

An Overview of Public Attitudes of the Role of Food and Agriculture on Colorado's Economy, Environment and Overall Health

Tom Lipetzky, Colorado Department of Agriculture

Dawn Thilmany and Martha Sullins, Colorado State University

Acknowledgments

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 - Colorado Department of Agriculture
 - Colorado Fruit and Vegetable Growers Association
 - Colorado Ag Experiment Station and Extension
- **Thank you to those who participated in this survey!**



An Overview of the Session

- **The Mission of the Survey**
- **Highlights of Colorado Attitudes about the Importance of Ag to the State**
- **A Closer Look at Perceptions about Natural Resource Issues**
 - **Agritourism as an Emerging Economic Sector**
- **Importance of Colorado Department of Ag Programs**



Background on this study

Since 1996, the Colorado Department of Agriculture has surveyed Coloradans to determine how they:

- a. View the agricultural industry as a whole;
- b. Perceive some key public issues and their interaction with agriculture:
 - Energy, conservation, economy, quality of life
- c. Perceive emerging policies meant to support or influence the role of agriculture in Colorado; and
- d. Identify with and value CDA's programs.

Some Key Findings

- 1) Broad-based agreement that agriculture is an important part of Colorado's economy, and its quality of life
 - and serves the state well in providing safe food at a reasonable cost
- 2) There are some minor differences in the strength of support and confidence between those who live or were raised on a farm and those without such a background.
- 3) There appears to be a role for Colorado Department of Agriculture programs, information relayed through labels, produce calendars and contacts at food retail sites, and agritourism, so perhaps those educational options can be better coordinated in the future.





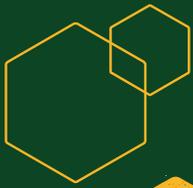
How we conducted this survey

- Prior to 2011, survey conducted by mail and phone
- In 2011 & 2016, survey administered exclusively online
 - Used professional unit that can assure more representative sample
- Current survey distributed in August-September of 2016 to 1,000 Colorado residents
- Survey instrument has multiple choice and open-ended questions, most of which have been asked since 1996

General survey themes

The survey explores Coloradans' experience with and/or views on:

- Their affiliation with agriculture
- Impression of and knowledge about agriculture
- Perceived value of agricultural products
- Relative economic importance of agriculture
- Maintaining and protecting agricultural land and water
- Evaluation of agricultural practices
- Allocation of water
- Sources of information about agriculture
- Familiarity with Colorado Department of Agriculture
- Direct markets in agriculture
- Factors influencing purchasing behavior
- Agriculture and quality of life



New questions in 2016

- *Affiliation with Agriculture*
 - Do you raise any of your own food?
- *Evaluating Agricultural Practices*
 - Necessity of GMOs, antibiotics & hormones for production
 - Safety of food produced with pesticides, fertilizers, antibiotics, hormones
 - Safety of organic vs. conventional practices
 - Safety of fruit, veggies, dairy, eggs, meat & grain
 - Safety of farmers' markets, produce stands, CSAs, grocery store & restaurants
- *Familiarity with the Colorado Department of Agriculture*
 - Program value/ knowledge





New questions in 2016, *continued*

Direct Markets in Agriculture

- Sources visited for food purchases & share of income spent
- Local food labeling confidence

Factors Influencing Purchase Behavior

- Awareness levels of CO products & seasonality
- Motivations for purchasing CO produce and food products
- Methods of obtaining information about food and agriculture

Agriculture and Quality of Life

- Participation in agritourism



Overview of 2016 survey respondents

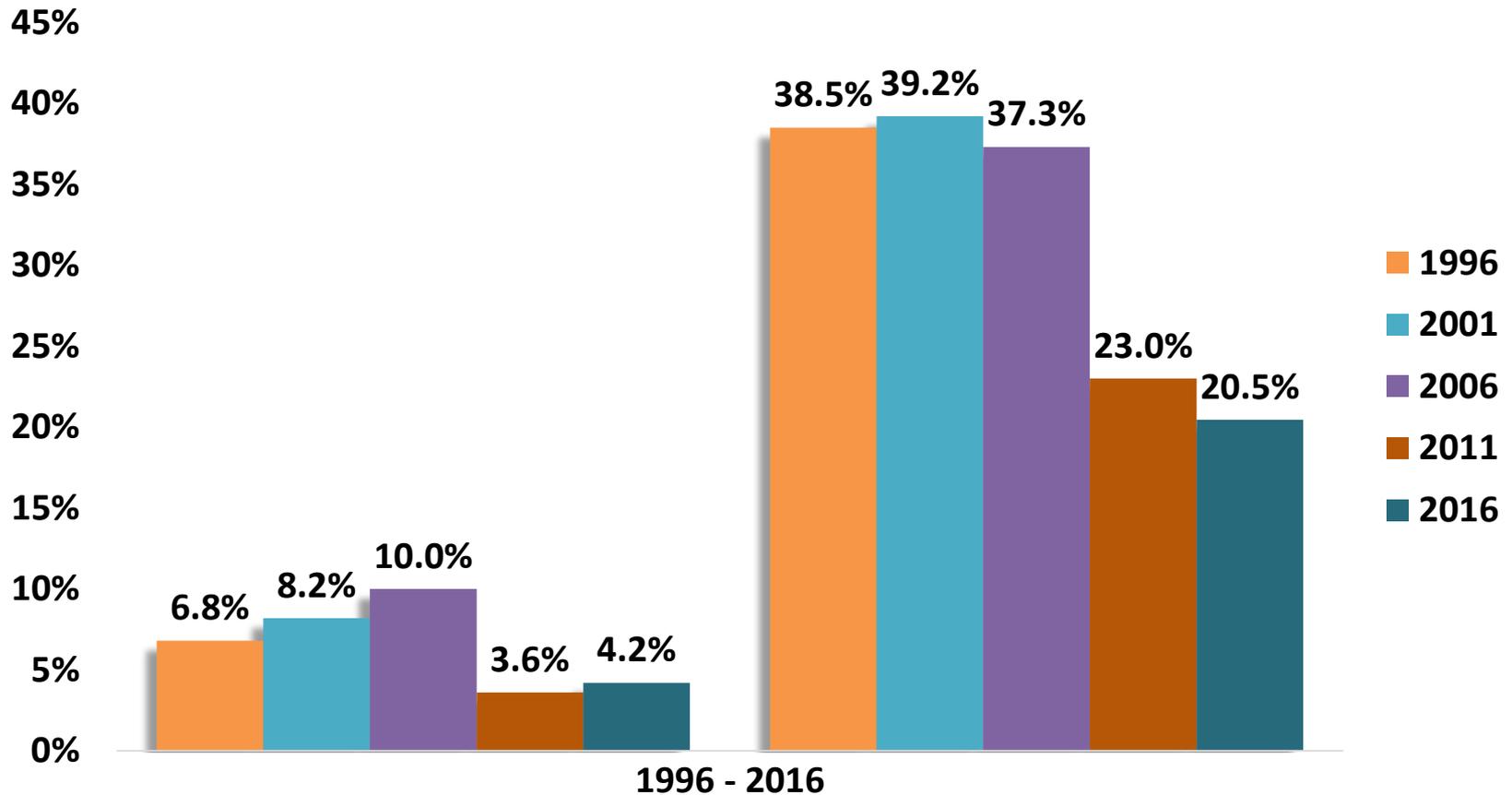
- On average, respondents have lived in CO just under 16 years (down from over 20 years in 2011 survey)
- Average age ~50 years old
- 42% male and 58% female
- Median income between \$50,000 and \$75,000 (state median income = \$55,000 in 2015)

