

April 5<sup>th</sup>, 2019

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**NEXT MEETING** of the Colorado Potato Administrative Committee (Area II) will be held **April 18<sup>th</sup>, 7:30pm** in the CPAC office conference room.

**MARKETING** The first of many semi-trailers has been decaled! CPAC would like to extend a large “thank you” to Noel and Natalie Heredia with Stand By Me Trucking LLC of Alamosa, CO for being the first to let us decal a semi-trailer of their fleet. Jess is contacting other trucking companies throughout the Valley to see if we can get more trailers decaled and on the road! If you have any contacts or ideas, please contact her via email or at the office! Thank you for your support and when you see the trailer out and about snap a photo and share with us!



**SOCIAL MEDIA** Be sure to follow Colorado Potatoes on Facebook, Twitter, Instagram, YouTube and Pinterest to stay up to date with all that we are doing! Please subscribe; if you have not done so on our website and share with your friends and family!

**POTATOES USA** Thirty new members were sworn in at the Potatoes USA Annual Meeting held March 11-14 in Denver, Colorado. During the meeting formal board business was conducted, including the swearing in of new members and the election of new Administrative and Executive Committee members. Board members are nominated by the industry annually and then are appointed by the Secretary of Agriculture. The Potatoes USA board has approximately 100 members, consisting of growers, importers and one public member. New board members from Colorado are: Les Alderete, Jason Tillman, and Bevan Lenz, from Wray, Colo. Sheldon Rockey was appointed to the Executive Committee and will co-chair the Industry Outreach Committee. Jared Smith was appointed to the Administrative Committee and will serve on the Research Committee. Thanks to these industry leaders for devoting their time and effort to support the Colorado potato industry.

**POTATOES CONTINUE REIGN AS AMERICA'S FAVORITE VEGETABLE!** Potatoes continue their reign as America's favorite vegetable according to the 2019 Consumer Attitudes and Usage (A&U) study. Consumers give potatoes high marks for their versatility, as well as being filling and satisfying. They love potatoes for being a good value, a food everyone enjoys that can be quickly and easily prepared. A vast majority of consumers report eating potatoes once a week at home, as well as eating potatoes at least

once a month at foodservice. In fact, at foodservice, French fries, potatoes in any form and side salads were chosen as the top three favorite side dishes. Potatoes are also being heavily recognized for their benefits to athletic performance. There has been an increase in consumers rating potatoes as important for enhancing athletic performance, helping fuel their everyday activities, and providing sustained energy for exercise. Understanding the consumer is important to learning what their motivations are and how to stimulate potato consumption. [Click here](#) for a one-page recap of the Consumer A&U Research report.

**CDA NEWS** Steve Silverman has been named Deputy Commissioner for the Colorado Department of Agriculture. Silverman has called Colorado home for nearly 13 years as he supported the Colorado agriculture industry from the USDA's offices in Lakewood. He assumes his new duties on April 22, 2019. [Click here to learn more](#)

**LATE BLIGHT QUARANTINE FOR IMPORTED SEED** Are you importing seed from out of the area? Be sure that you know the rules and contact the inspection service. [See the rules](#)

**COLORADO FRUIT & VEGETABLE GROWERS ASSOCIATION MEMBERSHIP DISCOUNT** CPAC and the Colorado Fruit and Vegetable Growers Association (CFVGA) have an agreement that allows any San Luis valley potato grower to join the CFVGA for half price. If interested please contact the CPAC office at 852-3322 or [click here to sign up](#)

**RESEARCH** The research committee met on March 25<sup>th</sup> to discuss 2019 research proposals. The committee will make funding recommendations at the April 18<sup>th</sup> CPAC meeting.

*Retaking the Field Volume 4: Science Breakthroughs for Thriving Farms and a Healthier Nation* is a collaborative report from 20 FedByScience universities and the SoAR Foundation. The report highlights research projects in the five Science Breakthroughs areas identified as the most important fields to advance in agriculture by the year 2030: genomics, microbiomes, sensors, data and informatics, and transdisciplinary research. The [report](#) shows how scientists funded by USDA's National Institute of Food and Agriculture (NIFA) are leveraging federal resources to advance the five primary fields. Dr. Raj Khosla from Colorado State University is featured.

**NPC** Next week state managers will be meeting in Washington D.C. with NPC executive staff and government officials. Key issues on the agenda include trade, transportation, immigration reform, Farm Bill implementation and USDA dietary guidelines. The House Judiciary Committee's immigration subcommittee held an initial hearing on Ag labor issues Wednesday. Afterwards the chairwoman, Rep. Zoe Lofgren, D-Calif. said she would "engage in discussions" to see if an agreement could be reached on a possible bill. Lofgren has indicated that she wants to pass a standalone Ag. labor bill that would provide a path to legal status for existing workers who are in the country illegally as well as to reform H-2A. She didn't give a timetable for producing a bill but said she intends to move as quickly as possible. [To see more](#)

Farm groups expressed alarm Monday at President Trump's renewed threats to shut down the southern border, which could cripple trade with Mexico, an irreplaceable market for billions of dollars of milk, ham, rice, potatoes and corn. USDA data show the U.S. shipped about \$19 billion worth of ag products to Mexico in 2018. Mexico is an important export market for Colorado potatoes. [Read more here](#)

**ALLIANCE FOR POTATO RESEARCH AND EDUCATION (APRE)** The Alliance for Potato Research & Education supports scientific research in cardiometabolic health, healthy dietary patterns, and healthy lifestyles. [To learn more](#)

## SOIL HEALTH PODCASTS

Check them out [here](#)

**SAVE THE DATE: CPAC Annual Golf Tournament and Dinner will be held Wednesday, June 12, 2019.**

More details to come next month!



### MEETING CALENDAR:

4-18 CPAC meeting 7:30pm  
 5-16 CPAC meeting  
 6-12 CPAC annual dinner/golf  
 6-20 CPAC meeting

### MARCH SPUD FACTS

		<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Shipments	480 cwt equivalent	3266	3335	3480	3364	3474
Reds	percentage of crop	7.5	8.2	7.0	5.8	5.8
All Russet Varieties	percentage of crop	73.4	72.5	74.9	76.6	73.9
Yellows	percentage of crop	13.4	13.9	12.6	12.9	15.9
Other Varieties	percentage of crop	5.8	5.4	5.5	4.7	4.5
U.S. No. 1	percentage of crop	50.6	52.2	54.1	53.3	52.6
U.S. No. 2	percentage of crop	5.4	5.5	5.3	5.9	5.9
U.S. Commercial Grade	percentage of crop	26.8	25.7	27.4	22.6	25.0
Seed	percentage of crop	17.3	16.6	13.1	18.2	16.5
Bulk	percentage of crop	50.9	47.9	44.1	48.4	46.9
Total rail shipments		22	84	122	128	146
Total truck shipments (fresh)		2971	2969	2994	2926	3068
Total truck shipments (processing)		273	281	364	310	260
Total shipments for the year to date		20181	20273	20133	20368	19980

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

		<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Yellows	5# packages	12.00	10.50	12.50	12.11	10.50
All Russets	U.S. #1size A	8.26	7.80	5.31	5.75	3.94
All Russets	U.S. #2 10# pack	6.88	6.50	4.66	4.58	3.48
Bulk Russets	U.S. Commercial Grade 100 lbs	10.25	9.95	6.75	6.70	6.12