

Session: Pinpoint your Potential

Track: Young Leaders

Sponsored by the Colorado Department of
Agriculture

THANK YOU TO OUR EVENT SPONSORS!

**¡GRACIAS A TODAS LAS ORGANIZACIONES QUE FORMAN PARTE
DE LA CUMBRE ALIMENTICIA 2023!**



FOOD SYSTEMS INSTITUTE
COLORADO STATE UNIVERSITY




COLORADO
Department of Agriculture



COLORADO FOOD SYSTEMS
ADVISORY COUNCIL



COLORADO BLUEPRINT
TO END HUNGER

Pinpoint your Potential: The Impact of Young Leaders in Local Food Systems

Lesson Adapted from CAM's Ag Academy Food Systems PBL

December 8, 2023

<https://www.mentimeter.com/app/presentation/alcfmn2y5s565i6t9esohmi89ck2j394/7x3j27wkdzsn/edit>



Colorado State University



A bit about myself

What I do: CSU Graduate Student

Hometown: Brush

Experiences in Agriculture: Mostly through
4-H and time at CSU

Favorite pizza: Hawaiian

Excited for: Hearing about what your food
systems look like



What is a food system?

Nominate a “recorder” for your table

Menti Poll Question- When you hear the term food system, what word comes to mind?



What are some challenges?

Menti Poll Question: What is a challenge in your local food system?

Food Systems Include Every Step of Production, From Farm to Fork

- A “commodity” is a raw material used in the production process to manufacture finished goods, while a product is a finished good sold to consumers. No value is added to a commodity, which can be grown, extracted, or mined.
- Market value of agricultural products sold- **\$7,491,702,000**
- Average market value of agricultural products sold per operation- **\$192,623**
- Market value of agricultural products sold directly to consumers- **\$29,911,000**
- Market value of agricultural products sold directly to retail markets, institutions, and food hubs for local or regionally branded products- **\$91,315,000**

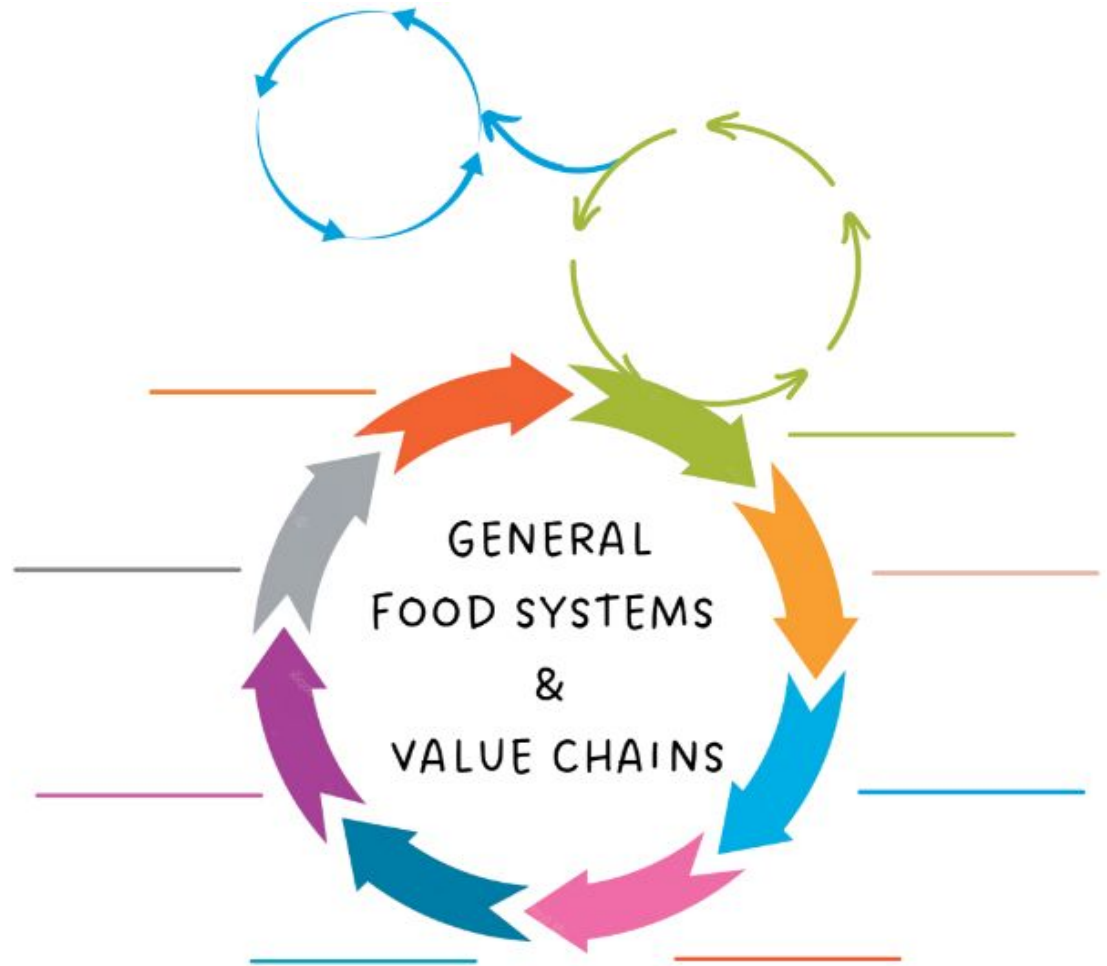
Using cheese as an example product, list out the steps you think are involved to get from the farm to your table...

