

October 13, 2015

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NEXT CPAC MEETING

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

POTATO FESTIVAL

The Friday evening potato bar and concert was a huge success and the food that Ron Martinez from Mtn. View Restaurant prepared was wonderful. The \$1040 in donations received went to the Vali Theater Project.

The bus tour to CSU SLV Research farm and Martinez Farms was well attended and very informative. The wagon ride to downtown and all of the events at the park on Saturday were well attended and very successful. The \$990 in proceeds from the potato sales also went to the Vali Theater Project for a total donation to the cause of \$2090. **A HUGE THANK YOU TO ALL OUR SPONSORS, WE CANNOT PUT ON EVENTS LIKE THESE WITHOUT YOUR APPRECIATED SUPPORT!**

ADAMS STATE SPUD BOWL-AG DAY OCT 17TH

Take some time to enjoy the fine fall weather and celebrate a great harvest at the game vs. Black Hills State University SD at 1p.m. Adams State University is a great partner with the SLV potato industry. Local schools nominate a candidate who will receive a one semester scholarship, and the Queen will receive one year's tuition, room and board at Adams State University.

MEXICO-CENTRAL AMERICAN TRADE MISSION

September 24-26th CPAC and CDA hosted ten representatives from Mexico, Guatemala, and Costa Rica. Thanks to Spud Grower Farms and RPE, Bond Farms and Farm Fresh Direct, Skyline Produce, Monte Vista Potato Growers and Mike Mitchell Farms, and the CSU Research Farm for a successful WUSATA tour. Potato exports continue to grow nationally with nearly 1 out of every 5 rows of potatoes grown in the United States being exported. For SLV growers our shipments to Mexico continue to increase annually although still limited to the border region of Mexico.

VOLUNTARY GMO LABELING

On Wednesday October 7th potato growers from Colorado, Idaho, Michigan, Washington and Wisconsin traveled to Washington DC to educate Senators of the need for voluntary GMO labeling legislation. The fly-in by the [Coalition for Safe and Affordable Food](#), paired potato growers with 160 other individuals representing the entire supply chain to advocate for legislation to establish federal preemption of state mandatory labeling laws in favor of a voluntary federal labeling law. Growers expressed their concerns that a patchwork of state labeling laws will negatively impact their operations by potentially creating a logistical nightmare. They also noted that the added cost of a state by state mandatory labeling approach would add \$500 to the average family's grocery bill each year. The group urged Senators to support and cosponsor a bill being drafted by Sen. John Hoeven (R-N.D.). Sen. Hoeven's bill is similar to Rep. Mike Pompeo's (R-KS) voluntary labeling legislation, [H.R. 1599](#), which passed the House by a recorded vote of 275-150.

The Center for Food Integrity (CFI) has some interesting insight into labeling in their recent newsletter. According to CFI a new [report](#) by the Council for Agricultural Science and Technology (CAST) discusses the impact labeling could have on food products. In the age of transparency, do labels actually provide helpful information for consumers? To learn more see this link: <http://www.foodintegrity.org/1948-2/>

CORRECT SIZE AND GRADE REGULATIONS

Round Varieties: U.S. No. 2 or better grade. Two (2) inch minimum diameter.

Long Varieties: U.S. No. 2 or better grade. Two (2) inch minimum diameter or four (4) ounce minimum weight.

All Other Varieties: U.S. No. 2 or better grade. Two (2) inch minimum diameter or four (4) ounce minimum weight.

All Varieties: U.S. Commercial or better grade. Size B.

All Varieties: U.S. Commercial or better grade. 3/4 inch minimum size to 1 5/8 inch maximum size.

PVY TUBER-CORE TESTING NOW AVAILABLE

Looking to export to Mexico? The PCR Lab is now pleased to offer DIRECT TUBER CORE TESTING for this season's harvest on a first-come first-served basis. 400-tuber lots can be PCR tested for PVY-(\$675 for %MO or \$750 add strain-ID)/400 tubers & CMS/BRR for \$250 (we core) or \$50/200-cores sent to us. Additional tests include Gram-Stain for CMS (\$10/ six samples) and other pathogens as needed (i.e. PMTV, LR, PSTVd, etc. @ \$35/virus). The research center lab can also order and perform the [DIMOLE PVY-PLRV](#) test for the promotional price of \$1200 if interested. For more info & to schedule sample drop off, contact teresa.almeida@colostate.edu or greg.hess@colostate.edu at (719) 754-3496 ext.18.

AGMA/ UNITED MEETING THURSDAY OCTOBER 22ND

CPAC and United Potato Growers of Colorado are hosting a meeting to demonstrate the AGMA potato marketing program at the Del Monte Gun Club from noon - 2 p.m. on Thursday October 22nd. AGMA is a real time potato shipment tracking and pricing tool available to all growers through an agreement between CPAC and Face Forward Software. Representatives from Face Forward Software will present the newest version of the AGMA program and lap tops will be available for hands on demonstrations. U.P.G. of Colorado will also present a market outlook update for all growers. Lunch is being served courtesy of Face Forward Software, U.P.G. of Colorado, and CPAC. Please RSVP by Monday October 19th for an accurate lunch count and so we can have user names and passwords available for you.

