

July 6, 2020

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NEXT CPAC MEETING

The next meeting of the CPAC (area II) will be held **July 16th at 7:30pm**, in the CPAC office.

YOU'RE INVITED!

The CPAC will host the 1st Annual Industry Appreciation Picnic on **July 22nd at 6:00pm**, at Chapman Park in Monte Vista.

Join us for a family-style picnic as we thank the industry for their resilience and hard work. **Please RSVP to our office by Monday, July 20th.**

LINDA WEYERS RETIRES

It came as a bit of a shock to us when Linda told Jim she had decided to retire effective July 1st. When visiting about the timing she relayed that after 27 years it was just time for her to move on to the next stage in her life. The potato industry was extremely fortunate to have such a dedicated, loyal, and talented person as Linda working on their behalf for so long. The CPAC committee and staff will definitely miss her guidance and helpful manner as they move ahead without her. We wish her the very best with her future plans and hope that she will enjoy her retirement as much as she did her work with the CPAC committee. **The CPAC committee is planning to recognize Linda at our upcoming Industry Appreciation Picnic on July 22nd.** We certainly hope that you will take the time to come visit with her that evening and thank her for her contribution to the industry and being the person she is.

POTATOES USA BOARD NOMINATIONS

The CPAC committee is seeking nominations for one new Potatoes USA Board Member for the 2021-2024 term. Potatoes USA is the nation's potato research and promotion organization and is the central organizing force in implementing programs to strengthen demand for U.S. potatoes. Potatoes USA provides the ideas, information, tools and inspiration for the industry to unite in achieving common goals. If you are interested please contact the CPAC office for more information. The CPAC committee will select the new board member at the August CPAC meeting.

A nominee for Potatoes USA should be willing to:

- Attend the Board's Annual meeting held in March each year of the three-year term, 2021-2024.
- Be active in the potato-farming community.
- Be visible in community work, participate in local government, cultural or business affairs—someone who is a leader.
- Be willing to represent and communicate with his/her constituents on a regular basis.
- Take the time to actively support Potatoes USA programs in his/her area.
- Speak to grower groups, newspaper reporters and interested parties about Potatoes USA programs, relating the value of the Board to all growers, how the 3-cent per hundredweight assessment is invested and ask for input from those interested in becoming active in the promotion of potatoes.

Diversity Statement

The Department of Agriculture's programs are open to all individuals without regard to race, color, religion, sex, national origin, age or marital status, and it is Potatoes USA's policy that membership on the Board and its committees reflect the diversity of individuals served by its programs. It is therefore the Board's policy to have the representation of producers from diverse backgrounds on its board and strongly encourages women, younger growers, minorities and persons with disabilities to seek nominations to the Board and to participate in the Board's activities.

ANNUAL GOLF TOURNAMENT We would like to thank all the industry people that came out to the golf course for the annual golf tournament! It was great to see everyone and enjoy the afternoon on the Cattail's Golf Course.



MARKETING/SOCIAL MEDIA

Time seems to be zooming by. We've had another busy month at the CPAC office.

This last month our SEO campaign with ReachLocal performed really well! We are currently working with ReachLocal on a 6-month long SEO campaign to ensure our website is being seen on Google and people are visiting coloradopotato.org. This last month we had an 86% increase in new sessions on our webpage! Meaning, 86% of the people visiting our webpage were first time viewers. THAT'S AWESOME! Many of our visitors landed on the homepage and then searched through 2-3 pages, making our Bounce Rate 0.11%. As a company you want your Bounce Rate to be low, because it is calculating how many visitors are getting to a landing page on your website and leaving. Digital marketing companies grade 0.25-0.40% as a good normal level, so our Bounce Rate is excellent!

As we continue to work hard on this campaign, I look forward to increasing visitors and creating more relatable content. As always, if you're on social media be sure to like and follow us! Stay well, all!

RIO GRANDE STATE OF THE BASIN SYMPOSIUM (VIRTUAL)

For an update on the status of today's water challenges in the Rio Grande Basin you are invited to attend this meeting virtually on **Tuesday July 28th from 5:30-7:00 p.m.** The key note speaker will be Colorado state engineer Kevin Rein and will include presentations by Cleave Simpson, Craig Cotten, Amber Pacheco, Clinton Phillips, and Emma Ressor. The meeting will be conducted virtually via a Zoom link. To register see this link; [State of the Rio Grande Basin](#)

NPC REPRESENTATIVES TO BE SELECTED AT AUGUST 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.

NPC SUMMER MEETING

The NPC held their summer meeting virtually on June 25th. If you are interested you can view slides of their meeting presentations here: [NPC Summer meeting](#)

POTATOES USA VIRTUAL SUMMER MEETING

Potatoes USA is holding their summer meeting virtually with one to two meetings daily from July 16th-29th. For the schedule: [Potatoes USA summer meeting](#)

APHID MONITORING

Tess Christensen with Agro Engineering is posting aphid monitoring information every Thursday on our website and on the Agro Engineering website. The monitoring program is conducted by Agro Engineering and sponsored this year by the CPAC committee and Bayer. Please pay close attention to the trapping data as it will help guide important aphid control measures for your farm this season. Tess reported there were several traps with 2 green peach aphids, a slight rise from last week but still a low value. Miscellaneous aphids are widely dispersed but the populations are still low, as is the leaf hopper population.

We are expecting peak aphid levels around August 10-17th but will continue to track and adjust that timeline as the season progresses. For optimal control of PVY all seed fields should be dead before aphid populations peak.

