

June 11, 2018

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

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

NEXT CPAC MEETING

The next meeting of the CPAC (area II) will be **held THURSDAY, July 12th, 2018 at 7:30 pm**

EIGHTH ANNUAL CPAC GOLF TOURNAMENT AND DINNER it is with pleasure that we invite you to the 2018 Annual Dinner & Golf Tournament, on Wednesday, June 13, 2018.

The Golf Tournament will be at the Cattails Golf Course and will start at 12:30 PM. Dinner will follow at Cattails Golf Course and will begin at 6 PM. There will be a raffle to benefit POPAC held with a chance to win \$1000 gift card!

Please RSVP to our office by Friday, June 8, 2018 for dinner.

Come enjoy the day with Industry friends.

ALL GROWERS, INDUSTRY PERSONNEL AND FAMILIES ARE INVITED.

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.

CPAC/POTATOES USA is looking for industry personal to run for a position on the Potatoes USA Board, if you are interested in this position please let the CPAC office know, elections will be held at the July 12th meeting.

Nominees should be able to fulfill the following responsibilities:

- Attend the Annual Meeting in Denver, always held the third week in March. *Your interests will not be served if this nominee cannot attend each year.* Please make sure that there is not a yearly scheduling conflict at that time, i.e. family vacation, etc.
- Represent and communicate with his/her constituents on a regular basis
- Dedicate the time to actively support Potatoes USA activities in his/her area.
- Be available when called by Potatoes USA staff to speak to grower groups, newspaper reporters and interested parties about: programs; the value to *all* growers; how the 3.0¢/hundredweight assessment is invested; and how interested parties can become active in the promotion of potatoes.

The United States Department of Agriculture's (USDA's) programs are open to all individuals without regard to race, color, religion, sex, national origin, age or marital status. It is therefore Potatoes USA (National Potato Promotion Board) policy to have the representation of producers on its board that reflect the diversity of individuals served by its programs and strongly encourages women, minorities and persons with disabilities to seek nominations to the Board and to participate in the Board's activities.

POTATO ACRES 2018 The potato fly-over has been scheduled for June 20th. CPAC will work closely with NASS to insure that the acreage count is as accurate as possible.

NPC SUMMER MEETING the 2018 NPC Summer Meeting is in Leavenworth, Washington, July 18-20. You will hear industry leaders discuss state and national perspectives on critical issues affecting potato production. You will also help review and shape policies being considered in Washington, D.C. that affect you and your business. Don't miss this opportunity to be a part of this important discussion. [Click here to register.](#)

FARM BILL Leaders of the Senate Agriculture Committee will seek to get a strong bipartisan vote for their farm bill draft from the panel this Wednesday hopefully giving the measure momentum as it heads to the Senate floor. Committee Chairman Pat Roberts, R-Kan., and ranking Democrat Debbie Stabenow of Michigan released the 1,006-page [Agriculture Improvement Act of 2018 on Friday after reaching a deal that preserved the structure of the 2014 farm bill](#) while addressing some priorities of committee members from both parties and averting a regional battle over commodity policy.

Roberts and Stabenow will want to avoid fights over amendments in committee that would upset the bill's regional balance, but some committee members, disappointed by what they couldn't get into the bill, may try again on Wednesday when the committee debates the legislation. Potential amendments could include tightening eligibility rules for commodity programs, further expansion of the Conservation Reserve Program, and improvements to the Agriculture Risk Coverage program.

Roberts was hamstrung by the lack of new funding for the bill and also wanted to "keep comity on the committee," "There aren't a lot of new programs or new spending" in the bill, Roberts said.

Senate Majority Leader Mitch McConnell said last week that he intended to pass the bill before the week-long July 4 recess. McConnell has a personal interest in the bill because it includes his provisions to legalize the production of industrial hemp and make the commodity eligible for crop insurance. Farm groups largely applauded the introduction of the draft bill.

Meanwhile, House Republican leaders hope to resolve an internal GOP battle this week over immigration policy that ensnared the House farm bill last month. A group of moderate Republicans is supporting a discharge petition that would force the House to vote on legalizing Dreamers, adults who were brought to the country illegally as children. Supporters of the petition need to get 218 votes to force a vote on the issue this month. Conservatives opposed to the move helped defeat the farm bill May 18 as leverage to get a vote on a broader immigration bill.

MARKETING Americans love their spuds. According to the annual Consumer Attitudes and Usage study conducted in

January 2018 by Potatoes USA it was revealed that potatoes are America's favorite vegetable for the second year in a row. The study revealed that potatoes are the #1 food eaten among Americans within the last 24 hours and 80% reported eating potatoes at least once a week. So, what do consumers like about potatoes? They like that potatoes are filling, satisfying and a good value.

When making food choices overall, today's consumers look for foods that are very flavorful, fresh, deliver a good value and something everyone will enjoy eating.

What keeps Americans from eating more potatoes? Nearly half say "I already eat enough potatoes." Other reasons include a general preference for other vegetables or a belief that potatoes are fattening and/or high in calories. When asked what would encourage them to make potatoes more often, consumers indicated new ways to prepare potatoes, shorter cooking times, different tastes and textures and healthier nutritional. In recent years shorter cooking times and healthier nutrition have become more important to consumers. Potatoes USA conducts the study annually to better understand consumer behavior and motivations regarding their food choices. The study tracks self-reported usage of potatoes, current beliefs on health-related topics and overall attitudes towards potatoes.