Respondents' direct experience with agriculture continues to decline

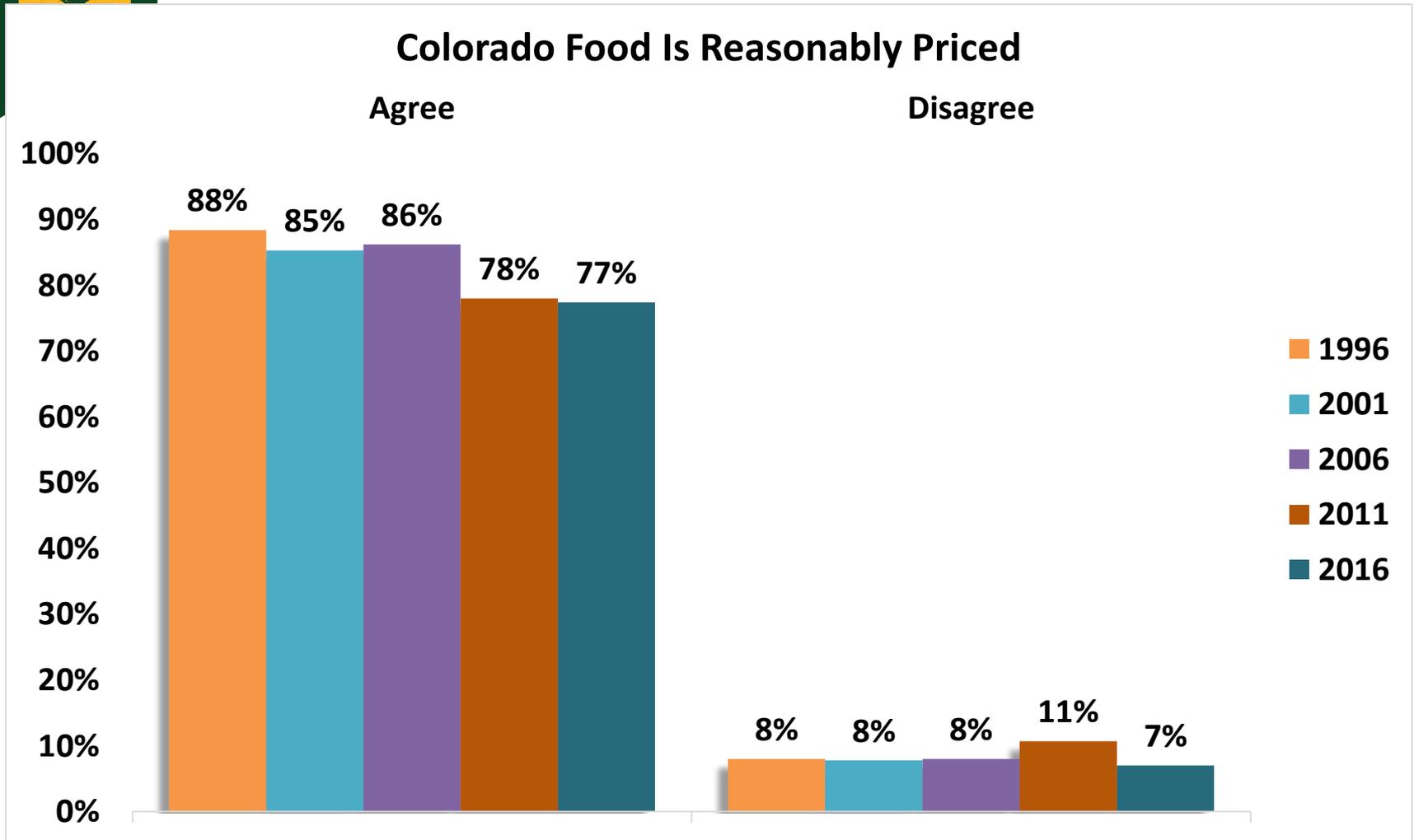
Have You Ever Lived or Worked on A Farm?