Links for maps:

[Green Peach Aphid Map - with set thresholds](#)

[Green peach aphid map - location of aphids found](#)

[Misc Aphid Map - Set](#)

[Leaf Hopper Map - Set](#)

POTATO SOIL HEALTH SURVEY

The following is a request from Dr. Courtney Jahn and Dr. Jane Stewart from C.S.U. in regard to their SCRI Soil health project:

We hope everyone is doing well during these unusual times. The Potato Soil Health Project funded by the USDA Specialty Crop Research Initiative program is focused on evaluating different crop management practices for their ability to improve soil health in potato cropping systems. As part of this project, we hope to develop and improve recommendations for enhancing soil health in potato production systems in the Western United States.

Will you please participate in a survey that will help us understand how important potato soil health is to you and determine how often we should communicate new information to you. We are also hoping to learn how you prefer to receive project information from us. The survey consists of 17 questions and should not take longer than ten minutes to complete. Please complete this survey by July 31st, 2020. If you have questions, comments, or suggestions please do not hesitate to contact us. Please follow this link for the survey:

[Potato soil health survey](#)

The survey is anonymous but if you leave your name and phone number in question #17 you will be entered into a random drawing for two \$100 VISA gift cards compliments of CPAC.

RESEARCH NEWS

Dr. Mattupalli is producing a plant pathology newsletter monthly with disease management updates for growers and information on his research projects. To view the June issue: [June plant pathology newsletter](#)
 Additional resources from the researchers at the C.S.U. Ag. experiment station can be found here: [CSU Potatoes website](#)
 Because of the dynamic status of the COVID 19 outbreak it is uncertain if C.S.U. will be hosting a field day at the research farm this summer. Please stay tuned for updates as the situation changes daily. If the opportunity for a field day presents itself, we will pass on the information as soon as we have it.

AG STORIES & MORE

[No Ceiling in Sight for Grocery Pickup](#)
[True Potato Seed in Your Future?](#)
[Potato Farmers Faced with Challenges](#)
[Threat ID - Coming for Potatoes soon?](#)
[July Potato Grower- Colorado Potatoes](#)

FLY OVER ACREAGE

CPAC completed the annual acreage survey on June 22nd. A Special thank you goes to Jared Smith and Grant Mattive for flying, and Tyler Mitchell, Andrew Tillman, Zach Czarniecki and Clay Mitchell for spotting and compiling the count. The county break-out is listed below. According to the July 1st USDA planting report potato growers planted nearly 5% fewer potatoes in 2020 than in 2019. The largest acreage reductions came in Idaho, North Dakota, and Washington.

County	2020	2019	2018	2017	2016	2015	2014
Alamosa- N	7971	7642	7974	9164	7,762	8,604	8,647
Alamosa-S	8190	8443	8789	8761	8,789	9,401	9,622
Alamosa	16161	16085	16763	17,925	16,551	18,005	18,269
Conejos	1077	490	708	1011	943	472	937
Costilla	2943	2970	2972	2774	2,901	2,758	3,393
Rio Grande-N	8201	8555	7408	7500	7,243	7,999	7,465
Rio Grande-S	7802	7931	8514	8286	8,114	7,581	8,881
Rio Grande	16003	16486	15922	15786	15,357	15,580	16,346
Saguache	14739	12542	15420	14352	15,150	15,120	15,183
Total	50923	48573	51785	51848	50,902	51,935	54,128

MEETING CALENDAR:

7/16-7/29 Potatoes USA Virtual Summer Meeting
 7/16 CPAC Board Meeting 7:30 PM

SPUD FACTS JUNE								
		2020	2019	2018	2017	2016	2015	
Reds	Percentage of Crop	0.3	3.4	4.1	2.1	0.8	3	
All Russet Varieties	Percentage of Crop	95.6	92.3	92.6	92.6	98	96.1	
Yellows	Percentage of Crop	4.1	4.1	3.2	5.2	1.2	0.8	
Other Varieties	Percentage of Crop	0	0.2	0.2	0.1	0	0	
U.S. No. 1	Percentage of Crop	64.5	59.3	60.3	63.1	63.8	64.7	
U.S. No. 2	Percentage of Crop	5.1	7.4	7.6	6.3	9.1	8.5	
U.S. Commercial Grade	Percentage of Crop	30.4	33.3	31.9	30.4	27	26.7	
Seed	Percentage of Crop	0	0	0.1	0.2	0	0.1	
Bulk	Percentage of Crop	33.8	42.8	40.2	43.2	34.5	32.7	
Total Rail Shipments	480 CWT Equivalent	0	50	66	166	194	66	
Total Truck Shipments (Fresh)	480 CWT Equivalent	1825	2423	2029	2401	2255	2428	
Total Truck Shipments (Processing)	480 CWT Equivalent	255	504	271	442	346	346	
Total Monthly Shipments	480 CWT Equivalent	2080	2977	2366	3008	2795	2839	
Total YTD Shipments	480 CWT Equivalent	28032	29875	27977	29370	29064	28762	
AVERAGE F.O.B. PRICES FOR JUNE								
(per 50 lb. carton or bale unless noted)								
		2020	2019	2018	2017	2016	2015	
Reds	U.S.#1 A 5#							
Yellows	5#							
All Russets	U.S. #1 Size A	9.49	7.1	8.42	5.19	5.28	3.38	
All Russets	U.S. #2	6.25	6.25	6.70	4.25	4.48	2.95	
Russet	U.S. Commercial Grade 100 lbs	13.32	9.75	10.5	7.06	7.33	4.86	