SOCIAL MEDIA as the growing season progresses this summer, we are finding more ways to promote potatoes and connect with industry personnel and consumers via social media.

Jessica is actively working on new projects and seeking assistance from growers and shippers throughout the industry. If you're interested in being a Featured Grower/Shipper please contact her at the office. Again, if you are willing to assist in her photography project please contact her soon. She is seeking farmers that are willing to let her take photos of the crop as it grows (about every 2 weeks).

We are excited to support the Potatoes USA new campaign that will be launching July 1, 2018; if you go to our Facebook page you can watch the first campaign video via Potatoes USA YouTube Channel.

If you are on Facebook please like Colorado Potatoes, and follow us on Twitter, Pinterest and Instagram.

FDA, USDA STREAMLINE PRODUCE SAFETY REQUIREMENTS FOR FARMERS In cooperation FDA and USDA are making the oversight of food safety stronger and more efficient. The agencies have announced the alignment of the USDA Harmonized Good Agricultural Practices Audit Program (USDA H-GAP) with the requirements of the FDA Food Safety Modernization Act's (FSMA's) Produce Safety Rule. The new step is part of an ongoing effort to streamline produce safety requirements for farmers. The Produce Safety Rule, which went into effect on Jan. 26, 2016, establishes science-based minimum standards for the safe growing, harvesting, packing, and holding of fruits and vegetables grown for human consumption. The rule is part of the FDA's ongoing efforts to implement FSMA.

While the requirements of both programs are not identical, the relevant technical components in the FDA Produce Safety Rule are covered in the USDA H-GAP Audit Program. The aligned components include areas such as biological soil amendments; sprouts; domesticated and wild animals; worker training; health and hygiene; and equipment, tools, and buildings. The alignment will help farmers by enabling them to assess their food safety practices as they prepare to comply with the Produce Safety Rule.

"Specialty crop farmers who take advantage of a USDA Harmonized GAP audit now will have a much greater likelihood of passing a FSMA inspection as well," said Agriculture Secretary Sonny Perdue. "This means one stop at USDA helps producers meet federal regulatory requirements, deliver the safest food in the world, and grow the market for American-grown food. This is an important first step."

The USDA Harmonized GAP Audit Program is an audit developed as part of the Produce GAP Harmonization Initiative, an industry-driven effort to develop food safety GAP standards and audit checklists for pre-harvest and post-harvest operations. The Initiative is a collaborative effort on the part of growers, shippers, produce buyers, audit organizations, and government agencies, including USDA. The USDA Harmonized GAP audit is applicable to all fresh produce commodities, all sizes of on-farm operations, and all regions in the United States. In addition, USDA is planning to have a Global Food Safety Initiative equivalent audit soon. For more information on food safety check with the inspection service and this link: <https://producesafetyalliance.cornell.edu/curriculum>

POWDERY SCAB SOIL SAMPLE TESTING Soil sample testing is available through Colorado State University to identify fields that are infected with powdery scab, both locally and in Ft. Collins. Information on the spore ball count for per gram of the soil will be provided so that growers can plan which variety to plant in the next season. Please see the attached article and contact either Dr. Sastry Jayanty or Dr. Amy Schakowsky for more information. Sastry.Jayanty@ColoState.EDU or Amy.Charkowski@colostate.edu

BARN OWL AND FARMER'S EDGE MEETING Please take time to learn more about the precision agriculture services Barn Owl and Farmers Edge have to offer. They are hosting an informational meeting at the CPAC office this Thursday June 14th at noon. More information is attached and here is a link for more: [Ag Professional Article](#)

MEETING CALENDAR:

6/13	CPAC Annual Dinner Cattails
7/11	CPR Class
7-12	CPAC meeting 7:30
7-16/20	NPC Summer meeting Leavenworth. WA
8-6/9,	Potatoes USA Summer meeting Park City,UT
10-18/20	PMA Orlando

MAY SPUD FACTS

		<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>
Shipments	480 cwt equivalent	2630	3053	2852	2455	2561
Reds	percentage of crop	4.2	4.2	2.3	2.8	1.1
All Russet Varieties	percentage of crop	86.2	88.4	89.5	89.7	86.9
Yellow Varieties	percentage of crop	8.8	6.8	7.8	6.0	9.4
Other Varieties	percentage of crop	0.8	0.7	0.4	1.4	2.6
U.S. No. 1	percentage of crop	54.8	58.8	61.3	64.2	65.3
U.S. No. 2	percentage of crop	7.4	7.0	7.6	8.0	8.5
U.S. Commercial Grade	percentage of crop	29.1	24.6	22.2	21.8	21.6
Seed	percentage of crop	8.7	9.7	8.9	6.0	4.6
Bulk	percentage of crop	37.3	36.4	39.4	32.5	31.0
Total rail shipments		56	56	119	96.0	128
Total truck shipments (fresh)		2203	2514	2385	2359	2102
Total truck shipments (processing)		371	483	348	289	331
Total shipments for the year thru May		25,611	26362	26269	25924	24799

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

		<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>
Yellow Varieties	5# bales	11.00	13.93	14.61	17.40	13.19
All Russets	U.S. #1 size A	8.25	5.15	5.34	3.58	6.97
All Russets	U.S. #2	6.62	4.25	4.50	3.17	5.23
Bulk Russets	U.S. Commercial Grade 100 lbs	10.29	6.73	6.50	4.99	10.29