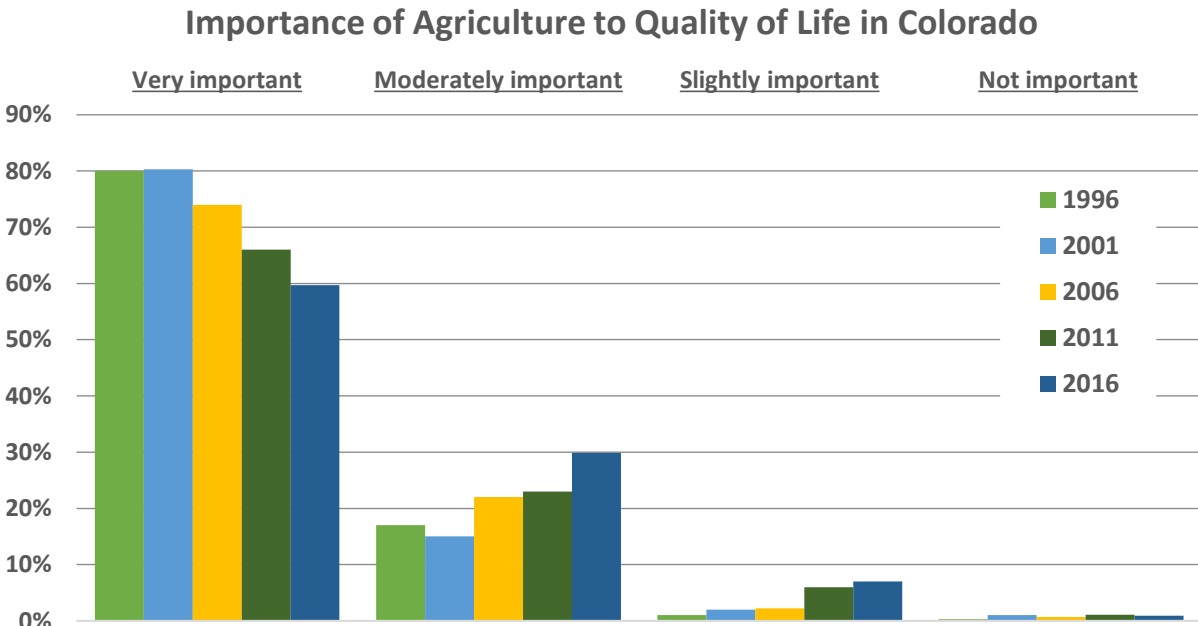


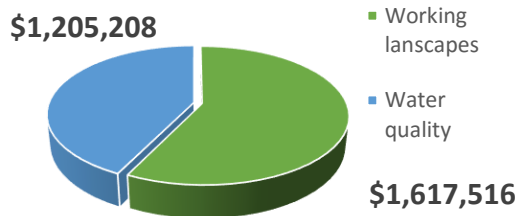
Discussion question:

How can we reframe food and agriculture as a key dimension of quality of life including looking beyond the dollar value to publically beneficial aspects of agriculture, community foodscapes, landscape and open spaces?



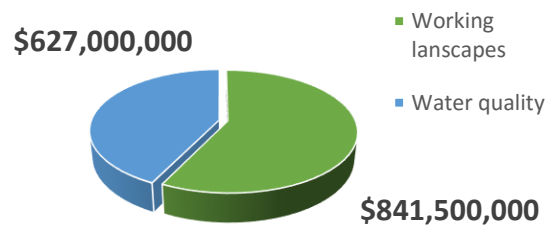
Source: Colorado Department of Agriculture, 2016, *Colorado Attitudes about Agriculture and Food*

Chaffee County Resident's Willingness to Pay for Agricultural Amenities in 2008



Total Annual Willingness to Pay:
\$2,822,724

Coloradan's Willingness to Pay for Agricultural Amenities in 2016 (Extrapolated)

