

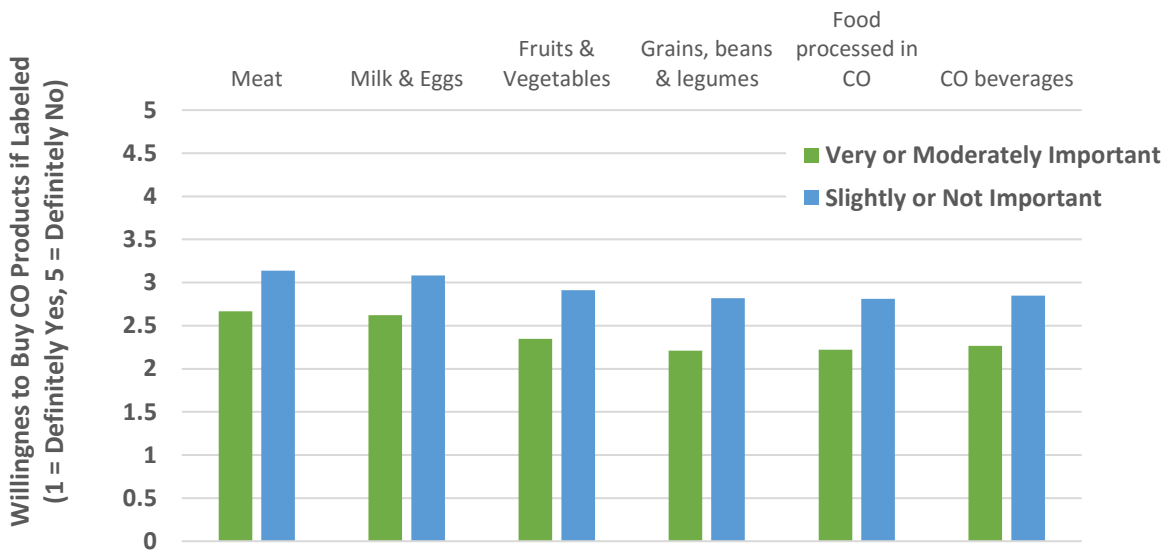
Discussion question:



What opportunities and challenges

(processing, distribution, aggregation, production differentiation – organic/local, markets – institutional procurement) do we have in the region that we can leverage to support farmers and opportunities for economic development in Denver and across the state?

Relationship of willingness to buy CO products and importance of agriculture to quality of life



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

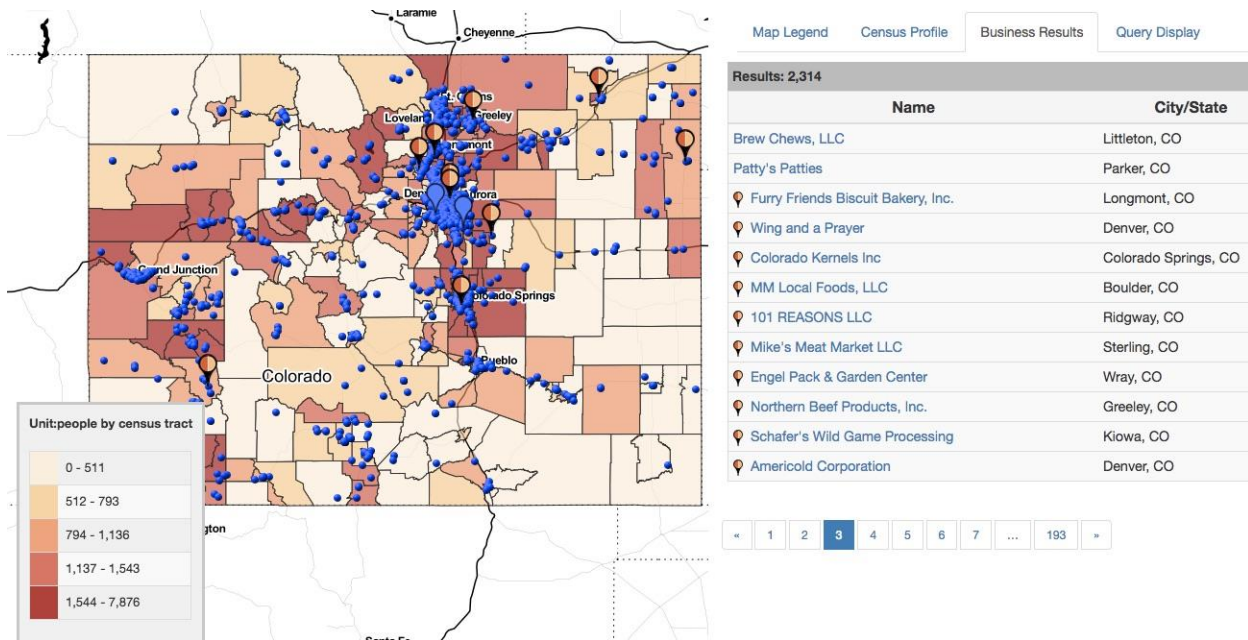
Product	Annual per capita consumption (lbs)	Colorado Total (\$1,000)	South Central (\$1,000)	Denver Metro (\$1,000)	Eastern (\$1,000)	Front Range (\$1,000)	Northeast (\$1,000)
Fresh potatoes	33.5	\$99,032	\$2,167	\$50,021	\$3,452	\$16,869	\$1,351
Frozen potatoes	46.3	\$288,408	\$6,310	\$145,675	\$10,052	\$49,127	\$3,934
Wheat flour	134.7	\$362,645	\$7,935	\$183,172	\$12,640	\$61,773	\$4,946
Beef	51.5	\$869,964	\$19,035	\$439,419	\$30,322	\$148,189	\$11,866

Source: USDA Economic Research Service, 2015, *Food Disappearance and Food Prices*

Discussion question:

What opportunities and challenges

(processing, distribution, aggregation, production differentiation – organic/local, markets – institutional procurement) do we have in the region that we can leverage to support farmers and opportunities for economic development in Denver and across the state?



Source: MarketMatch, 2017, *Food Processors and Packsheds in Colorado*

Colorado Production by the Numbers

173,000 people employed in agriculture

\$41 billion contribution to the state economy

100 million bushels of corn are imported to feed the livestock industry

#1 in the nation for millet production

2 billion pounds of potatoes produced

Source: Colorado Department of Agriculture, 2017