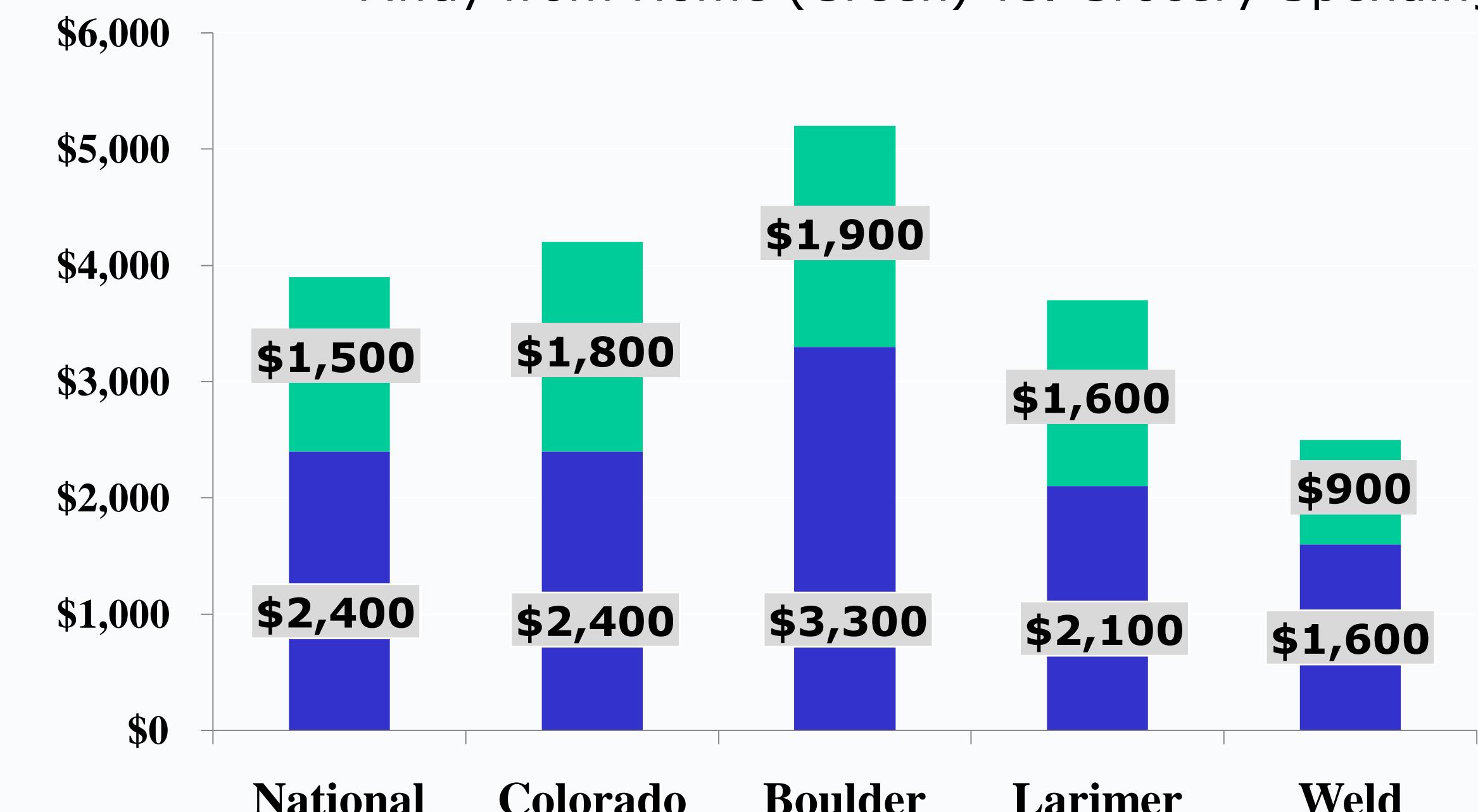


Northern Colorado Regional Food System Assessment Elements

Tracking our Food Dollars: Consumer Buying and Preferences

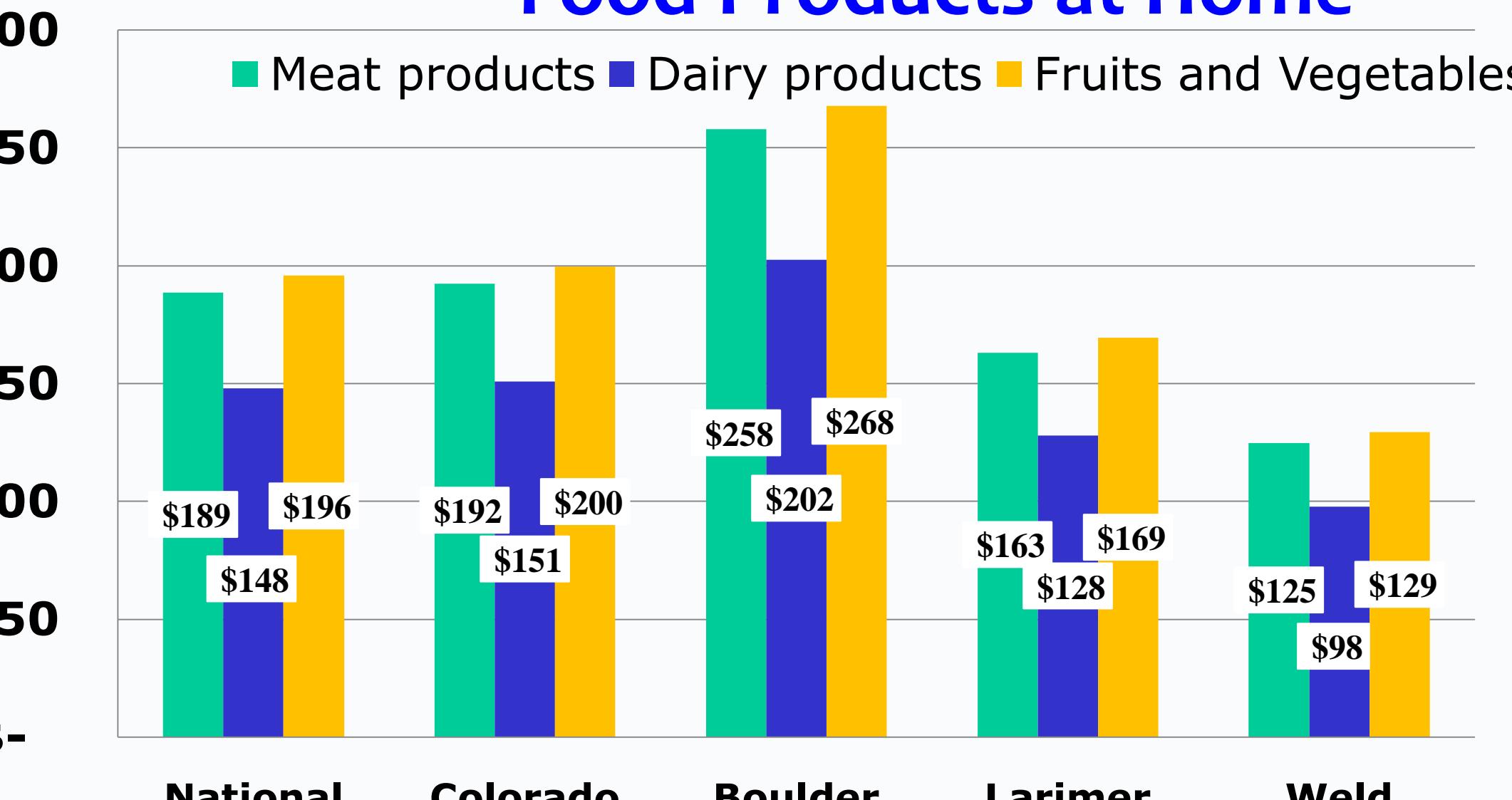
General Food Spending by Consumers

