

Session: Matching State Resources with Infrastructure Demand

Track: Putting Money Where Our Mouth Is: Connecting Supply and Demand

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Matching State Resources with Infrastructure Demand

Putting Money Where Our Mouth Is:
Connecting Supply and Demand

FACILITATOR



LIBBY CHRISTENSEN

Statewide Food and Agriculture Specialist -
Colorado State University

SPEAKERS



BRIAN COPPOM

Agricultural Future Loans Program Manager -
Colorado Dept. of Agriculture



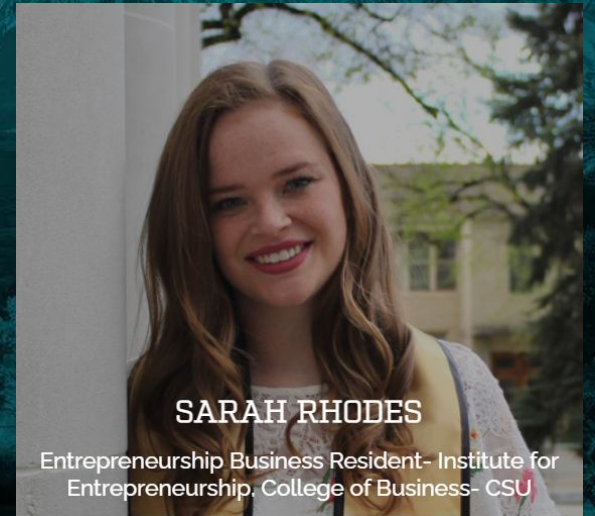
HOLLY CONN

Executive Director - Mountain Roots



DAVE CARTER

Flower Hill Institute

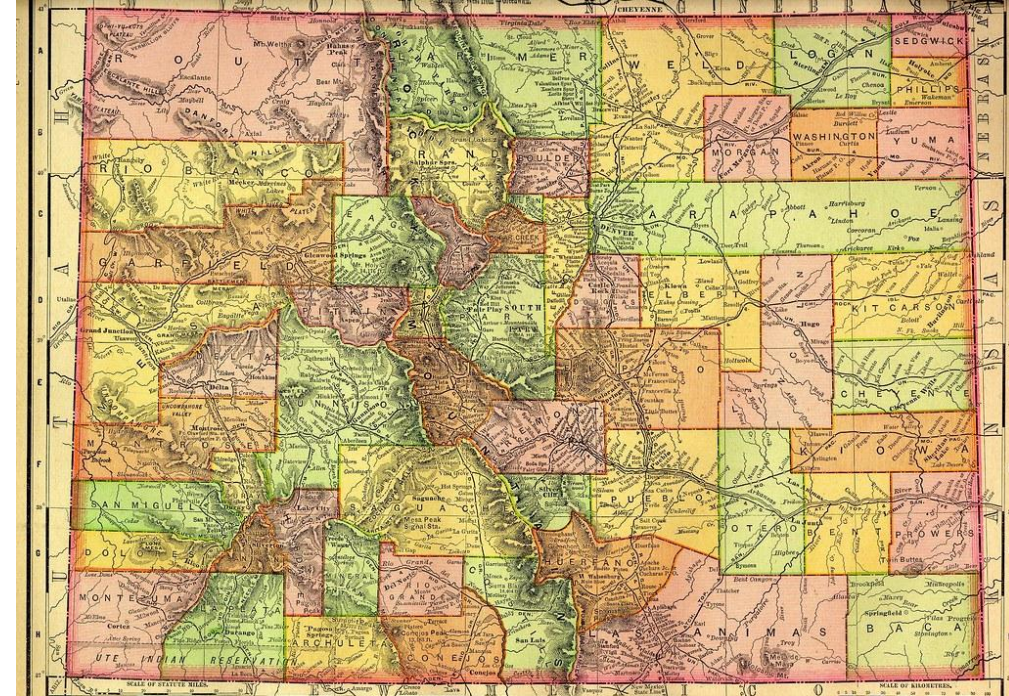


SARAH RHODES

Entrepreneurship Business Resident- Institute for
Entrepreneurship, College of Business- CSU