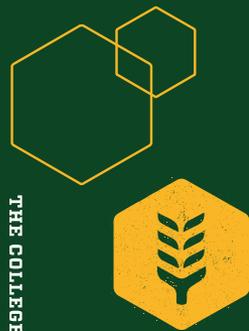
Live/ Work

Lived/ Worked



Coloradans still think Colorado food is reasonably priced

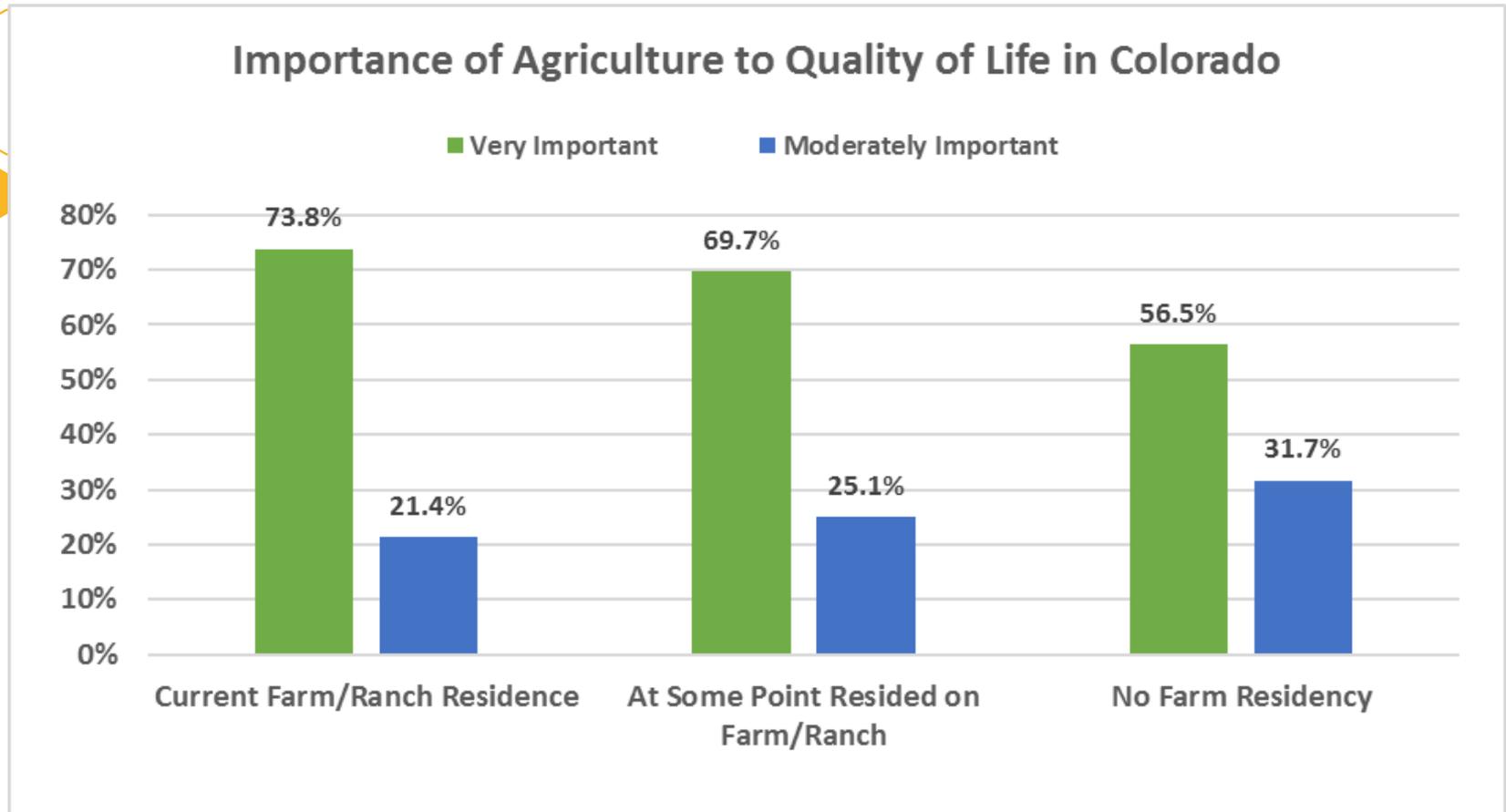


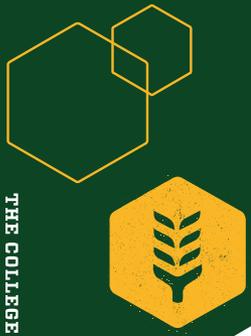


Some residents believe agriculture is important to Colorado's future

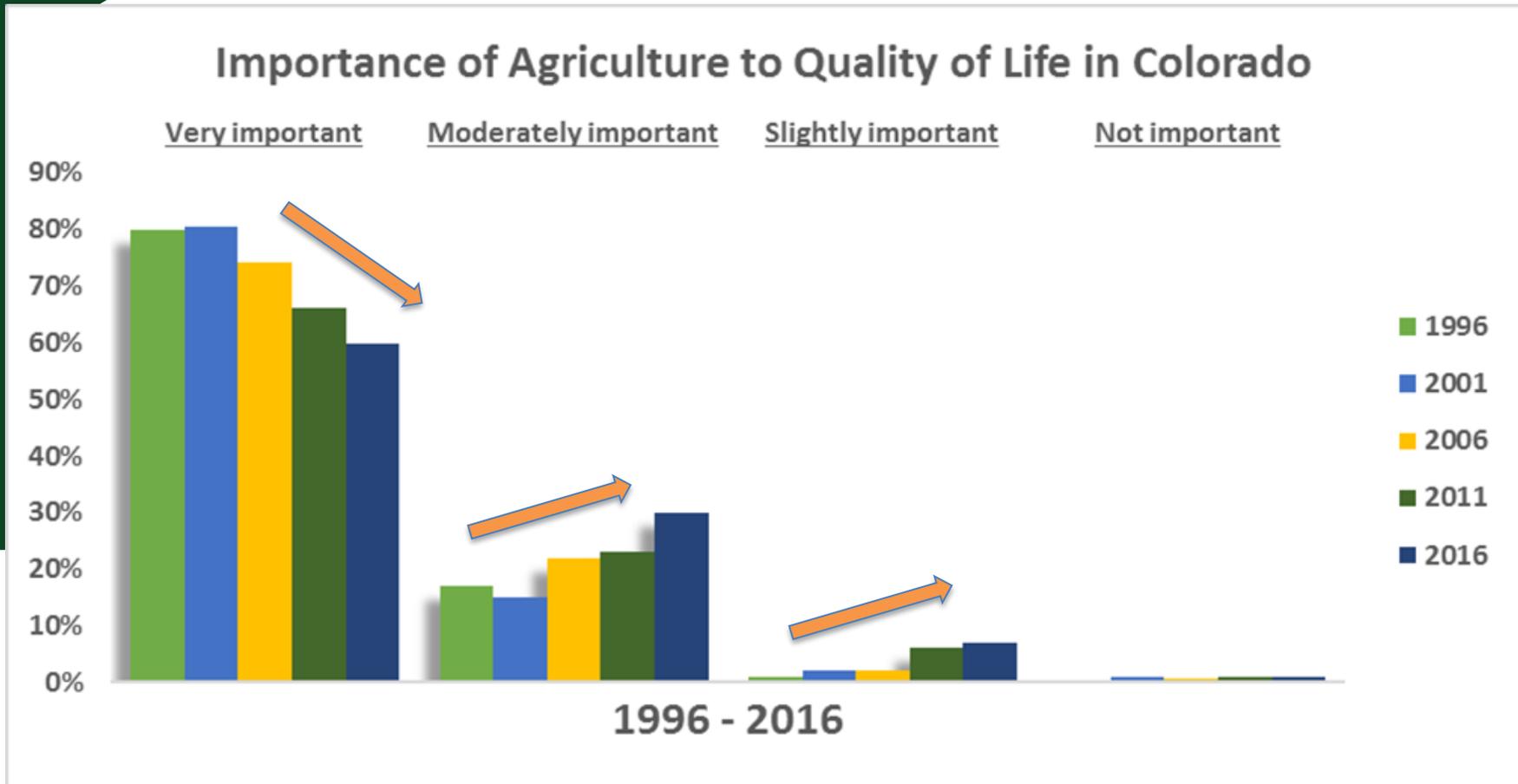
	All Coloradans	Those who think ag is important for Colorado's future
Live on a farm or ranch now	4.2%	6.8%
Ever lived on a farm	20.5%	26.1%
Lived in CO 20 years or more	57.1%	65.5%
Female	57.6%	64.9%
Earn above \$50,000/yr	75%	67.6%
Average age (Median age)	48 years (48.0)	50.9 (53.5)
Raise own food products (any)	31.8%	37.6%

Overall, respondents believe that agriculture is important in Colorado

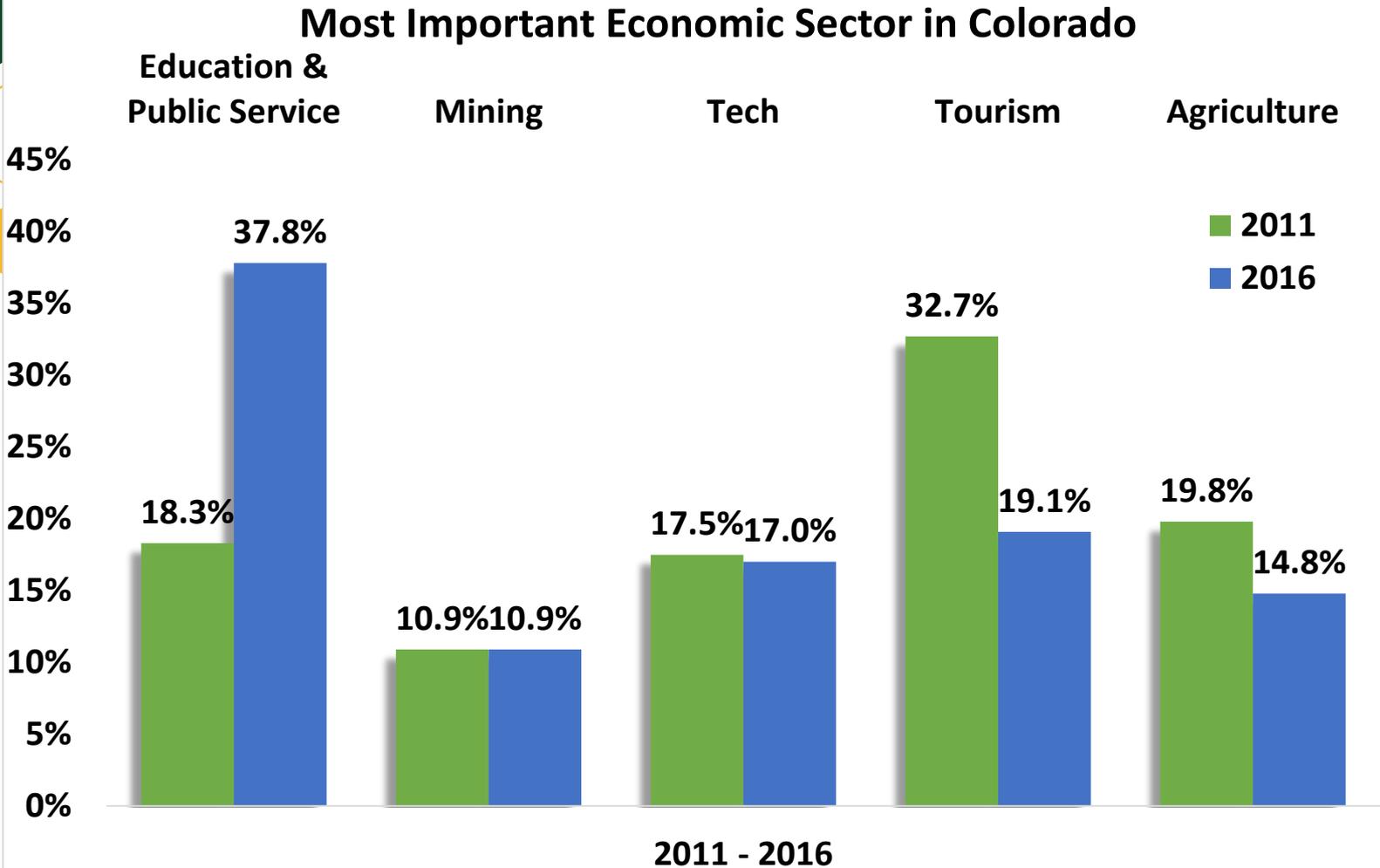




Since 1996, respondents' view of importance of agriculture to Colorado's quality of life is changing

