



FOOD SYSTEMS
COLORADO STATE UNIVERSITY

Navigating strategic food system change: A road map for community food and agriculture plans

Session Organizers and Presenters



Blake Angelo, Former Manager of Food Systems Development,
City and County of Denver

Dawn Thilmany, Professor, Colorado State University

Becca Jablonski, Assistant Professor, Colorado State University

Introduction of Panel and Goals for Today's Workshop

- Learn about innovative food system plans at various scales from cities to states
 - Resources available to guide your efforts
- Facilitated discussion and walk through the different stages of a food plan
 - Defining the scope, creating a timeline, identifying strategic partnerships, and developing an engagement plan for your own community.
- Brainstorm how to shift gears from planning to implementation and provide guidance about the process, tools, funding, and resources that led to successful impact in their own communities.

Denver Food Plan: Vision + Action

Prepared by:

Blake Angelo, Former Manager of Food Systems Development,
City and County of Denver

Overview

- **Defining Scope**
- **Identifying Strategic Partners**
- **Developing Timeline**
- **Developing Engagement Plan**
- **Implementation**

Defining Scope

BASELINE REPORT

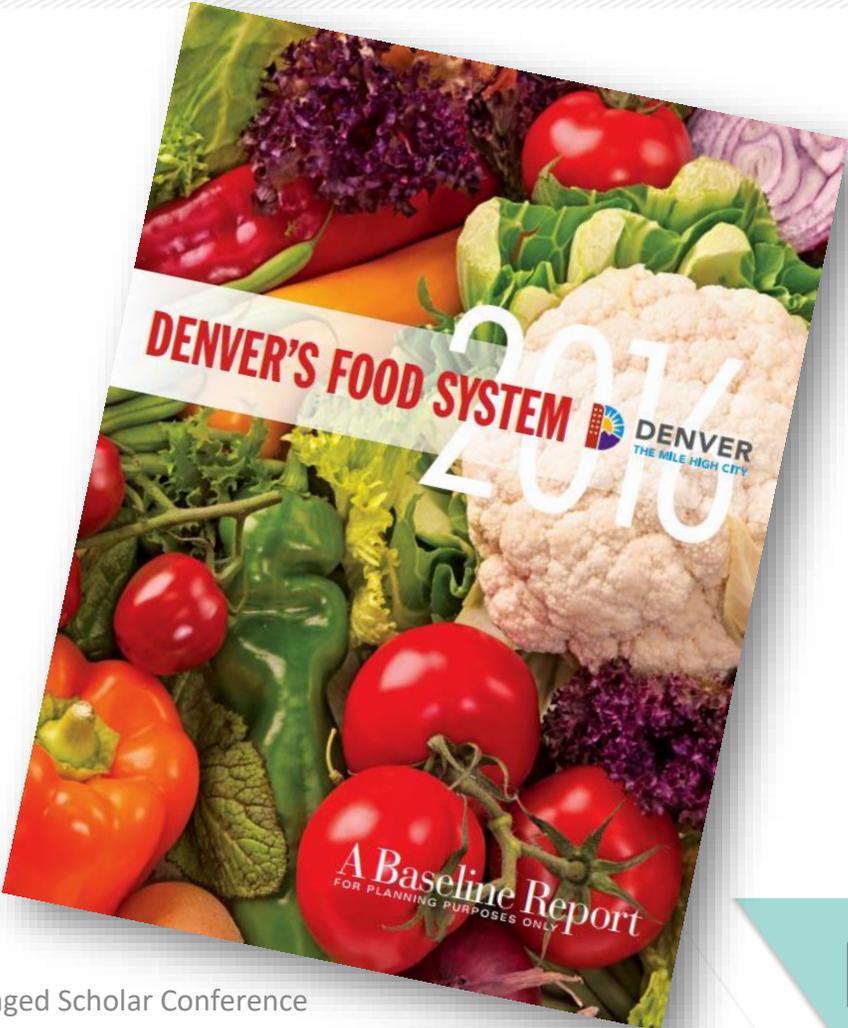


Baseline Assessment

DENVERS FOOD SYSTEM



Fall 2019



Engaged Scholar Conference



THE DENVER
VISION + ACTION
FOOD PLAN

Baseline Assessment

Economy

\$7 Billion per year industry

generating **\$312 Million**
in tax revenue

56,000+ workers in the

Denver Food System **10% of**
all Denver jobs

Fall 2019

Health

More than **1 in 3** children in
Denver are overweight or obese

33.2% of Denver families eat less
than one serving of fruits and vegetables
per day

