

January 7, 2019

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#### NEXT CPAC MEETING

The next meeting of the Colorado Potato Administrative Committee (area II) will be held January 17<sup>th</sup> at 7:00pm, in the CPAC office conference room.

#### LATE BLIGHT QUARANTINE (LBQ) INSPECTION FOR IMPORTED SEED

**Are you planning to bring seed into the San Luis valley from outside the area?** You must follow the rules established by the Late Blight quarantine (LBQ). The LBQ insures all seed imported into the SLV must be certified and accompanied by 1) a certificate that shows proof of field inspection, 2) a North American Plant Health Certificate issued by the certifying authority for seed potatoes where the seed potatoes were grown, and 3) laboratory test results documenting that a representative sample of tubers from the load(s) was tested for late blight.

**Imported seed shipments must be re-inspected during the unloading process to verify the absence of Late Blight symptoms.** The rules regarding imported seed can be found here:

<https://www.sos.state.co.us/CCR/GenerateRulePdf.do?ruleVersionId=7385&fileName=8%20CCR%201203-13>

If you have questions please contact the Fruit and Vegetable Inspection Service at (719)-852-4749.

#### LBQ RULE CHANGES HEARING JANUARY 16<sup>TH</sup>

The Colorado Department of Agriculture is hosting a Late Blight Quarantine rules hearing at the CPAC office on Wednesday January 16<sup>th</sup> at noon. To see the proposed rule changes go to this link: <https://www.coloradopotato.org/wp-content/uploads/2019/01/2018-proposed-Late-Blight-rule-changes.pdf>

Or contact the CPAC office for a copy at 852-3322.

#### LIVESTOCK FEED

If you are feeding potatoes to livestock please report the cwt. to the CPAC office so we can update crop disappearance. This information is relevant for market supply and market prices.

#### NPC FLY IN

2019 NPC potato fly is February 25-28<sup>th</sup> 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 joining the potato leadership institute (PILI) class in marching on Capitol Hill. This is your chance to meet with congressional leaders to express the potato industry's views on relevant industry concerns. 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 in attending the fly in.

#### CPAC ELECTIONS APPROACH

The CPAC will be conducting its annual election February 5<sup>th</sup> -7<sup>th</sup> 2019. If you are interested in serving as a member of CPAC, please submit your name to the CPAC office as a nomination to be placed on the ballot. Women, minorities, and the disabled are encouraged to participate. Available positions include one Alamosa County Grower, one Rio Grande County Grower, one Saguache County Grower, one Independent Handler, one seed producer, one Bulk Shipper and an alternate for each position.

#### SOUTHERN ROCKY MOUNTAIN AG CONFERENCE Feb.5-7<sup>th</sup>

Mark your calendars for this year's conference. The format has changed this year with Tuesday's focus on agronomics; Wednesday's will be business, and Thursday zeroing in on irrigation and water. The keynote speaker on Wednesday will be Colorado Agriculture Commissioner Don Brown. Come learn from some accomplished experts and visit with knowledgeable vendors. Topics of interest include: Resilient Farming in a Changing Climate, Hemp Production and Markets, Winter Killed Alfalfa Management, Potato and Small Grain Hail Decision Management, Powdery Scab Research in the San Luis Valley, Brewers Preferences: Thresholds Placed Upon Growers at the Elevator Effect the Quality of Beer, Succession Planning, Water: How to Do More With Less, and many more topics and speakers.

#### CDA NEWS

The Colorado Department of Agriculture (CDA) has a new Agricultural Workforce Development Program, which provides incentives to agricultural businesses, including farms and ranches, to hire interns. Qualified businesses may be reimbursed up to 50% of the actual cost of hiring an intern, not to exceed \$5,000 per internship. [Learn more](#)

Kate Greenberg has been named as the new commissioner of agriculture for the state of Colorado. We look forward to working with her. [Learn more](#)

Since 2014, the Colorado Department of Agriculture has been working on reorganization, including the creation of a new Laboratory Services Division. The facility is nearing completion.

