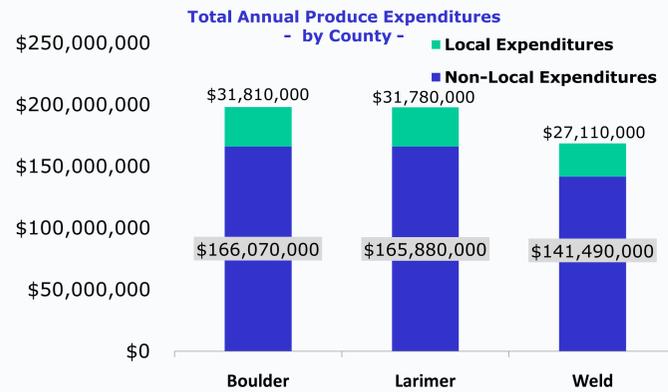


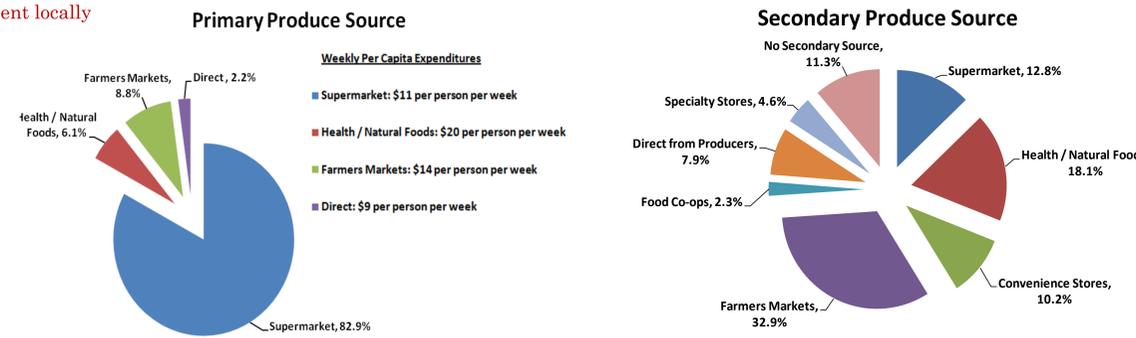
What is the Market Size of the Northern Colorado Food Economy?



CSU used reported spending at direct, local markets to estimate the share of produce dollars spent locally

How are we Shopping for our Fresh Produce?

Results from a 2008 National Survey by CSU



What is the Size of the Restaurant and Institutional Food Market?

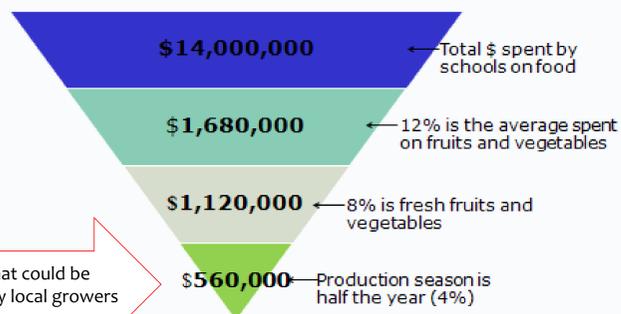
Food Away From Home	Colorado	Boulder	Larimer	Weld
Number of businesses	10,513	742	675	348
Sales, shipments, receipts, or revenue (\$1,000)	\$ 8,045,050	\$ 557,764	\$ 474,597	\$ 204,066
Share Full Service	48%	53%	47%	43%
Share Limited Service	40%	38%	44%	52%
Special Food Services	7%	5%	5%	0%
Annual payroll (\$1,000)	\$ 2,484,791	\$ 181,208	\$ 149,518	\$ 61,087

How do you find Local Producers and Direct Markets?

Colorado Market Maker (CMM)

- CMM is a partnership between CSU and the Colorado Department of Agriculture to assist food buyers in finding local food production sources and to help local producers learn about and locate markets for their products
- Farmers' markets continue to grow in number and diversity of vendors
- Marketing information and assistance are addressing the growing interest in local foods

Farm-to-School Market Potential



Amount that could be supplied by local growers

In the past couple of years, there is significant growth in our region's Farm to School sales, and this year at least ten producers will market to Northern Colorado food districts. There is significant room to grow given these market potential estimates. Less is known about chefs and food service, but there is even greater sales potential in that sector.

Consumers could search online for farmers' markets

A producer could search online for slaughter facilities for livestock

Acknowledgments

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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

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

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

Be Local Northern Colorado

This organization hosts winter markets in Fort Collins and Loveland to provide year-round access to local foods. Their mission is to create a Living Economy: locally-sustainable and globally-fair. They support independent community- and land-based businesses and advocate for a whole, resilient community and bioregion.

www.belocalnc.org/

LiveWell

LiveWell Colorado is a nonprofit organization committed to reducing obesity in Colorado by promoting healthy eating and active living. In addition to educating and inspiring people to make healthy choices, LiveWell Colorado focuses on policy, environmental and lifestyle changes that remove barriers and increase access to healthy behaviors.

www.livewellcolorado.org/community-initiatives/livewell-colorado-communities
Local Offices: Longmont, Fort Collins, Loveland, Greeley

Share of food dollars going to the farm has stabilized

Share to labor continues to climb as consumers want convenient and labor intensive foods. By shifting to local production, this share of the food retail \$ could stay in the local economy

