the outreach vision of the National Western Center. CSU's plans at the site focus on research and educational programming in the areas of food systems, water, environment, energy, and health. CSU will have three buildings within the 250-acre National Western Center campus, including a water resources center, and an animal health building.. To learn more, visit nwc.colostate.edu and plan to attend the presentation. More details to come when finalized.

SIZE AND GRADE REGULATIONS

Handling Regulations 2018-2021		
Potato Type	Grade	Size
All varieties	U.S. No. 2 or better.	2 inch min. diameter or 4 ounce min.
Red varieties	U.S. No. 2 or better.	Size B
All varieties	US Commercial or better	Size B
All varieties	US Commercial or better	¾ inch min. to 1 and 7/8 inch max.

The complete Colorado State Marketing Order can be found on our website; www.coloradopotato.org, select the Industry page and follow the link to the Colorado Department of Agriculture website.

MEETING CALENDAR:

- 08/16 Monthly CPAC Meeting
- 09/8 Potato Festival
- 10/18 Monthly CPAC Meeting
- 10/18-20 PMA Fresh Expo, Orlando

JULY SPUD FACTS

		2018	2017	2016	2015	2014
Shipments	480 cwt equivalent	2059	2461	2176	2561	2291
Reds	percentage of crop	1.9	0.4	1.0	2.6	0.4
All Russet Varieties	percentage of crop	97.3	94.6	98.8	97.0	99.1
Yellows	percentage of crop	0.6	5.1	0.2	0.3	0.4
Other Varieties	percentage of crop	0	0	0	0	0.1
U.S. No. 1	percentage of crop	65.3	66.5	60.4	66.2	68.8
U.S. No. 2	percentage of crop	6.6	7.1	8.8	7.9	7.5
U.S. Commercial Grade	percentage of crop	28.1	26.4	30.7	26.0	23.7
Seed	percentage of crop	0	0	0	0	0
Bulk	percentage of crop	28.6	26	35.0	32.2	29.9
Total rail shipments		28	113	160	106	103
Total truck shipments (fresh)		1737	1940	1776	2147	1920
Total truck shipments (processing)		294	409	240	308	267
Total year to date shipments		30035	31831	31240	31325	29344

Average F.O.B. prices for July
(per 50 lb. carton or bale unless noted)

		2018	2017	2016	2015	2014
All Russets	U.S. #1size A	8.67	5.33	6.09		6.70
All Russets	U.S. #2	6.89	4.38	4.32		5.34
Russet	U.S. Commercial Grade 100 lbs	10.71	8.43	7.86		10.09