

June 5, 2020

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### **NEXT CPAC MEETING**

The next meeting of the CPAC (area II) will be held THURSDAY, June 18<sup>th</sup>, 2019 at 7:30 pm

### **TENTH ANNUAL CPAC GOLF TOURNAMENT**

We are still **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 17<sup>th</sup> 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 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.

### **SUB-DISTRICT #1 NEW EMERGENCY DROUGHT PROGRAMS**

The Sub-District 1 Board of Managers has approved new preventative measures in response to the worsening drought. I encourage you to take a hard look at your water situation and the options on the attached flier. Contact Marisa Fricke with questions at 719-589-6301. Contracts can be found here:

[Contracts](#)

### **NPC 2020 VIRTUAL SUMMER MEETING JUNE 25**

The NPC may not be able to meet in person but they are still having a summer meeting. Mark your calendar to be part of this re-imagined one-day free virtual meeting of the NPC directors and staff.

The one-day meeting includes:

- A keynote on The State of the Industry and COVID-19 Relief Efforts
- Committee Meetings
- Board of Directors Meeting
- Chats and Q&A

You must pre-register to attend. Join from anywhere for free and stay up to date on the key issues facing potato growers.

To pre-register: [NPC Summer Meeting](#)

### **DOUG MONTER SCHOLARSHIP RECIPIENT**

Congratulations to Ryan Holland, the 2020 recipient of the Doug Monter Scholarship. Ryan is a graduate from Sargent High School and plans to study Ag Business at West Texas A&M.



### **POTATO ACRES 2020**

The potato fly-over has been scheduled for June 22<sup>nd</sup>. CPAC will work closely with NASS to ensure that the acreage count is as accurate as possible. According to North American Potato Market News potato acres are estimated at 908,000 acres in 2020 which is a 6.2% decrease from 2019. Idaho acres are projected to be down 4.8 % at 295,000 acres. In conjunction with the CPAC acreage fly over **United Potato Growers of Colorado** is conducting their count too. Please submit your farm map with acreage by variety to Lyla at United Potato Growers or the CPAC office. This data helps build a database of historical information and trends in color and varieties produced in the SLV as well as verify the fly-over acreage count. You can email your map or acreage details to [Lyla@Notes-Numbers.com](mailto:Lyla@Notes-Numbers.com) or stop by the office at 118 Washington Street in Monte Vista. Thank you!

## **POTATOES USA**

Potatoes USA CEO Blair Richardson just introduced their newest communication tool, "Keeping It Current", a periodic video series with short, topical conversations from the Potatoes USA staff. Richardson says, "We will provide you with current information on program activities, industry trends, challenges, and victories as we continue our efforts to defend and promote the potato industry. This will not replace the valuable conversations normally occurring when we travel across the industry. However, we do hope this will give you a few more opportunities to stay current with what we are doing and why, until we can once again travel freely and safely. Please let us know if you have any questions or any requests for future topics."

## **NPC EYE ON DC**

The potato industry has advocated for two distinct programs to provide relief to family farms impacted by the COVID 19 crisis. First, it has called for USDA to step in to buy significant amounts of oversupplied potatoes and potato products. Without these purchases, family farms will be impacted into the fall of 2021. Second, the industry has called for providing meaningful direct payment relief to growers who cannot fully benefit from surplus commodity purchases. Sign up for direct payment began on May 26<sup>th</sup>.

For potato growers, the total direct payments will be based on three criteria:

- The volume of production sold between January 15 and April 15, 2020;
- The volume of production shipped, but unpaid; and
- The number of acres for which harvested production did not leave the farm or mature product destroyed or not harvested during that same time period, and which have not and will not be sold.

The NPC has written a letter to USDA asking that they reconsider several points with the direct payment program which are making it difficult for potato growers to benefit from the intent of the program. Please contact your local FSA office if you are interested in learning more.

## **ARTICLE OF INTEREST**

[The Mystery at the Heart of the Pandemic](#)

## **MARKETING / SOCIAL MEDIA**

We cannot believe that another month has passed us by. This last month we had the opportunity to become a member of the Produce for Better Health Foundation (PBH). PBH is a non-profit 501 (c) (3) organization whose mission is to achieve increased daily consumption of fruits and vegetables for better health. We're excited that our new partnership with PBH will help us increase awareness and educate consumers of the health benefits of eating potatoes! Our first e-newsletter article will be published and available on June 11, 2020.

As our 2019-2020 FY is coming to an end, we're working with ReachLocal on a search engine optimization campaign. The goal is to get recommendations on updating our website and improving the readability for our consumers. This campaign is exciting as we work toward continuing to educate consumers about all things potatoes! 😊

As always, please be sure to like and follow us on Facebook, Twitter, Pinterest and Instagram if you are on social media.

## **FARM CREDIT OF SOUTHERN COLORADO FREE WEBINAR ON ECONOMIC OUTLOOK**

Farm Credit of Southern Colorado's YBS Program is excited to partner with CoBank's Knowledge Exchange Division to discuss the near-term outlook for the global, U.S., and agricultural economies during the COVID-19 crisis. Open to the general public, we invite you to join us for this free webinar on the economy, crops, and the animal protein and dairy industries. To register: [Ag Lending.com](https://www.aglending.com)

## **MEETING CALENDAR:**

6/17	CPAC Annual Golf tourney?
6-18	CPAC meeting 7:30
6-25	NPC 2020 Virtual Summer Meeting
7-16/24	Potatoes USA 2020 Virtual Summer Meeting

SPUD FACTS MAY								
		<u>2020</u>	<u>2019</u>	<u>2018</u>	<u>2017</u>	<u>2016</u>	<u>2015</u>	
Reds	Percentage of Crop	2.4	4.1	4.2	4.2	2.3	2.8	
All Russet Varieties	Percentage of Crop	87.1	84.8	86.2	88.4	89.5	89.7	
Yellows	Percentage of Crop	10	9.5	8.8	6.8	7.8	6	
Other Varieties	Percentage of Crop	0.5	1.6	0.8	0.7	0.4	1.4	
U.S. No. 1	Percentage of Crop	61.4	57.4	54.8	58.8	61.3	64.2	
U.S. No. 2	Percentage of Crop	5.1	6.40	7.40	7.00	7.60	8.00	
U.S. Commercial Grade	Percentage of Crop	29	29.1	29.1	24.6	22.2	21.8	
Seed	Percentage of Crop	4.4	7.1	8.7	9.7	8.9	6	
Bulk	Percentage of Crop	38.1	35.6	37.3	36.4	39.4	32.5	
Total Rail Shipments	480 CWT Equivalent	0	28	56	56	119	96	
Total Truck Shipments (Fresh)	480 CWT Equivalent	1855	2875	2203	2514	2385	2359	
Total Truck Shipments (Processing)	480 CWT Equivalent	326	384	371	483	348	289	
Total Monthly Shipments	480 CWT Equivalent	2181	3287	2630	3053	2852	2744	
<b>Total YTD Shipments</b>	480 CWT Equivalent	<b>25951</b>	<b>26898</b>	<b>25611</b>	<b>26362</b>	<b>26269</b>	<b>25924</b>	
<b>AVERAGE F.O.B. PRICES FOR MAY</b>								
(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#							
Yellows	5#			11.00	13.93	14.61	17.40	
All Russets	U.S. #1 Size A	9.49	7.47	8.25	5.15	5.34	3.58	
All Russets	U.S. #2	6.25	6.32	6.62	4.25	4.50	3.17	
Russet	U.S. Commerical Grade 100 lbs.	13.32	9.75	10.29	6.73	6.50	4.99	