

January 10, 2020

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**NEXT CPAC MEETING** The next meeting of the Colorado Potato Administrative Committee (area II) will be held January 23rd at 7:00pm, in the CPAC office conference room.

**CDA Are you planning to bring seed into the San Luis valley from outside the area?** You must follow the rules established by the Late Blight quarantine (LBQ). The LBQ insures all seed imported into the SLV must be certified and accompanied by 1) a certificate that shows proof of field inspection, 2) a North American Plant Health Certificate issued by the certifying authority for seed potatoes where the seed potatoes were grown, and 3) laboratory test results documenting that a representative sample of tubers from the load(s) was tested for late blight. **Imported seed shipments must be re-inspected during the unloading process to verify the absence of Late Blight symptoms.** For imported seed rules: [LBQ Rules](#) please contact the Fruit and Vegetable Inspection Service at (719)-852-4749 with your questions.

**GAP AUDIT COST SHARING** The Colorado Department of Agriculture (CDA) Fruit and Vegetable Section still has a 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. Details for the program and application information are 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 cost-share program is made possible by a Specialty Crops Block Grant from USDA, obtained by the Colorado Department of Agriculture.

**LIVESTOCK FEED** If you are feeding potatoes to livestock please report the cwt. to the CPAC office so we can update crop disappearance. This information is relevant for market supply and market prices.

**2020 NPC FLY IN** is February 24-27th in Washington, D.C. This is your opportunity to express the potato industry's views on relevant industry issues to your congressional leadership. Come to 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 climaxes with attendees joining the Potato Leadership Institute (PILI) class in marching on Capitol Hill. Please contact the CPAC office if you are interested in attending the fly in.

**CPAC ELECTIONS APPROACH** The CPAC will be conducting its annual election February 4<sup>th</sup>-6<sup>th</sup> 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 Independent Handler, one Bulk Shipper and an alternate for each position.

**SOUTHERN ROCKY MOUNTAIN AG CONFERENCE Feb.5-7<sup>th</sup>** the theme of the conference is water, water, and more water. Tentative Conference Agenda (subject to change): [Download Here](#).

**UNITED POTATO GROWERS NEWS** The SLV Potato Business Summit will be held Wednesday, January 29th, 2020 at the Vali 3 Theater in Monte Vista from 1:00 – 4:30 p.m. Topics and presentations include water, insurance, finance, seed, management and potato supply & market conditions. This event is open to the local potato industry and industry partners. For more information, contact Lyla at United Potato Growers of Colorado, 852-2144 **UPG of Colorado is collecting data for the January 1 stocks on hand report.** With this year's supply situation your data is critical for inventory management. Please submit your data by January 8<sup>th</sup>. Data can be submitted by clicking the following link: [2019 Potato Inventory \(January 2020\)](#)

### **29TH ANNUAL GOVERNOR'S FORUM ON COLORADO AGRICULTURE FEBRUARY 26<sup>TH</sup>, 2020**

The Colorado Agriculture Leadership program is pleased to once again host the Governor's Ag Forum at the Denver Renaissance. This year's theme is "Brand It Agriculture", promises a day full of networking and discovery of what lies on the horizon for our state's second-largest economic driver. Registered attendees of the Forum are also invited to a pre-Forum reception, taking place from 5-7 p.m. on Tuesday, Feb. 25th, at the History Colorado Center. [Register here](#):

**POTATO RESEARCH** the CPAC research sub-committee will be meeting January 9<sup>th</sup>. The agenda includes results reporting on our soil health block grant project, priority discussion for 2020 projects, CSU Shared Commodity Challenge grant, and potential 2021 block grant projects.

**NPC** This week the U.S. Senate Finance Committee will take up the USMCA agreement that passed the House in late December. Long supported by NPC and a coalition of over 300 farm, ranch, and agriculture groups, USMCA builds on the North American Free Trade Agreement (NAFTA). Under NAFTA, U.S. agricultural exports to Canada and Mexico have more than quadrupled over the last 25 years. Canada is the second largest export market for U.S. potatoes and Mexico is the third largest export market for U.S. potatoes. The passage of this agreement and a potential Phase 1 trade deal with China is good news on the trade frontlines. As we report often 1 out of every 5 rows of potatoes grown in the United States are exported so trade is critical for our industry.

The CPAC committee is grateful to the members of the Colorado House of Representatives who supported this agreement and the Farm Workforce Modernization Act (FWMA) that also passed the House in December. In particular, we are grateful to Rep. Scott Tipton for his support of this legislation and his ability to see the urgent need for solutions to the labor shortage in agriculture and act accordingly.