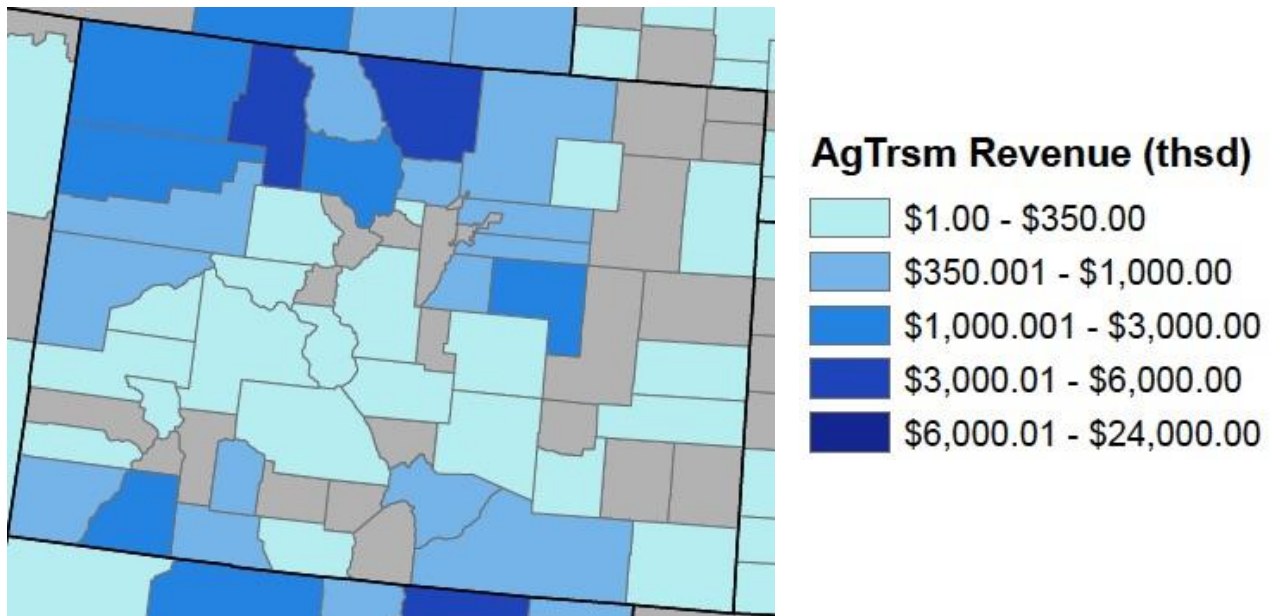


Total Annual Willingness to Pay:
\$1,468,500,000

Source: Cline & Seidl, 2008, *Valuing Chaffee County's Ranchland Open Space and Water Quality*

Discussion question:

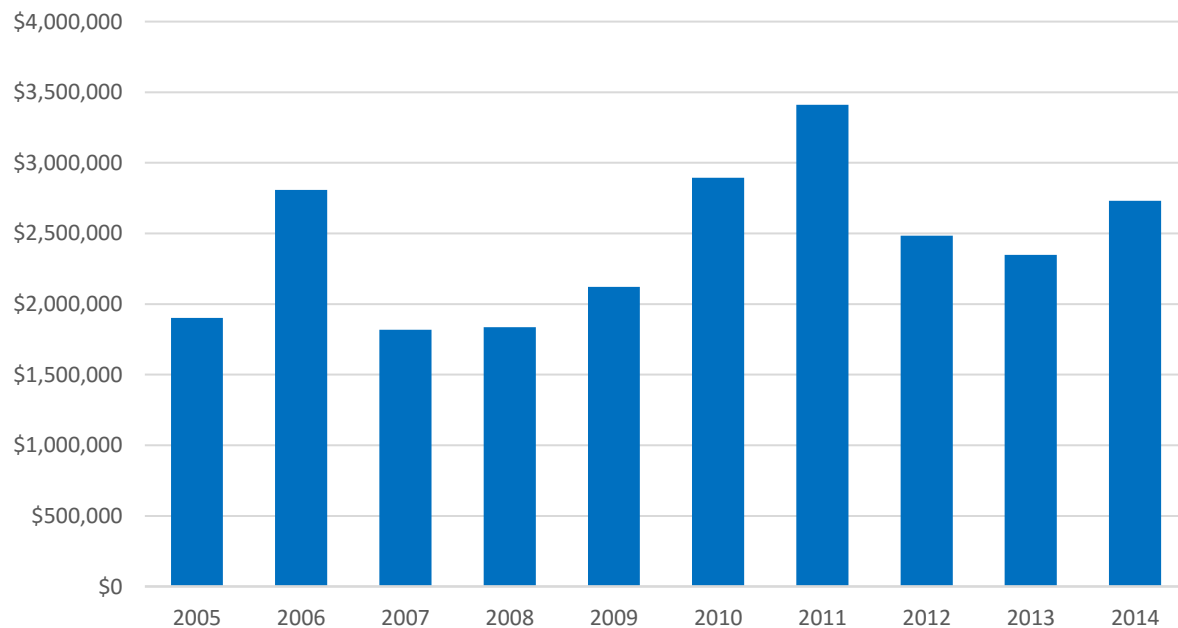
What is the value of agriculture 'beyond the dollar'?



Agritourism revenue per county in 2012, \$1,000

Source: VanZandt, 2012

Value of Honey Production in Colorado



Source: USDA/ NASS, 2015