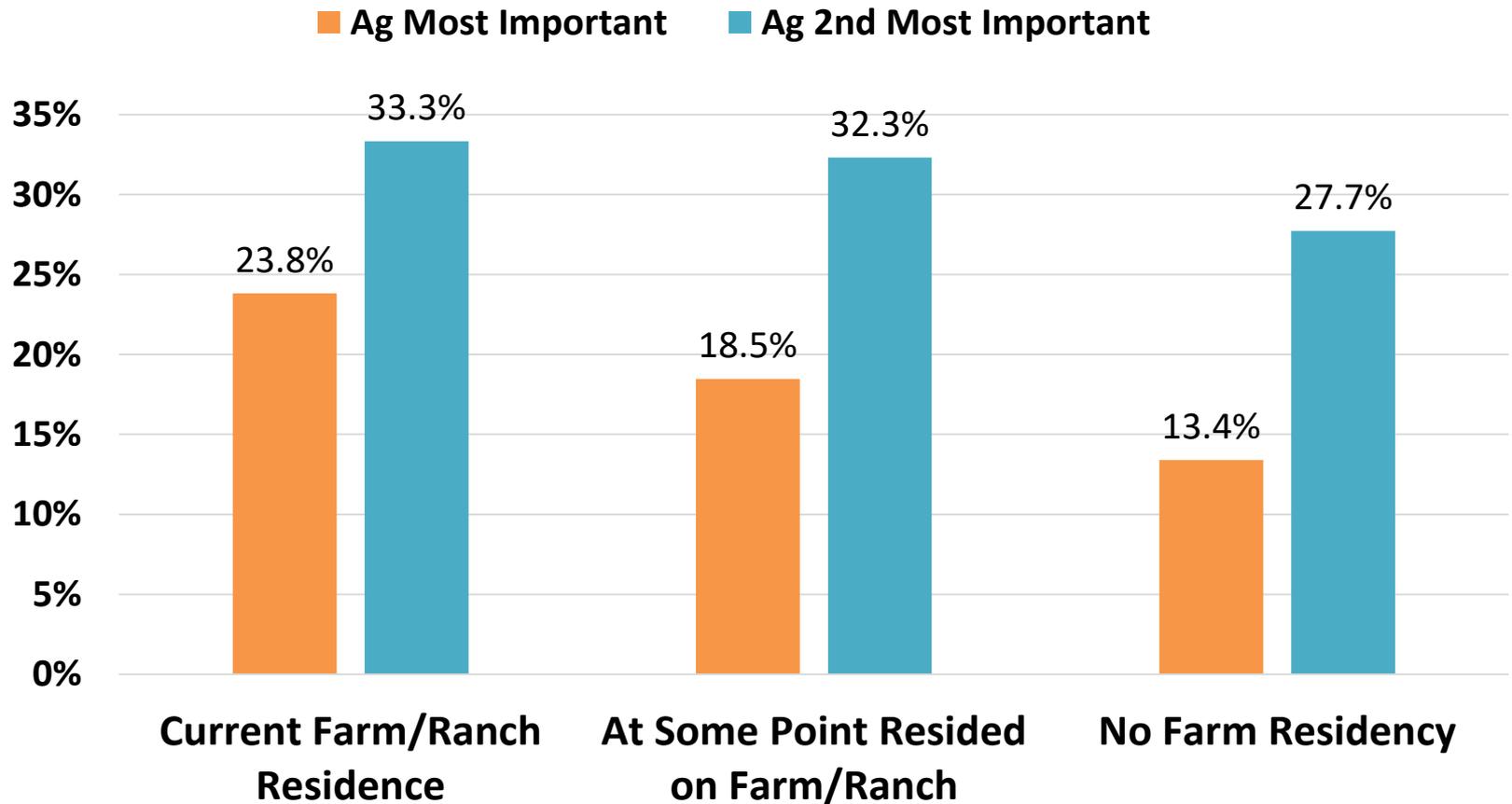


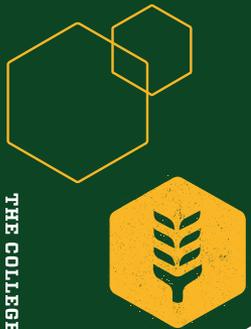
Perspectives on agriculture's importance to Colorado's economy



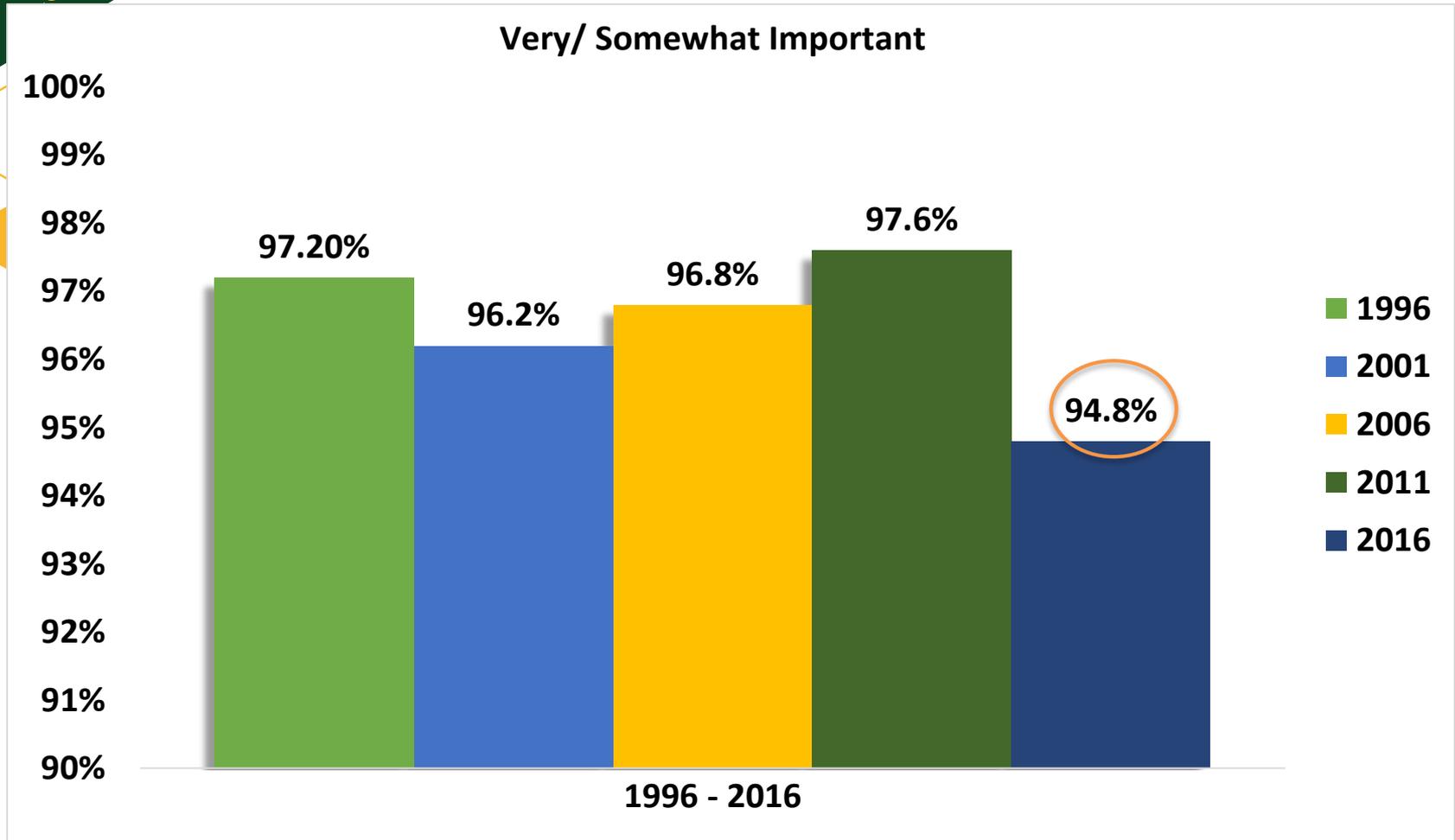
Perspectives on agriculture's importance in Colorado's economy