Per Capita Annual Food Expenditures
Away from Home (Green) vs. Grocery Spending



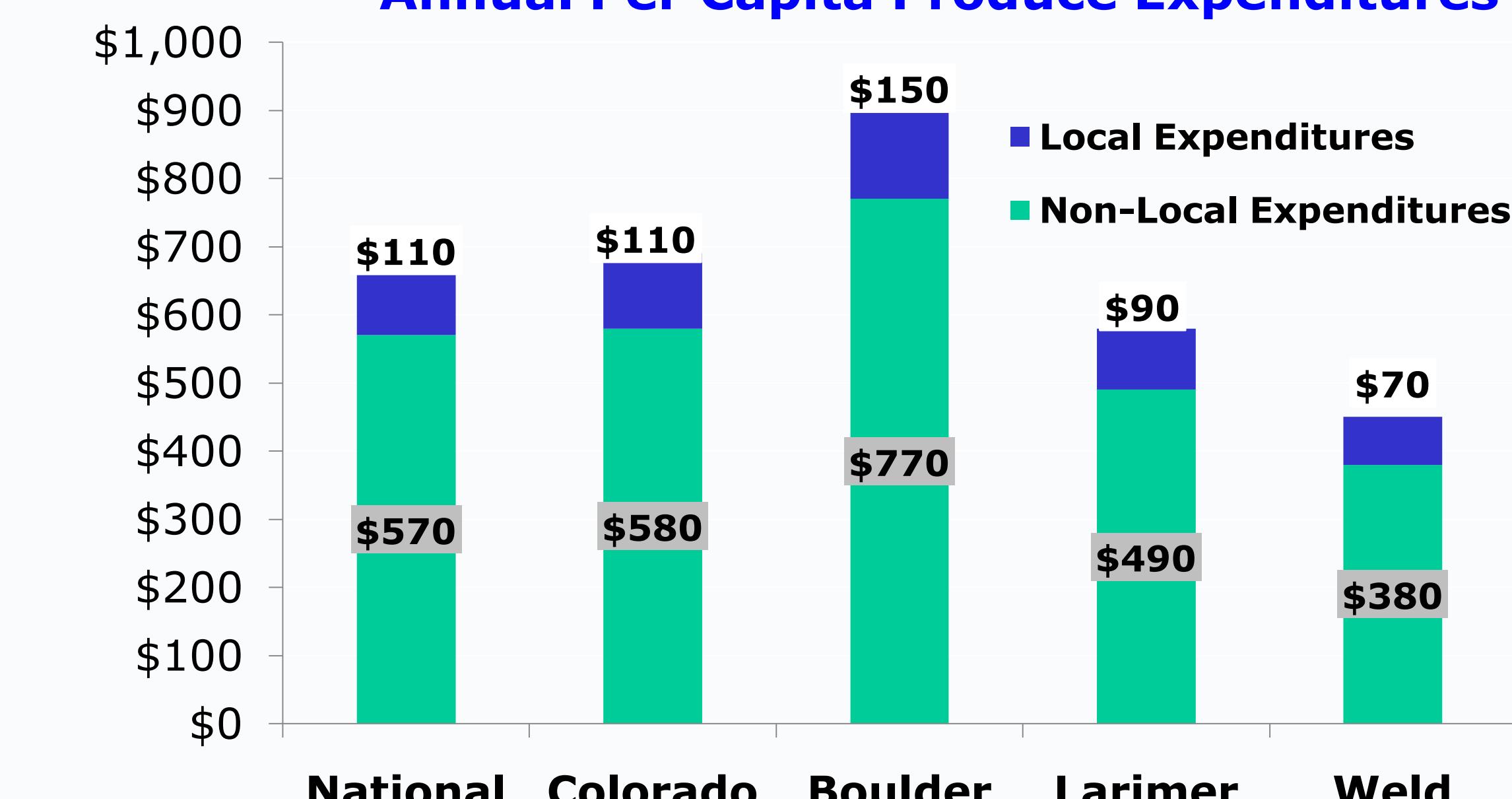
→ Weld residents spend the least on food per capita (\$2,500), and the most (64%) on food purchased in grocery stores. Larimer county residents spend 43% of their annual food budget on food away from home (with only 57% spent in grocery stores); while 37% of Boulder's \$5,200 in food expenditures per capita is spent on food away from home, with 63% bought in grocery stores.

