

UNITED

FRESH POTATO GROWERS OF COLORADO

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Dwight Freeman, CEO **Fresh Facts** Editor: Lyla Davis Volume 2 No. 5

UNITED made the local newspaper, look at Wednesday's Valley Courier.

Buzz Shahan, UNITED of America, chief operating officer, gave a very informative presentation on consumption and supply. As we know, farmers are very good at raising a good crop. We need to work with the respective industries to get the consumer back in the potato habit. The national potato boards and councils are doing research and have promotion ideas for all growers to use. Talk with your warehouse about having Mr. Healthy Potato Head on your bags. The US Potato Board has templates ready for use...all you have to do is ask. With new package labeling requirements in 2008, the Valley potatoes could be some of the first in the nation to have Mr. Healthy Potato on their bag. Remind the consumer that potatoes are one of the most nutritious vegetables they can eat.



Dwight needs your stocks on hand as soon as possible. The sooner he gets your information, the more accurate Colorado's reporting is to national for accurate shipments.

Thanks to everyone who attended the grower meeting at the theater. The 15% acreage reduction, \$3 local fee, \$9 national fee and programs passed unanimously.

If you do not reduce acreage, you will be subject to the \$50 per acre assessment (a portion of the reduction will be calculated by a portion of the assessment).

If you intend to plant over your base, you will be subject to \$100 per acre over base. Dwight needs your planting intentions as soon as possible so we know the Valley's intended acreage and work to get acreage where it needs to be.

Encourage everyone you see to join UNITED. The more members we have, the more impact we can make!