Obesity-related diseases cost Denver
residents an additional **\$284**

million per year

Engaged Scholar Conference

Community

49% of Denver low and moderate
income neighborhoods lack convenient
access to grocery stores

69.7% of the DPS student body
qualifies for free or reduced priced lunches

1 in 4 children/youth in Denver
suffer from food insecurity or hunger



THE DENVER
VISION + ACTION
FOOD PLAN

Best Practice Scan

Table 4. Plan Process Analysis

	Geographic Area	Count of Community Engaged	Degree on Arnstein's Ladder	Count of engagement opportunities	Diverse Engagement?	Innovative outreach?	Community leadership	Count of Planners	Public/Private Agency?	Small Area Food Plan suggested?	Regional scope?	Land Use Policy Inclusion?	Public/Private Funding?	Food policy council involved?	Single purpose?	Included action steps?
City	Baltimore, Maryland	0	1	0	N	N	N	6	Public	N	N	Y	Public	N	Y	Y
	Damascus, Oregon	-	5	4	N	N	N	9	Public	N	Y	Y	Private	Y	N	Y
	Dane County, Wisconsin	100	4	5	N	N	N	0	Public	N	Y	Y	Public	N	N	Y
	Denver, Colorado	604	6	22	Y	Y	Y	2	Public	Y	Y	Y	Public	Y	N	Y
	Edmonton, Alberta	3,000	5	-	N	Y	Y	1	Public	Y	N	Y	Public	N	N	Y
	Los Angeles, California	-	4	-	N	Y	N	4	Public	N	Y	Y	Both	N	N	Y
	Minneapolis, Minnesota	250	4	-	N	N	N	15	Public	N	Y	Y	Public	N	Y	Y
	Multnomah, Oregon	-	3	6	N	N	N	0	Public	N	Y	Y	Public	Y	N	Y
	New Haven, Connecticut	-	3	-	N	N	N	0	Public	N	Y	Y	Both	Y	N	Y
	New York City, New York	0	3	0	N	N	N	0	Public	N	N	Y	Public	N	N	Y
	Oakland, California	-	3	-	N	N	N	0	Public	N	Y	Y	Both	Y	N	Y
	Santa Fe, New Mexico	67	4	7	N	N	N	2	Public	N	N	Y	Both	Y	Y	Y
	Seattle, Washington	150	4	-	N	N	N	1	Public	N	N	Y	Public	N	N	Y
	Toronto, Ontario	-	6	10	Y	Y	Y	2	Public	Y	Y	Y	Public	Y	N	Y
	Vancouver, British Columbia	2,200	5	7	Y	Y	Y	0	Public	Y	Y	Y	Public	Y	N	Y
Waterloo, Ontario	80	4	13	N	N	N	0	Public	N	Y	Y	Public	N	N	N	
County	Mendocino County, California	-	4	-	N	N	N	0	Private	N	Y	Y	Both	Y	N	Y
	Santa Barbara County, California	200	6	10	N	Y	Y	0	Private	N	Y	Y	Both	N	N	Y
	Sonoma County, California	300	4	-	N	N	N	0	Public	N	Y	Y	Both	N	N	Y
Region	Greater Philadelphia, Pennsylvania	0	0	0	N	N	N	5	Public	N	Y	Y	Public	N	N	Y
	New England, United States	-	4	-	N	N	N	0	Private	N	Y	Y	Private	N	N	Y
	Puget Sound Region, Washington State	0	3	0	N	N	N	2	Public	N	Y	Y	Public	Y	N	Y
	Sacramento Region, California	10	4	-	N	N	N	0	Private	N	Y	Y	Both	N	N	Y
State	State of Massachusetts, United States	1,500	4	10	N	N	N	5	Public	N	Y	Y	Both	Y	N	Y
	State of Michigan, United States	0	3	0	N	N	N	0	Private	N	Y	Y	Private	Y	N	Y
	State of Minnesota, United States	2,500	6	146	Y	Y	Y	0	Public	N	Y	Y	Both	N	N	Y
	State of Vermont, United States	1,361	6	11	N	Y	Y	0	Private	N	Y	Y	Both	N	N	Y

1) Defining Scope

Worksheet 1

Step 1: Defining the scope of your Food Plan

1a. Guiding Entities

	Entity Name(s)	What do they want as a result of the process
Entity providing direct financial sponsorship		
Entity organizing effort		
Entity providing links to community voice		
Entity that will implement the plan		

1b. Geographic Scope

What geographic/geopolitical region will be considered in-scope?
Has a community food assessment or comparable baseline assessment been completed? If yes, which primary (top 3) assets and primary (top 3) needs were identified?