Per Capita Annual Spending Food Products at Home



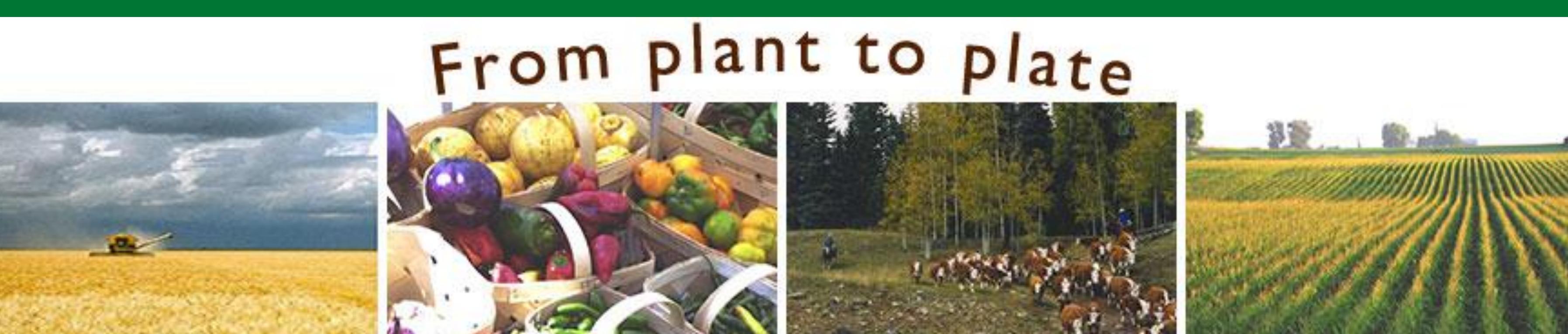
→ Fruits and vegetables make up the greatest share of food products purchased for home consumption (37%), followed by meats (35-36%), and then dairy (28%). Boulder county spends the most per capita on fruits and vegetables for home consumption.

Annual Per Capita Produce Expenditures



Local expenditures on produce comprise only **16% of total** produce expenditures.

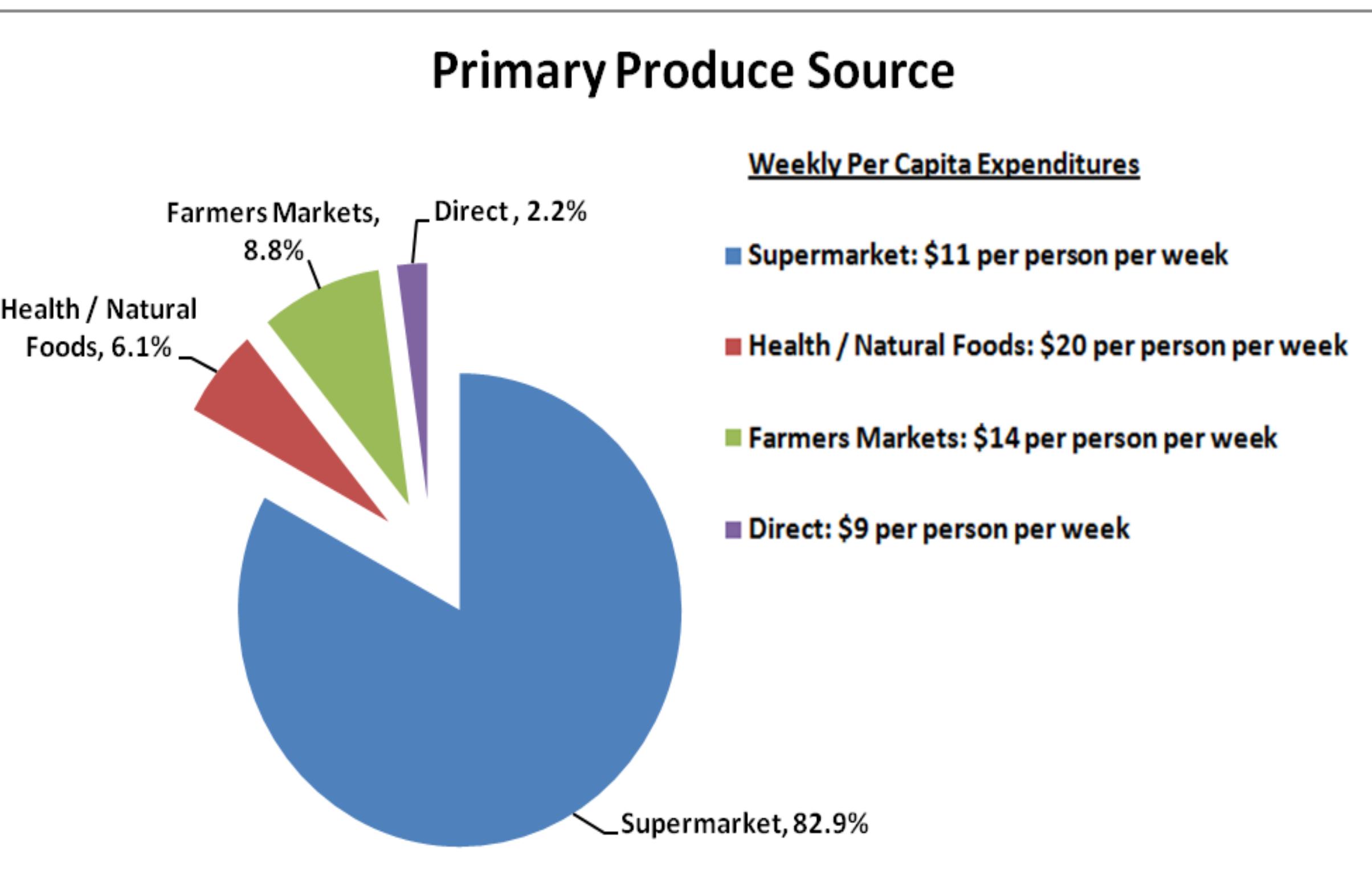
Note that county data were not available on all foods, so estimates were made using disposable income for each county.



