

Here is a quick update of UNITED of America activities for the week ending August 18th:

- Marketing Committee Call
- Meeting with John Deere Agri-Services

Membership:

- Spent week in Washington/Oregon; meet with growers in Skagit and Columbia Basin
- Learned of local transition issues
- Supported Steve Tweten in discussions with local ND/MINN red growers; they held their first area teleconference; getting local growers to join MINNDAK coop

Programs:

- Discussed current shipments and pricing and paths forward to reverse current market slide
- Requested 5 year shipments average be prepared using a 5 year weighted average; looking at various demand forecasting models and back testing will be major project for new analyst
- Updated Trigger Point and Demand Percentage presentation for the Aug BOD meetings
- Worked with Rick to ensure that the first draft of Trigger Point Data model is complete for the Aug BOD meeting

Value Added:

- Completed UPGA presentation for value-added programs discussions
- Signed UAP non-disclosure agreement
- Finalized meeting arrangements with Syngenta and Agrilience
- Met with John Deere Agri-Services; very interesting – discussed benchmarking, dashboards, etc.; they are preparing a proposal for an “opportunity assessment”

Dehy Committee:

- Finalized first draft of the UPGA Dehy Position Paper
- Prepared dehy presentation for Aug BOD meeting

Meetings:

- Finalized preparations for WPC, Aug BOD meeting, United Seed Committee meeting and Intl processes
- Distributed agenda for Aug BOD meeting

Information & Data:

- Selection committee members (Cary, Jerry) telephone interviewed three candidates
- Met with John Deere Agri-Services; very interesting – discussed benchmarking, dashboards, etc.; they are preparing a proposal for an “opportunity assessment”

Communications & PR:

- Trained Farm Show booth staff workers
- Concluded maintenance work on booth
- Revised Closing Ceremony speech; prepped for transitions, etc.
- Planned Aug-Sept newsletter content. Requested information. Will take photos at Farm Show and WPC for the newsletter. Will gather information and quotes during the WPC/Farm Show for the newsletter.
- Prepared report to the board for August BOD meeting.
- Held monthly PR/Communications Advisory Council conference call.
- Worked on projects in process:
 - Report to membership
 - Website text – requested training appointment with i4Solutions
 - PowerPoint template
 - Ad for NPC Statistical Yearbook
 - Gathering member co-op statistical information and contact information



Colorado State Fair, Pueblo August 25 – September 4