A Blueprint for Colorado Food and Agriculture: Extension’s Role in Identifying Opportunities, Priorities, Investments, and Programming to Support Colorado’s Food System

Becca B.R. Jablonski, Dawn Thilmany McFadden, Libby Christensen, Allie Bauman, Chad Chriestensen, Blake Angelo, and Greg Graff

Western Extension Committee/Western Agricultural Economics Association Annual Meeting
Reno, NV
July 10, 2017
<table>
<thead>
<tr>
<th></th>
<th>Agricultural Production, Grow Local</th>
<th>Healthy Eating</th>
<th>Economic Vitality</th>
<th>Social Equity, Thriving Communities</th>
<th>Natural Resources</th>
<th>Food Education</th>
<th>Divert Food Waste</th>
<th>Industry Subgroup</th>
<th>Rural Urban Connection</th>
<th>Policy</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sonoma County (County)</strong></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>New England (Region)</strong></td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Seattle (City)</strong></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td><strong>Multnomah (County)</strong></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Santa Fe (County)</strong></td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Los Angeles (County)</strong></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vermont (State)</strong></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>New York (County)</strong></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Toronto</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Vancouver</strong></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>x</td>
<td></td>
</tr>
</tbody>
</table>
CO Blueprint of Food and Agriculture

Working to identify, assess and highlight key linkages between Colorado’s agricultural production, distribution, and food retail systems, so as to determine opportunities for transdisciplinary research and recommendations for capacity building, investment, critical issues and innovation in the food system.
The CO Blueprint for Food and Agriculture: Why?

• Help us tell our story
• Foster a common agenda
• Identify where existing data is not capturing what is happening on the ground
• Document key food system assets, linkages, and emerging issues
• Identify actions, timelines, and accountable individuals/organizations
• Prioritize investment, programming, and policies to support food and agriculture in the region and beyond
The CO Blueprint for Food and Agriculture: What?

- Not a statewide food plan
- Strategic planning input for some key players in the system
- Not a regional strategic plan
- Will hopefully spur this, and we can help but not lead
- A directional guide for programs and investments
- May also give ideas on public policy and program innovations at local and state levels
CO Blueprint of Food and Agriculture

4 primary sources of data:
• Coloradoans Public Attitudes Towards Food and Agriculture
  • CDA and CSU

• Value Chain of CO Agriculture
  • CSU Office of Engagement

• Community Commons
  • LiveWell Colorado

• Regional and Industry Townhalls
Each region included an advisory committee

1. CO Food Systems Advisory Council Member
2. CO Food Policy Network Member
3. CSU Agricultural Experiment Station Member
4. CSU Food Systems Extension Team Member
Regional Offices
- County Offices

Food Systems
Colorado State University
Frequency of being identified in the top three issues facing food and ag in CO

- Creating a business- & consumer-friendly regulatory environment
- Scale impact to market performance, access, and distribution
- Interface of agriculture and vibrant communities
- Workforce and youth development for the agricultural sector
- Access to capital for agriculture and food firms
- Creation and retention of food and agriculture firms
- Innovation and new technology for food and agriculture
- CO brand reflecting unique qualities of agriculture, etc.
Job or personal affiliation categories (could select more than one)
Industry & Key Partner Engagement

4 Industry Town Halls

110 Attendees

47 Organizations

10 Public Presentations to Colorado groups ranging from 25 to 250 participants
South Central CO (Alamosa, Chaffee, Costilla, Conejos, Custer, Fremont, Rio Grande, and Saguache)

Regional Opportunity Report:

South Central Regional Opportunity Report

Regional Advisory team:

- David Holm, Professor of Horticulture – San Luis Valley Research Center, CSU Agricultural Experiment Station
- Liza Marron, Director, San Luis Valley Local Foods Coalition – COFFN
- Kurt Jones, County Director, Chaffee County – CSU Food Systems Extension Team
- Robin Young, County Director, Custer County – CSU Food Systems Extension Team
- Trudy Kareus – COPSAC

