

August 12, 2020

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NEXT CPAC MEETING The next meeting of the CPAC (area II) will be held August 20th at 7:30pm, in the CPAC office.

CORONAVIRUS FOOD ASSISTANCE PROGRAM- U.S.D.A.

The state of Colorado Farm Service Agency has agreed to provide a Coronavirus Food Assistance Program training session for potato growers on Thursday August 13th at 6:30 p.m. via Zoom.

If you are a potato grower you are eligible for this program at some level. For a russet potato grower who sold potatoes between Jan 15-April 15th without a contract you are likely eligible for at least a \$7/cwt. payment for those potatoes.

The FSA presenter is, State Program Specialist, Tiffany Ariel. This training will include information pertaining to funding, eligibility requirements for producers, eligibility requirements for crops and forms required for CFAP application. You must apply for this program by September 11th at your local FSA office.

Here is the Zoom information for the CFAP Training.

Topic: FSA CFAP Training Zoom Meeting

Time: Aug 13, 2020 06:30 PM Mountain Time (US and Canada)

Join Zoom Meeting

<https://us04web.zoom.us/j/8048634511?pwd=V01ZRUIvYklDOGJnVDg0Y1MxaE1HQOT09>

Meeting ID: 804 863 4511

Passcode: N2wDN1

NATIONAL POTATO COUNCIL ELECTION

CPAC will elect two growers to represent Colorado on the Nation Potato Council at the CPAC meeting on August 20th, 2020. The National Potato Council advocates for the economic benefit of U.S. potato growers on federal legislative, regulatory, environmental, and trade issues. This is very important for the future profitability and sustainability of the potato industry. Please call the CPAC office if you are interested in this opportunity.

NPC LEADERSHIP INSTITUTE

The Potato Industry Leadership Institute brings together outstanding potato growers and industry representatives for eight days of training and professional development. The annual program will be held February 18-25, 2021 with activities in both Bakersfield, CA and Washington, D.C Participants will receive an overview of the local and national potato industry, including some of the challenges and issues beyond the production sector along with tours of local agricultural businesses.

Attendees will then fly to Washington, D.C, and hear from public policy and communication experts and practice how to effectively deliver key messages. Participants join other growers from their state to educate members of Congress on the U.S. potato industry and policies impacting it. **If you are interested in this opportunity please contact the CPAC office at 852-3322.** It is a great way to develop your leadership skills and meet others in the potato industry.

MARKETING – SOCIAL MEDIA

Oh wow! I cannot believe another month has zoomed past us! Our ReachLocal SEO Campaign is still running strong. CPAC's website coloradopotato.org has continued to rise on Google searches. We're excited for the progress we have made with this campaign and look forward to continuing to provide relevant content for consumers and partners alike. As the 2019-2020 season comes to an end, I'm excited for the opportunities the new season/year will bring! Planning for next year's marketing budget has been quite the venture this year. Heading into this next fiscal year, our main focus will be on education. We will continue to educate consumers on the "super carb" that potatoes are, developing new delicious recipes, and using Potatoes USA's "What Are You Eating?" campaign messaging to ensure consumers know the "power" of potatoes.

POTATO HARVEST CELEBRATION (PLAN B FOR POTATO FESTIVAL)

We are planning a substitute event for September 12th at Chapman Park in Monte Vista. We haven't finalized the details but are planning to sell potatoes, buy one-get one, as a fund raiser for Friends of Ski Hi. We will also serve take out baked potatoes from 11-2 p.m. We will make it as COVID compliant as we can by making it more of a drive-through atmosphere while still recognizing the value of our industry and its contribution to our community.

UNITED OF COLORADO NEWS BY LYLA DAVIS

As we wrap up the 2019 crop and prepare for the 2020 potato crop, UNITED Potato Growers of Colorado thanks you for your membership. Together with the members, agents (marketers) and United of America staff, we have worked hard to maintain a database and information stream that equips you with the information to make the best marketing decisions for your crop and your farming operation. This year, we were able to provide national and local supply information to the marketers as we faced a year of short fresh potato supply in the nation. Balanced demand is approximately 95 million cwt; the 2019 crop shipments were about 90 million cwt for the United States.

2020 has been a year like no other! The processing sector in the Pacific Northwest has been a series of ups and downs much like a rollercoaster. As the COVID pandemic swept the world, processors turned back seed and cancelled contracts potentially pushing that supply into the fresh market. As the pandemic progressed and quick service restaurants began to reopen, the demand for frozen and processed potatoes increased. This rollercoaster event pulled the processing supply back into the French fry chain. Thanks to weekly marketing calls, United of Colorado was able to help keep pricing stable during unstable times.

As you prepare to market your 2020 crop be sure that you are informed on local and national market conditions. United Potato Growers of Colorado is available to assist you with this information. Dues are \$10 per acre or 3 cents/cwt. Membership paid on the acre basis are due in full with your contract by September 15th. Contact Lyla for more information on the cwt. sold option.