Most Important Economic Sector in Colorado

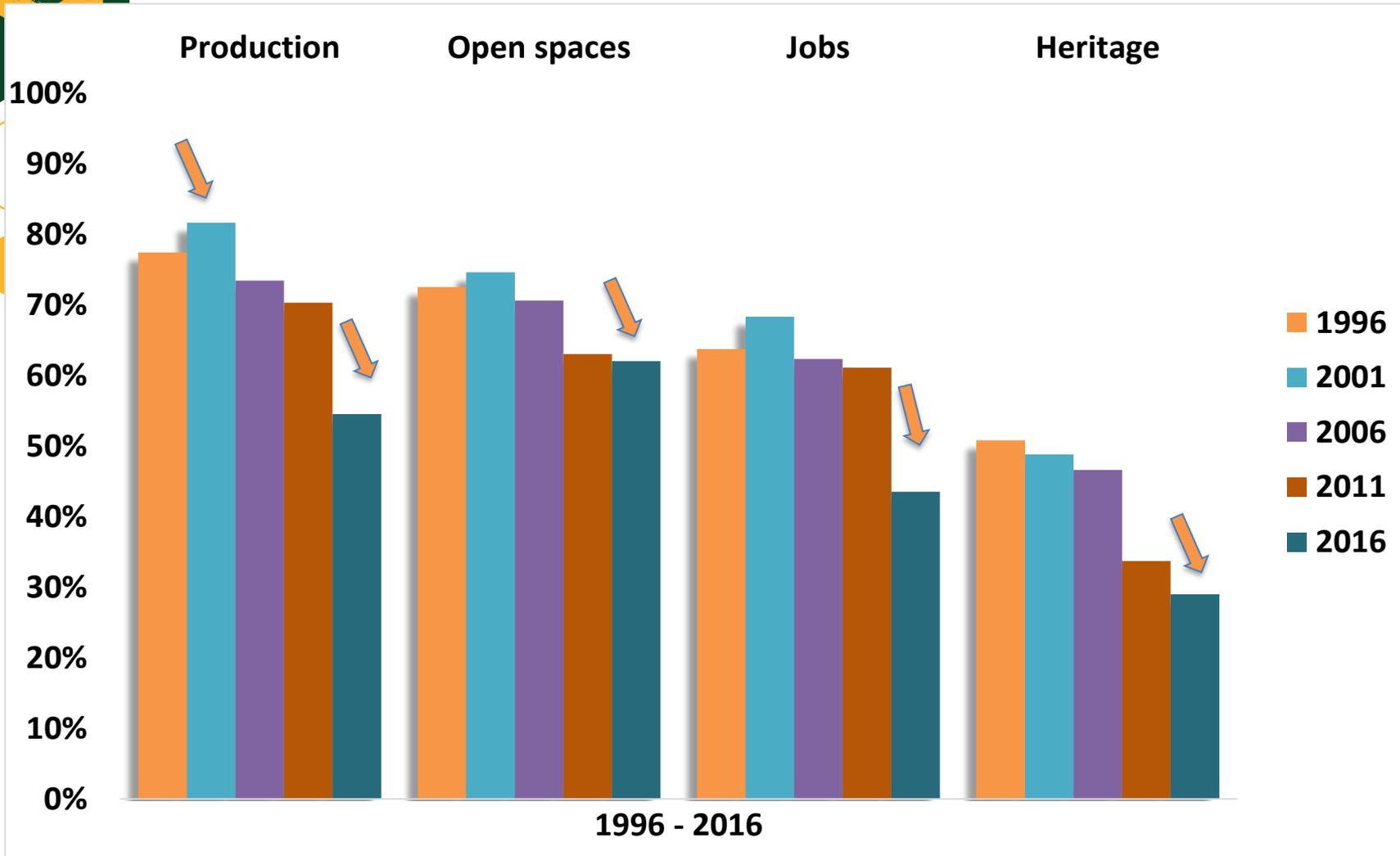


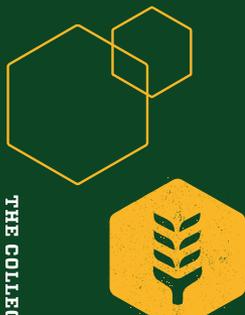


Importance of maintaining land and water in agriculture



Open space is primary motivator for maintaining agriculture, land, and water



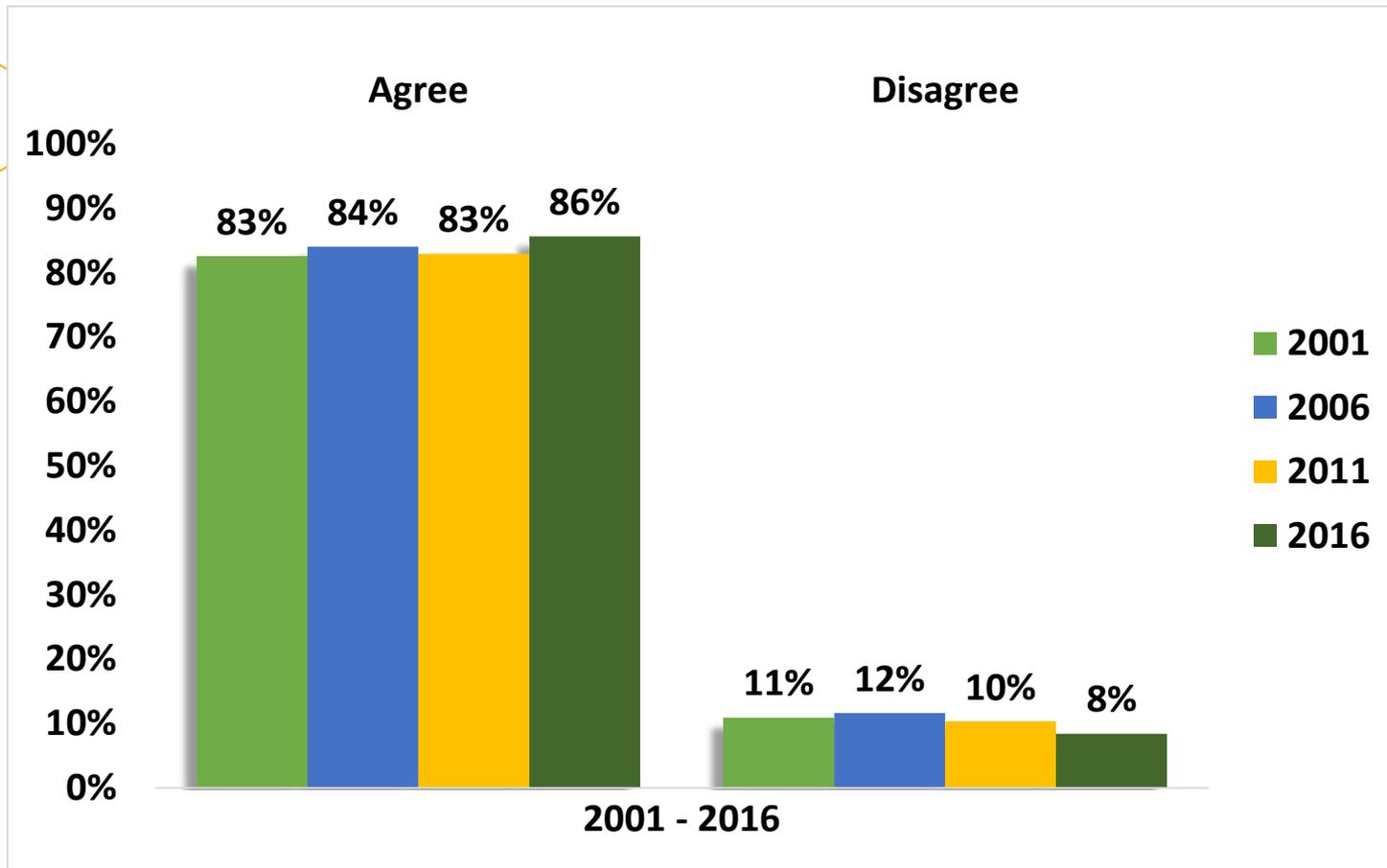


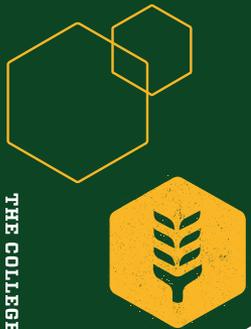
Strong state and local support for land protection since 1996

	Proposed	Total funds approved	Conservation funds approved	Passed	% pass	% total funding targeted to conservation
