

February 15, 2019
Compiled by CPAC Staff- (719) 852-3322 FAX 852-4684
Web Page: www.coloradopotato.org Email: jehrich@coloradopotato.org

NEXT CPAC MEETING is Feb. 21st, 2019 at 7:00p.m. at the CPAC office.

CPAC ELECTION Voting will continue Mon. - Wed. February 11-20th at the CPAC office from 8:00am-4:30pm. The ballots are prepared but write-in ballots will be accepted. **Please take an interest in your industry and participate by voting.**

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>

THE DOUG MONTER MEMORIAL SCHOLARSHIP The application is on the CPAC website and has been sent to all local area high schools. This \$7,000 over 4 year's scholarship is for a graduating male senior from a local area high school. The student must be entering college or vocational school as a freshman. Preference will be given to students pursuing a degree in agriculture or related field of study, but all applicants will be considered. Applications are due to the CPAC office by close of business April 5, 2019. <https://www.coloradopotato.org/dougmonter/>

ASU SPONSORSHIP Everyone had a great time cheering on the ASU Grizzlies men's and women's basketball teams. The group made sure all fans left with a bag of Colorado potatoes! Thank you to all who helped, as well as Farm Fresh Direct LLC for donating the potatoes! ASU recognized CPAC committee member Tyler Mitchell for his contribution to the potato industry at half time. Tyler serves as chair of the research sub-committee and on the NPC board of directors.

MARKETING In March we will attend the Potatoes USA annual meeting in Denver. At the meeting we will get up-to-date information on Potatoes USA programs, including the Potatoes Power Performance message. We will then take their latest trend and demographic research into account with our own marketing planning. This ensures we are leveraging and aligning our efforts with their work, and that we are promoting Colorado Potatoes in the appropriate markets. Our truck decal project is in progress and we are reviewing a promotion from a Denver area BBQ chef. Fresh potato consumption is declining slightly so our efforts are designed to reverse this trend.

SOCIAL MEDIA We are currently working with THP and Michigan Potatoes to produce some "fast hand" recipe videos for our social media outlets. Throughout the month of February, we will continue to post industry news, recipes and other items on our social media outlets. We currently have 3,300 followers on Facebook; we are currently seeking ways to increase interactions with our followers, to increase impressions. Our Pinterest page activity is growing with people "pinning" our recipes and our Instagram page gains followers frequently. As we aggressively market the "Potatoes Powering Performance" message, we hope to see an increase in followers among all our social media outlets. Be sure to like Colorado Potatoes on Facebook and follow us on Twitter, Pinterest and Instagram! Also, if you haven't subscribed to the Perfect Potato eNews, our consumer newsletter, be sure to do so (coloradopotato.org/newsletter).

CPAC RESEARCH COMMITTEE NEWS the committee met twice this month. The initial meeting they listened to 10 researcher's present 16 concept proposals for CPAC research funding. The second meeting the sub-committee met to discuss these concept proposals and determine which scientist's they wanted to invite to submit full research proposals for consideration. 7 scientists were invited to submit 10 full proposals. In late March the committee will determine which proposals are worthy of funding.

The CPAC committee submitted 4 Specialty Crop Block Grant project concepts to CDA on February 1st. The projects are under review and we are hopeful to have some of our ideas chosen. The block grant funding helps us leverage our funds with USDA funding allowing us to do more. Another ag conference has come and gone. Please let us know if you have suggestions/comments on this year's conference. We would especially like to thank Don Brown, the previous Colorado Ag. Commissioner, for his key note address and his great work the last four years on behalf of agricultural producers across the state.

SEED LAW EXEMPTION REQUESTS Growers interested in applying for an exemption to the Seed Potato Act must submit their request to the Seed Law Advisory Committee through the CPAC office. If you need information on applying for an exemption please contact Jim for more information. The Seed Law Advisory Committee will likely meet in late March or early April to hear exemption requests. It is important to know that any lot approved for an exemption must have a four hundred tuber sample tested and confirmed to be free of Bacterial Ring Rot and Late Blight. Here is a link for more information:

<https://www.colorado.gov/pacific/agplants/colorado-seed-potato-act>

NPC NEWS

Congress was able to avert another shutdown this week by agreeing to a compromise with President Trump on border wall funding. This was great news for the potato industry as we had provisions in the appropriations bills that increased the potato breeding funding program through the National Institute of Food and Agriculture (NIFA) and will now allow increased opportunity in the USDA school breakfast program for potatoes. For more on the bill: https://www.agri-pulse.com/articles/11907-tump-backs-spending-deal-to-avert-shutdown?utm_source=Agri-Pulse+Daily+Harvest+2018&utm_campaign=2690a5e72f-EMAIL_CAMPAIGN_2019_02_15_10_01&utm_medium=email&utm_term=0_6978e27d37-2690a5e72f-48794085

We have a great group planning to attend the NPC fly-in the last week in February where we will get to learn from many great speakers. Senator Cory Gardner (R-CO) has agreed to be one of the featured speakers.

