

October 8, 2018  
Compiled by CPAC Staff- (719) 852-3322, FAX 852-4684

**NEXT CPAC MEETING** The next meeting of the Colorado Potato Administrative Committee (Area II) will be held October 18th, at 7:30 pm, at the CPAC office.

**POTATO INDUSTRY LEADERSHIP INSTITUTE (PILI)** The CPAC committee is soliciting applications for the 2019 PILI class. Interested growers should contact the CPAC office for an application. This year's program will take place from February 20-28<sup>th</sup>, beginning in Oregon and finishing in Washington D.C. in conjunction with the annual National Potato Council fly in. Expenses are covered for those selected to participate. The Potato Industry Leadership Institute (PILI) provides tools to help younger growers and industry members develop as leaders and motivate them to commit their time and energy to the betterment 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 for potato growers. Time has proven that PILI graduates are one of the U.S. potato industry's greatest assets. **The CPAC committee will select participants at the October 18<sup>th</sup> CPAC meeting.**

**FARM BILL** Last week Jim attended the United Fresh Public Policy conference in Washington DC. While there he met with Colorado legislators to educate them about the need for a new Farm Bill. The Farm Bill has expired and will need action prior to January or issues will begin to arise. The Big Four farm bill negotiators did meet face to face this week for the first time since House Agriculture Chairman Mike Conaway accused his Senate counterparts of slowing down the talks. Conaway issued a statement last Friday saying the Senate negotiators don't have the "same sense of urgency" as he does. Those comments don't help, the Senate negotiators say. "Any criticism or assessing responsibility, if not blame, I think is counterproductive," Senate Agriculture Chairman Pat Roberts, R-Kan. stated. "You're not going to hear that from me." Conaway is in a difficult spot because the House only passed their version of the Farm Bill by two votes leaving him with little room to negotiate the House majority position. Roberts said he hoped the negotiators could continue to make some progress toward closing out some of the 12 titles of the bill. Negotiation will continue but it is unlikely that any action will happen prior to the November elections.

**MARKETING** With harvest underway we are excited to promote the new crop. The staff is preparing to attend the PMA Fresh summit in Orlando, planning the school video contest, and looking at options to produce new recipe videos. Our TV ads featuring the McCullough families and the Adam State University cross country team is airing now in the Denver market. Watch for them on Fox 31 and CBS Denver Channel 4. Thanks to the McCullough families

**EPA REGISTRATION REVIEW OF OXAMYL (VYDATE)** As a part of the EPA registration review for Oxamyl (Vydate) the EPA has published proposed changes in use requirements that could significantly impact grower's ability to manage parasitic nematodes and insects. Comments are due to the EPA on October 9<sup>th</sup>. NPC and CPAC are working to submit comments.

#### **POTATO STORAGE WORKSHOP AND NATIONAL WESTERN STOCK SHOW RE-PURPOSING PRESENTATION OCTOBER 17<sup>th</sup>**

Colorado State University and CPAC committee invite you to a Storage workshop. Dr. Jayanty will talk about Managing Potato Storage, John Martinez (IVI) will talk about Storage Ventilation & Control Panels, and Don Wenta (Wenta Nip) will discuss Sprout Control. This will be followed by a presentation and discussion of CSU's educational role in the redevelopment of the National Western Center. Christie Vilsack, former senior advisor for educational programs at USAID, and former First Lady of Iowa, has joined Colorado State University, along with her husband, former Secretary of Agriculture Tom Vilsack, as a special advisor in the planning and visioning around the National Western Center, a 250-acre redevelopment creating a 365-day-a-year vibrant destination that is a global center for ag heritage and innovation. More information on the NWC project is at [www.nwc.colostate.edu](http://www.nwc.colostate.edu).

There will be a brief video presentation on the background and current plan, followed by a discussion about the future educational offerings that can build strong partnerships between the NWC and other areas of the state. Please join us for this discussion.

**Date: Wednesday, October 17, 2018**

**Time: 9:00am – 11:30am**

**Location: San Luis Valley Research Center, 249 E. County Road 9 N, Center, CO 81125**

*Lunch will be provided after.*

RSVP is not required, but appreciated. Please respond to [lweyers@coloradopotato.org](mailto:lweyers@coloradopotato.org) to RSVP. We look forward to seeing you!

**UNITED OF COLORADO** As we put the 2018 crop into storage, keep in mind the national supply and how it affects the San Luis Valley. As the second largest shipper of fresh potatoes in the U.S., our place in the market is significant. Growers with price and supply knowledge have the ability to profitably manage their crop. The purpose of United Potato Growers is to help the grower's bottom line. United of Colorado is now structured to collect dues on a cwt. basis through the grower's first handler. Dues are 2 cents per cwt. which the first handler will withhold on behalf of the member. Please contact the United Potato Growers of Colorado office for membership details (719-852-2144). A major function of United Potato Growers is to collect harvest data. All information is confidential and only reported in aggregate. Please select the following link to submit your 2018 harvest data. This information is critical to building an accurate supply report for the Valley. Your participation is important to the industry [2018 Harvest Data](#)

