

October 9, 2020

Compiled by CPAC Staff- (719) 852-3322, FAX 852-4684

NEXT CPAC MEETING The next meeting of the Colorado Potato Administrative Committee (Area II) will be held on October 15th, at 7:30 pm, at the CPAC office.

CFAP 2.0

Area potato growers are eligible for the latest USDA Corona Food Assistance Program, version 2.0. CFAP 2's payment calculations are based on your 2019 gross crop sales. Producers are paid based on payment gradations from 8.8-10.6 % depending on their sales value. Program sign up started September 29 and continues to December 11th. Most farmers in the country are eligible for these payments so early sign-up is encouraged and recommended. As an estimated example, a potato farmer with \$450K in gross sales should be eligible for an estimated payment of approximately \$42K. Payment limitations do apply and vary based on the structure of your farm business. Please contact your local FSA office to apply, to apply online, or to learn more: [CFAP 2.0](#)

NPC

We all know how important leadership development is for agriculture, especially when farmers make up only 1.3 % of the U.S. population. [Ag & Food Sectors of the Economy](#)

The Potato Leadership, Education, and Advancement Foundation (Potato LEAF) is very close to meeting its initial fundraising goal of \$2M in 2020. Now you have the opportunity to make Potato LEAF your charity of choice on AmazonSmile. When you make an eligible purchase through AmazonSmile, Amazon will automatically donate 0.5% of the purchase to the foundation - with no extra cost or fees to you! Click [here](#) to register POTATO LEAF as your designated charity. Remember to always start your Amazon shopping at smile.amazon.com for your purchases to count.

POTATO EXPO

Potato Expo 2021 will be a hybrid, offering both a live, in-person, and virtual experience. The see what is planned for January 6-7th in Grapevine, Texas and to register: [Potato Expo 2021](#)

UNITED POTATO GROWERS

The United Potato Growers 2020 potato production survey is underway. This data is critical to supply and shipping forecasts, not only locally, but nationally. Please take a few minutes to include your farm report. All information is confidential and only shared in aggregate. This information benefits the entire industry. If you have questions please contact Lyla at 852-2144. Thanks. [UPG Survey](#)

POTATO MARKET OUTLOOK

Based on information from United Potato Growers of America and North American Potato Market News it appears that most regions of the country have experienced good harvest conditions and good yields. Best estimates are a total crop of approximately ninety million cwt. Average yields nationally are estimated at 435 cwt. While the impact of COVID 19 on food service recovery is difficult to project, it would seem that the 2020 crop supply is within a favorable range for growers to receive fair prices for their crop this year.

MARKETING/SOCIAL MEDIA

We're excited for another year of marketing, promotion and education. We have kicked off the fiscal year strong with a harvest campaign with Andy Burns at FOX31, continuing a SEO campaign with ReachLocal and we're currently in the process of a Virtual Cooking Demonstration and Recipe Development in Mexico with WUSATA.

Our paired Chef for this project is Chef Oscar Herrera, promoter of Northern Mexican gastronomy (the practice of choosing, cooking and eating good food) with Flor de Nogal in Ciudad Juarez and Taft Diaz in El Paso, TX.

The Virtual Cooking Demo is set to launch the week of October 12, 2020. CPAC is excited for the recipe that Chef Oscar Herrera has created to feature Colorado Russet Potatoes during this project. Chef Herrera will have his virtual demonstration video on his social media accounts beginning October 13th—be sure to watch for his creation on Facebook: Oscar Herrera and Instagram: [@oscarherrerab](#).

As always, if you're on social media platforms please be sure to like and follow Colorado Potatoes.

AG STORIES IN THE NEWS

[Who is the Farmer of the Future?](#)

[Farm Journal Field Days-Election Preview](#)

[Sustainability Focus-Food Waste](#)

[COVID 19 Impact on Transportation](#)

CDA-PESTICIDE PROGRAM LAUNCHES ONLINE APPLICATION SYSTEM

The Colorado Department of Agriculture's (CDA) Pesticide Applicator Program has created a new online licensing and renewal process. [Pesticide Applicator Licensing System](#). The online portal will serve most types of applicator licenses including Commercial Applicator and Private Applicator licenses.

The system requires all licensure documents, which are available for download during the online licensing process, to be uploaded or emailed at the time of the application or renewal. All electronic documents must be submitted in either a PDF or JPEG format. Paper applications or renewals will no longer be accepted; however, exceptions can be requested in instances where applicators are unable to access the online system.

Licensees will continue to receive notification when licenses expire; please do not submit a renewal application until notified, as early submissions will be rejected. For more information about CDA's online system, please contact [Michael Rigirosso](#), Pesticide Applicator Coordinator, at 303-869-9063.

