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Compiled by CPAC Staff- (719) 852-3322 FAX 852-4684

Web Page: [www.coloradopotato.org](http://www.coloradopotato.org) Email: [jehrllich@coloradopotato.org](mailto:jehrllich@coloradopotato.org)

**NEXT CPAC MEETING** The next meeting of the Colorado Potato Administrative Committee (area II) will be held on December 19<sup>th</sup> at 7:00 PM, in the CPAC office conference room.

**POTATO EXPO** will be held Jan. 14<sup>th</sup> -15<sup>th</sup> in Las Vegas, NV. To register and find the agenda and speaker information use this link [POTATO EXPO](#)

**NPC ANNUAL MEETING** The NPC meeting will be Jan. 16<sup>th</sup> following the EXPO. To register use this link: [NPC ANNUAL MEETING](#) **These events are separate and require separate registrations.**

### **GAP AUDIT COST SHARING**

The Colorado Department of Agriculture (CDA) Fruit and Vegetable Section still has cost-share funding to assist Colorado fruit and vegetable producers with the cost of USDA Good Agricultural Practices (GAP) and Good Handling Practices (GHP) audits. Farmers who are new to the audit program can be reimbursed for half the cost of the entire audit, up to \$500 per audit. Farmers who are renewing their audits are eligible for reimbursement of one half of the new USDA administrative fee. Producers must apply for reimbursement. The application is available at [www.coloradoagriculture.com](http://www.coloradoagriculture.com) or producers can request one by calling (719) 852-4749 or emailing [brian.pauley@state.co.us](mailto:brian.pauley@state.co.us). This form must be submitted to the Fruit and Vegetable Section office, with a copy of the audit certificate, the invoice(s) showing the cost of the audit, proof of payment and a completed W-9. Applications will be reimbursed in order in which they are received, as long as funds remain available. Audits must have been conducted on or after October 1, 2018. Audits eligible for reimbursement include: Basic GAP/GHP, Produce GAP Harmonized, and Harmonized GAP Plus+. This cost-share program is made possible by a Specialty Crops Block Grant from USDA, obtained by the Colorado Department of Agriculture.

**2020 NPC POTATO FLY-IN** is February 24-27th in Washington, D.C. This is your chance to meet with congressional leaders to express the potato industry's views on relevant industry issues. Potato growers and industry leaders will listen and learn as featured political and policy experts 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 (PLI) class in marching on Capitol Hill. PLI participants this year are Sarah Noller and Cliff Shaw.

Please contact the CPAC office if you are interested in attending the fly-in.

**NPC NEWS** According to reporting from [Agri-Pulse](#) lawmakers are trying to wrap up deals this week on the U.S.- Mexico-Canada Agreement, fiscal 2020 government spending and have scheduled debate on the Farm Workforce Modernization Act.

The Administration and Mexico agreed on changes to the USMCA agreement and submitted them for approval to House Speaker Nancy Pelosi over the weekend, [according to news reports](#). Speaker Pelosi is hoping to bring the agreement up for a vote as soon as practical.

The House is scheduled [to debate the Farm Workforce Modernization Act](#), which would expand the H-2A visa program to include year-round workers while also providing existing undocumented farmworkers a path to legal status. The bill has bi-partisan support but many conservative Republicans say the legalization plan amounts to a form of amnesty.

Last week the NPC staff, state managers and growers met with Undersecretary of Marketing and Regulatory Services Greg Ibach, APHIS Administrator Kevin Shea and others for an in-depth discussion on the domestic and international programs that APHIS is undertaking and how they can best partner with the industry to support its success and profitability.

Updates included progress reports on supporting grant funding on potato related projects through the Specialty Crop Research Initiative and APHIS directed funding with the Plant Pest and Disease Management grant program.

APHIS also provided updates to the group on the industry's trade priorities which included year-round market access for chipping potatoes in Japan, expanding access beyond the current 26-kilometer zone in Mexico, coordinating with Canada on bilateral approaches to diseases, expanding cooperation with South Korea, opening the Chinese market, finalizing the protocol for seed potato exports to Egypt, and expanding discussions with Morocco.