Plan for the conversation

- Lay the groundwork
- Introduction to our four panelists
- Two breakouts
 - What should folks having these conversations at the state and federal level know about what is going on across Colorado?
- Wrap up

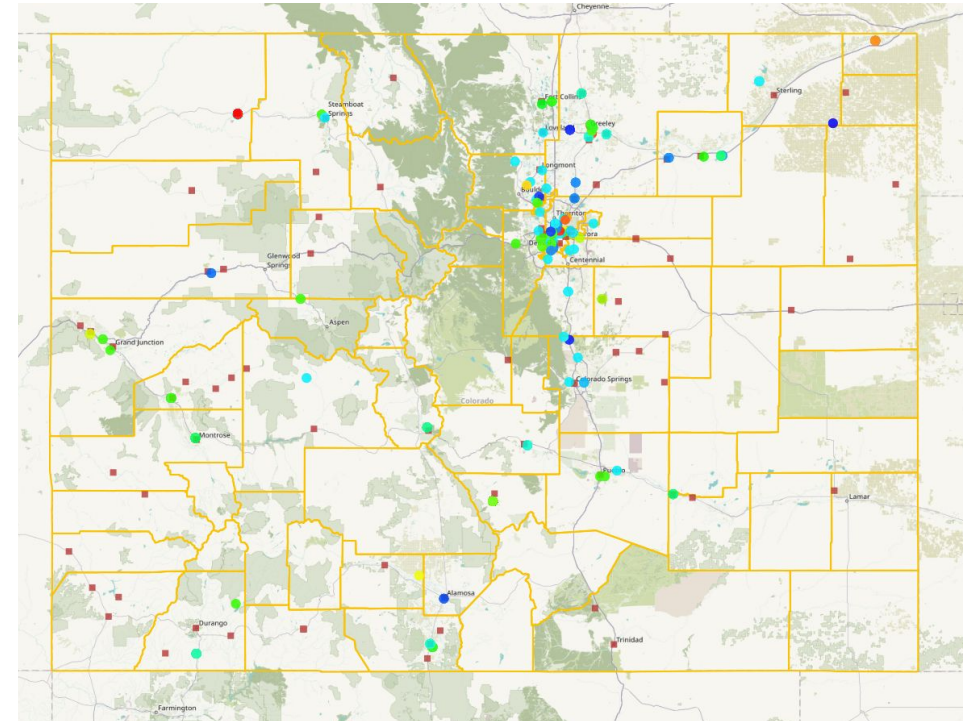


The why

- Proliferation of technical assistance providers serving across the state at different scales targeting different stages of the supply chain
- Healthy School Meals for All
 - Local Food Program Training and Technical Assistance Funds
 - \$5M available annually
 - IN PERPETUITY
- Additional grant funds available through Resilient Food Systems Infrastructure, Regional Food Business Centers, Community Food Access Programs, and more!
- No statewide entity with a complete grasp of the work going on

What can we do about it?

- Update the Colorado Food System Map
- Directory of Food and Agriculture Technical Assistance Providers
 - <https://bit.ly/COTADatabase>



<https://cofoodsystemsmap.org/>

Infrastructure demands from across the state

Right-size Investment

Food hubs - Value Chain Coordination

Animal Supply Chains

Connecting and Scaling Food and Agriculture Entrepreneurs

Themes across conversations

- Coordinating collective/community efforts while preserving identities and responding to unique needs of individual communities
- Developing strategies to balance aspirations/goals/intended outcomes of initiatives while responding to calls to scale up
- Balancing needs of individuals on the ground while connecting with initiatives and opportunities across the state and country

Right Size Investment



BRIAN COPPOM

Agricultural Future Loans Program Manager -
Colorado Dept. of Agriculture

Food Hubs - Coordinating distribution



HOLLY CONN

Executive Director - Mountain Roots

Funding for this project was made possible by the U.S. Department of Agriculture's (USDA) Agricultural Marketing Service through grant [AM22LFPPCO1178-00]. Its contents are solely the responsibility of the authors and do not necessarily represent the official views of the USDA.

