

May 10, 2016

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<https://www.colorado.gov/pacific/energyoffice/agriculture-energy-efficiency>

## **NEXT CPAC MEETING**

The next meeting of the CPAC (area II) will be **held THURSDAY, May 20**, at 7:30pm, in the CPAC office boardroom.

## **FIFTH ANNUAL CPAC GOLF TOURNAMENT AND DINNER**

### **DOUG MONTER SCHOLARSHIP**

Congratulations to Chance Canty the 2015 recipient of the Doug Monter scholarship. Chance is a senior at Sanford High School and plans to become a veterinarian. The Community Industry Relations sub-committee selected Chad after interviewing ten outstanding young men. The committee also awarded three \$500 scholarships to Logan Sessums, Bailee Velasquez, and Presley Garcia.

### **CPAC NEEDS YOU**

We are looking for dedicated individuals with motivation to serve as at-large members on one of our sub-committees for a 1 year term. CPAC sub-committees include research, marketing, government affairs, community-industry relations, education and policy-finance. Please contact us if you are interested.

### **CULL PILE MANAGEMENT**

The "Quarantine for Late Blight" details cull pile management requirements in the summer from June 1 through September 10<sup>th</sup>. Cull potatoes are to be destroyed within 72 hours utilizing one of these methods: composting, ensiling, processing, burying, or using for livestock feed with certain conditions. The complete quarantine can be found by going to the CPAC web site at: [http://www.coloradopotato.org/news\\_and\\_events.php](http://www.coloradopotato.org/news_and_events.php). To report a problem contact Mike Singer with C.D.A. at 719-580-5507 or the CPAC office. Thanks!

### **MARKETING UPDATE**

We have the new logo and website operating and are beginning to use the logo when we develop new ads and correspondence. We have placed ads in the Colorado Life magazine, The Produce News, The NPC Yearbook, and preparing for more. The CPAC Staff is working to translate our website in Spanish, creating a new educational campaign for Middle School and High School students to develop a YouTube video promoting Colorado Potatoes. (Details to follow.) We are exploring the possibility of getting video recipes produced for us. We have a lot in the works and on the wish list so we will keep you posted.

## **COLORADO DAIRY AND IRRIGATION EFFICIENCY**

On April 27<sup>th</sup>, the Colorado Energy Office (CEO) announced that it was selected for a \$1.1 million U.S. Department of Agriculture (USDA) award to help finance energy efficiency improvements for Colorado farmers. This is great news for farmers interested in taking advantage of the free energy audits this program provides. CPAC hosted a meeting in February where several growers signed up for their audit. Energy use accounts for 7-8 % of the average farm's annual operating expenses.

To learn more about how CEO plans to use this grant listen to Michael Turner, Energy Efficiency Program Manager, at this link: <https://brianallmerradionetwork.wordpress.com/2016/04/28/04-28-16-learn-more-about-the-colorado-energy-office-receives-1-1m-usda-rcep-award/>

To learn more about the program try this link:

## **SOCIAL MEDIA**

April was a very successful month for Colorado potatoes in social media! Some of our most popular social media posts this month were our Earth Day post and a post that recognized those who had donated to our salad bar initiative. April's featured grower was Seger West Farm. Seger West Farm was included in our "Featured Grower/Shipper" section, and featured across our social media platforms twice throughout the month. The "Featured Grower/Shipper" feature continues to be one of our highest performing social media posts and most viewed website pages. We are seeking more growers and shippers to participate in this feature. If you would like to be featured, please contact Savannah at [sschlaufman@coloradopotato.org](mailto:sschlaufman@coloradopotato.org) or (719) 852-3322. The process is very easy, and being featured is a great way to get your name and story out into the community! Remember that this is open to both growers and shippers.

Our "Spotlight Recipes" for April were Chile Lime Potato Tacos and Potato Spinach Lasagna. During the month of April, our Facebook reach was 6,989, which is up 142% from last month. Our page views were also up 31% from March. On Twitter, we earned 4,971 impressions, which is up 25% from March. Over on Pinterest, our average daily impressions were at 1,912 for the month of April, which was up 36% from March. Please make sure that you have liked our Facebook page and follow us on Twitter (@CPAC2), Pinterest (copotato), and LinkedIn to keep up to date with all things Colorado Potato!

## **CLIMATE SMART AGRICULTURE**

Water is the life blood of western agriculture and the future of irrigated agriculture is at stake in a state that is predicted to increase to an estimated 7.8 million people by 2040, and increase of nearly 2.3 million. What will the impact be if it is drier and warmer?

