

November 11, 2019

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**NEXT CPAC MEETING** (Area II) will be held on November 21<sup>st</sup>, at 7:00 pm, in the CPAC office conference room. **Please note the earlier time.**

**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.

**NPC NEWS** The Farm Workforce Modernization Act (HR-4916) was introduced in the House of Representatives last week. A broad cross-section of agriculture is in support of the bill including the NPC and most state potato organizations. Agriculture businesses understand the need for a stable, legal workforce to ensure farmers and ranchers can continue producing an abundant, safe, and affordable food supply. Securing a reliable and skilled workforce is essential, not only for the agricultural industry but for the U.S. economy as a whole as agricultural production accounts for an additional two to three jobs off the farm. The bill has three titles: Earned Status for Certified Agricultural Workers, Improving the H-2A program, Mandatory E-Verify for Ag Businesses. To learn more: [Farm Workforce Modernization Act](#)

U.S. Secretary of Agriculture Sonny Perdue led a trade mission to Mexico on November 6-8<sup>th</sup> in an attempt to forge new opportunities with U.S. agriculture's largest bilateral trading partner and second-largest export market. The Secretary was joined by Under Secretary for Trade and Foreign Agricultural Affairs Ted McKinney and more than 100 industry and government representatives. The potato industry was represented at the meetings and USDA officials know our trade situation with Mexico very well. To hear how the trip went: [Mexico Mission](#)

**POTATOES USA, IN CASE YOU HAVE NOT HEARD; NEW STUDY SHOWS POTATOES ARE AN EFFECTIVE FUEL FOR ATHLETES** A new study by Dr. Nicholas Burd, a professor at the University of Illinois, shows that potatoes can be as effective as sports gels for athletic performance and better than just consuming water. The study measured the performance of 12 endurance athletes during a 2-hour cycling challenge followed by a time trial on three different days. Each cyclist performed the challenge consuming potato purée, a commercial sports gel, or only water until they utilized all three fueling options. Not only did the potato purée help sustain performance, but it was also easily digested and absorbed when consumed. After Dr. Burd's study was published in the *Journal of Applied Physiology* on October 18, 2019, the internet has responded rapidly and positively. So far, 90 news outlets have published articles about the results, including *Newsweek*, *MSN*, and *Food and Wine*. The conversation has exploded on Twitter too. Nearly 600 people have shared the news on their profile, and the number continues to rise by the day. Comments show that even long-time users of carbohydrate gels are ready to make the switch to a whole-food alternative. While there is much excitement, there are also some questions about the practicality of consuming potatoes mid-workout, indicating an opportunity to educate athletes about ways to easily consume the potato purée during the workout. This research is part of a larger story for athletes—that athletes have more options for viable fuel sources beyond processed sports gels that tend to be expensive and risks flavor fatigue. Dr. Burd's study is funded by the Alliance for Potato Research and Education (APRE). Additional APRE research is in progress to understand the benefits of post-exercise meals including white potatoes; the impact of potatoes before and during exercise; and how muscles may be built post-exercise with potatoes.

## WHAT ARE YOU EATING?™

**FSA COUNTY COMMITTEE ELECTIONS** U.S.D.A. began mailing ballots last week to eligible farmers and ranchers for the Farm Service Agency (FSA) county committee elections. Each committee has three to eleven members who serve three-year terms of office. County committee members help FSA make important decisions on its commodity support programs, conservation programs, indemnity, and disaster programs, and emergency programs and eligibility. Ballots must be returned to the local FSA county office or postmarked by December 2. For more information: [County committee elections](#)

### **EPA - FARM, RANCH, AND RURAL COMMUNITIES FEDERAL ADVISORY COMMITTEE**

The EPA is looking for nominees to serve on the Farm, Ranch, and Rural Communities Committee (FRRCC). The FRRCC provides independent policy advice and recommendations to EPA's Administrator on a range of environmental issues and policies that are of importance to agriculture and rural communities. In selecting committee members, EPA will consider qualifications such as: whether candidates are actively engaged in farming, hold leadership positions in ag-related organizations, possess a demonstrated ability to examine and analyze complicated environmental issues with objectivity and integrity, have experience working on issues where building consensus is necessary, and are able to volunteer several hours per month to the committee's activities. The Committee expects to meet approximately twice a year. Applications must include a résumé or curriculum vitae and a statement of interest and must be received by EPA by December 31, 2019. For full details about how to apply: PA

**AG WATER WORKSHOP: PRESERVING IRRIGATED AG AND THE AQUIFER** The Colorado Ag Water Alliance is hosting a watershed management informational meeting on Nov. 20<sup>th</sup> at Sargent High School from 6:00-9:00 p.m. To see the agenda and register for the meeting: [PRESERVING THE AQUIFER](#)

**THE COLORADO FOOD SUMMIT** the CSU Food Systems Initiative and the Denver Department of Public Health and Environment are hosting this meeting on Tuesday, January 7<sup>th</sup> at the Denver Museum of Nature and Science. The summit intends to build linkages between diverse urban food goals and viable profitable marketing opportunities for Colorado farmers and ranchers and rural communities. Early bird registration ends November 15<sup>th</sup>. [Colorado Food Summit Registration](#)

**2020 NPC POTATO FLY-IN** is February 24-27<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 taking to Capitol Hill to lead the industry's grassroots advocacy efforts. 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.



