

May 6, 2020

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NEXT CPAC MEETING

The next meeting of the CPAC (area II) will be held THURSDAY, May 21, at 7:30 PM, at the CPAC office.

TENTH ANNUAL CPAC GOLF TOURNAMENT

We are **TENTATIVELY** planning to have the golf tournament but it will be a bit different this year. It will be held at the Cattails Golf Course on Wednesday June 17th at 1:00pm. CPAC will pay for golf but there will not be a dinner. As of now the issue is to stay compliant with the course rules, so we can only have one person per cart or a couple that lives together can be in the same cart. They do not have that many carts so time will tell. It could possibly be held as a 9 hole outing and we walk, again time will tell. We suggest you send us your teams of four members and reserve a spot and we will keep you posted as to how it will play out.

Come enjoy the day with Industry friends. all growers, families, and industry personnel are invited.

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.

LATE BLIGHT QUARANTINE

Anyone who imported seed potatoes your planting reports are due by June 1 to Cheryl Smith, email cheryl.smith@state.co.us; Fax-303-466-2860; or mail-Colorado Department of Agriculture, Division of Plant Industries, 305 Interlocken Parkway, Broomfield, CO 80021. This link will get you to an example form or you can just get in touch with Cheryl; <https://www.coloradopotato.org/wp-content/uploads/2019/05/Example-reporting-form.pdf>

CULL PILE MANAGEMENT

The "Quarantine for Late Blight" details cull pile management requirements in the summer from June 1st through September 10th. 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. [Find the complete quarantine here](#)

To report a problem contact Mike Singer with C.D.A. at 719-580-5507 until May 31st or the CPAC office. Mike Singer is retiring June 1st after thirty years of dedicated service with CDA. Mike will be missed. Please thank him if you have the chance.

COVID IMPACT ON THE POTATO MARKET

According to the North American Potato Market News COVID-19 has severely impacted the demand for frozen potato products worldwide. This has freed up a large pool of potatoes destined for processing to move through table potato channels thus increasing the supply substantially. At the same time the loss of the food service industry has substantially reduced the demand for Russet table potatoes. Simply, more supply and less demand translates into downward price pressure. It is hard to predict how much price pressure there will be over the next few months because no one knows how soon or how fast food service demand will ratchet up as they begin to open back up. We are working with the NPC, USDA and our federal legislators on potential solutions to this market disruption. My hope is that the impact on the 2020 crop will be manageable.

MARKETING/SOCIAL MEDIA UPDATE

We're adding "Showed up to work during the apocalypse" to our resumes! LOL. All jokes aside though, we have been pretty busy here in the office.

We joined the San Luis Valley Water Conservancy Districts' Water Cycle Poster Contest at the beginning of the month; they received so many awesome drawings! CPAC awarded 4 contestants, 1st Tanner Houser, 2nd Josiah Houser, 3rd Parker Mitchell and Honorable Mention Kenley Mitchell for including a center pivot and of course, a potato field!

We also hosted our annual statewide video contest! The theme for this year's video was "What Makes You Thankful for Colorado Agriculture?" We had 17 great entries that made judging extremely difficult—huge thank you to the judges! This year the winner of each age category won \$200 and an additional \$100 donated to a charity of their choice! The winners were Kenley Mitchell from Sargent Elementary School, Delaney Chapin from Grandview Elementary School and Kailyn Polkowske from Centauri High School. We will be donating \$100 to Sargent Elementary School Library on behalf of Kenley, \$100 to Weld County Food Bank on behalf of Delaney and \$100 to the Ronald McDonald House on behalf of Kailyn. Check out our Facebook and YouTube pages to see the video submissions! ☺

At our April meeting the CPAC Board Members approved a generous monetary donation to the local food banks! We're grateful for the continued community support that the SLV Growers and Shippers demonstrate by ensuring the food banks are supplied with fresh potatoes. Due to Covid-19 increasing community needs, CPAC, representing approximately 150 growers and 15 warehouses made monetary donations totaling \$5,000 to the following food banks, to assist with other needs: Monte Vista Food Bank, Saguache County Food Banks (2), and La Puente Food of the SLV. As always, please be sure to like and follow us on Facebook, Twitter, Pinterest and Instagram if you are on social media. Keep up the hard work, all!