Last week Colorado State University hosted a forum on Climate Smart Agriculture. The forum addressed how climate change and increasing weather variability will impact Colorado agriculture in the future. The discussion focused on how Colorado State University can utilize its resources to work with the Colorado agriculture sector to address the many practical science-based dimensions and management strategies of increasing weather variability. If you are interested in learning what is predicted I encourage you to see this link for an outstanding look into Climate Smart Agriculture from the Colorado Water Institute.:

[http://www.cwi.colostate.edu/current\\_newsletter.asp](http://www.cwi.colostate.edu/current_newsletter.asp)

## **GMO LABELING**

Senate Agriculture Committee Chairman Pat Roberts (R-KS) and ranking member Debbie Stabenow (D-MI) say they are working to come up with legislation to preempt Vermont's GMO labeling law from taking effect July 1. If they don't the Vermont law essentially becomes the de facto labeling authority for the United States. The current impasse is over how information on the presence of GMOs in food and food products will be relayed to consumers. Many labeling options have been proposed including "smart labels" consumers could use their phones to access. The reality is not whether congress believes GMO technology is safe because FDA, EPA, and others have said it is but if consumers have the right to know what is in their food, regardless of safety concerns. According to *The Des Moines Register*, Sen. Chuck Grassley (R-IA) recently stated that there is zero chance Congress will finish a bill before July 1 on this issue. Unfortunately an issue that shouldn't be partisan is now highly partisan with Democrats generally supporting mandatory labeling and Republicans supporting a voluntary labeling approach.

## RESEARCH

Thanks to Andrew Houser for his article on his cover crop research. The CPAC research sub-committee is continually working to develop information to help our growers improve their soil health and cultural practices and this is a great example.

The Plant Management Network has two Focus on Potato articles available for review this month: Late blight management and Dickeya, an emerging problem closely related to Black Leg.

Here are the links:

<http://www.plantmanagementnetwork.org/edcenter/seminars/Potato/LateBlightManagement/>

<http://www.plantmanagementnetwork.org/edcenter/seminars/Potato/Dickeya/>

## BUILDING A BETTER COLORADO

In the summer of 2015, a nonpartisan group of Coloradans came together with a shared concern about the direction our state was heading in three critical areas: the ease with which the constitution can be amended; the decreasing participation and confidence in our election systems; and the imbalance between citizens' expectations of services that their state government provides, and the ability of their state government to meet those expectations. Their stated goal was to engage Coloradans in discussions of those issues in order to create a better Colorado. The forum which they created to host this

conversation was a new non-profit organization called "Building a Better Colorado".

From August 2015 through January of this year, representatives of Building a Better Colorado met with more than 2,000 community leaders and concerned citizens in over 30 meetings held throughout the state. The intent of Building a Better Colorado was not to dictate solutions, but instead to engage people across the state in conversations about the challenges we face and to come up with consensus solutions. See the results of their report here:

[https://gallery.mailchimp.com/a954da7545e51bf273d94942f/files/BB\\_COfinalreportFINAL.docx.pdf](https://gallery.mailchimp.com/a954da7545e51bf273d94942f/files/BB_COfinalreportFINAL.docx.pdf)

## MEETING CALENDAR:

5/20 CPAC meeting 7:30pm  
6/15 CPAC annual dinner Cattails  
6/16 CPAC meeting 7:30 p.m.  
7-8/10 NPC Summer meeting Kalispell, MT  
8-11/8-15 USBP Summer meeting Grand Forks ND  
10/23-10/25 PMA Atlanta. GA

HAVE A SAFE PLANTING SEASON!!

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## CPAC ANNUAL DINNER RESERVATION FORM (Please return to the CPAC office by June 12, 2015)

Reserve \_\_\_\_\_ plates for the CPAC informal dinner to be held at The Grille at Cattails Golf Course on Wednesday June 17, 2015 at 6:00pm. **Enclosed is my \$10.00 per plate deposit.** All plate reservations will go to POPAC.

**Make checks payable to CPLA and send to CPAC PO Box 348, Monte Vista, CO 81144.**

For Golf reservation contact CPAC, 852-3322.

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### APRIL SPUD FACTS

		<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>
Shipments	480 cwt equivalent	3199	3114	3011	3465	3229
Reds	percentage of crop	3.3	3.0	2.7	2.3	1.5
All Russet Varieties	percentage of crop	80.1	78.0	87.8	83.8	90.1
Yellows	percentage of crop	13.6	13.5	5.1	9.3	5.3
Other Varieties	percentage of crop	3.1	5.5	4.4	4.6	3.1
U.S. No. 1	percentage of crop	57.3	54.9	61.1	51.2	53.2
U.S. No. 2	percentage of crop	7.5	6.2	7.4	8.4	6.7
U.S. Commercial Grade	percentage of crop	22.0	27.8	20.5	24.7	24.0
Seed	percentage of crop	13.2	11.0	11.0	15.8	16.1
Bulk	percentage of crop	39.9	44.5	36.7	46.9	44.3
Total rail shipments		138	183	62	68	112
Total truck shipments (fresh)		2812	2685	2718	2882	2882
Total truck shipments (processing)		249	246	231	515	235
Total shipments for the year thru April		23180	22238	24080	26734	26740

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

		<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>	<u>2011</u>
Reds	Size A 10# pkg	n/a	n/a	n/a	10.50	n/a
Reds	Size A 5# pkg	10.77	n/a	n/a	11.50	n/a
Yellow	5# pkg	12.38	11.50	18.64	12.75	14.62
All Russets	U.S. #1size A	3.68	7.24	4.75	8.49	8.80
All Russets	U.S. #2	3.25	5.66	3.74	5.48	7.32
Bulk Russets	U.S. Commercial Grade 100 lbs	5.32	10.38	4.87	11.48	13.82