Handouts: Example baseline

1c. Scope of Content

How will you define: a food system? A farm/ranch?
What parts of the food system will be in scope for your plan?

1d. SMART Goal

Given these constraints, in one sentence, what is the SMART goal of your planning effort? e.g. By the end of _____ (e.g. 2020), _____ (e.g. County/State) region will have a _____ (e.g. strategic vision and implementation action) plan that defines _____ (e.g. the top ...) between now and the year _____ (e.g. 2025)

Key Questions

- Guiding Entities
- Geographic Scope
- Scope of Content
- SMART Goal

2) Identifying Partners

Worksheet 2

Step 2: Identifying Strategic Partnerships

2a. Brainstorming Partners - By Food System Sector

	Possible Organizers/ Co-Sponsors	Participants
Input Providers (Seeds, land, water, farm equipment, etc.)		
Farmers & Ranchers		
Food Manufactures & Processors		
Food Wholesalers & Distributors		
Restaurants & Food Trucks		
Food Retailers (Farmers markets, corner stores, grocery stores)		
Food Pantries and Hunger Relief Organizations		
Education – Cooking & Nutrition		
Education – Gardening		
Institutional Food Buyers		

2b. Brainstorming Partners - By Domain

	Possible Organizers/ Co-Sponsors	Participants
Agriculture		
Economic Development		
Public Health		
Foundations		
Health Care		
Higher Ed		
K12 Ed		

2c. Brainstorming Partners - By Sub-Region

	Possible Organizers/ Co-Sponsors	Participants
Sub-region 1		
Sub-region 2		
Sub-region 3		

Key Partners

- By Sector
- By Impact
- By Sub-Region

Identifying Partners

Hosts:

- Barnum Rec Center
- Beast + Bottle
- Colorado State University
- Daniels Fund
- Denver Botanic gardens
- Denver Foundation
- Denver Parks and Recreation
- Denver Public Schools
- Goldrick Elem School
- Harvard Gulch Rec Center
- Johnson & Wales University
- Kunsmiller Elem School
- MHCD Dahlia Campus
- Montbello Recreation Center
- Montclair Elementary School
- North High School
- Posner Center
- Samuel's Elementary School Community Garden
- The Commons on Champa

Donors:

- BBB Seeds
- Chipotle
- Civic Canopy
- Corvus Coffee
- Denver Community Planning and Development
- Denver Environmental Health
- Denver Food Rescue
- Denver Office of Economic Development
- EarthLinks
- Groundwork Denver
- Grow LocalColorado
- Keiths Coffee Bar
- La Fillete - Sugar Vision
- Local Food Shift Magazine
- LoCo Food Distribution
- Nanna's Teas
- Occasions Catering
- Patti Iwasaki
- Pizzeria Locale
- Slow Food Denver
- Snooze An AM Eatery
- Three Tomatoes Catering
- Thrive Market
- Truffle Cheese Shop
- Tundra

Sponsors:

- Athmar Park Neighborhood Association
- Barnum Neighborhood Organization
- Beast + Bottle
- BeWell
- Bienvenidos Food Bank
- Capitol Hill United Neighborhoods
- Chef's Collaborative
- Colorado Enterprise Fund
- Colorado Fresh Food Financing Fund
- Colorado Housing Finance Authority
- Colorado Restaurant Association
- Colorado State University
- Cooking Matters/Share Our Strength
- CSU Extension
- Cultivate Health at Regis University
- Denver Botanic Gardens
- Denver Environmental Health
- Denver Food Rescue
- Denver FRESH
- Denver Public Schools
- Denver Sustainable Food Policy Council
- Denver Urban Gardens
- EarthLinks
- Eat Denver
- Ekar
- Food Bank of the Rockies
- Greater Park Hill Community

Sponsors:

- Green Gate Urban Farm
- Groundwork Denver
- Grow Local Colorado
- GrowHaus
- Harvey Park Improvement Association
- Hope Center
- Hunger Free Colorado
- Johnson & Wales University
- Kavod Senior Life
- LiveWell Colorado
- MetroCaring
- MHCD Dahlia Campus
- Naturally Boulder
- Northeast Community Coop Market
- Overland Park Neighborhood Association
- People Community Food Projects
- Produce for Pantries
- PUMA
- Re:Vision
- Regis University
- ReVision
- RiNo Art District
- Rocky Mountain Communities at Garden Court
- Rocky Mountain Farmers Union
- Rosedale Community Garden

Sponsors:

- Rosedale Neighborhood Association
- Samuel's Elementary School Community Garden
- Slow Food Denver
- Sprout City Farms
- Stapleton Foundation
- Taking Neighborhood Health to Heart
- The Garden
- University of Colorado
- University of Denver
- West Coflax Food Co-op
- West Colfax Business Improvement District
- Westwood Unidos
- Councilman Albus Brooks
- Councilman Chris Herndon
- Councilman Jolon Clark
- Councilman Kevin Flynn
- Councilman Paul Kashmann
- Councilman Paul Lopez
- Councilman Wayne New
- Councilwoman Debbie Ortega
- Councilwoman Kendra Black
- Councilwoman Mary Beth Susman
- Councilwoman Robin Kneich
- Councilwoman Stacie Gilmore

Vision Development

BASELINE REPORT



**COMMUNITY LISTENING SESSIONS
+ INDUSTRY FOCUS GROUPS**



3) Developing Timeline

Worksheet 3

Step 3: Developing a timeline

3a. Phases

	Required (Y/N)	Estimated Time (Hours) Required	Target Start Date	Target End Date
Baseline				
Engagement				
Strategic Plan				
Action Plan				

+ 3b. Key Tasks per Time Block

	Pre-Planning	Baseline	Engagement	Strategic Plan	Action Plan
Q2 2018					
Q3 2018					
Q4 2018					
Q1 2019					
Q2 2019					

Key Questions

- Key Phases
- Time Required
- Start/End Dates
- Key Tasks

4) Engagement Plan

Step 4: Developing an engagement plan

4a. Engagement Goals

- What is the desired outcome of the Engagement Process? (be as specific as possible)

4b. Engagement Events

	Meeting 1	Meeting 2	Meeting 3	Meeting 4
Event Name				
Event Date				
Event Time				
Event Location				
Food Donor/Provider for Event				
Child Care Donor/Provider for Event				
Interpreter Donor/Provider for Event				
Door Prize Donor for Event				
Lead Organizer				
Sponsors				
Outreach Partners				
Community Members/Groups				
Prep Needed				

4c. Engagement Process and Questions

Process	Audiences	Key Questions
Options: <ul style="list-style-type: none"> • Key Informant Interviews • Focus Groups • Surveys • Other 	Options: <ul style="list-style-type: none"> • Sector • Domain • Sub-Region 	Example Questions: <ul style="list-style-type: none"> • What are the good things about food in your neighborhood today? • When you imagine living in a great neighborhood in the year 2030, what would food look like? • Why is food important in creating a great neighborhood?

4d. Engagement Budget

	2018	2019	2020	TOTAL
Staffing	\$	\$	\$	\$
Transportation	\$	\$	\$	\$
Food	\$	\$	\$	\$
Child care	\$	\$	\$	\$
Supplies	\$	\$	\$	\$
TOTALS	\$	\$	\$	\$

4e. Next Steps

Tasks:	Due By:	Who is Responsible:

Key Questions

- Events
- Process
- Questions
- Budget
- Next Steps

Worksheet 4

Outreach & Engagement

11

Community Listening Sessions

made possible by 64 Community Partners

388 Residents

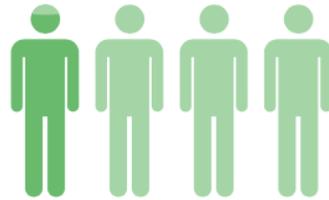
11

Industry Focus Groups

made possible by 70+ Community Partners

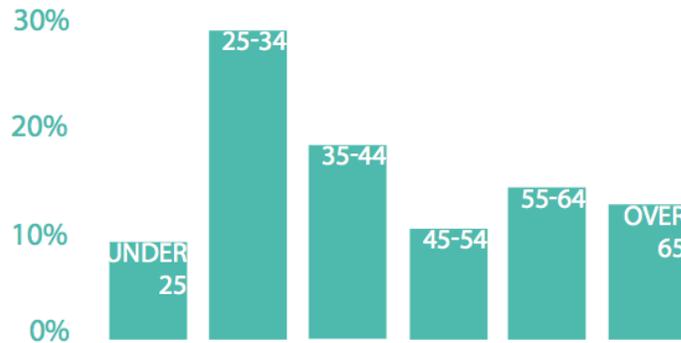
216 Businesses

NEW COMMUNITY PARTICIPANTS



24% had not participated in civics before

WIDE RANGE OF AGES



ECONOMICALLY DIVERSE ATTENDANCE

13% Food Insecure

Compared to 17% Denver County

TRANSPORTATION ACCESS TO HEALTHY FOOD



72% Drive

Outreach & Engagement

4,918 Community Driven Ideas & Comments!