SOUTHWEST COLORADO HUB TO HUB CONNECTIVITY PROJECT

 MOUNTAIN ROOTS and people



PLANNING PHASE: 2020-2022

- 18-month planning process
- 4 ORGs + 2 HUBs
- 300 Stakeholders
- 17 producers received wholesale readiness training
- Marketing Plan
- Distribution Plan
- 8 Critical Factors for regional food system success
- Roadmap for Regional Connectivity



Southwest Colorado Local Food Hub-to-Node Connectivity Project

8 CRITICAL FACTORS

FOR REGIONAL FOOD SYSTEMS SUCCESS



Relationship Building Within and Across Localities Is the First Step for Connectivity in Our Regional Food System.



Food Hubs or Nodes Are Needed in Each Locality.



Local Food Retail Outlets Aligned to Consumer Convenience Are Needed in Each Locality.



Commercial Kitchens, Processing, and Value-Added Production Are Needed in Each Locality.



Improved Logistics in Transportation and Inventory Management Are Needed Throughout the Region.



Product Availability, Accessibility, Expansion, and Diversity Are Key Factors for Success.



Marketing for Local Food Has Room for Growth, Regional Standardization, and Cohesion.



Consumer Education Around Local Food Must Expand.



IMPLEMENTATION GRANT 2023-2025 \$500,000

from USDA AMS



NONPROFIT PARTNERS

-  Mountain Roots
-  San Luis Valley Local Foods Coalition
-  Guidestone Colorado
-  Good Food Collective
-  Valley Food Partnership



FOOD HUB PARTNERS

-  Farm Runners
-  Valley Roots Food Hub
-  East Denver Food Hub
-  Southwest Farm Fresh
-  Mountain Roots / Gunnison Food Hub

PLUS: Chef Ann Cooper "the Renegade Lunch Lady" & The Alliance Center / Regenerative Recovery Coalition

OBJECTIVES

1



EXPAND & CONNECT THE INFRASTRUCTURE OF FIVE MID-TIER VALUE CHAIN ENTERPRISES

- **Establish a Food Hub in Gunnison**
- **Expand 4 hub-to-hub Distribution Routes**

2



DEVELOP THE WHOLESALE MARKET FOR LOCAL/REGIONAL SPECIALTY CROPS THROUGH MARKETING, EDUCATION, & OUTREACH

- **Campaign**
- **Farm tours**
- **Chef Speed Dating**

**Increase local food purchases
344 Producers
by \$3.8M
over 3 years**

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SOUTHWEST COLORADO HUB TO HUB CONNECTIVITY PROJECT

 MOUNTAIN ROOTS Just Purple





LOCAL FARMS FIRST

COLORADO LOCAL FOOD NETWORK

[Home](#) [About](#) [Media](#) [Local Farms First](#)

The Colorado Local Food Network is a purpose-driven collaboration of food hubs and nonprofit organizations dedicated to expanding access to locally grown and produced foods. As stewards of the land deeply rooted in our communities, we work to preserve and nurture our rural farming and ranching culture to ensure economic vitality while sustaining our irreplaceable way of life. By connecting us all to the abundant benefits of enjoying fresh and local foods, we will grow and thrive together.



Website

www.coloradolocalfoodnetwork.com/

OBJECTIVE 1

B

ESTABLISH 4 NEW DISTRIBUTION ROUTES

PROBLEMS WE'RE SOLVING:

- Empty truck backhauling
- Employees / Labor
- Farmers – scale, perception, profit margins
- Hours in a day (we cover big distances)
- Dwindling number of farmers
- Infrequent connections
- Misaligned schedules
- Unable to meet demands of some farmers (scale)
- Capacity: Food Hub manager's time