What is a food system?



FOOD SYSTEMS FOR HEALTHIER DIETS

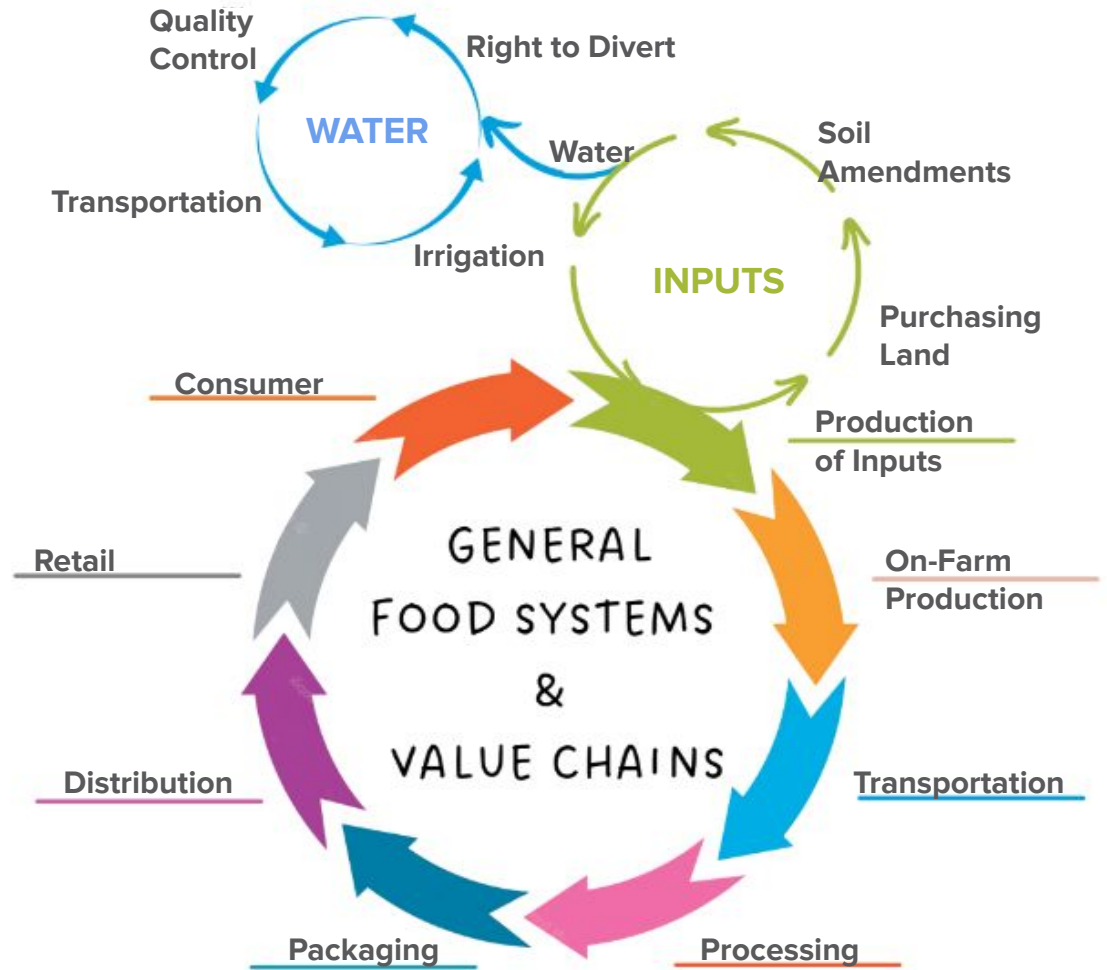
***What are some
general components
found in a typical
food product's value
chain?***



