

July 22, 2019

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

Web Page: www.coloradopotato.org Email: jehrlich@coloradopotato.org

NEXT CPAC MEETING

The next meeting of the CPAC (area II) will be **held August 15th at 7:30pm**, in the CPAC office.

NPC REPRESENTATIVES TO BE SELECTED AT AUG. MEETING CPAC will be electing two representatives to the NPC Board of Directors in August. If you are interested in one of these positions, please contact the CPAC office to be placed on the list of nominees. The NPC Board of Director positions are one year terms.

ANNUAL DINNER we would again like to thank all of the sponsors that made our golf tournament and dinner a huge success. Please see the list below. After a great dinner we had the pleasure to honor the CPAC outgoing Chairman Mark Peterson. He has been an outstanding leader for our committee as well as our industry and CPAC will miss him. He was always willing to help with any project we took on and was usually the last to leave making sure every detail was taken care of.

His attention to detail and his grower perspective made the decision making for the board a much easier task. We wish Mark well as he continues to lead the industry and community in other capacities and welcome his input as a CPAC Board member.



SOCIAL MEDIA We're less than two months away from the 2019 Potato Festival! As we prepare to have a bigger and better festival this year, we are focusing our marketing efforts on drawing from the larger cities surrounding the San Luis Valley. Jessica is working with Fox31 and other companies to compile a cohesive and effective marketing campaign through the use of Geo-Fencing. Geo-Fencing is a form of marketing that tracks the IP Address of users and delivers them with relative content advertisements. As always, if you're on social media please like/follow us on Facebook, Twitter, Instagram and Pinterest!

MARKETING As Potatoes USA continues their marketing campaign about fueling performance with potatoes, CPAC has and will continue to promote this information in our new fiscal year marketing campaigns. We will share the message at the Fit Foodie 5k in August, as well as at the Colorado State Fair, PMA, and other events throughout the ensuing year.

CPAC is excited and pleased to be able to bring back Octane Addictions Motorsport Free Style Show to the 2019 Potato Festival on Saturday September 7 at 6:00pm plan to attend to see a bigger and different show. Tickets will be \$15 and will be available at the CPAC office or online beginning August 1st 2019. At 8 a.m. at Chapman Park we will have our one day event, which includes food vendors, cooking demonstrations, kid's games, craft booths and much more. We have again collaborated with Farm Fresh Direct, Monte Vista Parks and Rec, and San Luis Valley Health to promote the Tater Trot 5K race to benefit SLV pediatric diabetes patients. All proceeds from this year's race and potato sales will go to assist costs of local patients.

NPC SUMMER MEETING

Last week the NPC held their annual summer meeting in Wisconsin. Colorado was well represented and the committee meetings were productive with new information on trade negotiations, potential legislation, and efforts to keep the industry informed and engaged. It is exciting to see new leadership with Kam Quarles, CEO, and Mike Wenkel, COO. We are very grateful to outgoing CEO John Keeling for his outstanding leadership and dedication for the past 16 years. His passion for potato growers and their families was sincerely genuine and his expertise with congress will be hard to replace. We wish him the very best in his retirement.

SENATOR GARDNER VISIT

CPAC was fortunate to host Senator Cory Gardner (R) for a tour of Grower-Shipper and a meeting at the CPAC office on July 1st. The Senator spoke at length about trade negotiations including the USMCA agreement pending between Mexico, Canada, and the United States. He was asked about the potential for immigration reform in congress as labor issues continue to aggravate our industry. He did his best to explain the difficult political situation that exists around this issue while expressing his sincere hope that progress toward a solution might be reached. Members of CPAC thanked Senator

Gardner for his stellar support of the Farm Bill, the NIFA potato breeding research grant funding, and his willingness to work with both sides of the political spectrum to get results. We are fortunate in Colorado agriculture that both of our senators work together in the best interest of farmers and ranchers.



