

April 13, 2022

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### **NEXT CPAC MEETING**

The next meeting of the Colorado Potato Administrative Committee (area II) will be held on April 21st at 7:00 pm, in the CPAC office conference room.

### **CDA- SEED LAW EXEMPTIONS**

If you believe that you need an exemption to the Colorado Potato Seed Law now is the time to submit a request to the Seed Law Advisory Committee. The exemption form can be found here: [Exemption Request](#) Please submit the attached form to either CPAC or Cheryl Smith at [cheryl.smith@state.co.us](mailto:cheryl.smith@state.co.us)

### **GAP AUDIT COST-SHARING**

The Colorado Department of Agriculture (CDA) Fruit and Vegetable Section still has 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 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.

### **COLORADO FRUIT & VEGETABLE GROWER ASSOCIATION (CFVGA)**

If you are a potato grower in the San Luis Valley you can become a member of the CFVGA for half price because of CPAC's affiliation with CFVGA. This membership is well worth the investment. If you have questions, please contact the CPAC office for details. [Join CFVGA](#)

### **RESEARCH**

The research sub-committee met on March 25<sup>th</sup> to determine which research proposals they would fund in 2022. With a new plant pathologist and potato breeder now on board at CSU, we received more project requests than in 2021, and the sub-committee decided to recommend that the CPAC committee fund ten projects in 2022. If you are interested in learning about these projects, please contact Jim for a full list of the projects.

The CPAC committee is working on a National Institute for Agriculture (NIFA) Matching Commodity Board Grant that would allow us to leverage our research spend with federal dollars up to a limit of \$250K. NIFA accepted our proposed research concept - "Conduct research leading to new information on the molecular interactions between soil or tuber-borne pathogens and resistant potato lines for diseases of importance in high altitude potato production. The end goal of this research should be a better understanding of plant-microbe interactions and the ability to alter them genetically through plant breeding." Now a scientific review panel will consider this research idea. If approved then the project can go forward with requests for proposals.

Dr. Jessica Chitwood Brown, the new potato CSU potato breeder, will be here next week visiting growers in the area. We are excited she has become part of the potato research team and wish her the very best.

### **PVY TESTING OF COMMERCIAL SEED**

At the March CPAC committee meeting, it was decided that the CPAC committee would fund PVY testing on up to 20 commercial seed lots. Based on concerns from both commercial growers, seed growers, and crop consultants on the level of PVY being observed in the field in 2021 and potentially being planted back in 2022 the committee believed it would be wise to test seed lots to see what levels of PVY will be planted in 2022. These seed lots will have the option of a summer field inspection in July to determine what level of PVY they have, how they are performing, and what impact PVY may have on them. This information will hopefully be useful in helping the industry address the PVY issue in the future.

### **SB21-087 AGRICULTURAL LABOR RIGHTS & RESPONSIBILITIES ACT**

The rules for this legislation take effect May 1, 2022. If you have questions please consult the Colorado Department of Labor info sheets #12 A-D regarding the rule requirements. [CDLE Ag Labor Rules 12A-12D](#). The requirement to pay overtime does not go into effect until November 1, 2022, but there are numerous items growers need to be aware of including; the requirement to provide heat training to your employees, rest period requirements, and key service provider access requirements. CPAC is working with other

Colorado Ag commodity groups to create guidance involving how to address key service provider access. We will share it as soon as it has been finalized.