Northern Colorado Regional Food System Assessment

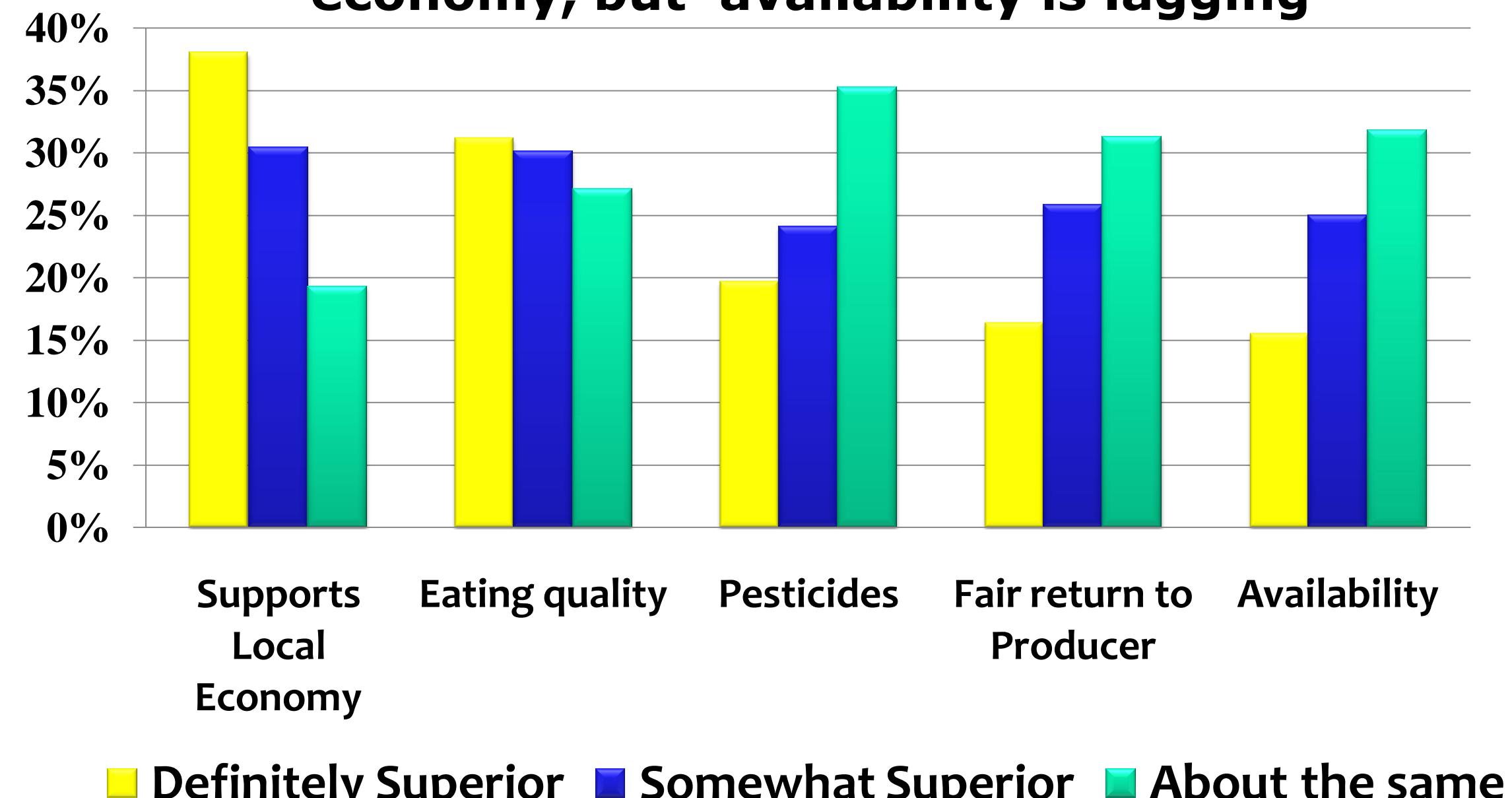
www.larimer.org/foodassessment/

Do Different Markets Attract Greater Spending on Produce?



What do Consumers Perceive About Local Fresh Produce?

Good quality and connections to local economy, but availability is lagging



Buying Behavior Key Findings

- 40% believe they could impact their local economy if they purchased fresh produce locally (CSU, 2008).
- 70% of Americans believe they make a positive difference buying from socially & environmentally responsible companies, even in tough economic times (BBMG 2009; Hartmann Group 2009).
- Center for Fair and Alternative Trade (CFAT) reports 50% of local residents perceived that values-based shopping can have significant positive impacts on society & environment .
- The market has responded with a greater set of product choices and market channels in recent years.

Consumers' Changing Values are Leading to a Greater Set of Choices on Food Products

Food Programs

FOOD PROGRAM	Organic Production	Animal Welfare	Locally Grown	Ecologically Sustainable	Labor Issues	Family/Co-op Owned	PRODUCTS
American Grassfed		✓					Livestock
American Humane Certified		✓					Livestock
Animal Welfare Approved		✓				✓	Livestock
Certified Humane		✓					Livestock
Certified Naturally Grown	✓		✓	✓			Crops & Livestock
Demeter Biodynamic	✓			✓			Crops & Livestock
Domestic Fair Trade				✓	✓	✓	Crops & Livestock
Family Farmed		✓	✓	✓		✓	Crops & Livestock
Food Alliance		✓		✓	✓		Crops & Livestock
Predator Friendly		✓		✓			Livestock
Protected Harvest				✓			Crops
Buy Fresh Buy Local'				✓			Crops & Livestock
USDA Organic	✓						Crops & Livestock

Local Agriculture Related Organizations



Colorado Proud This program's mission is to increase marketing and processing opportunities for Colorado's agricultural industry. This program promotes Colorado produce through directories, advertising and retail partnerships.
