



UNITED

FRESH POTATO GROWERS OF COLORADO

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Fresh Facts

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**Bulk Shippers are meeting Monday, June 12th at 7:00 p.m.
Sangre de Cristo High School Cafeteria in Mosca.**

**All growers are encouraged to attend and discuss the current bulk price target.
Grower participation is the backbone of UNITED's success.
Help Us Help You!**

Thoughts from UNITED of America

Here are a few observations made by UNITED of America. Some of them were noted at the annual meeting in May.

- ✓ The more we manage the flow to the marketplace, the more positive the market, and that means better grower returns.
- ✓ U of A priorities include stabilizing grower returns, enhancing supply management programs and tools, further matching supply with demand, increasing membership, expanding programs for specialty varieties, seed, dehy and chips

To date, the 2005 crop (Sept. '05-April '06) has delivered an additional return over the 2004 crop of more than 70 million dollars to Colorado.

What is your ROI?

Calculate your Return on Investment in United Potato Growers of America

Colorado Example:

| | Avg. Return Sept - April |
|--------------|-----------------------------|
| '05/'06 Crop | \$13.72 |
| '04/'05 Crop | \$ 8.37 |
| | \$ 5.35/cwt |

Membership Dues = \$.028/cwt

ROI: \$5.35 / \$.028

ROI 19,000%

Worksheet:

| | Avg. Return Sept - April |
|--------------|-----------------------------|
| '05/'06 Crop | \$ |
| '04/'05 Crop | \$ |
| | \$ /cwt |

Membership Dues = \$ /cwt

ROI: \$ / \$

ROI %