State of Colorado	3	\$715 M	\$715 M	2	67%	100%
County	61	\$2.92 M	\$2.39 M	46	75%	82%
Municipal	95	\$1.87 M	\$1.33 M	72	76%	71%
Special District	19	\$143.00 M	\$68.68 M	12	63%	48%
Totals	178	\$5.65 B	\$4.51 B	132	74%	80%

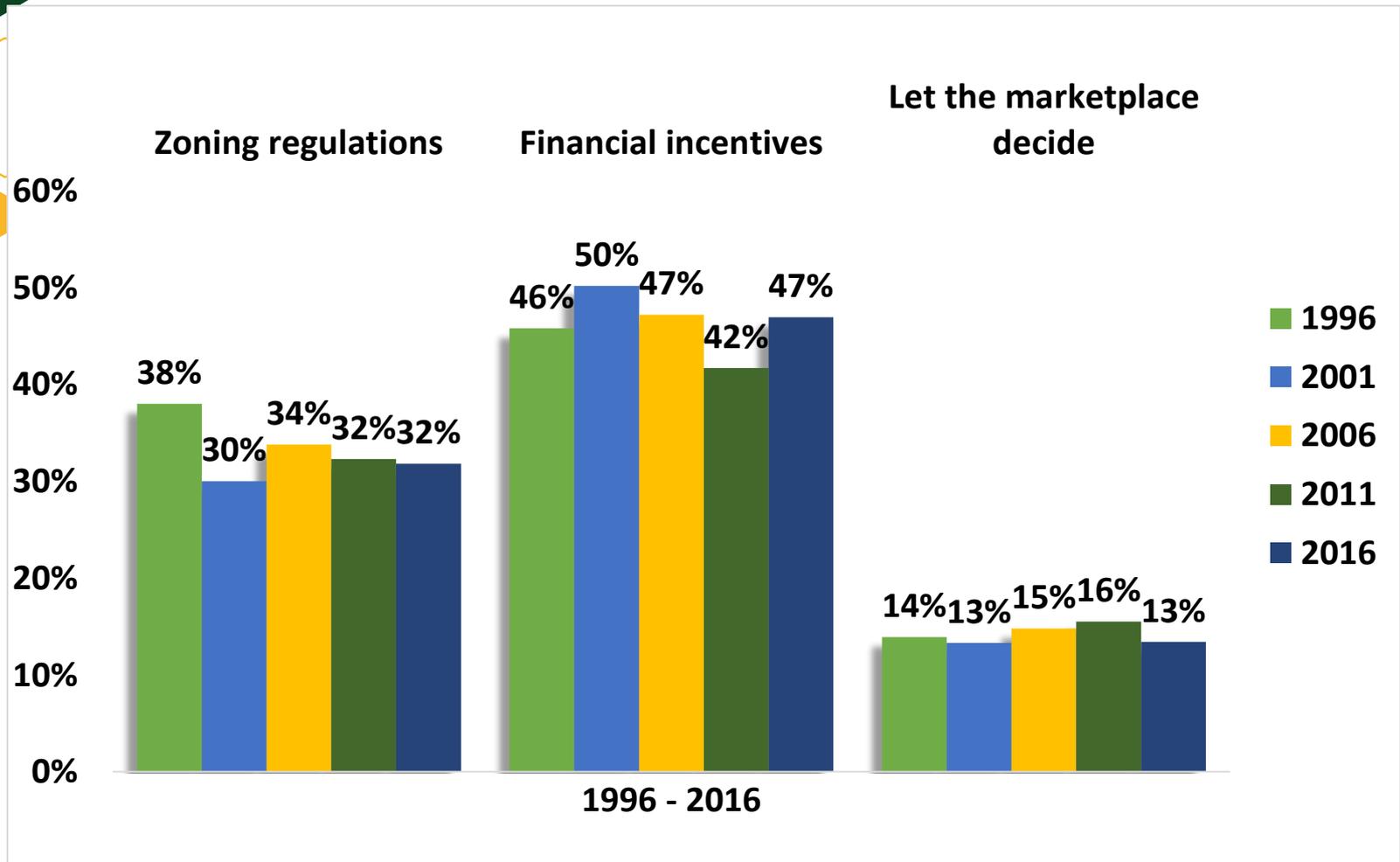
Source: The Trust for Public Land, LandVote®, 2016. www.landvote.org.

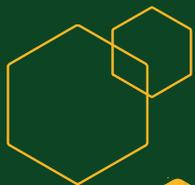
Coloradans believe open space programs should help minimize ag land loss





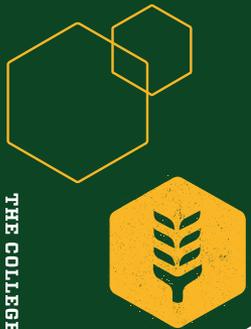
Preferred methods of protecting Colorado's agriculture, land, and water