INTERESTING AGRICULTURAL NEWS

[ENVIRONMENTAL WORKING GROUP ON 60 MINUTES](#)

[AGRICULTURAL FUNDING SHORTFALL](#)

[AFTER COVID-19 WHAT HAPPENS TO THE GROCERY INDUSTRY](#)

[NATIONAL WESTERN CENTER UPDATE](#)

[ROCKY ROAD TO POST PANDEMIC STABILITY](#)

POTATOES USA; the Top 10 Functional Food Trends 2020

The Institute of Food Technologists (IFT) just released its top 10 functional food trends for the year ahead. Many of these food trends represent interesting considerations and opportunities for potatoes and potato ingredients to be featured in new and exciting ways! The overarching theme is that foods are moving from 'better for you' to 'what's best for me.' Consumers are personalizing their approaches to healthy eating and reprioritizing their diet and nutrition goals.

- 1. Eating Well:** For the first time, eating foods that deliver "specific benefits for my body" is an essential element in eating well. Interest in the uniqueness of healthy foods and ingredients is increasing, paving the way for superfoods and more novel food ingredients, a great place for potatoes. A balanced diet also means that consumers now prefer the full-fat version of a product but consume less of it.
- 2. Buying In:** Consumers are now opting into buying foods that have specific healthy ingredients. Fibers, followed by protein, are the healthy ingredients that consumers are trying to increase in their diet. "A good source of vitamins and minerals" was the most liked healthy food claim last year.
- 3. Mind Matters:** Brain health ranks high among the benefits consumers would most like to get from foods. Consumers believe that healthy means being able to deal with stress, being alert, and being able to relax. Stress and anxiety have replaced being overweight as the top health condition people are trying to manage. Over half of consumers believe that their digestive health and microbiome play important roles in mental well-being. Most consumers believe that mental health is as important as physical health.
- 4. High Octane:** Quick, easy, and high-nutrient solutions drive growth in functional nutrition. Consumers want more meal replacements that boost immunity and aid digestion. Hydration, protein, and electrolytes are the most important sports product attributes. Protein-based sports products need to fit all levels of fit consumers, not only competitive athletes. Consumers have begun to focus on the quality and completeness of the protein, including the amount and type of essential amino acids.
- 5. Reconditioning:** The way consumers think about health benefits derived from food is changing. Heart health fell from first place among the health benefits consumers want most from foods. Topping the charts now is weight management, followed by energy and digestive benefits, including the gut microbiome. Conditions around aging are also getting more attention.
- 6. Assisted (Healthy) Living:** Consumers are looking for easy ways to eat healthier and live a more active lifestyle. Half of adults experimented with a new diet in 2019, up from 40% in 2017. Nearly two-thirds of adults are not interested in trendy diets like keto, paleo, Whole30, or Atkins. More people are turning to major weight loss companies instead. Even retail pet food, targeting overweight cats and dogs, is a growing trend for 2020.
- 7. Claiming It:** Fresh remains the most sought-after food claim by consumers. No artificial ingredients, no preservatives, all natural, and locally grown claims positively influence food purchases. The low-calorie claim as a purchase motivator fell 12%, and the impact of low-carbohydrate, sugar-free, and low-salt claims also decreased.
- 8. Grazing Semi-Herbivores:** Americans' passion for plant-based foods continues to grow. Consumers say they ate more plant-based foods last year versus 2018. Plant-based proteins are the second overall hot culinary trend for 2020; specialty burger blends and meat alternatives. Vegetable noodles and rice are the top trending side dishes.
- 9. Basic Upgrades:** Most shoppers are looking for healthier options and more vegetables in the frozen food case. They're seeking no artificial colors, flavors, sweeteners, or preservatives; and healthier preparation such as grilled or baked. "Real" ingredients, all natural, and made in the USA matter to frozen food shoppers. Shoppers pay the most attention to sodium, calories, protein, and then fat.
- 10. Family Ties:** The presence of young children in the home continues to be a significant motivator for healthy eating. Healthy kid-specific foods and take-out menus are becoming more important as parents make separate meals for adults and kids. Households with kids are among the most likely to have increased their use of plant-based foods. Source: Top 10 Functional Food Trends, Elizabeth Sloan, Food Technology, April 2020

