



UNITED

FRESH POTATO GROWERS OF COLORADO

January 19, 2007

Dwight Freeman, CEO

Fresh Facts

Editor: Lyla Davis

Volume 2 No. 3

MARK YOUR CALENDARS

**Monday, January 29, at 9:00 a.m., at the Vali 3
Theater in Monte Vista**

UNITED will hold a meeting to discuss and vote on
2007 fees and programs.

The Ag Fair will be January 30 – February 3, 2007
at Ski Hi.

Plan to attend the 10:00 a.m. session on Tuesday.
Buzz Shahan, UNITED of America, will be
presenting information on potato demand
nationwide and the rapid decline of fresh
consumption.

Summary of Conference Calls held on January 17th, 2007

The biggest news was the cold weather that hit California damaging their crops. Citrus primarily, but it also affected some potatoes. Despite the unfortunate losses, there are now two pieces of good news in that for the potato market. The first piece being that there are some early-plant potatoes with frost damage (18 degree temperatures). There are also some later-plant potatoes, still growing, that got their vines fairly well singed. Secondly, that portion of the fresh citrus crop, naval oranges and strawberries, will not be available on the grocers' shelves. Those grocers will have a space that needs to be filled. There is an opportunity to feature potatoes to fill that space.

The nation experienced a good week of potato movement, striking 96% of the same week last year, 93% of the 3 year average, and 87% of the 5 year average. While current movement still lags behind previous years, this week's movement is certainly an improvement over previous weeks. Colorado experienced results similar to the nation.

Demand for cartons is good across the nation. Idaho reports very good carton demand and has raised the price of their cartons, generally now \$8.50 Norkotahs and \$9.50 Burbanks per 50#. They are talking double digit \$10 Burbanks in the near future. I believe there's a time coming soon for Colorado to raise our carton prices too. Consumer pack prices are steady to slightly weaker across the nation.

Our local bulk shipper conference call indicated net grower prices between \$7.25 and \$7.50 per cwt. being received. Movement is fair to good, but our weather is certainly having an effect on that. Our local warehouse conference call indicated poly prices of \$6 - \$6.50 per 50# bale. Cartons are generally, \$7 - \$7.50 for 40s and 50s; a solid \$7.50 for the rest of the sizes. The previous week's movement was good. It exceeded the same week a year ago. It was also the second largest shipping week of the season so far, second only to the week before Thanksgiving.

I want to thank everyone for sending in their January 1 stocks on hand. If you have yet to do so, please do still send them in. The data is valuable. The UNITED data mirrors the NASS data, so I guess that makes both of them valid reports. The Valley has an estimated 15,200 (1000 cwt) on hand this January compared to 15,000 (1000 cwt) last January.

NASS released their January 1 stocks on hand report Wednesday. That report is available on their website at www.nass.usda.gov. In summary, this year's stocks on hand are virtually unchanged from last year. Last year's crop was very manageable with favorable prices received. This year's crop is similar. Prices are similar. The economic system of supply/demand/price is working like it always has. Supply is the major determining factor in price.

Thanks for your support of UNITED. Comments, questions, and suggestions are always welcome.
Dwight