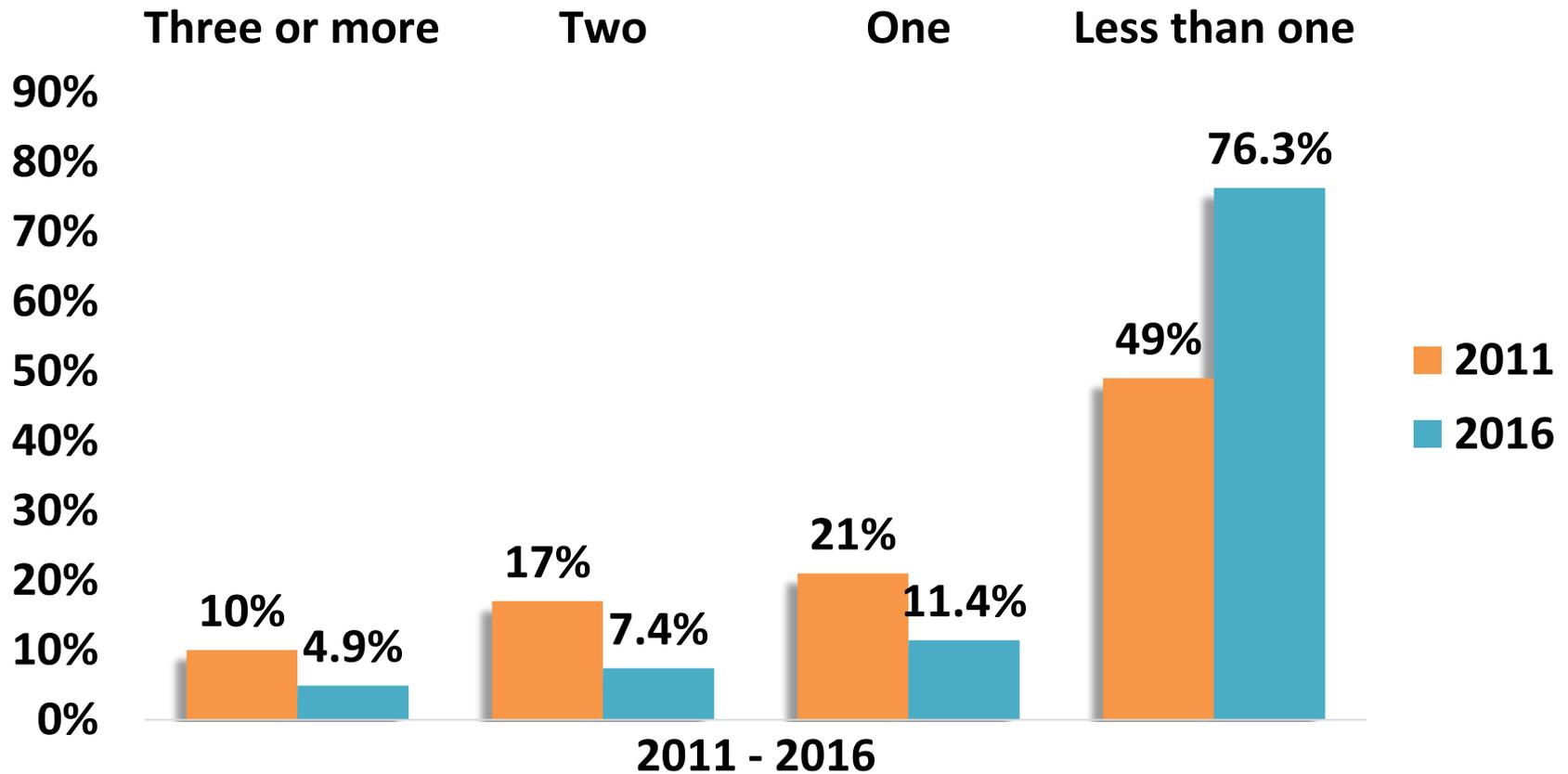
Again, background in agriculture influences choice of protection tools

	Think ag is most important sector		Have ever lived on a farm/ranch		All respondents
	No	Yes	No	Yes	
Financial incentives keep land in ag	45.1%	52.7%	45.3%	50.0%	46.2%
Develop regulations such as zoning	30.9%	33.8%	32.2%	29.6%	31.3%
Let marketplace decide	14.0%	8.8%	13.0%	12.8%	13.2%
Don't know	8.5%	3.4%	8.4%	5.1%	7.7%



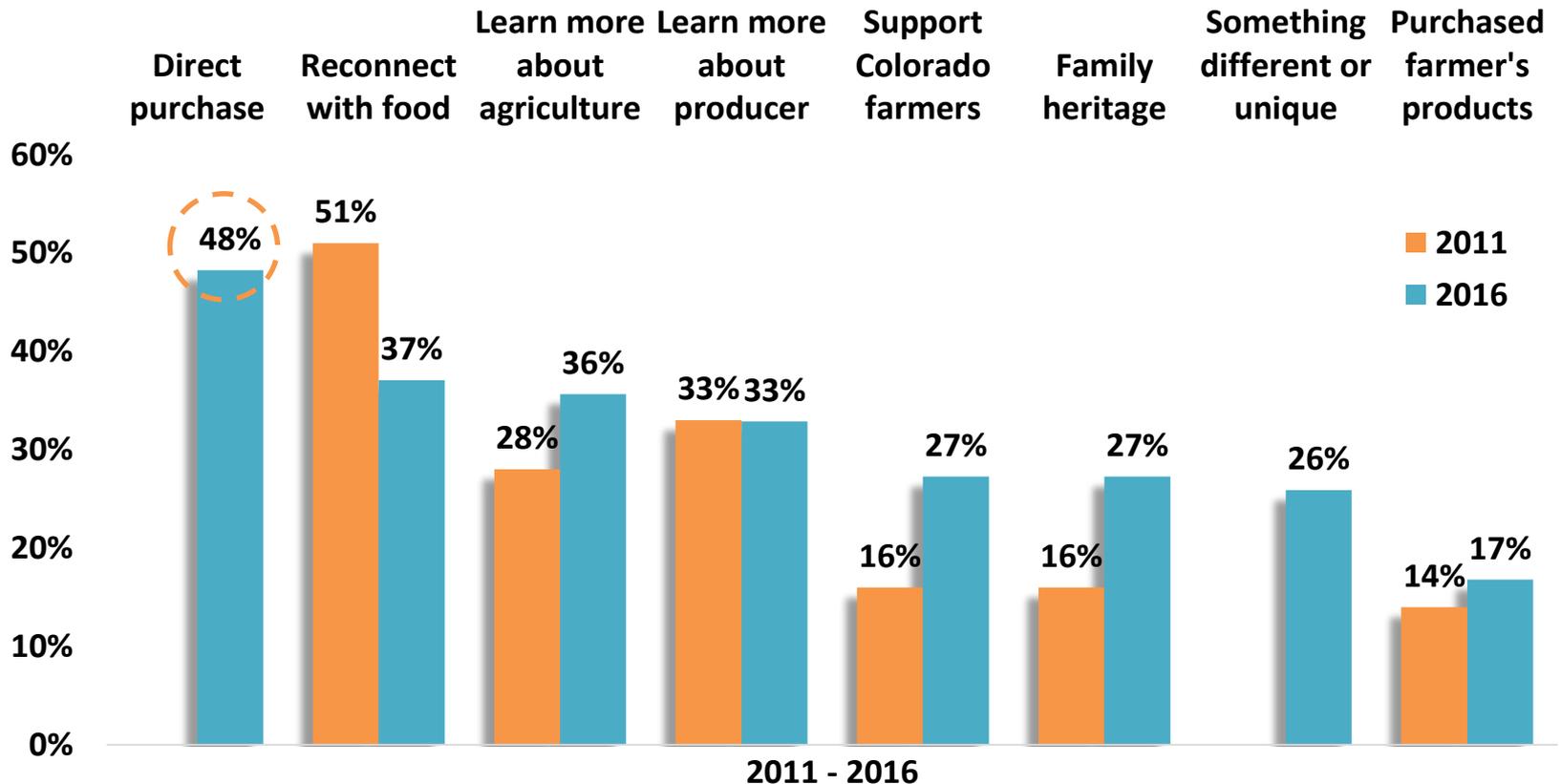
In 2016, only 14% of Coloradans participated in agritourism; most only one or fewer times per year

Farm Education Activities Participated in Annually



Does interest in agritourism tell us something about Coloradans' values?