**IDAHO HARVEST NEWS** Want to know about how Idaho is doing with harvest?

[http://www.capitalpress.com/Idaho/20181003/Idaho-potato-harvest-conditions-ideal-so-far-total-acres-up-a-bit-from-2017?ct=\(CP Idaho Weekly Update COPY 44\)&mc\\_cid=15fe15062d&mc\\_eid=1e5735de4f](http://www.capitalpress.com/Idaho/20181003/Idaho-potato-harvest-conditions-ideal-so-far-total-acres-up-a-bit-from-2017?ct=(CP%20Idaho%20Weekly%20Update%20COPY%2044)&mc_cid=15fe15062d&mc_eid=1e5735de4f)

**COLORADO STATE UNIVERSITY RESEARCH SETS RECORD at \$374.9 M** As part of this record, Amy Charkowski, professor in the Department of Bioagricultural Sciences and Pest Management in #CSUAgSci, received \$2.5 million from the U.S. Department of Agriculture over four years to study the spread of pathogens in U.S. potato crops. [https://source.colostate.edu/colorado-state-universitys-research-enterprise-hits-record-374-9-million/?utm\\_source=newsletter&utm\\_medium=email&utm\\_campaign=t1004](https://source.colostate.edu/colorado-state-universitys-research-enterprise-hits-record-374-9-million/?utm_source=newsletter&utm_medium=email&utm_campaign=t1004)

**SOCIAL MEDIA** As the new crop enters the market we have stepped up our marketing efforts. We want to highlight our marketing campaign with CBS/Channel 4. This campaign is running in Texas, Florida, Georgia, Arizona, Tennessee and Alabama, 6 very important markets for Colorado Potatoes. The campaign runs via Facebook and targets many different individuals, including millennials, families, casual to elite athletes, cooking enthusiasts and people that watch Food Network.

The campaign is compiled of 3 videos that run as “pre-roll” before videos that consumers/viewers are actually trying to watch. (Pre-Roll is the media way of saying a non-skippable ad prior to the video.) We will complete this campaign at the end of October and have good statistical data for reach, and interaction to analyze.

**USDA WEBSITE PUTS SOIL TOOLS AT YOUR FINGERTIPS** USDA has re-designed its [Soil Tools web page](#), to serve as a one-stop source for new, leading-edge tools to help farmers, and ranchers understand, evaluate and conserve soils. Managed by USDA’s NRCS, the page offers single-site access to soil data and maps, soil databases, digital soil applications, climate data, descriptions of soils, ecological sites, statistical packages and soil-property calculators. “Along with air, sunlight and water, soil is one of the four building blocks of life on earth,” said Dave Hoover, Director of the National Soil Survey Center. “Soil is tied, in some way, to everything we use as a society. This new web portal makes it easy to find and use soils data.”

**Utilization Report 2017-18 Crop (cwt.)**

U.S. #1	8,007,387
U.S. #2	853,538
Commercial	3,732,061
Specialty	353,570
Certified Seed Sold Out of Area	355,343
Local Seed Planted	1,087,485
Local Processing	1,521,543
Out of Area Processing	1,572,890
Farm Use, Shrink, Livestock	<u>1,829,183</u>
USDA Production	19,313,000

**SEPTEMBER SPUD FACTS**

		<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>
Shipments	480 cwt equivalent	2224	2486	2349	2082	1572
Reds	percentage of crop	3.5	3.8	2.5	3.4	2.6
All Russet Varieties	percentage of crop	87.5	87.3	89.5	88.9	86.8
Yellows	percentage of crop	8.7	8.9	6.8	7.5	10.3
Other Varieties	percentage of crop	0.2	0.1	1.2	0.1	0.3
U.S. No. 1	percentage of crop	71.0	68.9	62.1	69.4	68.4
U.S. No. 2	percentage of crop	5.7	4.8	3.7	4.0	5.8
U.S. Commercial Grade	percentage of crop	21.6	26.0	33.5	26.4	25.0
Seed	percentage of crop	1.6	0.2	0.6	0.2	0.8
Bulk	percentage of crop	39.9	35.4	45.5	42.6	39.6
Total rail shipments		0	0	56	0	6
Total truck shipments (fresh)		2072	2294	2164	1946	1424
Total truck shipments (processing)		152	192	128	136	141
Total shipments for the year to date		2224	2486	2349	2082	1572

**Average F.O.B. prices for SEPT (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	N/A	N/A	13.38	12.25	11.50
All Russets	U.S. #1size A	8.59	7.10	6.25	5.88	6.20
All Russets	U.S. #2 10# pack	7.26	6.03	5.29	5.32	5.10
Bulk Russets	U.S. Commercial Grade 100 lbs	10.08	10.64	7.33	8.30	7.03

**MEETING CALENDAR:**

- 10/17 Storage & NWSS Presentation
- 10/18-20 PMA Orlando
- 10/18 Monthly CPAC Meet **7:30pm**
- 11/10 Spud Bowl
- 11/15 Monthly CPAC Meet **7:00pm**
- 2-5/2-7 Southern Rocky Mtn. Ag Conf.

Please take the Spud Items Survey at this link to help us deliver a more improved publication: <https://www.surveymonkey.com/r/N32BKM7>