2020 POTATO VARIETIES IN THE SAN LUIS VALLEY

Thanks to the Colorado State University-San Luis Valley Research Center and Dr. David Holm for funding a special survey of what potato varieties were planted in 2020. Russet varieties accounted for 87.5% of the reported acreage this year. To see the results: [2020 Variety Survey](#)

COLORADO REDISTRICTING

Every ten years after the census, Colorado redraws its congressional and legislative districts to equalize population. While simple in theory this process has been increasingly subject to gerrymandering and political games. In 2018, Colorado voters approved Amendments Y and Z to create two politically balanced citizens commissions to fairly redraw congressional and legislative districts. Rural areas of the state need to be represented on these commissions. Please consider applying for this opportunity. To apply: [Colorado Neighborhood Coalition](#)

POTATOES USA

This information from the Potatoes USA Potatoes Raise the Bar newsletter is worth sharing with everyone you know. Schools are focused on maintaining positive nutrition for students to keep them fed, healthy, and energized throughout their day. Fruits and vegetables play a key role in maintaining a healthy diet and certain vegetables can drive nutrition and sustenance throughout the day. Potatoes have one of the highest per dollar scores of 8 essential nutrients including Potassium, Fiber, Protein, and Vitamin C – which can play an important role in immune function. Potatoes are an excellent source of Vitamin C with 30% of the recommended daily allowance. [Learn more about potato nutrition](#)

Potatoes at Retail: Since public health restrictions for COVID-19 were put in place, potato sales at retail have been well above historical levels. This continued throughout the summer, even as some restrictions on food service have been relaxed. For the period from March 16 – September 6, 2020, sales of potatoes have been up every week, and the total value and volume are up 22% over the same period in 2019. All categories, except prepared sides at the deli (many of which have been closed or re-configured), have shown increases. Fresh potatoes have fared very well, with a 24% increase in volume and a 33% increase in value. Potato chips, the largest category at retail, has also performed well; up 8% in volume and 15% in value. Most food industry experts see this trend continuing for some time.

UTILIZATION REPORT					
2019-2020			2018-2019		
U.S. No. 1 Quality	8,191,252	cwt	9,022,605	cwt	
U.S. Commercial Grade	3,644,323	cwt	3,990,683	cwt	
U.S. No. 2 Quality	653,623	cwt	911,386	cwt	
Specialty (Fingerling)	389,253	cwt	454,717	cwt	
Certified Seed shipped out of area	275,609	cwt	319,554	cwt	
Local Processing	1,106,716	cwt	1,723,988	cwt	
Out of Area Proc. (C of P)	1,671,113	cwt	1,960,450	cwt	
Seed to plant 50923 acres	1,069,383	cwt	1,020,033	cwt	
Farm use, shrink, livestock	1,390,728	cwt	720,584	cwt	
USDA Production Estimate	18,392,000	cwt	20,124,000	cwt	

SEPTEMBER SPUD FACTS							
		2020	2019	2018	2017	2016	2015
Reds	Percentage of Crop	2.3	2.1	3.5	3.8	2.5	3.4
All Russet Varieties	Percentage of Crop	90.1	89.3	87.5	87.3	89.5	88.9
Yellows	Percentage of Crop	7.5	8.4	8.7	8.9	6.8	7.5
Other Varieties	Percentage of Crop	0.2	0.3	0.2	0.1	1.2	0.1
U.S. No. 1	Percentage of Crop	78.8	65	71	68.9	62.1	69.4
U.S. No. 2	Percentage of Crop	3	4.2	5.7	4.8	3.7	4
U.S. Commercial Grade	Percentage of Crop	15.8	29.1	26	33.5	26.4	25
Seed	Percentage of Crop	2.4	1.8	1.6	0.2	0.6	0.2
Bulk	Percentage of Crop	39.2	42.3	39.9	35.4	45.5	42.6
Total Rail Shipments	480 CWT Equivalent	0	0	0	0	56	0
Total Truck Shipments (Fresh)	480 CWT Equivalent	2467	1959	2072	2294	2164	1946
Total Truck Shipments (Processing)	480 CWT Equivalent	242	210	152	192	128	141
Total Monthly Shipments	480 CWT Equivalent	2709	2169	2224	2486	2349	2082
Total YTD Shipments	480 CWT Equivalent	2709	2169	2224	2486	2349	2082

AVERAGE F.O.B. PRICES FOR SEPTEMBER							
(per 50 lb. carton or bale unless noted)							
		2020	2019	2018	2017	2016	2015
Reds	5# Packages						
Yellows	5# Packages	N/A	N/A	N/A	N/A	N/A	N/A
All Russets	U.S. #1 Size A	8.93	8.84	N/A	N/A	13.38	12.25
All Russets	U.S. #2 10# Pack	N/A	N/A	8.59	7.10	6.25	5.88
Russet	U.S. Commercial Grade 100 lbs.	N/A	N/A	7.26	6.03	5.29	5.32

MEETING CALENDAR:

- 10/15 Monthly CPAC meeting **7:30 pm**
- 10/13-15 Virtual PMA
- 11/9 Spud Bowl
- 11/19 Monthly CPAC Meet **7:00 pm**