



Colorado Blueprint of Food and Agriculture

College of
AGRICULTURAL SCIENCES

A Stakeholder Led Vision of Statewide Industries, Issues and Priorities

The stage is set for a variety of Colorado agricultural and food system stakeholders 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).

Past collaboration, programming and leadership across several state industry partners, government agencies and key public interest groups has given Colorado State University the opportunity to provide project leadership, guidance and technical assistance for several

food system initiatives, reports, and organizational efforts.

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.

Project Team, Advisory Board & Regional Steering Committees

- Colorado State University Ag Experiment Station, Research Centers & College of Ag
- CO Food Systems Advisory Council (COFSAC)
- CO Department of Agriculture
- CSU Extension & Office of Engagement
- LiveWell CO and the CO Food Policy Network

Key Project Partners

Colorado State University Team Members

- Dawn Thilmany, Greg Graff & Becca Jablonski, Dept. of Ag & Resource Economics
- Kathay Rennels, Assoc. VP for Engagement,
- Bruno Sobral, Director, One Health Institute
- Ashley Stokes, CSU Extension Dep. Director

Colorado Ag, Food & Health Stakeholder Reps

- Blake Angelo, Manager of Food Systems, Denver Office of Economic Development
- Wendy Peters Moschetti, Director of Food Systems, LiveWell Colorado
- Gene Kelly, Deputy Director, Ag Experiment Station
- Lisa Nichols, Loveland Products

Exploring Coloradans' Attitudes about Food, Ag and Natural Resource Issues

The blueprint will include a 2016 update of four previous surveys of Colorado residents to determine the public's attitudes towards a variety of agricultural and natural resource issues, practices and food choices.

Results are from an August 2016 survey of ~1000 Coloradans, and through a new partnership with the Colorado Fruit and Vegetable Growers Association, more information on food choices is available.

The survey explores Coloradans:

- Affiliation with agriculture
- Impression and knowledge about agriculture & its role in quality of life
- Views on value of agricultural products & the relative economic importance of agriculture
- Interest in maintaining, allocating protecting agricultural land and water
- Evaluation of agricultural practices
- Trust in various sources of information about agriculture
- Purchasing behavior, including retail, away from home and direct markets, and influencing factors

The 2016 Colorado Value Chain Study: Assessing the Size, Linkages & Opportunities for the Food & Ag Sector

To provide a comprehensive foundation of data on the Ag and Food industries, in order to:

- Identify areas where businesses share a common fate
- Bring Colorado's regions together around shared economic strengths
- Provide an integrated perspective to inform policy and regulatory decision making across all sectors of the value chain
- Highlight connections, allow for a deeper understanding of agriculture and its impact
- Create a new conversation about Colorado agriculture

A Community and Stakeholder Driven Process

In early 2017, Community Food and Ag Town Halls will be held throughout 8 regions of Colorado, hosted by a steering committee of CSU Experiment Station and Extension personnel, LiveWell Colorado's Food Policy Network members, COFSAC representative and other key stakeholders.

Another round of industry and stakeholder conversations focused on key sectors, resource and health issues will be held with leaders in those areas between 2016 and 2017.

COLORADO AGRICULTURAL EXPERIMENT STATIONS