NPC EFFORT LEADS TO BIPARTISAN, BICAMERAL CHINESE TRADE REQUEST As the United States and China negotiate a more fair and free trade agreement between the two nations, U.S. Senators Jim Risch (R-ID) and Maria Cantwell (D-WA) and U.S. Representatives Mike Simpson (R-ID) and Kurt Schrader (D-OR) today led a letter to the Trump Administration asking that the U.S. potato industry be a priority in the ongoing talks. In the bipartisan, bicameral letter signed by 39 members, they noted that a U.S.-China potato trade deal would create significant economic growth and result in new jobs. The members wrote: "As you and the members of your administration work with the People's Republic of China to resolve trade disputes, we request your attention to an agriculture trade issue that has gone unresolved for nearly 20 years. Notwithstanding the diligent efforts of the United States Trade Representative and the United States Department of Agriculture (USDA), China has not opened their market to fresh potatoes from the United States and has left U.S. potato growers without a clear path forward on how to resolve concerns that are standing in the way of opening this important market."

The U.S. potato industry has a \$3.7 billion farm gate value, and that success relies on finding an international market for one out of five potatoes produced. Since 2000, opening access to China for U.S. fresh potatoes has been a priority for U.S. potato growers and included on every bilateral agenda. The letter was also signed by U.S. Senators Mike Crapo (R-ID), Angus King (I-ME), Susan Collins (R-ME), Kirsten Gillibrand (D-NY), Kevin Cramer (R-ND), Jeff Merkley (D-OR), Cory Gardner (R-CO), Tina Smith (D-MN), John Hoeven (R-ND), Patty Murray (D-WA), Tammy Baldwin (D-WI), and Michael Bennet (D-CO), and U.S. Representatives Russ Fulcher (R-ID), Kelly Armstrong (R-ND), Suzanne Bonamici (D-OR), Ken Buck (R-CO), Peter DeFazio (D-OR), Suzan DelBene (D-WA), Greg Gianforte (R-MT), Denny Heck (D-WA), Jaime Herrera Beutler (R-WA), Jared Golden (D-ME), Daniel Kildee (D-MI), Derek Kilmer (D-WA), Doug Lamborn (R-CO), Rick Larsen (D-WA), Cathy McMorris Rodgers (R-WA), John Moolenaar (R-MI), Dan Newhouse (R-WA), Paul Mitchell (R-MI), Ed Perlmutter (D-CO), Collin C. Peterson (D-MN), Chellie Pingree (D-ME), Scott Tipton (R-CO), Greg Walden (R-OR).

CONGRATULATIONS TO DAN HARVEY he was one of the winners in this year's "Colorado... it's Agricultural" photo contest. Dan is very helpful to the CPAC staff by providing us some breathtaking potato pictures every year and we are grateful to him. Dan' son Travis also received recognition. **Way to go.** To see their photos and more: <https://www.colorado.gov/pacific/agmarkets/2018-photo-contest-winners>

AGRICULTURE TECHNOLOGY Interesting article on technological opportunities and challenges:
https://www.precisionag.com/systems-management/stumbling-to-digitization-agriculture-is-not-alone/?e=jehrlich@coloradopotato.org&utm_source=realmagnet&utm_medium=newsletter&utm_campaign=paenews+02062019

LATE BLIGHT QUARANTINE 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 on our website at this link: <https://www.coloradopotato.org/wp-content/uploads/2016/04/Late-Blight-Quarantine-8-CCR-1203-13-eff-Jan-2014-w-SBP.pdf> please direct any questions concerning imported seed to the Fruit and Vegetable Inspection Service at (719)-852-4749.

MEETING CALENDAR:

2/21 CPAC meeting
 2/25-2/28 NPC Washington D.C. Fly In
 3/11-3/14 USPB Annual Meeting
 3/21 CPAC meeting

JANUARY SPUD FACTS

		2019	2018	2017	2016	2015
Shipments	480 cwt equivalent	3147	2973	2869	2940	3111
Reds	percentage of crop	6.4	6.3	5.6	7.1	4.5
All Russet Varieties	percentage of crop	74.2	76.9	76.6	76.8	76.2
Yellow Varieties	percentage of crop	13.6	11.6	13.1	11.8	14.3
Other Varieties	percentage of crop	5.9	5.1	4.8	4.4	5.1
U.S. No. 1	percentage of crop	61.5	59.3	61.6	63.1	57.4
U.S. No. 2	percentage of crop	5.6	6.5	5.0	5.6	5.6
U.S. Commercial Grade	percentage of crop	29.9	29.1	30.7	27.0	31.6
Seed	percentage of crop	3.0	5.1	2.6	4.3	0.2
Bulk	percentage of crop	32.7	35.0	43.9	38.8	41.6
Total rail shipments		94	228	156	151	255
Total truck shipments (fresh)		2702	2454	2469	2553	2621
Total truck shipments (processing)		351	291	244	236	235
Total shipments for the year thru January		14478	14354	14060	14233	13690

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

		2019	2018	2017	2016	2015
Yellow Varieties	5#	12.75	11.41	13.00	11.47	11.23
All Russets	U.S. #1-size A	8.50	8.14	5.74	5.76	5.30
All Russets	U.S. #2	6.69	6.39	5.00	4.70	4.66
Bulk Russets	US Comm. Grade 100lbs	9.94	9.75	7.00	6.81	6.11