RESEARCH

CPAC has been selected by CDA to submit two Specialty Crop Block Grants to USDA. The first is a marketing project "Colorado Potato Education and Distribution throughout Colorado Public School Systems". This project is an effort to build on our work with the CSU Extension Local Food Systems team and the city of Denver's Good Food Purchasing Coalition. The project will pilot a direct potato distribution system from the San Luis Valley to Denver public schools, and include classroom and food service education about potato nutrition.

The other project will involve evaluating the potential of bio-pesticides in Colorado potato production. The study will focus on the effects these bio-pesticides have on diseases and the soil microbiome. Dr. Chaks Mattupalli will be the principal researcher on this project.

The research sub-committee will be meeting soon to evaluate a potential National Institute for Agriculture project that Dr. Mattupalli has submitted to NIFA on the controlling soil-borne diseases in the San Luis Valley.

MEETING CALENDAR:

5/21	CPAC meeting 7:30 PM
6/17	Golf tournament 1:00PM
6/18	CPAC meeting 7:30PM
7/16	CPAC meeting 7:30PM
10/15-10/18	PMA Dallas, TX

SPUD FACTS APRIL

		<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Reds	Percentage of Crop	5.4	6.9	6.3	6.2	3.7	3.3
All Russet Varieties	Percentage of Crop	78.2	73	76.7	80.1	84.9	80.1
Yellows	Percentage of Crop	9.9	15.2	12.2	10.2	9	13.6
Other Varieties	Percentage of Crop	6.5	4.9	4.8	3.3	2.4	3.1
U.S. No. 1	Percentage of Crop	57.8	53.4	51.1	57.3	57.8	57.3
U.S. No. 2	Percentage of Crop	5.2	5.6	6.5	4.7	8.0	7.5
U.S. Commercial Grade	Percentage of Crop	26	26.5	27.7	24.7	20.2	22.0
Seed	Percentage of Crop	10.9	14.5	14.7	13.3	14.1	13.2
Bulk	Percentage of Crop	41.8	40.6	47.8	41.1	43.9	39.9
Total Rail Shipments	480 CWT Equivalent	0	0	56	116	116	138
Total Truck Shipments (Fresh)	480 CWT Equivalent	2784	3074	2405	2702	2555	2812
Total Truck Shipments (Processing)	480 CWT Equivalent	225	356	247	358	378	249
Total Monthly Shipments	480 CWT Equivalent	3009	3430	2708	3176	3049	3199
Total YTD Shipments	480 CWT Equivalent	23770	23611	22980	23309	23416	23180

AVERAGE F.O.B. PRICES FOR APRIL

(per 50 lb. carton or bale unless noted)

		<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>
Reds	U.S.#1 A 5#		12.75	14.00	18.00		10.77
Yellows	5#	18.42	12.00	11.00	12.38	13.64	2.38
All Russets	U.S. #1 Size A	9.76	7.95	8.25	5.13	5.52	3.68
All Russets	U.S. #2	6.25	6.67	6.50	4.41	4.50	3.25
Russet	U.S. Commercial Grade	13.52	9.98	10.00	6.73	6.69	5.32

