

November 6, 2018

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NEXT CPAC MEETING The next meeting of the Colorado Potato Administrative Committee (Area II) will be held November 15th, at 7:00 pm, in the CPAC office conference room. Please note the earlier time.

NPC NEWS THE POTATO EXPO will be held Jan. 9th -10th in Austin, TX. To register and find agenda and speaker information go to www.potato-expo.com. The NPC meeting will be Jan. 11th following the EXPO.

To register use this link: <http://nationalpotatocouncil.org/events-and-programs/annual-meeting/>

These events are separate and require separate registrations.

2019 NPC POTATO FLY-IN the Fly-in is February 25-28th in Washington, D.C. Potato growers and industry leaders will listen and learn as featured political and policy speakers address key issues facing the potato industry. Attendees will meet with administration officials from 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. The CPAC committee will assist a limited number of growers with registration and lodging for the Fly-in. Please contact the CPAC office if you are interested.

UNITED POTATO GROWERS OF COLORADO October 2018 Market Update-Preliminary reports indicate the nation will be down about one million cwt in fresh supply as we start the 2018 shipping season. Washington State has more processing contracts and more of the historical fresh supply has been designated as processed supply. Wisconsin is facing a dire year due to poor weather at harvest with an estimated 30% of the crop left unharvested. Idaho has a healthy crop and will fill the fresh void left by Washington and Wisconsin. Colorado supply is estimated to be one million cwt over last year however we are receiving reports of pink rot and leek which may bring our estimate down to historical shipment numbers. The Nebraska-Northeast Colorado production is down slightly and Texas is reporting the largest fresh market crop on record. Canadian supply will also be down from previous years due to the same weather patterns that affected the Wisconsin crop.

SOCIAL MEDIA Get involved! Everyone here at CPAC is excited to promote Potatoes USA's "What Are You Eating?" campaign! This campaign brings to light the great qualities of potatoes, and also prompts consumers to get movin'! As this campaign kicks off with great excitement, it will be crucial that the industry supports and drives it's success! Are you looking for ways to be involved and promote "What Are You Eating?" Here are some ideas for you:

- Talk about it! Often time's consumers are unaware of the health benefits that potatoes offer such as, 110 calories, more potassium than a banana or that they're packed with vitamins! It is our job to be sure that we are sharing that message with all consumers. Education is key!
- Share, share, share! If you're on Social Media, be sure to like Colorado Potatoes and MY Potatoes USA pages on Facebook and Instagram! To help insure that the messages we are trying to push via Facebook reach the maximum audience possible, be sure to click the share button! Sharing posts on Facebook simply gives the post more momentum and a new friend's list the opportunity to see the post!
- Be present! CPAC is looking forward to supporting athletic events throughout the state this upcoming year, meaning there will be many opportunities to help our staff promote this campaign! We hope to sponsor and be involved with many events. Don't forget, you can purchase your "What Are You Eating?" apparel at <https://shop.spreadshirt.com/potatoes-usa> to help support the campaign!

RESEARCH NEWS The research sub-committee has held two meetings already in November and will meet again on November 19th. They are working to develop a list of research project priorities so that the CPAC committee can issue a call for request for proposals for research.

Several members of the industry also attended a Specialty Crop Research Initiative planning grant workshop concerning the future of potato breeding. The meeting included public and private potato breeding expertise from across the nation. The information gathered will be used to pursue a SCRI grant to further the development of diploid potato breeding.

The new potato pathologist Dr. Cheks Mattupalli has arrived at the C.S.U. Ag. Research Farm and has hit the ground running. He attended the CPAC meeting in October, the research sub-committee meeting and has been out meeting growers and industry nearly every day. We are excited to have him on board. Please call him at 719-480-4811 or stop by to meet him.

Please see the attached flier for the CSU potato breeding open house on December 4th. Hope to see you there.

MEETING FOR MEXICO SHIPPERS DECEMBER 4th We will be hosting our Mexican consultant Nora Gonzales for a meeting on December 4th at the CPAC office beginning at 8:30 a.m. Nora will share some market data and provide some insight into the new political situation in Mexico. The new Mexican president, Andrés Manuel López Obrador, will take office December 1st.