CPAC AWARDED SPECIALTY CROP BLOCK GRANT FUNDS

The Colorado Department of Agriculture announced that CPAC has been awarded two grants for fiscal year 2015.

The first grant is a continuation of a 2014 award working with the Colorado State University potato breeding program to develop a screening tool for potato varieties with improved flavor profiles for consumers. The second grant is for a project, again working with C.S.U. and Dr. Samuel Essah, to reduce irrigation water and fertilizer use in potato production systems in the San Luis valley.

POTATO INDUSTRY LEADERSHIP INSTITUTE FEB. 19-26, 2015 APPLICATION DEADLINE IS OCT. 15, 2015

CPAC is accepting applications for the 2016 Potato Industry Leadership Institute. It will be held February 17-25, 2016 in Grand Forks, N.D. and Washington, D.C. The Institute is an eight-day program designed to identify, develop, and cultivate new leaders within the U.S. potato industry. The program focuses potato growers and industry representatives from across the country on leadership development, public policy, marketing, team building, and public communication. The 2016 class will begin in North Dakota, where participants will receive an overview of the U.S. potato industry, tour local production areas pack facilities, processing plants and learn about the area's challenges. The group will then travel to Washington, D.C., where the focus will move to national legislative and regulatory policy priorities for the U.S. potato industry. Those interested in participating in the 2016 Potato Industry Leadership Institute should contact the CPAC office.

SOCIAL MEDIA

You know what your favorite foods are, but do you know what kind of crop you were meant to grow? Be on the lookout this month, on our social media platforms, for a link to thankful4ag.com where you can take an interactive quiz and discover your farming alter-ego! Why you may ask? When you take the quiz and share your results with family and friends or use the hashtag #Thankful4Ag, Bayer Crop Science will donate \$1 or 11 meals to Feeding America, up to 330,000 meals. This year's campaign will run until October 31, and will coincide with country music entertainer Luke Bryan's annual Farm Tour, sponsored by Bayer Corporation.

MARKETING

With the exciting start of the new shipping season CPAC will focus on the "food enthusiast", leveraging information the USPB has discovered. The "food enthusiast" is adventurous when it comes to trying new foods. They like to experiment and try new recipes, not always following recipes perfectly but experimenting with them. This group is busy but takes time to cook and make meal time a priority. They prepare meals at home frequently and prefer fresh ingredients when possible. These young adults also love to eat at restaurants. "Food enthusiasts" describe food as emotional, and they cook for love. This group makes up 26% of the adult population and they make food decisions for approximately 56% of the US population. You can see that with these consumers, potatoes have exciting potential!

MEETING CALENDAR:

10/15	Monthly CPAC Meet 7:30pm
10/23-25	PMA Atlanta
10/17	Spud Bowl/Ag Day
11/19	Monthly CPAC Meet 7:00pm

SEPTEMBER SPUD FACTS

		<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>
Shipments	480 cwt equivalent	2082	1572	1838	2347	2574
Reds	percentage of crop	3.4	2.6	1.5	2.2	1.5
All Russet Varieties	percentage of crop	88.9	86.8	90.7	88.8	90.6
Yellows	percentage of crop	7.5	10.3	7.8	8.3	7.1
Other Varieties	percentage of crop	0.1	0.3	0.0	0.8	0.7
U.S. No. 1	percentage of crop	69.4	68.4	61.9	73.1	66.4
U.S. No. 2	percentage of crop	4.0	5.8	5.4	5.6	5.5
U.S. Commercial Grade	percentage of crop	26.4	25.0	32.4	20.0	25.8
Seed	percentage of crop	0.2	0.8	0.1	0.9	2.3
Bulk	percentage of crop	42.6	39.6	43.4	39.7	43.6
Total rail shipments		0	6	47	43	81
Total truck shipments (fresh)		1946	1424	1665	2207	2394
Total truck shipments (processing)		136	141	125	97	98
Total shipments for the year to date		2082	1572	1838	2347	2574

Average F.O.B. prices for September (per 50 lb. carton or bale unless noted)

	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>
Reds U.S. #1 size B	n/a	n/a	n/a	n/a	16.50
Yellow 5#	12.25	11.50	13.50	n/a	n/a
All Russets U.S. #1size A	5.88	6.20	7.40	4.88	7.46
All Russets U.S. #2	5.32	5.10	n/a	4.17	6.65
Bulk Russets U.S. Commercial Grade 100 lbs	8.30	7.03	11.52	5.47	11.05

UTILIZATION REPORT 2014-2015 CROP

U.S. No. 1 Quality	8,870,811	cwt
U.S. Commercial Grade	3,453,102	cwt
U.S. No. 2 Quality	952,433	cwt
Specialty (Fingerling)	421,957	cwt
Certified Seed shipped out of area	452,335	cwt
Local Processing	1,370,992	cwt
Out of Area Processing	1,367,309	cwt
Seed to Plant 52,800 Acres	1,108,800	cwt
Farm Use, shrink, livestock	<u>2,484,261</u>	<u>cwt</u>
USDA Production Estimate	20,482,000	cwt