

# Exploring the Role of the Fermented Beverage Sector in the Colorado Blueprint for Food and Agriculture!



**What? An Industry Roundtable to Guide the State's Key Ag, Food Organizations, and the CSU system on how to Effectively Support and Partner with the Industry**

**Who? Members of Businesses along the Colorado Fermented Beverage Supply Chain (producers [grapes, barley, hops, grains, fruits], input providers, beverage processors, wholesale and retail partners)**

**Where and When?**

**Thursday, May 25<sup>th</sup>- Balistreri Vineyards (1946 E 66th Ave, Denver CO 80229)**

**Bring some of your company's beverages to share at the social time at the end of the meeting! This site allows outside beverages, and we will have light appetizers to share.**

Directions available at: <https://www.balistrerivineyards.com/>

2:00-2:30 pm	Registration and refreshments
2:30-2:55 am	Welcome and introductions -Jeff Callaway and Dawn Thilmany (name, organization, and key opportunity your business is pursuing/considering)
2:55-3:15 pm	Key Beverage industry findings from the Colorado Blueprint data <ul style="list-style-type: none"><li>• Watch for data that is surprising or could be improved with industry feedback</li></ul>
3:15-3:35 pm	Small group break out discussions- Choose a cross cutting issue of interest to you! <ul style="list-style-type: none"><li>• Discussion of data and handouts on cross cutting issue</li></ul>
3:35-4:00 pm	Framing Opportunities and Challenges for the Beverage Sector <ul style="list-style-type: none"><li>• Low Hanging fruit vs. systematic investments for long term impact</li></ul>
4-4:30 pm	Identifying relevant next steps and players: Steps: Business development, Education, Promotion, Grants and Resource development Players/partners: CSU, Govt/public sector, Private industry, Nonprofit/comm. partners
4:30 pm	Report out from groups and wrap up
4:45 pm	Adjourn and Refreshments from your Industry Peers

**We Hope to See you There!**

**See below for more information about the Colorado Blueprint of Food and Agriculture**

# Colorado Blueprint of Food and Agriculture



College of  
**AGRICULTURAL SCIENCES**



## A Stakeholder Led Vision of Statewide Industries, Issues and Priorities

A variety of Colorado agricultural and food system stakeholders are coming together to frame, guide and innovate a blueprint of the sector's key assets, emerging issues and priorities for future investments and policies to sustain the state's standing as a global leader in production and processing, while maintaining the culture of quality of life, health and livable communities that has made it a valued by both its long-time residents and those who choose to move to Colorado as their new home.

### Goals for the Blueprint

For the natural resource, agriculture, food industry and food access and security stakeholders, this blueprint's mission and objectives are to:

- Understand opportunities and challenges resulting from changing public attitudes;
- Assess opportunities for CO food system policy to address challenges and needs;
- Document, assess and highlight key linkages in Colorado's food supply chain and infrastructure;
- Develop priorities for capacity building, investment & innovation across CO agriculture and food stakeholders;
- Enhance CSU's knowledge of Colorado-specific research and engagement needs to support opportunities for all research and outreach units (on and off campus).

The blueprint is a unique opportunity to frame and strengthen key food and agricultural areas through stakeholder driven conversations around industry and issue updates that will be developed in 2016, initially released in early 2017 and integrated with community feedback for a final report in 2017.

### Share your Perspectives...

In early 2017, Community Food and Ag Town Halls were held throughout 12 regions of Colorado.

In March 2017, we began another round of industry and stakeholder conversations focused on key sectors and stakeholders engaged in the economic, environmental, community and health issues important to the food and agricultural sector.

The sectors we intend to engage, share initial Public Attitude and Value Chain results with, and engage with to compile feedback on industry opportunities, challenges and priorities for new programming includes

- ❖ Livestock, crop and produce associations
- ❖ Input, capital and production services
- ❖ Food processing, distribution and retailers
- ❖ Food access, health & security groups
- ❖ Natural resource managers and agents
- ❖ Key policy and public sector partners

### COLORADO AGRICULTURAL EXPERIMENT STATIONS



[Foodsystems.colosate.edu/research/Colorado-blueprint](http://Foodsystems.colosate.edu/research/Colorado-blueprint)

Draft Agenda