

NEXT CPAC MEETING

The next meeting of the CPAC (area II) will be held October 17th, at 7:30pm, in the CPAC office. There is no meeting in September.

POTATO FESTIVAL

September 7, 2019 marked another **GREAT** festival! We would like to extend a huge "Thank You" to all of our sponsors, vendors, volunteers and attendees for making the 2019 festival one for the books! Octane Addictions' Motorsport Freestyle Show was another crowd pleaser and we were extremely pleased with the turn out☺. Another HUGE thank you to the following sponsors: San Luis Valley Rural Electrical CO-OP, Tri-State, Volm Companies Inc., Lenco West, U.S. Tractor & Harvest Inc., Bayer, CIA Leavitt Insurance, Rio Grande Savings & Loan, Monte Vista Potato Growers, Wagner Equipment, Barn Owl Drone Services, Colorado Fruit & Vegetable Association, Frontier Bank, Farm Credit of Southern Colorado, ITC Equipment & Packaging, Mountain King Potato Company, Myers Bros. Truck and Tractor, San Luis Valley Federal Bank, Wilbur Ellis, 1,4 Group, Alamosa State Bank, Alta Fuels, C & L Container Co., Holganix, Keeter Aerial Spraying Inc., Monte Vista CO-OP, Skyline Potato Company, UPL, Viaero Wireless, Wenta Nip & Sanitizing, Miller-Coors, and A & L Coors. Again, thank you for your help in making the 2019 Potato Festival such a great success!!



MARKETING

Can you believe we're ready for another Potato Harvest campaign? CPAC is excited for another partnership with FOX31. Our 2019 Potato Harvest Campaign will kick off Monday, September 16, 2019. This year our campaign will focus on social media, digital and TV media. FOX31 and CPAC have collaborated with a third party to create an informational article about the health benefits of potatoes for the digital campaign! We are extremely excited about this partnership and look forward to educating consumers through this campaign.

Our 2019 Colorado Proud campaign with CBS Denver 4, will kick off in late September. This campaign will focus on the performance piece of Colorado Potatoes. This campaign will be TV media—be sure to look for our commercials.



RESEARCH

The research sub-committee will be meeting as soon as practical after harvest to set priorities for 2020 research projects. If you have suggestions please contact Jim or Tyler Mitchell.

I thought I would share this information from Andy Jensen and Potato Progress, the research newsletter from the Pacific Northwest Research consortium. These articles might be useful at harvest.

[How does In-season Heat Affect Postharvest Physiology & Quality...?](#) N.R. Knowles,

D.H. Zommick, L.O. Knowles, J.M. Blauer, D.J. Herman & M.J. Pavek. From the 2014 Proceedings of the WA-OR Potato Conference.

A very recent article about Fusarium management, [Potato Progress Volume 19, Number 5](#), from Jeff Miller, Terry Miller, Kasia Duellman & Nora Olsen.

[Refining Storage Management](#), by Bob Hesse, from the 2007 Washington State Potato Conference.

Everyone loses from potato bruises. This story from American Vegetable Grower provides some basic harvest tips for limiting bruising [Harvest Tips](#)

Tyler Thompson will be leaving the San Luis Valley Research farm after potato harvest. Tyler has been a huge asset and breath of fresh air to the farm. He will be sorely missed. The search for his replacement is on-going. Please contact Troy Bauder at (troy.bauder@colostate.edu) if you know someone who might be qualified for the farm manager position. We can help the farm by recruiting qualified candidates so please give this some serious thought.

We are pleased to welcome Jeff Bishop as the new assistant farm manager. Jeff worked with Potatoes USA in the past and is off to a rapid indoctrination at the research farm.