RECOMMENDATIONS

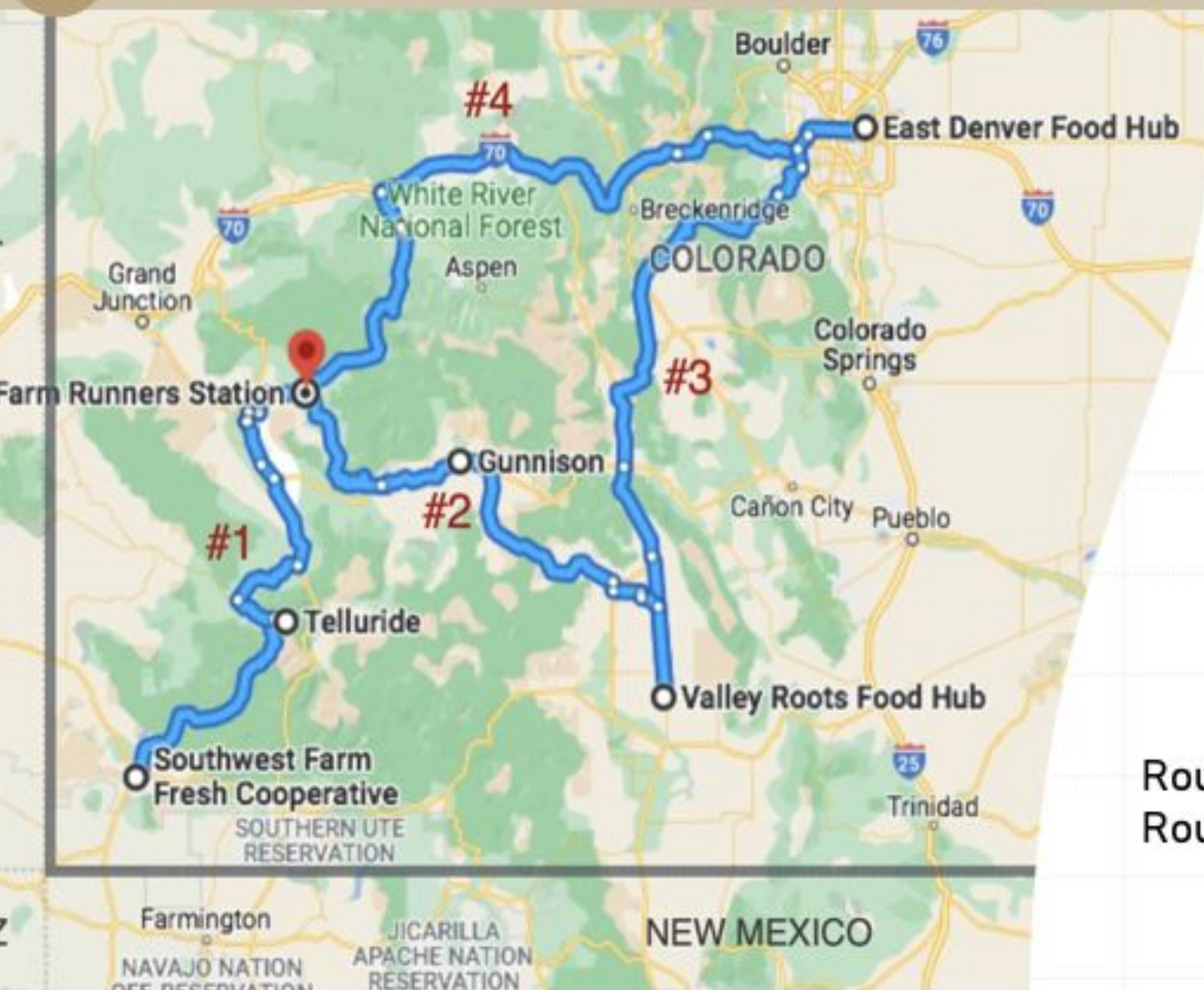
- 1) Routing
- 2) Fill trucks both ways
- 3) Business Consolidation



OBJECTIVE 1

B

ESTABLISH 4 NEW DISTRIBUTION ROUTES



- 1 CORTEZ to TELLURIDE
- 2 HOTCHKISS – GUNNISON – MOSCA
- 3 MOSCA to EAST DENVER
- 4 EAST DENVER to HOTCHKISS

Routes #1 & #3. January 2023, bi-weekly, year round
Routes #2 & #4, June 2023, weekly, 26 weeks

OBJECTIVE 2



DEVELOP THE WHOLESALE MARKET FOR LOCAL/REGIONAL SPECIALTY CROPS THROUGH MARKETING, EDUCATION, & OUTREACH

- The project will conduct a 3- year campaign to developing marketing strategies for producers of local food products and value-added agricultural products in new and existing markets. We plan to build overall demand with **four strategies** that build awareness and relationships:

1

MARKETING,
education, outreach,
training, and technical
assistance to
WHOLESALE BUYERS

from grocers, restaurants,
institutions, food pantries, senior
meals programs, etc...

