

June 7, 2016

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NEXT CPAC MEETING The next meeting of the CPAC (area II) will be held **THURSDAY, June 16th, 2015 at 7:30 p.m.**

POTATO ACRES 2016 CPAC will be conducting the acreage fly over on June 21st this year weather permitting. Thanks to Grant Mattive and Steve Van Treese in advance for providing the air power.

NPC NEWS Atrazine and the EPA In yet another indication by the EPA that there are no sacred cows in their intense scrutiny of older registered pesticides through the Registration Review process; the Agency published a draft risk assessment on the weed killer Atrazine. With more than 70 million pounds used in the U.S. each year, the Agency's new assessment has determined that the product's potential risk for birds, fish, mammals, and aquatic species, exceeds the level of concern. Atrazine now joins Chlorpyrifos where registrants and agriculture interests are concerned that the EPA's recent registration review decisions are ignoring science and established procedures.

FDA Finalizes New Nutrition Label Rules

In late May FDA [published changes](#) to the nutrition labels for food. Food producers will have until July 2018 to change labels to comply with the new regulations. According to FDA, the new label will highlight calories and other label components by size. Featuring the strength of potatoes, the new labels will require highlighting potassium content.

Political Uncertainty Hurting the Economy

Nearly 60 percent of professional economic forecasters think uncertainty surrounding the November elections is hurting economic growth this year. That's according to a survey conducted by the National Association for Business Economics. Its panel has lowered its expectations for gross domestic product growth this year to 1.8 percent. That's down from 2.2 percent GDP growth that the panel projected in March. Economists aren't just worried about who's going to win the U.S. presidential election, and what policies they will pursue, global trends are unsettling as well. Uncertainty over electoral outcomes does not appear to have slowed economic growth in previous presidential election years, according to an analysis by Wells Fargo economists. The report did not find any evidence of adverse effects on economic activity in previous presidential election years. Is this year different? Well, what do you think?

MARKETING We are developing a Spanish version of our new website for our Mexico buyers and have the URL address secured and content is being translated. We have also made the decision to sponsor the Local Food section of the new Colorado Ag. Magazine that will be published for the first time in Dec. /Jan. As for the recipe video that we have been exploring, it is happening, and we have chosen the recipe that will be featured. This is a trendy way to advertise and promote potatoes to the tech hungry market. It is also a very economical way to reach and educate customers. We believe this approach we help us capture the attention of the "food enthusiast" consumer segment and introduce them to new exciting potato uses.

CPAC has also been working with the Colorado Department of Ag., making plans for a booth space at the Produce Marketing Association show in October, where our new logo will be featured. Plans are underway for the Potato Festival, being held September 9-10. Mark your calendar and plan to attend!

SOCIAL MEDIA In May, the big change on social media was that we adjusted some of our accounts to better fit with our website and new logo. You may have noticed that our Facebook and Twitter names have been changed (although our Twitter handle is still @CPAC2) to Colorado Potatoes. We felt that this change would better reflect our mission of promoting Colorado Potatoes. Those outside of the industry may not know what the Colorado Potato Administrative Committee is, but may still be interested in the potatoes that are produced in our state. We want to focus the attention on the potatoes we grow, which are the real stars! Also, Colorado Potatoes are now on Instagram! Be sure to follow @coloradopotatoes on Instagram and our other social media accounts as well! If you have any potato related photos (recipes, planting, growing, etc.) be sure to share them with us, and we can share them with our followers. You can either email them to Savannah at sschlaufman@coloradopotato.org, or use the hashtag #ColoradoPotatoes. Our "Spotlight Recipe" for May was a quick and healthy Greek Potato salad. Our May grower/shipper spotlight was Rockey Farms, LLC. We are still looking for growers and shippers to participate in our grower/shipper spotlight feature. If you would like to be featured, please contact Savannah via email or at (719)852-3322. This is open to both growers and shippers, and anyone involved in the potato industry.

FOCUS ON SOIL HEALTH A growing development in agriculture is focusing research into microbials. Major agro-industrial giants like Bayer CropScience, Monsanto, Syngenta, BASF, Arysta LifeScience and others are investing heavily that beneficial soil bacteria and fungi can change the way we farm globally by increasing plant efficiency, ultimately resulting in higher yields and other factors designed to provide positive results for producers. To learn more:

<http://southwestfarmpress.com/management/microbes-may-be-new-gold-rush-agriculture?eid=forward>

CPAC was notified that the Specialty Crop Block Grant that we applied for studying aspects of "Soil Health" will receive funding in 2017. Now the CPAC research sub-committee will work with CSU researchers to develop the best possible project.