To be consistent across all products, more generalized terms are often used.

Note that there are several side value chains that go along with the central one.

Again using cheese as an example, what specifically does the green chain represent?



Value Chains Look Different Across Product, Region, & Consumer Demand

- What does a short value chain look like?
- What would a long value chain look like?

Work at Tables (10 minutes)

- Record your thoughts on your PINK papers
- Use Conversation Guide to Discuss:
 - Using the link of the food system on your table, discuss the what the impacts of this broken link have on your local food system
 - What are other broken links do you observe
 - Discuss how you see the challenges impacting your community's food choice, social well-being, and health
 - Note the differences and similarities



What are some challenges?

Menti Poll Question: What was a similarity you noticed at your table discussion?

Work at Tables (10 minutes)

- Record your thoughts on your ORANGE papers
- Use Conversation Guide to Discuss:
 - What solutions can be offered for these broken links?
 - What changes can be made to ensure stronger links in the overall food system?
 - Note the differences and similarities



What are some opportunities?

Menti Poll Question: What were some significant opportunities you discussed?

We ALL have a part to play in sustaining our food systems...

- Consumers
- Producers
- Distributors
- Marketers
- Transporters
- Processors

Don't let what you cannot do interfere with what you can do.

– John Wooden



What are you doing?

Menti Poll Question: What role(s) do you play in your local food system?

Work at Tables (10 minutes)

- Write down/reflect how you are already taking action in your local food system and/or community
- Reflect on your YELLOW papers...
 - What can taking the next step of action look like for you?
- Discuss with your conversation partners and share out:
 - What motivated them to come today?
 - What is an area of influence that they have in their community



What's your Potential?

Let's Share about our Friends!

Name

Where they're from

What motivated them to come today?

What is an area of influence that they have in their community

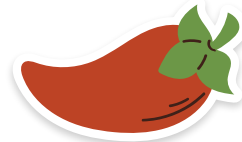
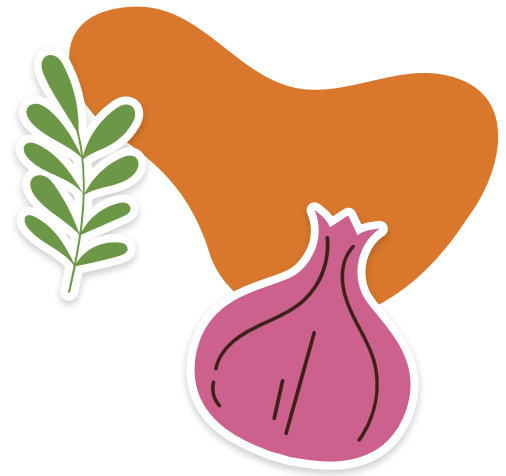
Let's Pinpoint our Potential!

(5 minutes)

- Shout-out to Jay for this interactive art piece!
- Record your thoughts and take a minute to observe what others are saying
- Think about how we can leverage our potential collectively



FEEDBACK FORM



THANK YOU TO OUR EVENT SPONSORS!

**¡GRACIAS A TODAS LAS ORGANIZACIONES QUE FORMAN PARTE
DE LA CUMBRE ALIMENTICIA 2023!**



FOOD SYSTEMS INSTITUTE
COLORADO STATE UNIVERSITY



COLORADO
Department of Agriculture



COLORADO FOOD SYSTEMS
ADVISORY COUNCIL



**COLORADO BLUEPRINT
TO END HUNGER**