2

MARKETING,
education, and
outreach to the
GENERAL PUBLIC

3

AGRITOURISM
FARM TOURS
annual series
5 per year
across region

4

AGRITOURISM
FARM TO TABLE
EVENTS
5 per year
across region

Harvest of the Month

- 1 Monthly food featured across the region (same)

Every hub:

- offers 1 sales promotion
- 1 list of sources for that product in your area
- fun facts
- recipes
- 2 Featured Farms / Chefs for profiling / testimonials / case studies



NEXT STEPS

LAUNCH

Harvest of
the Month

EXPLORE

Farm to
Institution

Kitchen Sync
Strategies

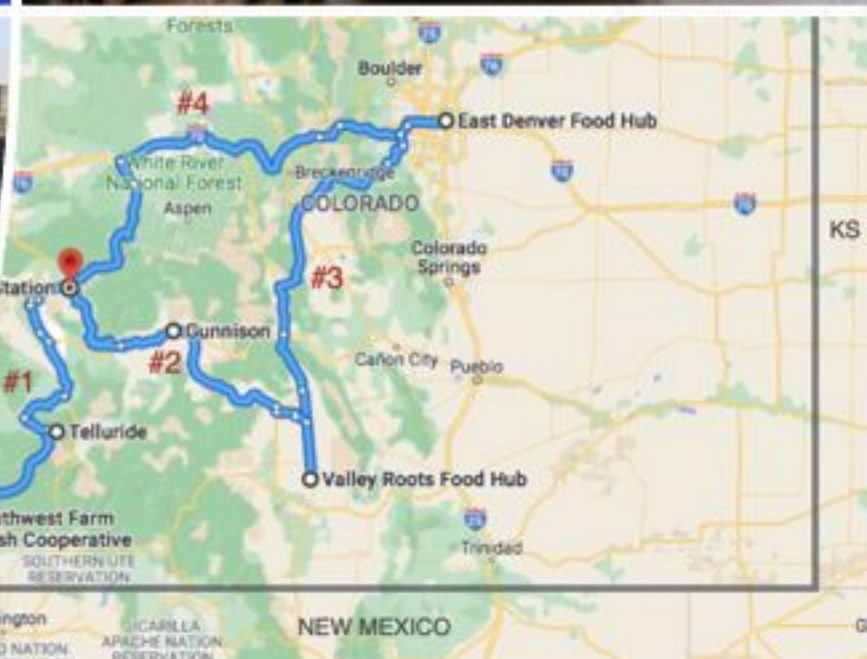


Fig 2. New / Improved distribution routes for Hub-to-hub Connectivity

A value chain that preserves the values...

Fueling Health

Preserving Heritage

Cultivating Equity

Nourishing Communities

WHO BENEFITS? > STAKEHOLDERS



FOOD HUBS



PRODUCERS



**GROCERS,
RESTAURANTS,
INSTITUTIONS**



**EVERYONE
WHO EATS**



COMMUNITIES



Thank You!

MOUNTAIN ROOTS food project

director@mountainrootsfoodproject.org

Holly Conn

970-417-7848



MPPTA
FLOWER HILL INSTITUTE

Connecting Supply and Demand For Differentiated Meat and Poultry

2023 Colorado Food Summit

-
Dave Carter
Flower Hill Institute
December 8, 2023

The Technical Assistance Commitment

- Biden Administration has committed nearly \$1 billion to create a more resilient, diverse and equitable meat and poultry processing system.
- Technical assistance needed to help businesses establish, develop and expand successful enterprises
- A strong emphasis on connecting with underserved producers & communities

The Technical Assistance Network

- Flower Hill Institute
- Oregon State University- Niche Meat Processors Assistance Network
- Intertribal Agriculture Council
- American Association of Meat Processors
- American Meat Science Association
- Agricultural Utilization Research Institute
- Tuskegee University
- + MOU Partnerships with 18 organizations