COLORADO DEPARTMENT OF AGRICULTURE

CDA has a fresh newsletter titled the "Ag Connection". If you are interested you can subscribe here [AG CONNECTION](#)

NPC NEWS

There was seemingly great news on the trade front at the G7 summit in France last week. The U.S. and Japan announced they have reached an agreement, in principle, on a bilateral trade agreement. While details of the agreement have yet to be released it is very likely that the agriculture portion of a new agreement will result in tariffs equivalent to the Trans Pacific Partnership-11 agreement. The U.S. helped negotiate the TPP but then pulled out prior to finalization of the agreement. Japan is the largest export market for the U.S. potato industry with exports of more than \$350 M in the past year. The U.S. potato industry is working with APHIS to seek table stock access in bi-lateral negotiations in late September as part of this new agreement.

USDA-APHIS provided Korea's quarantine agency (APQA) with formal language last week that would allow PNW potato growers that export to Korea the ability to buy seed from Montana and Colorado. Once finalized this should benefit seed growers from both states and give PNW growers seed purchase options they don't have now.

PLANT MANAGEMENT NETWORK

"FOCUS ON POTATO" *Potato virus Y* is the most serious problem facing the seed potato industry in the United States and the main cause for rejection of seed potato lots. In "[Changing Strain Composition of *Potato virus Y* \(PVY\) in the U.S. Potato](#)," Alexander Karasev discusses changes in *Potato virus Y* relating to the release of new potato cultivars.

INSPECTION SERVICE The Fruit & Vegetable Inspection Service after decreasing fees the last 3 years will be presenting a new fee schedule to the Ag Commission on September 17, 2019. Fees were decreased a couple of times to get the fund balance back into compliance, meaning we needed to decrease the amount of excess reserve. We accomplished this by basically giving the money back to the industry by decreasing our costs for service. Since the fee decreases, operating expenses have also increased (Overhead, Payroll, Costs of Supplies, Etc.) The fees will need to go back to slightly above where they were 3 years ago. This means the intermittent fee will go to \$0.11 per CWT or hourly fee of \$38.00 whichever is higher and contract inspection will be at \$1240.00/weekly or \$0.09 per CWT whichever is higher. Overtime charge will be at 11.50/hour and additional certificates (sub lots) \$10.00. For more information, contact Brian Pauley at the Fruit & Vegetable Inspection office 719-852-4749.

AGRICULTURAL IN THE NEWS

Think it is tough to be a farmer? Add conflicting consumer expectations to the list of reasons farming is a tough row to hoe. In a new global study, Cargill found consumers had a quite a wish list for those who put food on our tables—with most claiming to feel knowledgeable about how our food is raised. Farmers should care most about “providing safe, healthy, abundant and affordable food,” said a majority of survey takers. Yet those same respondents would prefer their food come from smaller/specialty, local or organic farms—which can't necessarily compete on cost. [Feed4Thought](#)

Agriculture Technology news [The future of drones in agriculture](#)

Did you know that the vast majority of conventionally grown produce tested by United States Department of Agriculture could qualify to be labeled “organic,” specific to their residue levels? It's true. The USDA allows organic produce to have residues that are “less than 5% of EPA tolerances” and the majority of residues found on conventionally grown produce are below this level. This definitely illustrates how low residues are, if present at all. [Facts about the Dirty Dozen list](#)

SCRI SOIL HEALTH UPDATE

Do you want to know what the potato researchers are doing with the Specialty Crop Research Initiative grant on soil health? Here is your link; [Soil Health SCRI](#)

POTATO INDUSTRY LEADERSHIP INSTITUTE (PILI)

The National Potato Council is now accepting applications for the 2020 Potato Industry Leadership Institute. The program will take place in Michigan and Washington, D.C., February 19-27, 2020. Please contact the CPAC office if you are interested in participating in the program. Applications are due to CPAC by Friday, October 4, 2019 and the CPAC committee will select participants at their October 17th meeting.

SOCIAL MEDIA

Social media is an ever changing market. We're so fortunate to have great partners and influencers to assist us navigate the ever changing social media marketing world. This year we are focusing on educating consumers; educating them about potatoes powering performance, educating them on the nutritional benefits of potatoes, and overall educating them on “The Super Carb” that potatoes truly are! ☺ As the year gets rolling, watch for our social media to boom. If you would like to assist in making our social media such a grand success, feel free to contact me (Jess) at the office with ideas to help this come to life.