RESEARCH NEWS

Dr. Jayanty will be conducting **a potato storage workshop on August 7th at the CSU Ag Experiment Station**. Dr. Jayanty is still finalizing the program but Nora Olsen, storage specialist from the University of Idaho, is on the agenda to speak about black spot bruising. Please plan to attend because it won't be long before your crop will be going into storage for the winter months. How you handle your harvest has major implications for the ability of your crop to store well and maintain quality.

The research sub-committee met this week with most of the potato research team to discuss grower priorities and future potential projects. Dr. Amy Charkowski gave a presentation on different grant programs and funding opportunities that the CPAC committee and the researchers can apply for. The intent is to take a strategic approach with funding and systematically look at how CPAC research funding can be leveraged with grants and prioritized to have the most impact for the industry.

FLY OVER ACREAGE CPAC completed the annual acreage survey on July 2nd. A Special thank you goes to Grant Mattive and Steve VanTreese for flying, and Tyler Mitchell, Sheldon Rockey, Jared Smith, Jessica Crowther and Tom Johnson with NASS for spotting and compiling the count. The county break out is listed below;

County	2019	2018	2017	2016	2015	2014	2013
Alamosa	16085	16763	17,925	16,551	18,005	18,269	16,833
Conejos	490	708	1011	943	472	937	547
Costilla	2970	2972	2774	2,901	2,758	3,393	3,508
Rio Grande	16486	15922	15786	15,357	15,580	16,346	15,519
Saguache	<u>12542</u>	<u>15420</u>	<u>14352</u>	<u>15,150</u>	<u>15,120</u>	<u>15,183</u>	<u>13,280</u>
Total	48573	51785	51848	50,902	51,935	54,128	49,687



MEETING CALENDAR:

- 8-12/8-15 Potatoes USA summer meeting Nashville, TN
- 8-15 CPAC Board meeting 7:30
- 10-17/10-19 PMA Anaheim, CA

JUNE SPUD FACTS

		2019	2018	2017	2016	2015
Shipments	480 cwt equivalent	2977	2366	3008	2795	2839
Reds	percentage of crop	3.4	4.1	2.1	0.8	3.0
All Russet Varieties	percentage of crop	92.3	92.6	92.6	98	96.1
Yellows	percentage of crop	4.1	3.2	5.2	1.2	0.8
Other Varieties	percentage of crop	0.2	0.2	0.1	0.0	0.0
U.S. No. 1	percentage of crop	59.3	60.3	63.1	63.8	64.7
U.S. No. 2	percentage of crop	7.4	7.6	6.3	9.1	8.5
U.S. Commercial Grade	percentage of crop	33.3	31.9	30.4	27.0	26.7
Seed	percentage of crop	0	0.1	0.2	0.0	0.1
Bulk	percentage of crop	42.8	40.2	43.2	34.5	32.7
Total rail shipments		50	66	166	194	66
Total truck shipments (fresh)		2423	2029	2401	2255	2428
Total truck shipments (processing)		504	271	442	346	346
Total year to date shipments		29875	27977	29370	29064	28762

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

		2019	2018	2017	2016	2015
All Russets	U.S. #1size A	7.10	8.42	5.19	5.28	3.38
All Russets	U.S. #2	6.25	6.70	4.25	4.48	2.95
Bulk Russets	U.S. Commercial Grade 100 lbs	9.75	10.50	7.06	7.33	4.86

Thank You to our 2019 Annual Dinner Sponsors!

SLV Ag Check Services
 Monte Vista CO-OP
 C & L Container Co
 RPE-Colorado
 Sorum Tractor Co Inc
 ITC Equipment & Packaging
 Lenco West, INC
 Wall, Smith & Bateman
 Wenta Nip & Sanitizing
 Colorado Gourmet Potatoes LLC
 Frontier Bank
 Wilbur Ellis
 CIA Levitt Insurance

Farm Credit of Southern Colorado
 Poole Chemical Co.
 Alamosa State Bank
 San Luis Valley Rural Electric CO-OP
 Compost Technologies
 Agro Engineering Inc
 iVi
 HolmesEnviro Hyper Galaxy
 Farm Fresh LLC
 Formation Ag/ Power Zone
 Landmark Packaging, INC- Paul Landwehr
 Mountain Valley Logistics