[Learn more](#)

#### UNITED POTATO GROWERS OF COLORADO BUSINESS SUMMIT

The SLV Potato Business Summit will be held Monday, January 28, 2019 at the Vali 3 Theater in Monte Vista from 1:00 – 4:30 p.m. This event is open to the entire industry. Topics include the supply outlook in the northern part of the country and Canada and how that affects fresh supply, advancements in chemical technologies, planning & management, global markets and financial outlooks from CoBank. The seminar focuses on comprehensive analysis of the industry with enlightening and interesting guests from across the United States. For more information, contact Lyla at 852-2144.

United Potato Growers of Colorado is collecting data for the January 1 stocks on hand report. This year is critical for supply management. Data can be submitted by clicking the following link: JANUARY POTATO STOCKS SURVEY.

[Survey](#)

Thank you for being supportive of the local potato industry.

#### FEEDING THE WORLD - PHOTOSYNTHETIC RESEARCH

Crops engineered to use less energy fixing a "photosynthetic glitch" are about 40 percent more productive, according to [new research](#) from the University of Illinois and USDA's Agricultural Research Service published Thursday in *Science*. Two years of field trials in tobacco plants resulted in the yield increases, which researchers believe can be replicated in other plants such as soybeans and potatoes. Those plants expend more energy than needed during photosynthesis, causing yield losses of 20 to 50 percent. Read the story here: [https://www.agri-pulse.com/articles/11782-fixing-photosynthetic-glitch-could-boost-yields-by-40-percent?utm\\_source=Instant+Update&utm\\_campaign=4c88ecdbec-EMAIL\\_CAMPAIGN\\_2018\\_01\\_08\\_COPY\\_1294&utm\\_medium=email&utm\\_term=0\\_288ff2b53a-4c88ecdbec-48595625](https://www.agri-pulse.com/articles/11782-fixing-photosynthetic-glitch-could-boost-yields-by-40-percent?utm_source=Instant+Update&utm_campaign=4c88ecdbec-EMAIL_CAMPAIGN_2018_01_08_COPY_1294&utm_medium=email&utm_term=0_288ff2b53a-4c88ecdbec-48595625)

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This work is being partially funded by the Foundation for Rood and Agricultural Research.

#### 28TH ANNUAL GOVERNOR'S FORUM ON COLORADO AGRICULTURE February 27, 2019

The Colorado Agriculture Leadership program is pleased to once again host the Governor's Ag Forum at the Denver Renaissance. This year's theme, Pursuing Possibility, promises a day full of networking and discovery of what lies ahead for our state's second-largest economic driver. Registered attendees of the Forum are also invited to a pre-Forum reception, taking place from 5-7 p.m. on Tuesday, Feb. 26, at the Governor's Residence at Boettcher Mansion (400 E 8th Avenue, Denver, CO 80203). Register online here:

<http://www.governorsagforum.com/register-online.html>

#### HIGHLAND AG SOLUTIONS GROWERS PRESENTATION

Walt Shappley will be at the CPAC office on Tuesday February 12<sup>th</sup> at noon. He will be presenting his programs including: Smarter Irrigation Solutions, Food Safety Software, Beneficial Insects & Pollination and Highland Fresh Technologies. **LUNCH WILL BE PROVIDED. Please RSVP to the CPAC office.**

## POTATO RESEARCH

The CPAC research sub-committee will be meeting January 28<sup>th</sup> to hear proposed research proposals for 2019.

In addition the committee is working on potential Specialty Crop Block Grant (SCBG) proposals for 2020. The SCBG program is part of the Farm Bill. CPAC has successfully partnered with CSU researchers in competing for this funding. CPAC has been awarded \$779,652 for ten unique projects over the last eleven years. The projects have included promoting potatoes in Mexico, safer sprout inhibitors, flavor testing as a potato breeding screening tool, and soil health to name a few.