I will be contacting growers, shippers, and other industry personnel as harvesting season commences for harvest footage, grower profile interviews and more! Thank you all again for helping to make our social media accounts successful. If you have photos of harvest, please send them my way at jcrowther@coloradopotato.org.

As always, if you're on social media please like and follow our pages.

MEETING CALENDAR:

10/17 Monthly CPAC Meeting

10/17-19 PMA Fresh Expo, Anaheim

JULY SPUD FACTS

		<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Shipments	480 cwt equivalent	3274	2059	2461	2176	2561
Reds	percentage of crop	1.1	1.9	0.4	1.0	2.6
All Russet Varieties	percentage of crop	96.3	97.3	94.6	98.8	97.0
Yellows	percentage of crop	2.5	0.6	5.1	0.2	0.3
Other Varieties	percentage of crop	0.1	0	0	0	0
U.S. No. 1	percentage of crop	60.6	65.3	66.5	60.4	66.2
U.S. No. 2	percentage of crop	6.8	6.6	7.1	8.8	7.9
U.S. Commercial Grade	percentage of crop	32.6	28.1	26.4	30.7	26.0
Seed	percentage of crop	0	0	0	0	0
Bulk	percentage of crop	37.8	28.6	26	35.0	32.2
Total rail shipments		34	28	113	160	106
Total truck shipments (fresh)		2773	1737	1940	1776	2147
Total truck shipments (processing)		467	294	409	240	308
Total year to date shipments		33150	33003	31831	31240	31325

Average F.O.B. prices for July

(per 50 lb. carton or bale unless noted)

		<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
All Russets	U.S. #1size A	6.98	8.67	5.33	6.09	
All Russets	U.S. #2	6.27	6.89	4.38	4.32	
Russet	U.S. Commercial Grade 100 lbs	9.57	10.71	8.43	7.86	

AUGUST SPUD FACTS

		<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Shipments	480 cwt equivalent	1502	979	759	572	849
Reds	percentage of crop	0.4	2.1	2.5	1.1	0.5
All Russet Varieties	percentage of crop	96.9	96.4	97.6	98.9	98.9
Yellows	percentage of crop	2.6	1.4	2.0	0.0	0.6
Other Varieties	percentage of crop	0.1	0.1	0.0	0.0	0.0
U.S. No. 1	percentage of crop	71.0	74.8	70.1	69.9	79.8
U.S. No. 2	percentage of crop	11.6	14.0	9.5	13.7	13.3
U.S. Commercial Grade	percentage of crop	17.4	11.2	20.4	16.4	5.6
Seed	percentage of crop	0.0	0.0	0.0	0.0	1.3
Bulk	percentage of crop	18.0	12.0	20.2	22.0	11.7
Total rail shipments		0	0	19	0	0
Total truck shipments (fresh)		1233	752	565	338	653
Total truck shipments (processing)		269	227	175	234	196
Total year to date shipments		34651	31016	32590	31812	32174

Average F.O.B. prices for August

(per 50 lb. carton or bale unless noted)

		<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
All Russets	U.S. #1size A	7.41	8.65	5.33	6.09	
All Russets	U.S. #2	6.00	7.00	4.38	4.32	
Russet	U.S. Commercial Grade 100 lbs	9.00	10.83	8.43	7.86	

SIZE AND GRADE REGULATIONS

Handling Regulations 2018-2021

Potato Type	Grade	Size
All varieties	U.S. No. 2 or better.	2 inch min. diameter or 4 ounce min.
Red varieties	U.S. No. 2 or better.	Size B
All varieties	US Commercial or better	Size B
All varieties	US Commercial or better	¾ inch min. to 1 and 7/8 inch max.

The complete Colorado State Marketing Order can be found on our website; www.coloradopotato.org, select the Industry page and follow the link to the Colorado Department of Agriculture website.