#### **[AG & FOOD Power shift from brands to consumers- Who is calling the shots?](#)**

**[Genetically engineered food: Safe or not?](#)**

**[U.S. government says verdict in Bayer's Roundup case should be reversed](#)**

**CPAC SOCIAL MEDIA MARKETING** as the hustle and bustle of the holidays is wrapping up so are the two campaigns we participated in: The iHeart Media Holiday Potato Recipe contest has come to an end and we would like to congratulate Alyce Poyner for winning the \$250 gift card with her Cheesy Hashbrown recipe! We also just finished our “Spud Stud or Tater-Totler” social quiz campaign. The social quiz ran across 3 Facebook pages and was housed on the USA Today Network homepage throughout the month of December. We had great participation with the social quiz. Along with the social quiz, our “#TheMorningAfter” banner ad campaign finished with a 0.08% click-thru rate; increasing our webpage’s unique visitors and ensuring consumers are aware of Colorado Potatoes. As these campaigns finish, Colorado Potatoes on Facebook has seen a rise in engagement and we receive new page likes every week. For the New Year we have partnered with Alpine Media and 3 Colorado ski resorts. We will have an advertisement slot on chair lift screens and screens throughout the resorts of Winter Park, Steamboat and Telluride. Our first round of ads began on January 4th and will run through the month of June. We’re excited for the potential reach and awareness that this campaign will bring! Be sure to stay tuned for a recap of the new CAM’s Classroom at National Western Stock Show—we’re anxious for this new addition and the opportunity it brings to engage with an audience at Stock Show.

**POTATOES USA** Potatoes USA is actively working to redefine potatoes as a “good carb,” and high-profile media outlets are taking notice. NBC News and WebMD recently released articles discussing the high nutritional quality of potatoes.

On November 26, NBC Better published an article titled “[5 seemingly unhealthy foods that are actually good for you](#),” which has a potential reach of 42.7 million individuals. Author Samantha Cassetty, a registered dietitian and contributor to NBC Better, noted potatoes at the top of her list. She wrote about the nutrients of potatoes, including fiber and potassium, and the beneficial resistant starch they contain. Cassetty also discussed the wide range of potato varieties available. Sally Kuzemchak, a registered dietician and contributor to WebMD, wrote an article titled “[Potatoes are Making a Comeback](#),” which was posted on the WebMD blog on December 5. She wrote about the addition of potatoes to the WW (formerly Weight Watchers) and Whole 30 plans, key nutrients in potatoes, and healthy ways to prepare them. This article has a potential reach of 5.1 million people and was already shared in a Nutrition and Dietetics Smartbrief and an e-newsletter sent to members of the Academy of Nutrition and Dietetics.

Moving forward, Potatoes USA and influencers will continue to amplify the “good carb” message of potatoes by sharing these articles on social media and reaching out to relevant media who are interested in potato information and research.

#### **MEETING CALENDAR:**

1/23	CPAC Meeting
1/29	United Business Summit
2/1	Adams St. BB Game-sponsor
2/4-2/6	SLV Ag Conference
2/20	CPAC Meeting
2/26	Governor’s Ag Outlook Forum
2/25-2/28	NPC Fly-In

**DECEMBER SPUD FACTS**

		<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Reds	Percentage of Crop		6.5	6	6.6	5.9	6.7
All Russet Varieties	Percentage of Crop		80.7	77.1	78.4	77.4	75.7
Yellows	Percentage of Crop		11.3	13.1	12.2	12.5	14.1
Other Varieties	Percentage of Crop		1.4	3.8	2.6	4.2	3.5
U.S. No. 1	Percentage of Crop		66.5	66.2	63.9	64.8	63.5
U.S. No. 2	Percentage of Crop		5.5	5.2	6.2	4.6	5.1
U.S. Commercial Grade	Percentage of Crop		27.7	25.5	27.6	27.1	27.3
Seed	Percentage of Crop		0.3	3.1	2.4	3.4	4.1
Bulk	Percentage of Crop		34.9	33	35.4	40.1	37.8
Total Rail Shipments	480 CWT Equivalent		134	153	159	188	175
Total Truck Shipments (Fresh)	480 CWT Equivalent		2454	2486	2401	2585	2700
Total Truck Shipments (Processing)	480 CWT Equivalent		344	391	241	283	369
Total Monthly Shipments	480 CWT Equivalent		2932	3031	2801	3056	3244
<b>Total YTD Shipments</b>	480 CWT Equivalent		<b>10731</b>	<b>11332</b>	<b>11380</b>	<b>11190</b>	<b>11292</b>

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

(per 50 lb. carton or bale unless noted)

		<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Reds	U.S.#1 A 5#		<u>16.69</u>	12.75			
Yellows	5#		<u>13.69</u>	12.75	11.75	13.38	11.00
All Russets	U.S. #1 Size A		8.38	8.26	7.93	5.50	5.75
All Russets	U.S. #2		6.88	6.50	6.23	5.00	4.85
Russet	U.S. Commerical Grade 100 lbs.		11.50	9.75	9.75	6.98	6.69