**ADAMS STATE UNIVERSITY CORPORATE SPONSOR OF THE YEAR** The Colorado Potato Administrative Committee was selected as the Adams State University Corporate Sponsor of the Year! CPAC has been a longtime supporter of ASU academics and athletes and is honored to receive this recognition.



**2019 SPUD BOWL QUEEN** was announced Saturday, November 9, 2019. Congratulations to Danae Lucero from Sargent High School for being crowned Spud Bowl Queen!



**2019 COLORADO STATE UNIVERSITY POTATO BREEDING PROGRAM OPEN HOUSE** will be held Thursday, November 21st, from 11:00 AM to 1:00 PM. Samples of advanced potato selections will be on display for your review. Lunch will be provided. Please plan to attend and bring along an interested friend or neighbor. Please RSVP to Caroline at 719-480-5027 by Wednesday, November 14th.

**MARKETING/SOCIAL MEDIA** Our FOX31 digital campaign finished in mid-October, bringing a total of 250,000+ impressions via Facebook and KDVR.com. This campaign ran from mid-September to mid-October with a focus on the “Potatoes Powering Performance” messaging. This was an excellent way to promote our newly harvested crop.

As we approach the holidays, we're so excited to announce our new campaigns! We will be running a Holiday Potato Recipe Contest on iHeart Radio, throughout November and December. If you love Christmas tunes, tune into iHeart for your listening pleasures. We will also be conducting a digital and social media campaign with ReachLocal on USA Today networks this holiday season. We will be creating a social quiz for social media—stay tuned for more details on that!

We're so excited to have the opportunity to partner with CPAC Area III and CSU at the National Western Stock Show (NWSS) in January 2020! Brenda Breickler (from Area III), Linda and I have been working on curriculum for the upcoming NWSS. We are excited about the opportunity to participate in the new CAM's Classroom within the CSU Ag Adventure area. CAM's Classroom is a new approach for the Ag Adventure, where commodity groups will have time to teach students about agriculture in an interactive atmosphere—as we get more information of what it entails and how many volunteers we'll need, we will update you! If you're interested in volunteering, please let our office know. ☺

As we trek into November, we would like to say **“Thank You”** to all of our growers, shippers, etc. that help make our Thanksgiving tables complete, with potatoes, of course! Be sure to check out [coloradopotato.org/recipes](http://coloradopotato.org/recipes) for delicious ways to cook up and serve potatoes to all your friends and family this year! We're so grateful to work in the Potato Industry and appreciate the long hours, hard work, and dedication of all of you.



## MEETING CALENDAR

11/21	CPAC meeting 7:00 p.m.
11/21	CSU Potato breeding open house 11:00 a.m.
12/19	CPAC meeting 7:00 p.m.
1/7	Colorado Food Summit
1/14-15	Potato Expo, Las Vegas
1/16	Potatoes USA Winter Meeting, Las Vegas
1/16	NPC Annual Meeting, Las Vegas
2/4-6	<a href="#">SLV Ag Conference</a>

### OCTOBER SPUD FACTS

		2020	2019	2018	2017	2016	2015
Reds	Percentage of Crop		5.3	5.3	7.2	7.3	4.5
All Russet Varieties	Percentage of Crop		84.3	84.5	84.1	81.4	87.1
Yellows	Percentage of Crop		9.9	9.7	7.9	11	7.7
Other Varieties	Percentage of Crop		0.4	0.5	0.9	0.2	0.7
U.S. No. 1	Percentage of Crop		68.3	70.6	66.1	68.2	75.6
U.S. No. 2	Percentage of Crop		5.4	6	6.1	5	5.5
U.S. Commercial Grade	Percentage of Crop		25.4	23	27.6	25.9	18.7
Seed	Percentage of Crop		0.9	0.4	0.2	0.9	0
Bulk	Percentage of Crop		28.4	31.9	33.3	40.6	32
Total Rail Shipments	480 CWT Equivalent		0	34	94	109	65
Total Truck Shipments (Fresh)	480 CWT Equivalent		2318	2388	2295	2267	2271
Total Truck Shipments (Processing)	480 CWT Equivalent		349	343	269	165	283
Total Monthly Shipments	480 CWT Equivalent		2667	2765	2658	2542	2619
<b>Total YTD Shipments</b>	480 CWT Equivalent		<b>4836</b>	<b>4986</b>	<b>5144</b>	<b>4890</b>	<b>4700</b>

### AVERAGE F.O.B. PRICES FOR OCTOBER

(per 50 lb. carton or bale unless noted)

		2020	2019	2018	2017	2016	2015
Reds	U.S. #1 A 5#				14.2	16.58	11.21
Yellows	5#				12.9	13.79	12.07
All Russets	U.S. #1 Size A		8.3	8.5	6.93	5.86	5.89
All Russets	U.S. #2		6.75	7.13	5.65	5.09	4.9
Russet	U.S. Commercial Grade 100 lbs.		0.00	10.11	9.85	6.88	6.92