**SOCIALMEDIA/MARKETING MARKETING/SOCIAL MEDIA** CPAC's iHeart Radio Holiday Potato Recipe contest has been live for just over 3 weeks!

Listeners are encouraged to submit their favorite potato recipe, for a chance to win a \$250 gift card. If you're interested in participating in the contest, visit the Colorado Potatoes Facebook page for a direct link and more information. In collaboration with the Holiday Recipe Contest, CPAC also has commercials and shout outs on Sunny 106.3, throughout December. Tune into Sunny 106.3 for all your Christmas music and listen to Tammy Oakland's holiday podcasts to hear our holiday jingles. Another festive campaign that we're thrilled about is the ReachLocal campaign through USA Today networks. Our social quiz is live and we're excited for consumers to find out if they're "A Spud Stud or Tater-Totler." This quiz will help consumers learn more about potatoes and get them enthusiastic about potatoes and share their new knowledge with their friends via social networking. This campaign includes banner ads and social posts for a creative recipe "#TheMorningAfter", that encourages consumers to use leftover potatoes from their holiday dinners for breakfast potato patties! These two digital and online campaigns have helped to increase consumer awareness of Colorado Potatoes and our social media accounts are constantly growing. ☺ Our Facebook post engagement rate has increased 25%, meaning people are not only seeing our content, but they like commenting and sharing our content!

Check out the iHeart Recipe Contest and the Reach Local social quiz here—click on the photos to be directed to the webpage:



## How well do you know your potatoes?

Take this quiz to find out how well you know the nutritional value of potatoes.

TAKE THE QUIZ

Potatoes are a versatile food. Not only can the vegetables be prepared in many different ways — chopped, sliced, hashed or smashed — but they're suitable for every season, too. During the colder winter months, baked and mashed potatoes serve as comfort food; in the summer, tangy potato salads are a cookout staple.

Potatoes are also a staple of a healthy, well-balanced diet. They're great sources of vitamins and minerals — in fact, taters account for 5% of Americans' total magnesium consumption — and they come in a variety of colors, all of which offer different nutritional benefits. For example, purple and red potatoes are rich in anthocyanins, which researchers have found can help lower blood pressure.

Of course, those potato facts are just scratching the surface. The following quiz will reveal if you're a spud expert or if you need to brush up on your tater facts.

As the National Western Stock Show approaches, we're excited to share a bit more information with you all! We and CPAC III will have a presence in the Ag Adventure area of the NWSS in January. We will also be teaching in CAM's Classroom on Monday, January 20th! If you're interested in volunteering to help, please let our office know!

Thank you for your continued support! Again, if you're on social media and have not yet done so, be sure to like our pages on Facebook, Twitter, Pinterest, Instagram and LinkedIn. And always share our content with your friends; sharing is caring! ☺

**SOUTHERN ROCKY MOUNTAIN AG CONFERENCE Feb. 4-6th** Topics will include Colorado climatology and radar monitoring, Potato Virus Y, Water Use Roundtable, Hybrid Potato Breeding, and Hemp. Please plan to come, meet with vendors, and learn.

**AG IN THE NEWS** To quote Emily Johannes, director of sustainability for K-Coe Isum, referencing Cargill's consumer survey.

"Farmers know how to be sustainable. They've been talking about it at coffee shops for decades." She advises farmers to focus on what matters — looking at balance sheets, inputs, making the right choices year after year. "Sustainability doesn't happen overnight. It's every day, every night, every season, every harvest, every year kind of thing. It's not the sexy stuff, it's more the digging in and getting it done kind of stuff," she says. "Getting started is key. Waiting is not going to help you anymore. It's not going away." [Two-headed-consumer-demands-change-farmers-food-companies](#)

I would argue that most farmers are already sustainable but need to tell their story in a way that consumers will listen and learn.