WINTER WEATHER FORECAST Watch this for the NOAA winter weather prediction. Warm and snowy would work for us. <https://www.climate.gov/news-features/videos/noaas-mike-halpert-explains-2018-19-us-winter-outlook>

MARKETING CPAC and several Colorado shippers joined nearly 21,000 others at the annual PMA Fresh Summit in Orlando last month. Farm Fresh, RPE, Wada Farms, Mountain King, and Schmieding Produce met with buyers and promoted Colorado Potatoes. Some of

these shippers joined CPAC in the Colorado Dept. of Ag's Colorado Pavilion. Our Mexico market consultant introduced potential Mexican produce buyers to Colorado shippers while CPAC staff shared our shipper's contact information with potential buyers. All Colorado potato shippers are invited to participate in the pavilion in 2019 at Anaheim. Contact Jim or Linda for information.

We have also just completed our marketing campaign with Denver FOX31 TV with the potential following views;

FOX31 Morning News 6 spots ran for a total of 344,000 views

FOX31 Evening News 16 spots ran for a total of 627,200 views

Denver CW2 TV

CW2 Afternoon News 32 spots ran for a total of 358,400 views.

CW2 Evening News 24 spots ran for a total of 667,200 views.

CW2 Late night News 24 spots ran for a total of 436,800 views.

Broncos Game 10/14 828,058 viewers

C.U. Buffs Game 10/20 87,164 viewers

Total Viewership 915,222

So, the total campaign had the potential to produce over 3.3 million views, working to make consumers aware of Colorado Potatoes!

POTATO SEED ACT SUNSET REVIEW - MEETING NOV. 15th at CPAC 9:00 A.M. The Colorado Department of Regulatory Affairs has concluded their review of the Potato Seed Act and offered nine recommendations to the Act. Cheryl Smith, Export Certification Specialist, Plants Division of the Colorado Department of Ag. will be at the CPAC office on November 15th at 9:00 a.m. to discuss the recommendations. She will also present some preliminary ideas on changes to the Late Blight Quarantine. Please come hear what changes are being proposed.

SPUD ITEMS SURVEY We really need your help to improve the Spud Items. We want to insure we are providing you with what you want and need to stay on top of what is happening in the potato industry, minus the gossip. This is the last chance to take the Spud Items Survey to help us deliver a more improved publication: <https://www.surveymonkey.com/r/N32BKM7>
If you took last month please do not take it again.

MEETING CALENDAR

11/15	CPAC meeting 7:00 p.m.
11/19	Research sub-committee 9:00 a.m.
12/4	Mexico shippers meeting 8:30 a.m.
12/4	CSU Potato breeding open house 11:00 a.m.
12/20	CPAC meeting 7:00 p.m.
1/7-1/9	Potatoes USA Winter Meeting, Austin
1/09-10	Potato Expo, Austin
1/11	NPC Annual Meeting, Austin
2/5-7	SLV Ag Conference

OCTOBER SPUD FACTS

		<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>
Shipments	480 cwt equivalent	2765	2658	2542	2619	2499
Reds	percentage of crop	5.3	7.2	7.3	4.5	5.9
All Russet Varieties	percentage of crop	84.5	84.1	81.4	87.1	82.9
Yellows	percentage of crop	9.7	7.9	11.0	7.7	9.8
Other Varieties	percentage of crop	0.5	.9	0.2	0.7	1.4
U.S. No. 1	percentage of crop	70.6	66.1	68.2	75.6	80.2
U.S. No. 2	percentage of crop	6.0	6.1	5.0	5.5	6.4
U.S. Commercial Grade	percentage of crop	23.0	27.6	25.9	18.7	12.8
Seed	percentage of crop	0.4	.2	0.9	0	0.6
Bulk	percentage of crop	31.9	33.3	40.6	32.0	27.5
Total rail shipments		34	94	109	64.4	92.6
Total truck shipments (fresh)		2388	2295	2267	2271	2238
Total truck shipments (processing)		343	269	165	283	168
Total shipments for the year to date		4986	5144	4890	4700	4071

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

		<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>
Reds	U.S. #1 size A 5#	n/a	14.20	16.58	11.21	n/a
Yellow Varieties	5#	n/a	12.90	13.79	12.07	10.97
All Russets	U.S. #1 size A	8.50	6.93	5.86	5.89	5.73
All Russets	U.S. #2	7.13	5.65	5.09	4.90	5.00
Bulk Russets	U.S. Commercial Grade 100 lbs	10.11	9.85	6.88	6.92	6.18