



UNITED

FRESH POTATO GROWERS OF COLORADO

January 27, 2006

Fresh Facts

Volume 1 No. 3

MONDAY: January 30, 1:30 p.m., Vali 3 Theater, Adams Street Monte Vista
Please plan to attend the member meeting to vote on 2006 programs and fees.
***Meet the new CEO of United of America, Julia Cissel!**

2006 Information will be distributed – this information needs to be back to the United office
Wednesday, February 15 so plans can be made regarding reduction programs.

The annual Potato/Grain Conference will be held Tuesday, January 31 and Wednesday, February 1 at Ski Hi Park in Monte Vista. Stop by the United booth for the latest information and list of United member seed growers. *United of America CEO, Julia Cissel, will also be present.

UNITED MARKETING COMMITTEE REVIEWS NATIONAL FRESH PACK PLAN

IDAHO FALLS, Idaho – United Potato Growers of America's Marketing Committee met in Idaho Falls Jan. 17, 2006, to review the National Fresh Pack Plan to make certain that it accurately reflects the supplies from the 2005 crop available for the fresh market.

The Committee determined shipments need to be carefully controlled in order to market the crop in an orderly fashion and to assure customers adequate supplies during the remainder of the storage season. As of Jan. 7, 2006, the revised National Fresh Pack Plan has been over shipped by 2 million hundredweight.

The Committee is encouraged by United Potato Growers of Idaho's decision to institute flow control as a way of getting shipments in line with available supplies. The Marketing Committee also determined it is essential that target prices be established for each major shipping area for both consumer bags and for cartons. If supplies are not rationed now, it will cause prices to unnecessarily rise at the end of the season. The combination of both flow control and target prices have the highest likelihood of maximizing grower returns and to stretch grower supplies for the whole crop year.

The National Marketing Committee agreed with the Idaho members that Idaho is undervaluing the crop in the marketplace, with premium pricing from Idaho at discounts comparable to all other shipping areas except Washington and Oregon. Idaho's brand name is selling at a discount due to excessive shipping and undisciplined sales. Also recognized were grower returns in Wisconsin and Colorado, which are \$2 to \$3 higher due to their higher FOB sales prices for many packs.

Klamath, Oregon and Washington, Colorado, and Wisconsin have assured the Marketing Committee that they will not have the supply to take Idaho's customers.

The National Marketing Committee is a committee of UNITED Potato Growers of America. Their mission is to develop information systems for tracking inventory, shipments and demand, and to establish and monitor a national fresh pack plan in order to maximize the value of the crop to growers, while ensuring that customers are supplied with quality product at stable pricing for the entire season.