PVY SURVEY Is shipping to Mexico an option for you? Sign up for free or discounted anonymous testing of your potato crop for PVY. All testing results will be ANONYMOUS! The last two years the CSU Research Center Disease Testing Lab conducted a PVY survey for the San Luis Valley. In 2015, little PVY-n was found through the survey, but there were not enough lots surveyed. In 2016, we would like to encourage greater participation by commercial growers. Due to grant funding CPAC is now able to offer discounted or even FREE testing of your crop for various strains of PVY. This study will look at summer leaves and conclude with direct tuber testing of your harvested crop. All that is needed by the Disease Testing Lab is your contact information to schedule a one-time leaf picking of your lot(s) to be sampled and then a tuber sample from those fields at harvest. The sampling at harvest is not necessary, but it might give grower participants a better understanding of what strains of PVY are present after the summer season. If you would like to participate in the 2016 survey you will need to provide grower name and contact information, variety to be tested, source lot information, # acres, and field maps of the fields to be tested. Please email this information to Michelle Leckler by July 1st, 2016 (michelle.leckler@colostate.edu). If you have questions please contact Greg Hess at (719)-588-0111 or greghess@colostate.edu.

EMERGING WATER LEADER AWARD Congratulations to Heather Dutton for receiving this prestigious award from the Colorado Water Education Foundation. Heather is the new manager of the San Luis Valley Water Conservancy District and daughter of Doug Messick. Doug is an alternate on the CPAC committee and a member of the research sub-committee. To see more: <https://www.yourwatercolorado.org/cfwe-leadership-activities/cfwe-presidents-award/136-water-leadership/846-heather-dutton-2016-emerging-leader-award>



MEETING CALENDAR:

6/15	CPAC annual dinner Cattails
6/16	CPAC meeting 7:30
7-12/14	NPC Summer meeting Park City UT
8-9/11	Potatoes USA Summer meeting Seattle, WA
9-9/10	Potato Festival
10/14-10/16	PMA Orlando FL

CROP ET REPORTS: DELIVERED TO YOU EVERY MORNING Access to reliable ET values is critical for the sustainable management of our water resources. Now, more than ever, it is easy to receive local crop ET values delivered directly to your cellphone. The source of these ET values is the Colorado Agricultural Meteorological Network (CoAgMet) system which is administered through Colorado State University (CSU). Now, CSU is making it easy for farmers to access local ET values by way of a text messaging service. This is a **FREE** service and takes only a few minutes to create a profile that will deliver personalized crop ET values for your specific crop from the nearest CoAgMet weather station.

If you would like to take advantage of this **FREE** service follow these simple instruction. **1)** Visit the website coagmet.colostate.edu, **2)** scroll down the page and click on the link titled *CoAgMet Text Message Service*, **3)** click "Sign Up!" button, **4)** follow the prompts and enter the necessary information (there is no need to give an SMS address), **5)** Select the appropriate information you wish to receive (For example, if you grow potatoes near Monte Vista, be sure to select the correct station and check the box titled "Potatoes". You can also specify when you want the text delivered to your phone.), **6)** be sure to click "Update this account"! To ensure you have set up your account correctly, simply click the "Test" button.

Whether you are interested in irrigation scheduling, or simply wish to stretch you're water a little farther, ET based irrigation management is a great choice for improving the efficiency of irrigated systems. If you have any questions, or would like any help, please contact: Blake Osborn, Water Resources Specialist, blake.osborn@colostate.edu or (719) 545-1845.

CPAC ANNUAL DINNER RESERVATION FORM
(Please return to the CPAC office by June 10, 2016)

Reserve _____plates for the CPAC informal dinner to be held at The Grille at Cattails Golf Course on Wednesday June 15, 2016 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. ,

MAY SPUD FACTS

		<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>
Shipments	480 cwt equivalent	2852	2455	2561	3156	3485
Reds	percentage of crop	2.3	2.8	1.1	1.6	1.1
All Russet Varieties	percentage of crop	89.5	89.7	86.9	95.1	3.1
Yellow Varieties	percentage of crop	7.8	6.0	9.4	2.1	3.1
Other Varieties	percentage of crop	0.4	1.4	2.6	1.3	35.8
U.S. No. 1	percentage of crop	61.3	64.2	65.3	67.3	59.5
U.S. No. 2	percentage of crop	7.6	8.0	8.5	7.2	7.9
U.S. Commercial Grade	percentage of crop	22.2	21.8	21.6	21.2	27.1
Seed	percentage of crop	8.9	6.0	4.6	4.3	3.9
Bulk	percentage of crop	39.4	32.5	31.0	32.6	37.6
Total rail shipments		119	96.0	128	141	128
Total truck shipments (fresh)		2385	2359	2102	2716	2822
Total truck shipments (processing)		348	289	331	299	535
Total shipments for the year thru May		26269	25924	24799	27237	29704

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

		<u>2016</u>	<u>2015</u>	<u>2014</u>	<u>2013</u>	<u>2012</u>
Yellow Varieties	5# bales	14.61	17.40	13.19	20.00	12.75
All Russets	U.S. #1 size A	5.34	3.58	6.97	4.77	7.75
All Russets	U.S. #2	4.50	3.17	5.23	3.59	5.33
Bulk Russets	U.S. Commercial Grade 100 lbs	6.50	4.99	10.29	5.12	11.00