

October 10, 2019

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NEXT CPAC MEETING The next meeting of the Colorado Potato Administrative Committee (Area II) will be held on October 17th, at 7:30 pm, at the CPAC office.

POTATO EXPO Join more than 2,000 growers, suppliers, and experts at the largest conference and trade show for the potato industry held in North America. You'll share ideas, identify trends, examine research and connect with other potato professionals - all to help boost your business in 2020 and beyond, January 14-15-2020 at the Mirage Las Vegas. [For more information and to register](#)

UNITED POTATO GROWERS As the 2019 crop goes into storage, keep in mind the national supply and how it affects the San Luis Valley. As the second-largest shipper of fresh potatoes in the U.S., our place in the market is significant. Growers with price and supply knowledge can profitably manage their crop. The purpose of United Potato Growers is to help the grower get a fair economic return. United of Colorado is structured to collect dues on a CWT basis through the grower's first handler. Dues are 2.5 cents per CWT which the first handler withholds on behalf of the member. Growers may also remit dues on an acre basis (\$8/acre). Please contact the United office for membership details (719-852-2144). A major function of United Potato Growers is to collect harvest data. All information is confidential and only reported in aggregate. Please select the following link to submit your 2019 harvest data. This information is critical to building an accurate supply report for the Valley. Your participation is important to the industry! [2019 Harvest Data](#)

POTATO MARKET OUTLOOK Based on the information we have gathered from numerous industry and government reports from growing regions across the country it appears that the supply of fresh market potatoes this year will be limited. According to Bruce Huffaker's latest report in the North American Potato Market News the russet table supply is likely to be extremely tight this year. Estimated harvest projections indicate that the overall supply of potatoes will be in the neighborhood of 413 M cwt. this year, down 4.4 % from 2018. The last time the crop was this small was in 2010. Besides, the harvest is late in many areas of the country this year and wet weather has created additional delays for growers in the mid-west and Idaho. The cool May we experienced here was the norm for most potato-growing regions across the country and reportedly has reduced yields in most regions. An early winter storm is looming with many fields still unharvested facing the threat of frost damage too. We are fortunate that our harvest conditions were excellent allowing us to nearly complete harvest by October 10th.

MARKETING/SOCIAL MEDIA: Our marketing team has been busy kicking off the 2019-2020 crop year! We started the harvest season with a FOX31 Campaign. The campaign includes content marketing, Facebook posts, pre-roll video and a display on KDVR. The campaign began on September 9th and will run through mid-October. To date, our campaign has already gathered over 135,000 impressions! To read our content marketing article, you can do so by clicking [here](#).

We are also a partner for the Colorado Proud campaign with CBS Channel 4. Be sure to tune in to the CBS4 News at 5 PM and 10 PM on October 7th and 14th to see our advertising!

The 2019 CSU Ag Day on September 21st was a success for Colorado Potatoes! Jim and Linda joined Brenda (CPAC III Director), Amber Strohauser and Rod Lenz, potato growers from Northern Colorado, and CSU researchers Becca, Dawn, Sahar, at the BBQ before the Ag Day Game. They served delicious roasted fingerling potatoes and promoted the power of potatoes and the nutritional benefits they offer!

Linda and Jess will be representing Colorado Potatoes at the PMA-Fresh Summit in Anaheim, CA on October 18th and 19th. If you are attending, be sure to find them at the Colorado Pavilion at Booth #2274. Chef Jason Morse will be serving potato samples you're not going to want to miss.

November 11, 2019, is just around the corner and CPAC will be sponsoring the 2019 ASU Spud Bowl Football game! Be sure to join us to cheer on the Adams State Grizzlies!

As harvest wraps up, we're excited to continue promoting Colorado Potatoes and carry the Potatoes Powering Performance message forward to consumers. Please keep up to date with our marketing efforts by following us on social media and helping spread the message.



AG STORIES IN THE NEWS

[Wyoming-Nebraska irrigation tunnel collapse](#)

[San Luis Valley water export](#)

[Idaho Falls on Wednesday, October 9th](#)

[Using Lidar for water management](#)

JAPAN-U.S. TRADE DEAL Last week the U.S. and Japan announced the signing of a limited trade deal covering agriculture and digital trade.