## AG STORIES

[Mexico-U.S. agree to open potato trade](#)

[Tuber Necrotic Research Podcast](#)

[Building Soil Health Improves Irrigation Efficiency](#)

## NPC NEWS

The Ocean Shipping Reform Act (OSRA), a bill designed to address port blockages, passed the Senate on Thursday. The House, which earlier passed its version of the bill, will need to approve the Senate version or bring the two bills to conference committee before being sent to the president for his signature. “The Ocean Shipping Reform Act was one of NPC’s priorities during the Washington Summit. Though it isn’t going to solve all our supply chain challenges, the rapid action by Congress is a clear indication they recognize how difficult things have become for farmers across the U.S.,” said Ted Tschirky, NPC VP of Trade Affairs. The Senate bill was co-sponsored by Sens. Amy Klobuchar, (D-Minn.) and John Thune (R-S.D.). Sen. Klobuchar said in a press release, “Congestion at ports and increased shipping costs pose unique challenges for U.S. exporters, who have seen the price of shipping containers increase four-fold in two years, raising costs for consumers and hurting our businesses. Meanwhile, ocean carriers that are mostly foreign-owned have reported record profits. This legislation will help American exporters get their goods to market promptly for a fair price.” Sen. Thune said the bill “would level the playing field for American farmers, exporters, and consumers by making it harder for ocean carriers to unreasonably refuse goods that are ready to export at U.S. ports. Especially with record inflation in prices of goods, this legislation would also benefit consumers by promoting the fluidity and efficiency of the supply chain.”



## POTATOES USA ELECTS LEADERSHIP TEAM

Potatoes USA elected new leadership during its Annual Meeting on March 9, 2022. The newly elected Chairman and Executive Committee will lead the Board through 2022-2023.

Jason Davenport of Bakersfield, California was elected as Chairman of the Board. This marks Davenport’s sixth year on the Board and as a member of the Executive Committee.

Chairman Davenport is a firm believer in strategy and vision and is ready to lead the Potatoes USA Board by looking at both the short-term and long-term goals to continue defending the potato.

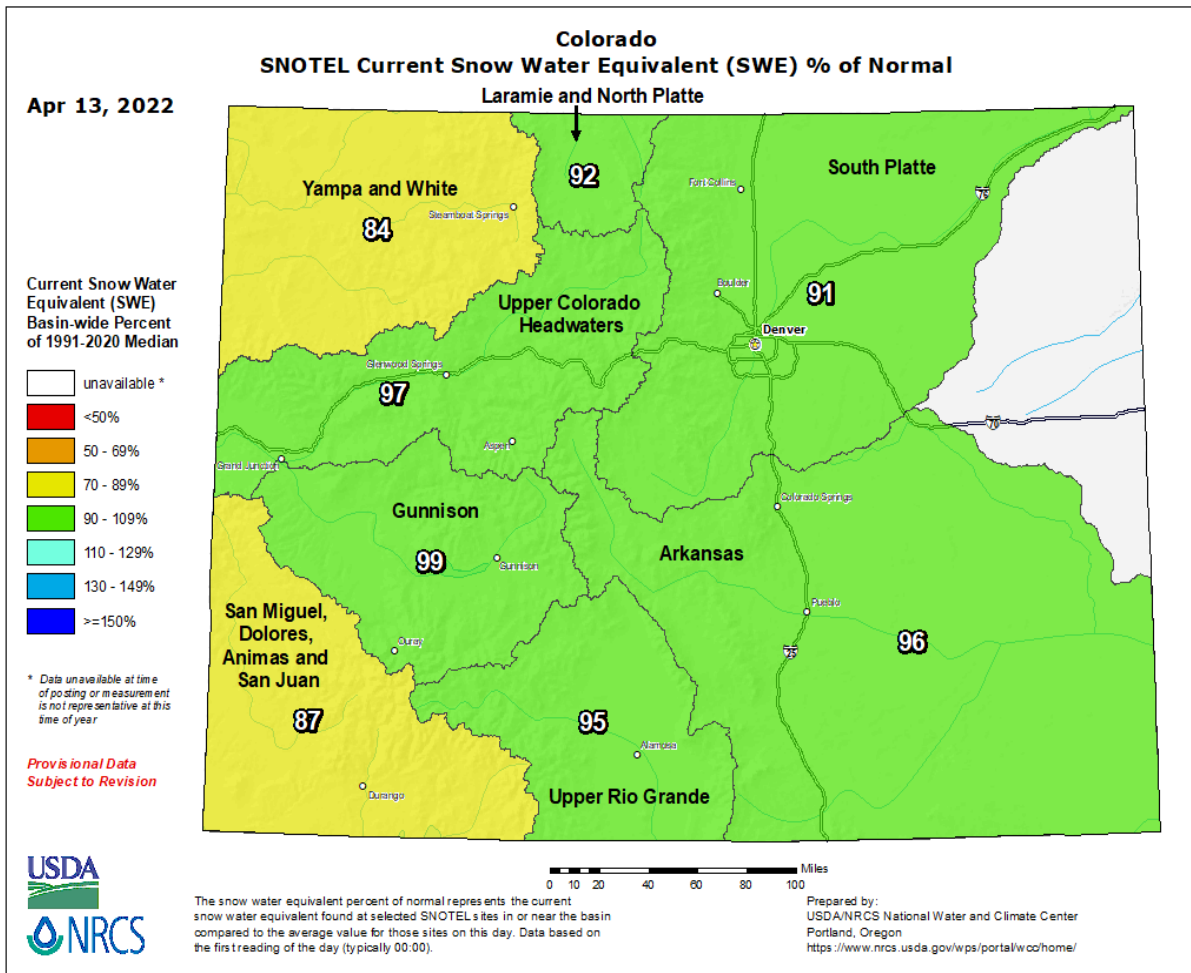
In addition to Davenport, Potatoes USA’s 2022-2023 Executive Committee members include our own Jared Smith. Jared will move from co-chairing the Research Committee to co-chairing the International Marketing Committee. Other members of the Executive Committee include:

- Jeff Jennings of Camden, North Carolina, Chair of the Finance & Policy Committee
- Leah Halverson of Grand Forks, North Dakota, Co-Chair of the Industry Outreach Committee
- Shelley Olsen of Othello, Washington, Co-Chair of the Industry Outreach Committee
- Mike Carter of Rosholt, Wisconsin, Co-Chair of the International Marketing Committee
- Steve Elfering of Idaho Falls, Idaho Co-Chair of the Domestic Marketing Committee
- Travis Meacham of Moses Lake, Washington, Co-Chair of the Domestic Marketing Committee
- Mike Larsen of Declo, Idaho, Co-Chair of the Research Committee
- Jennifer Gogan of Houlton, Maine, Co-Chair of the Research Committee
- Jaren Raybould of Saint Anthony, Idaho, Past Chair

## SNOWPACK-DROUGHT FORECAST

The Division 3 run-off forecast as of April 12, 2022, was for 450K acre-ft. The ninety-five percent average is deceiving because the average is now from 1990 to 2020 which reflects the loss of the very wet years we experienced in the 1980s. Taking this into account means we likely have an eighty-four % snow-pack and our reservoirs are not at optimal levels either.

The ninety-day weather forecast is for more dry conditions.



**MARKETING/SOCIAL MEDIA REPORT**

At the end of February we finished up our “Potato Lovers” campaign with FOX31—we ran 24 commercials throughout the month of February encouraging consumers to buy and eat Colorado Potatoes. If you missed seeing the spots and would like to view them, please email Jess and she can forward them your way. The skiing season is coming to an end, our Alpine Media campaign was another success this winter season. We had more than 1 million views at the resorts and an increase in engagement on our online campaign. Our SEO (Search Engine Optimization) report from ReachLocal for the months of February and March shows that we had increased traffic to our website. The top landing pages of visitors include our Nutrition page and Recipe page; with over 85% of traffic being new visitors and 60% of leads are from our organic search efforts. It’s also important to note that 55% of users have returned to our website within the last two months. These are all exciting reports, as we continue to plan and explore new and effective ways to connect with consumers. As we move into planting and growing season, we’re excited to continue our social media efforts to continue to educate consumers about potatoes from Farm → Table. We’re wishing everyone a safe and happy planting season! As always, if you’re on social media please follow our pages.

**MEETING CALENDAR:**

4/21 CPAC Meeting @ 7 PM