Our Scope of Work Through December 2026

- Federal Funding Technical Assistance
 - Meat and Poultry Processing Technical Assistance
 - Agricultural Business Development Technical Assistance
 - Supply Chain Development Technical Assistance
-
- *“For smaller plants, business diversification is most strongly and consistently associated with plant survival.”* Dr. Sarah Low
 - Differentiated marketing is key to survival and success

Don't Compete....Be Better



Customers Want Responsibly Sourced Meat

NeilsonIQ data shows that over the past three years, sales of products with animal welfare (+34.1%), environmental (+28%) and social responsibility (+37%) outpaced growth of total food and beverage sales (+27%) and brands that mentioned sustainable farming claims rose 20.9%.*

Certification/Label & Claims Performance: Meat

+2.9%
RF & FZ MEAT

+17% | \$379M

Labeled Grass Fed

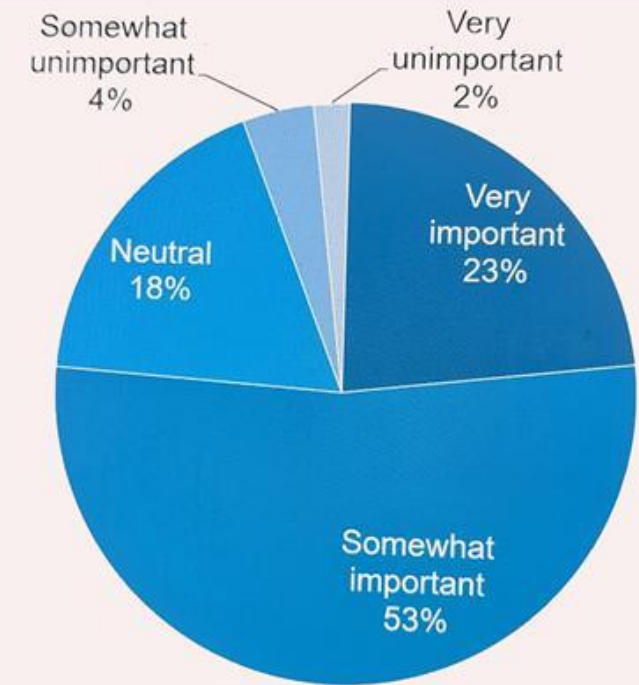
+6% | \$815M

Labeled Animal Welfare

+3% | \$347M

Labeled Organic

Importance of Sourcing Meat and Poultry from Suppliers Committed to Reducing their Environmental Impact



*Source: [New Hope Network: Meet the new organic shopper](#), October 19, 2023



Assistance at Every Step of the Process

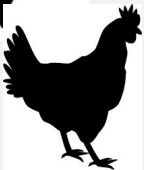
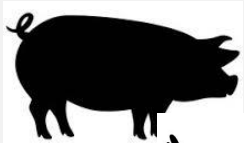


Species

Quantity

Seasonality

Finishing



Retail
Foodservice
Direct



Infrastructure connects the bookends



Plant Options



Montana Premium Processing Cooperative by Farmer's Union



Additional Priorities

- **Workforce development**
 - Meat & Poultry Processing Workforce Development Grant Program (NIFA)
 - Flower Hill developing inventory of workforce training programs.
- **Financing**
 - Meat & Poultry Intermediary Loan Program (RD)
 - RDL&G, B&I, SBA
 - Farm Storage Facility Loan Program (FSA)
- **Byproduct utilization**
 - Leather
 - Pet food, edible offal, cosmetics, medicine



The Other Half of the Animal

USDA By-Product Drop Value (Steers) (Cattle) (NW_LS441 / 447)
 Agricultural Marketing Service
 Livestock, Poultry, and Grain Market News

Fri Dec 1, 2023

Email us with accessibility issues with this report.

Report for 12-01-23 - Final

The hide and offal value from a typical slaughter steer¹ for today was estimated at \$12.24 / CWT Live (-0.01). Slaughter cattle² was estimated at \$11.92 / CWT Live (-0.01). Weekly average to date for slaughter steer¹ is \$12.34 / CWT (-0.09) and slaughter cattle² is \$12.02 / CWT (-0.09).