The agreement is being portrayed as the first stage for a future, more comprehensive free trade agreement. According to the **United States Trade Representative summary** of the agreement, Japan will eliminate or reduce tariffs on \$7.2 billion on U.S. products. Tariffs on U.S. frozen potatoes will be eliminated gradually. U.S. potato starch will receive preferential market access within a country-specific quota. Additionally, USDA APHIS officials met with their Japanese counterparts to discuss improvements to the current chipping protocol, and potential fresh potato market access.

Japan is the U.S. potato industry's largest export market with exports totaling over \$350 million last year. With this new competitive tariff regime and reasonable market access agreements, it is believed that this market can grow by another \$150 million annually (42%) very soon.

POTATOES USA: Potatoes continue to top the charts at retail. The Fresh Trends report is released every year by The Packer, a newspaper and website covering the fresh produce industry. The report is designed to provide insight into consumer purchasing habits and is based on a survey of more than 1,000 consumers. Once again potatoes are ranked as the #1 vegetable in the Fresh Trends report and are the #1 item purchased in the produce section. The report indicates that potatoes were bought in every category by more than 60% of all consumers. Measured categories include income, gender, religion, household size, ethnicity, and age. The interest in various potato types is also increasing. Potatoes U.S.A. has terminated its sponsorship agreement with the Culinary Institute of America (C.I.A.) because of their refusal to change their Menu of Change recommendation to limit potatoes on menus. This recommendation is being made as a part of their food service education and training program. While Potatoes U.S.A. provided extensive research demonstrating the health benefits of potatoes they refused to change their program. Potatoes U.S.A. is informing other industry members and fresh food advisory boards of this situation and suggesting they reconsider their sponsorship of C.I.A. programs. C.I.A. is disparaging more than potatoes. They are also targeting dairy products, beef, pork, refined grains, and other commodities as "bad food" that should be limited or eliminated in the diet.

MEETING CALENDAR:

10/17 Monthly CPAC meeting 7:30

10/18-19 PMA Anaheim

11/9 Spud Bowl

11/21 Monthly CPAC Meet 7:00 pm

2-4/2-6 Southern Rocky Mtn. Ag Conf.

Utilization Report 2018-19 Crop (cwt.)

U.S. No. 1 Quality	9,022,605	cwt
U.S. Commercial Grade	3,990,683	cwt
U.S. No. 2 Quality	911,386	cwt
Specialty (Fingerling)	454,717	cwt
Certified Seed shipped out of area	319,554	cwt
Local Processing	1,723,988	cwt
Out of Area Proc. (C of P)	1,960,450	cwt
Seed to plant 48,573 acres	1,020,033	cwt
Farm use, shrink, livestock	<u>720,584</u>	cwt
USDA Production Estimate	20,124,000	cwt

SEPTEMBER SPUD FACTS						
		<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Reds	Percentage of Crop	2.1	3.5	3.8	2.5	3.4
All Russet Varieties	Percentage of Crop	89.3	87.5	87.3	89.5	88.9
Yellows	Percentage of Crop	8.4	8.7	8.9	6.8	7.5
Other Varieties	Percentage of Crop	0.3	0.2	0.1	1.2	0.1
U.S. No. 1	Percentage of Crop	65	71	68.9	62.1	69.4
U.S. No. 2	Percentage of Crop	4.2	5.7	4.8	3.7	4
U.S. Commercial Grade	Percentage of Crop	29.1	26	33.5	26.4	25
Seed	Percentage of Crop	1.8	1.6	0.2	0.6	0.2
Bulk	Percentage of Crop	42.3	39.9	35.4	45.5	42.6
Total Rail Shipments	480 CWT Equivalent	0	0	0	56	0
Total Truck Shipments (Fresh)	480 CWT Equivalent	1959	2072	2294	2164	1946
Total Truck Shipments (Processing)	480 CWT Equivalent	210	152	192	128	141
Total Monthly Shipments	480 CWT Equivalent	2169	2224	2486	2349	2082
Total YTD Shipments	480 CWT Equivalent	2169	2224	2486	2349	2082
AVERAGE F.O.B. PRICES FOR SEPTEMBER						
(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	N/A	N/A	N/A	N/A	N/A
All Russets	U.S. #1 Size A	8.84	N/A	N/A	13.38	12.25
All Russets	U.S. #2 10# Pack	N/A	8.59	7.10	6.25	5.88
Russet	U.S. Commercial Grade 100 lbs.	N/A	7.26	6.03	5.29	5.32