## CPAC SOCIAL MEDIA

Happy New Year! I would like to thank everyone that participated in our "Russet the Rudolph" drawings on Facebook! We had a total of 8 drawings and winners! Each winner received a Colorado Potato grocery bag, cutting board and cookbook.

With the dawn of the New Year I would encourage all to continue interacting (comment, like, share) on our social media platforms. I appreciate the continued support and look forward to a bright 2019! We will be featuring a monthly recipe on social media and looking for featured growers and shippers to highlight. If you are interested in being a featured grower or shipper or have a great news story you'd like us to share, contact me at [jcrowther@coloradopotato.org](mailto:jcrowther@coloradopotato.org) or 719-852-3322.

Be sure to like and follow Colorado Potatoes on Facebook, Twitter, Pinterest and Instagram! Thanks!

## MARKETING

The CPAC staff continues to work on getting an over the road semi-trailer fitted with a Colorado Potato message and our logo. Stay tuned! We also have been working to get local and regional restaurants to add Colorado Potato usage to their menus or featured on their windows, we have 2 near completion and others in the pipeline. Colorado Potatoes had ads with Fox31 during three NFL games with the following potential reach; 680,000 viewers.

## POTATOES USA

As part of the overarching Potatoes Fuel Performance strategy, Potatoes USA partnered with leading publications such as Triathlete, Women's Running and Competitor Running to inspire and educate Performance Athletes on how and why they should fuel with potatoes to achieve their personal best.

This partnership, which includes online advertising, articles, video content, and email marketing is driven by two key influencers, Dr. Allan Lim and Jessica Cerra, both accomplished cyclists. Dr. Allen Lim is a sports scientist and coach for elite U.S. cycling teams, as well as the founder of Skratz Labs, a leading sports nutrition company. Jess Cerra is a professional racing cyclist, exercise physiologist and sports nutritionist who not only competes at the highest level but also works professionally to create nutritious, high-performance food for athletes.

Both Allen and Jess created a series of videos highlighting potato preparations and preparation inspiration that are currently running across the publications' sites as well as on social media on Facebook and Instagram. All articles and videos are accompanied by banners and messaging from the What Are You Eating? campaign.

## MEETING CALENDAR:

1/17	CPAC Meeting
1/28	United Business Summit
2/5-2/7	SLV Ag Conference
2/9	Adams St. BB Game-sponsor
2/12	Highland Ag Solutions
2/21	CPAC Meeting
2/27	Governor's Ag Outlook Forum
2/25-2/28	NPC Fly-In

## DECEMBER SPUD FACTS

		<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	<u>2014</u>
Shipments	480 cwt equivalent	3031	2801	3056	3244	3058
Reds	percentage of crop	6.0	6.6	5.9	6.7	5.9
All Russet Varieties	percentage of crop	77.1	78.4	77.4	75.7	79.4
Yellow Varieties	percentage of crop	13.1	12.2	12.5	14.1	10.3
Other Varieties	percentage of crop	3.8	2.6	4.2	3.5	4.3
U.S. No. 1	percentage of crop	66.2	63.9	64.8	63.5	61.4
U.S. No. 2	percentage of crop	5.2	6.2	4.6	5.1	5.8
U.S. Commercial Grade	percentage of crop	25.5	27.6	27.1	27.3	27.6
Seed	percentage of crop	3.1	2.4	3.4	4.1	5.2
Bulk	percentage of crop	33.0	35.4	40.1	37.8	38.3
Total rail shipments		153	159	188	175	190
Total truck shipments (fresh)		2486	2401	2585	2700	2654
Total truck shipments (processing)		391	241	283	369	214
Total shipments for the year thru December		11332	11380	11190	11292	10579

## Average F.O.B. prices for December (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#		12.75	11.75	13.38	11.00	11.06
Reds 5#		12.75				
All Russets	U.S. #1size A	8.26	7.93	5.50	5.75	5.68
All Russets	U.S. #2	6.50	6.23	5.00	4.85	4.88
Bulk Russets	U.S. Commercial Grade 100 lbs	9.75	9.75	6.98	6.69	5.75