Last week several of us attended the Ag Innovation summit at Colorado State University. We were exposed to amazing information about the future of technology in agriculture, how this technology will help feed the increasing global population, and the need for agriculture to listen to what consumers are asking and respond. We must answer them with a proactive message that addresses their concerns and clearly communicates the personal benefits we are providing society. While I didn't agree with everything I heard last week it doesn't change the fact that consumers are asking for more information and will get it somewhere. As the ag community, we have to "Tell Our Story."

<http://csuaginnovationsummit.colostate.edu/video-archives/>

<https://www.trustinfood.com/>

**CPAC ELECTIONS APPROACH** The CPAC annual election will be February 4th -6th 2020. 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 Costilla/Conejos County Grower, two Independent Handlers and one Bulk Shipper and an alternate for each position.

**MEETING CALENDAR:**

- 12/19 CPAC Meeting
- 1/16 Potato USA Winter meeting Las Vegas
- 1/14-15 Potato Expo Las Vegas
- 1/16 NPC Annual Meeting Las Vegas
- 1/23 CPAC Meeting
- 2/01 Sponsor Adams St. BB Game
- 2/04-06 SLV Ag Conference

**NOVEMBER SPUD FACTS**

|                                 |                    | <u>2019</u> | <u>2018</u> | <u>2017</u> | <u>2016</u> | <u>2015</u> |
|---------------------------------|--------------------|-------------|-------------|-------------|-------------|-------------|
| Reds                            | Percentage of Crop | 5.1         | 6.2         | 5.7         | 6.8         | 6.4         |
| All Russet Varieties            | Percentage of Crop | 82.6        | 79.5        | 79.6        | 78.7        | 81.1        |
| Yellows                         | Percentage of Crop | 10.8        | 12.7        | 13          | 12.5        | 11.1        |
| Other Varieties                 | Percentage of Crop | 1.4         | 1.7         | 1.7         | 2           | 1.4         |
| U.S. No. 1                      | Percentage of Crop | 65.5        | 65.8        | 60.7        | 69.1        | 70.7        |
| U.S. No. 2                      | Percentage of Crop | 4.6         | 5.8         | 5.3         | 4.2         | 5.5         |
| U.S. Commercial Grade           | Percentage of Crop | 29.3        | 26.4        | 32.3        | 24.4        | 21.9        |
| Seed                            | Percentage of Crop | 0.6         | 2           | 1.7         | 2.4         | 1.8         |
| Bulk                            | Percentage of Crop | 30.1        | 33.4        | 34.8        | 35.8        | 35.6        |
| Total Rail Shipments            | 480 CWT Equivalent | 134         | 172         | 241         | 206         | 179         |
| Total Truck Shipments (Fresh)   | 480 CWT Equivalent | 2826        | 2742        | 2828        | 2761        | 2889        |
| Total Truck Shipments (Process) | 480 CWT Equivalent | 346         | 402         | 367         | 278         | 280         |
| Total Monthly Shipments         | 480 CWT Equivalent | 3306        | 3318        | 3435        | 3245        | 3348        |
| <b>Total YTD Shipments</b>      | 480 CWT Equivalent | <b>8142</b> | <b>8303</b> | <b>8579</b> | <b>8136</b> | <b>8048</b> |

**AVERAGE F.O.B. PRICES FOR NOVEMBER**

(per 50 lb. carton or bale unless noted)

|             |                     | <u>2019</u> | <u>2018</u> | <u>2017</u> | <u>2016</u> | <u>2015</u> |
|-------------|---------------------|-------------|-------------|-------------|-------------|-------------|
| Reds        | U.S. #1 A 5#        | 16.50       | n/a         | n/a         | n/a         | n/a         |
| Yellows     | 5#                  | 13.50       | 12.57       | 11.88       | 14.00       | 11.54       |
| All Russets | U.S. #1 Size A      | 8.24        | 8.28        | 7.56        | 5.75        | 5.78        |
| All Russets | U.S. #2             | 6.86        | 6.55        | 5.89        | 5.00        | 4.92        |
| Russet      | U.S. Coml Grade 100 | n/a         | 9.78        | 9.54        | 6.99        | 6.89        |