Resources:

- Colorado Blueprint of Food and Agriculture – Chaffee County
- Colorado Blueprint of Food and Agriculture – Monte Vista
- Food Access Handout
- Land and Water Handout
- Value Added Handout
- Youth Development Handout

- Colorado Blueprint Region 8 South Central Colorado region 2014
- Colorado Blueprint Region 13 Upper Arkansas region 2014
- Chaffee County Food Security Report 2013
- Chaffee County Local Food Demand Report 2013
- LWCC Understanding Access to Healthy Foods for Food Insecure Populations in Chaffee County 2016

Meeting Details:

- February 6th 2 to 4pm at the Chaffee County Fairgrounds.
- February 7th 10:30 to noon at the Monte Vista Theater
Regional Opportunity Reports

Northwest Next Steps
After reviewing this report, the northwest regional advisory team identified the following lead organizations for each of the regional priorities:

<table>
<thead>
<tr>
<th>Investments/programs/projects</th>
<th>Regional Lead Organization/Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online farmers market in Steamboat Springs</td>
<td>Community Ag Alliance</td>
</tr>
<tr>
<td>Unite conservation easements with small beginning farmers</td>
<td>CSU Extension and Guidestone</td>
</tr>
<tr>
<td>Community greenhouse</td>
<td>TBD</td>
</tr>
<tr>
<td>Develop double up backs SNAP participation</td>
<td>TBD (I'm not sure this is feasible at all given the</td>
</tr>
<tr>
<td></td>
<td>criteria for local produce, which is very limited here</td>
</tr>
<tr>
<td>Local and regional infrastructure development,</td>
<td>TBD</td>
</tr>
<tr>
<td>including cooperative distribution</td>
<td></td>
</tr>
<tr>
<td>Start-up/micro loan</td>
<td>TBD</td>
</tr>
<tr>
<td>Paperwork support for small producers</td>
<td>Community Ag Alliance</td>
</tr>
<tr>
<td>Promote diverse investment strategies to increase</td>
<td>Community Ag Alliance and CSU Extension</td>
</tr>
<tr>
<td>value added production</td>
<td></td>
</tr>
<tr>
<td>Increase food access (locating and distributing</td>
<td>Linfoot and CSU Extension</td>
</tr>
<tr>
<td>gleaning food, create a community root cellar,</td>
<td></td>
</tr>
<tr>
<td>create a community center)</td>
<td></td>
</tr>
</tbody>
</table>

Colorado Blueprint Next Steps
With the help of key stakeholders and regional advisory teams, Colorado State University is compiling additional available data for analysis, including public health data using Community Commons, updating a previous study on the value chain of Colorado agriculture, and analyzing a survey of public attitudes of agriculture in Colorado (a survey conducted every five years by the Colorado Department of Agriculture). These data are being further augmented and enhanced through recommendations of these regional townhall participants (early 2017), key industry focus groups (late Spring 2017) and through integration of common regional themes that emerge from townhall conversations and prioritization exercises.

These documents, along with the conclusions from the regional townhall meetings and industry focus groups will be compiled into the Colorado Blueprint of Food and Agriculture. This document will be online and available for public comment (Summer 2017). Once public comments are incorporated and the document is finalized, the Blueprint will be introduced at the Ag Innovation Summit in Fall of 2017. In addition to the Blueprint, Regional Opportunity Reports (such as this report) will be provided to each of the regions, detailing the regional opportunities and levers that were identified in their townhall meeting.
Regional Opportunity Reports

Regional Opportunity Report: Northwest Colorado Blueprint of Food and Agriculture

A unique opportunity to strengthen key food and agricultural areas through stakeholder conversations that explore opportunities for food systems led community and economic development across Colorado

May 2017

Foodsystems.colostate.edu

Northwest Next Steps

After reviewing this report, the northwest regional advisory team identified the following lead organizations for each of the regional priorities:

<table>
<thead>
<tr>
<th>Investments/programs/projects</th>
<th>Regional Lead Organization/Contact</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online farmers market in Steamboat Springs</td>
<td>Community Ag Alliance</td>
</tr>
<tr>
<td>Unite conservation easements with small beginning farmers</td>
<td>CSU Extension and Gordon Hill</td>
</tr>
<tr>
<td>Community greenhouse</td>
<td>TBD</td>
</tr>
<tr>
<td>Develop double up backs SNAP participation</td>
<td>TBD</td>
</tr>
<tr>
<td>THO I’m not sure this is feasible at all given the criteria for local produce, which is very limited here.</td>
<td></td>
</tr>
<tr>
<td>Local and regional infrastructure development, including cooperative distribution</td>
<td>TBD</td>
</tr>
<tr>
<td>Start-up/micro loan</td>
<td>TBD</td>
</tr>
<tr>
<td>Paperwork support for small producers</td>
<td>Community Ag Alliance</td>
</tr>
<tr>
<td>Promote diverse investment strategies to increase value added production</td>
<td>Community Ag Alliance and CSU Extension</td>
</tr>
<tr>
<td>Increase food access (locating and distributing gleaned food, create a community root cellar, create a community center)</td>
<td>Lapham and CSU Extension</td>
</tr>
</tbody>
</table>

Colorado Blueprint Next Steps

With the help of key stakeholders and regional advisory teams, Colorado State University is compiling additional available data for analysis, including public health data using Community Commons, updating a previous study on the value chain of Colorado agriculture, and analyzing a survey of public attitudes of agriculture in Colorado (a survey conducted every five years by the Colorado Department of Agriculture). These data are being further augmented and enhanced through recommendations of these regional townhall participants (early 2017), key industry focus groups (late Spring 2017) and through integration of common regional themes that emerge from townhall conversations and prioritization exercises.

These documents, along with the conclusions from the regional townhall meetings and industry focus groups will be compiled into the Colorado Blueprint of Food and Agriculture. This document will be online and available for public comment (Summer 2017). Once public comments are incorporated and the document is finalized, the Blueprint will be introduced at the Ag Innovation Summit in Fall of 2017. In addition to the Blueprint, Regional Opportunity Reports (such as this report) will be provided to each of the regions, detailing the regional opportunities and levers that were identified in their townhall meeting.
2017 CSU Food Systems Extension Team Retreat
Identified Priorities to be led by CSU Extension:

- Foster investments and education in greenhouse production/season extension production
- Support opportunities for scaling up: education, logistics, distribution
- Producer education and technical assistance to support value added business models
- Commercial kitchen development
- Promoting farmers markets – including double up bucks SNAP programming
- Support/promote agritourism
- Support the development of processing facilities
- Support beginning farmer and rancher programs, including incubators
- Consumer education focused on promoting CO grown/raised/processed foods
- Cooking education programming
The CO Blueprint for Food and Agriculture: Process

**Baseline Planning**
- Phase 1: Baseline Planning **COMPLETED 1/2017**
  - Convene Advisory Board
  - Engage Key Project Partners
  - Convene Regional Advisory Teams

**Data for Analysis**
- Phase 2: Compile Data for Analysis
  - Community Commons (Public Health)
  - Value Chain of Colorado Agriculture **In Process, expected 8/2017**
  - Public Attitudes Survey **COMPLETED 1/2017**

**Townhall Meetings**
- Phase 3: Conduct Regional Townhall Meetings
  - Regional Townhall Meetings with 9 Regions in CO **COMPLETED 4/2017**
  - Industry Focus Groups **COMPLETED 6/2017**
  - Online and Public Comment

**Blueprint Rollout**
- Phase 4: Blueprint Adoption
  - Regional Opportunity Reports **COMPLETED 5/2017**
  - Ag Innovation Summit
  - Blueprint Adoption and Next Steps
Becca Jablonski
Assistant Professor and Food Systems Extension Economics
Department of Agricultural and Resource Economics
Colorado State University
Becca.Jablonski@colostate.edu
970-491-6133
FoodSystems.colostate.edu