By-Product Values (\$/CWT) - STEER

Item	Yield (Lbs)	Wtd Avg Price	Change	Value (\$/CWT)
Steer Hides, Branded (Butt)	4.97	31.00	UNCH	2.21
Tallow ³	1.20	61.35	UNCH	0.74
Tallow, Packer Bleachable Tallow <.15% FFA	4.50	47.25	UNCH	2.13
Tongues, #1 Swiss Cut, IW	0.24	738.00	UNCH	1.77
Cheek Meat, trimmed	0.32	246.00	UNCH	0.79
Head Meat, trimmed	0.13	75.00	UNCH	0.10
Oxtails, selected, small box	0.24	405.00	UNCH	0.97
Hearts, regular, bone-out	0.38	102.00	UNCH	0.39
Lips, unscalded	0.13	288.00	UNCH	0.37
Livers, selected, 2/box	0.96	28.00	UNCH	0.27
Tripe, scalded, bleached	0.65	163.08	-1.69	1.06
Tripe, honeycomb, bleached	0.15	227.00	UNCH	0.34
Lungs	0.47	5.63	UNCH	0.03
Melts	0.14	6.75	UNCH	0.01
Meat And Bone Meal, 50% Protein	3.70	377.85	UNCH	0.70
Blood Meal, 85% Protein	0.60	1212.50	UNCH	0.36
Totals:	18.78			12.24
		Dressed Equivalent Basis (63.0%):		19.43

Carcass value
 = \$19.43/cwt.

882 lb. carcass

= \$171.37/carcass



Hidden Value in Hides

- USDA quoted value \$ 28/hide
- Small processor disposal cost \$ 4/hide
- Difference \$ 32/hide
- Fleshing/salting cost - \$ 10/hide
- Net difference per hide = \$ 22/hide

- 10 head/day = 2,500/hd./yr.
- Net Difference/yr. = \$55,000/yr.



The Rest of the Drop

- USDA quoted value \$ 140/animal
- Small processor disposal cost \$ 8/animal
- Difference \$ 148/animal
- Grinding, freezing, etc. - \$ 35/animal
- Net difference per animal = \$ 113/animal

- 10 head/day = 2,500/hd./yr
- Net Difference/yr. = \$282,500/yr.





The Process

1. Submit a request for technical assistance to <https://flowerhill.institute/usda-mppta>
2. Flower Hill Institute reviews the request, then:
 - Requests additional information;
 - Provides information requested; and/or
 - Assigns inquiry to a TA provider



Thank You!

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2023 Colorado Food Summit: Matching State Resources with Infrastructure Demand

Sarah Rhodes

Entrepreneurship Business Resident– Institute for Entrepreneurship



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The Institute for Entrepreneurship



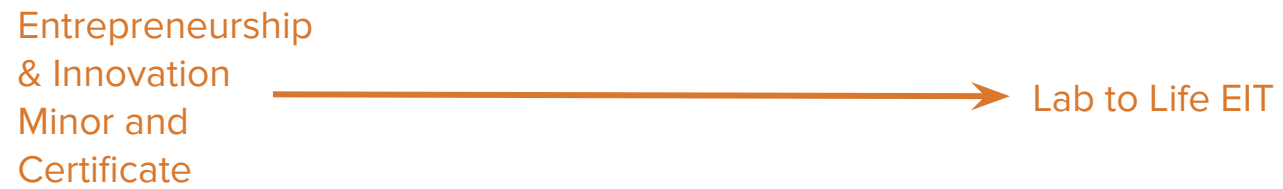
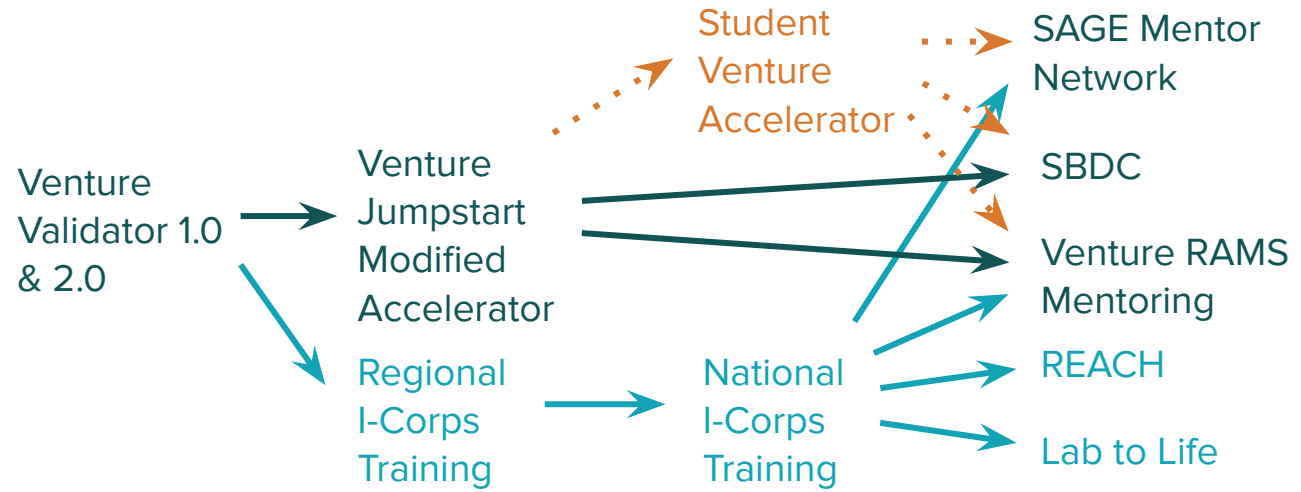
We believe when communities are empowered to remove barriers, innovative ideas flourish.

