HOW COLORADANS FEEL ABOUT THE STATE OF AGRICULTURE & FOOD

THE COLORADO DEPARTMENT OF AGRICULTURE CONTINUES TO BE ONE OF THE MOST TRUSTED SOURCES ON AGRICULTURAL ISSUES

9 out of 10 people believe agriculture is very or moderately important to the quality of life in Colorado.

95% feel maintaining land and water in agricultural production is important.

77% agree agriculture provides food at a reasonable price.

69% agree current agricultural practices to conserve water and soil are effective.

84.5% agree developing and supporting local food systems is important.

83% believe food produced in Colorado is almost always or usually safe.

68% of Coloradans believe agriculture should be a top priority for water in a dry year.

TOP 5 PRODUCTS GROWN OR RAISED IN COLORADO

1. CORN
2. PEACHES
3. MELONS
4. VEGETABLES
5. CATTLE

TOP 5 SOURCES WHERE FOOD DOLLARS ARE SPENT

Grocery Stores * Wholesale Stores * Health Food Stores * Farmers’ Markets * Home Gardening

85% buy Colorado products at least some of the time when shopping or eating out.

7.5 out of 10 people believe “local” means shopping for fruits, veggies, meat, dairy and other food products from within Colorado.

PRICE AND FLAVOR

are the top two motivating factors for Coloradans when buying and eating more Colorado Food & Agricultural products.

This data features key findings from the 2016 Survey on Public Attitudes about Colorado Agriculture, conducted by the Colorado Department of Agriculture in collaboration with Colorado State University.

Read the complete results at www.coloradoagriculture.com