www.coloradoproud.com



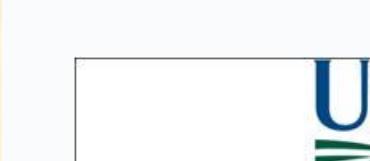
Colorado Market Maker™ is an online directory, managed by the Colorado Department of Agriculture, in partnership with Colorado State University and University of Illinois. This state-based database, with national networks, makes it easier for consumers and other buyers to find Colorado food products.
<http://co.marketmaker.uiuc.edu/>
Local Offices: Fort Collins, Denver



Colorado State University Extension- offers research based information and programming, usually based on food issues and agricultural production. In particular, CSU Extension offers programs in 4-H Youth Development, Water Quality and Water Saving Education, Native Plant Masters, Nutrition Education, and a Clean Energy Strategic Initiative Team, to name a few.
www.ext.colostate.edu
Local Offices: Longmont, Fort Collins, Greeley



CSU Center for Fair and Alternative Trade CFAT is an internationally recognized research facility dedicated to the rapidly growing field of market-based social change and environmental protection. Outreach to businesses seeking to market to values-based customers and investors includes work with the Fort Collins Downtown Development Authority on the potential for a year-round marketplace.
<http://www.cfat.colostate.edu/>
Local Office: Fort Collins



The USDA funds a variety of consumer and market research through its National Institute for Food and Agriculture. Funding of this consumer research project by USDA NIFA grant # 2008-35400 18693 is gratefully acknowledged.

Certification labels provide assurances to consumers about standards met during the production and/or processing of food products.

Consumer Product Labels



Membership Participant Logos



Acknowledgments

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