We encourage your participation in the local committees: supply & demand, budget and industry partners. Contact Lyla or a board member for more information on these committees and membership in United Potato Growers of Colorado. Thank you and we look forward to a great 2020 potato crop!

COLORADO AG LEADERSHIP PROGRAM

The deadline to apply for a Fellowship with the Colorado Agricultural Leadership Program is September 1, 2020.

Online applications can be found [here](#), or apply by contacting the CALP office at (303) 547-5963, dani@coloagleaders.org. Applicants from all agricultural backgrounds, age groups and geographical locations in Colorado are encouraged to apply.

Program participants commit to nine travel/study seminars and the completion of an individual project over a two-year period. Seminars will be scheduled at least one month apart. The first year focuses primarily on the state of Colorado and the initiation of an individual project, which typically focuses on building capacity or abilities in a participant's home community or organization. The second year consists of out-of-state travel and the completion of the individual, self-paced project, to be presented at graduation. Each seminar has its own theme and includes tours in the area of the seminar, networking with local leaders and decision-makers.

POTATO LEADERSHIP & ADVANCEMENT FOUNDATION (PLEAF)

The CPAC committee encourages you to consider donating to PLEAF. The Potato Leadership, Education, and Advancement foundation is working to become the long-term funding source to support leadership development, educational programs, and other efforts to advance the potato industry in the United States. The organization is off to a great start. To learn more [PLeaf](#)

POTATO NEWS

In this episode, Kayla Dome, Global Marketing Manager for Retail, provides an overview of the retail landscape four months into the coronavirus restrictions- [Keeping it Current](#)

Colorado was scheduled to host the NPC annual EPA tour this summer. Learn how the NPC adapted to coronavirus with a virtual EPA tour [Eye on Potatoes](#)

If you are interested in helping people in need with any surplus potatoes you might have then you need to check out [Farmlink](#). Their main goal is to connect farms with food surplus or food loss to people in need via food

banks. They actually pay farmers to take their surplus from them so that food can go to people in need. If you want to know more contact Jim at 852-3322.

RESEARCH COMMITTEE NEWS

Dr. Mattupalli has been here two years now and is doing outstanding work on behalf of the potato growers in the San Luis Valley. Please see the article he submitted about his research. If you have questions I encourage you to contact him at Chakradhar.Mattupalli@colostate.edu.

The research sub-committee met on August 11th for updates on several on-going research projects. Because of COVID 19 our ability to view projects in the field has been limited to some degree but Dr. Essah is encouraging growers to come view his new variety trials at Worley Family Farms and Holland Farms next Thursday August 19th at 9 a.m. The field tour will start at the NW quarter of the intersection of 8 North and 2 East on Worley Family Farms.

SIZE AND GRADE REGULATIONS

The marketing order size and grade regulations did not change from last year and were approved by the CPAC committee at their July meeting and subsequently approved by the Colorado Department of Agriculture. These regulations go into effect with new crop harvest.

Handling Regulations 2020-21		
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.

MEETING CALENDAR:

- 08/20 Monthly CPAC Meeting
- 09/12 Potato Festival Plan B
- 10/15 Monthly CPAC Meeting

		July				
		2020	2019	2018	2017	2016
Reds	Percentage of Crop	0.3	1.1	1.9	0.4	1
All Russet Varieties	Percentage of Crop	97.3	96.3	97.3	94.6	98.8
Yellows	Percentage of Crop	2.3	2.5	0.6	5.1	0.2
Other Varieties	Percentage of Crop	0	0.1	0	0	0
U.S. No. 1	Percentage of Crop	67.6	60.6	65.3	66.5	60.4
U.S. No. 2	Percentage of Crop	6.2	6.8	6.6	7.1	8.8
U.S. Commercial Grade	Percentage of Crop	26.2	32.6	28.1	26.4	30.7
Seed	Percentage of Crop	0	0	0	0	0
Bulk	Percentage of Crop	31.7	37.8	28.6	26	25
Total Rail Shipments	480 CWT Equivalent	0	34	28	113	160
Total Truck Shipments (Fresh)	480 CWT Equivalent	1896	2773	1737	1940	1776
Total Truck Shipments (Processing)	480 CWT Equivalent	284	467	294	409	240
Total Monthly Shipments	480 CWT Equivalent	2180	3274	2059	2461	2176
Total YTD Shipments	480 CWT Equivalent	30212	33150	33003	31831	31240
AVERAGE F.O.B. PRICES FOR July						
(per 50 lb. carton or bale unless noted)						
		2020	2019	2018	2017	2016
Reds	U.S. #1 A 5#					
Yellows	5#					
All Russets	U.S. #1 Size A	9.77	6.98	8.67	5.33	6.09
All Russets	U.S. #2	7	6.27	6.89	4.38	4.32
Russet	U.S. Commercial Grade 100 lbs.	14.16	9.57	10.71	8.43	7.86