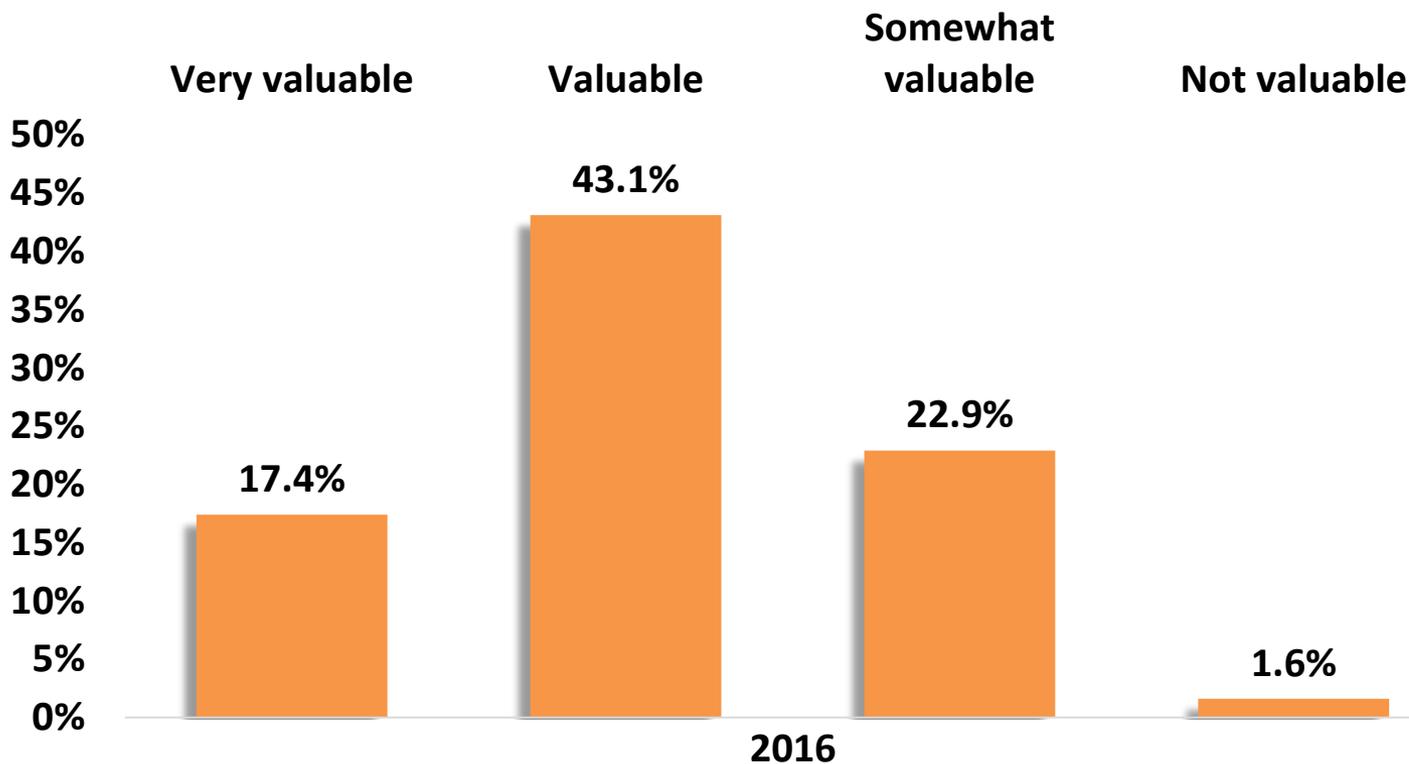
Motivation for Participating in Farm Education Activities



New audience with interest in agriculture—only 21% have ever lived on a farm or ranch and less than half currently do.

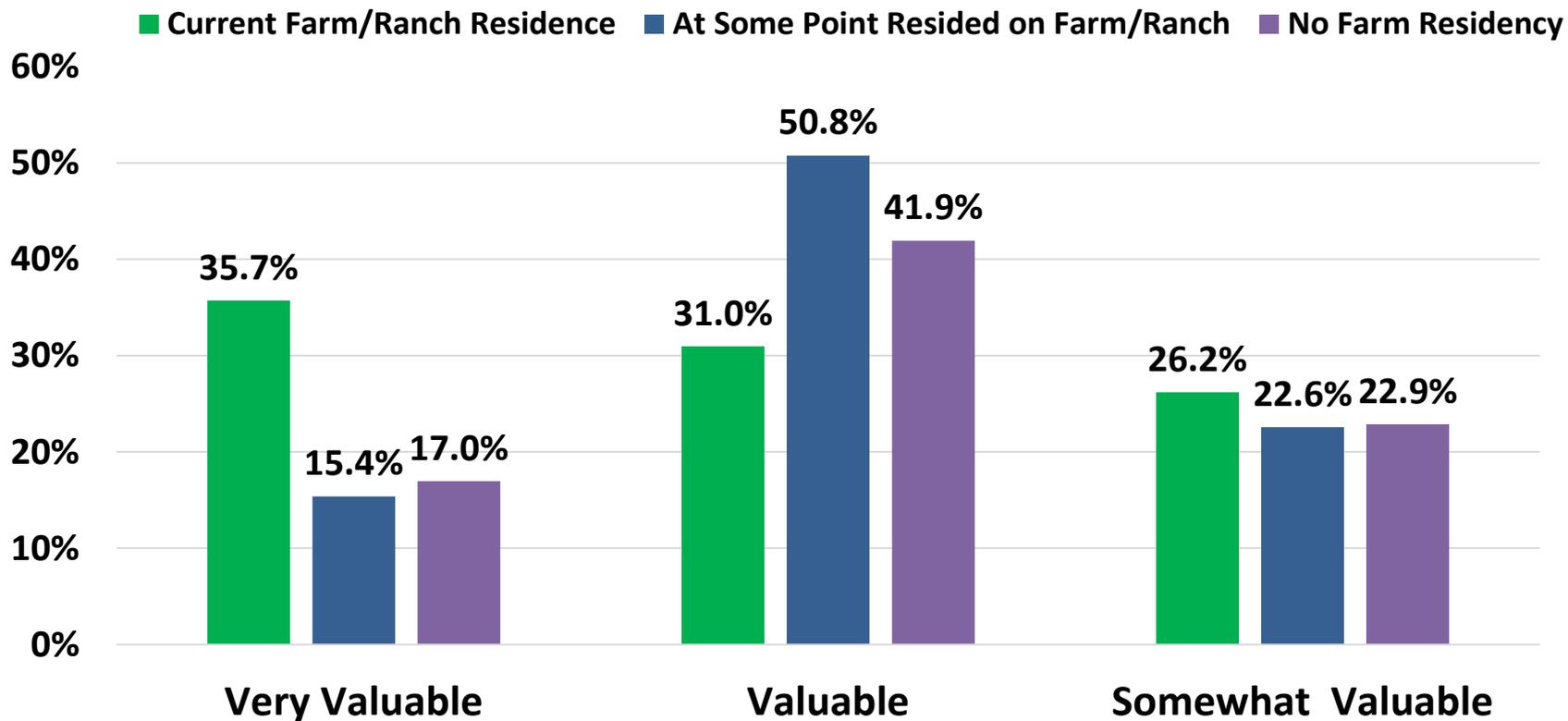
Colorado Department of Ag Programs

How Valuable Are CDA Programs?



Does CDA's value vary by consumers' experience with agriculture?

How Valuable are CDA Programs?





Food Systems

BLUEPRINT

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.

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. We will be traveling across the state holding regional listening sessions and would love to hear from you.

Click on a region to find out more:



Learn more

Contact Info: dawn.thilmany@colostate.edu

KEY PROJECT PARTNERS



FoodSystems.colostate.edu



Want more information? Want to get involved?

- Attend a town hall meeting
- Look for updates:
FoodSystems.colostate.edu
- Share on Twitter [#COFoodBlueprint](https://twitter.com/COFoodBlueprint)
- Email thoughts or comments to:
Dawn.Thilmany@colostate.edu

Survey and Analysis team: CSU Dept of Ag and Resource Economics

- Michael Martin — Assistant Professor, Ag Literacy
- Dawn Thilmany McFadden — Professor, Agribusiness Extension Economist
- Becca B.R. Jablonski — Assistant Professor, Food Systems Ext. Economist
- Martha Sullins — Ag Business Management Extension Specialist
- Chad Chriestenson — Graduate Student





Colorado State University



Questions?



Photo credit: Molly Witzel, 2008 CDA photo contest winner