We empower great ideas and innovations to flourish through providing high quality, affordable, accessible, and applicable training and development opportunities for **ALL Colorado** entrepreneurs, innovators, and business owners.

Our goal is to leverage entrepreneurship as a vehicle to develop mindsets and skillsets that best prepare our learners to thrive in the 21st century and beyond.



Venture Development Pathway Expanded



Everyone (including community/rural)

Students (undergrad/grad)

Faculty/Ph.D.

University Center Grant

U.S. Economic Development Administration- University Center Technical Assistance

Address economic challenges and opportunities in Colorado, with a focus on traditionally underserved populations and communities.

- Partnering with the Regional Economic Development Institute again we will promote innovation and entrepreneurship resources to strengthen regional communities.

Further Supporting Economic Ecosystems

- Continuing from the groundwork laid out in the EDA Technical Assistance grants. Allowing for continued relationship and ecosystem building with on and off campus partners.



COLLEGE OF BUSINESS
COLORADO STATE UNIVERSITY

INSTITUTE FOR
ENTREPRENEURSHIP



The Institute for Entrepreneurship Team

Campus Programs

Pre-College

Faculty Directors

Community



Scott Shrake
AVP Strategy
I4E Executive
Director



Rachel Roberts
I4E Assistant
Director



Jeff Muhs
Managing Director
& Program
Manager



Zeinab Rezaie
Climate
Accelerator
Manager



Hope Parker
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Program Faculty
Director



Brian Elizardi
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Community Impact
& Innovation



Jim Frucci
Program Manager
VMI & GBA



Sidnee Peck
Entrepreneur in
Residence, CSU
STRATA



Aubrey Kruse
Marketing &
Events
Coordinator



Syd Scholes
Program &
Operations
Coordinator



Nina Sharma
Venture
Development
Lead



Mark Schreiber
Pre-College
Entrepreneurship
Specialist



Rob Mitchell
Research Faculty
Director



Sarah Rhodes
Entrepreneurship
Business
Resident

Breakout groups - 10 minutes x 2

- What initiatives/activities are going on in your community related to this work?
- What barriers do you see to accessing resources to support this type of work?
 - Do you have any amazing solutions?
- What additional services/support would you like to see in your community?
- What assets do you have to contribute?



BREAKOUT GROUPS



BRIAN COPPOM

Agricultural Future Loans Program Manager -
Colorado Dept. of Agriculture



HOLLY CONN

Executive Director - Mountain Roots



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Entrepreneurship, College of Business- CSU

Right Size Investment

Food Hubs

Animal Supply Chains

**Connecting and Scaling
Entrepreneurs**

What is one action that you are likely to do or do differently, as a result of this session?





WHAT'S NEXT?

REGIONAL DISCUSSION

Show Arena

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**¡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**

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TODAY'S AGENDA



bitly