EATING AND PURCHASING BEHAVIOR

75% of participants cook meals at home more than 5 times a week

51% of participants eat meals out once or twice a week

69% of participants grow some of their own food

58% of participants choose locally sourced food most of the time

97% of participants learned something new at the event

95% of participants felt the use of their time was extremely (63%) or somewhat (32%) valuable

90% of participants wanted to be engaged moving forward

"... I thought these were some of the most successful public meetings I have ever seen. Congrats!"



Vision Development

BASELINE REPORT



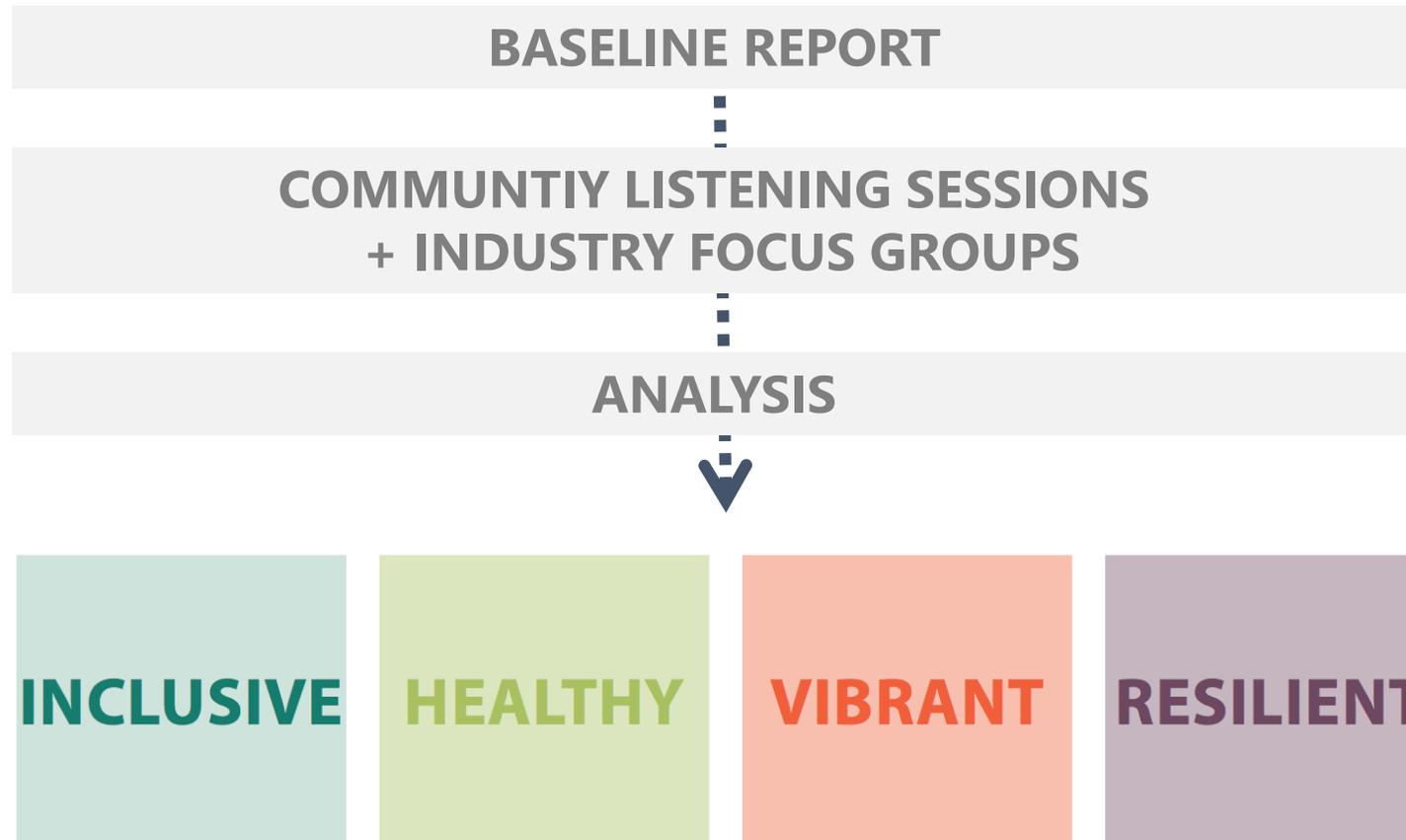
**COMMUNITY LISTENING SESSIONS
+ INDUSTRY FOCUS GROUPS**



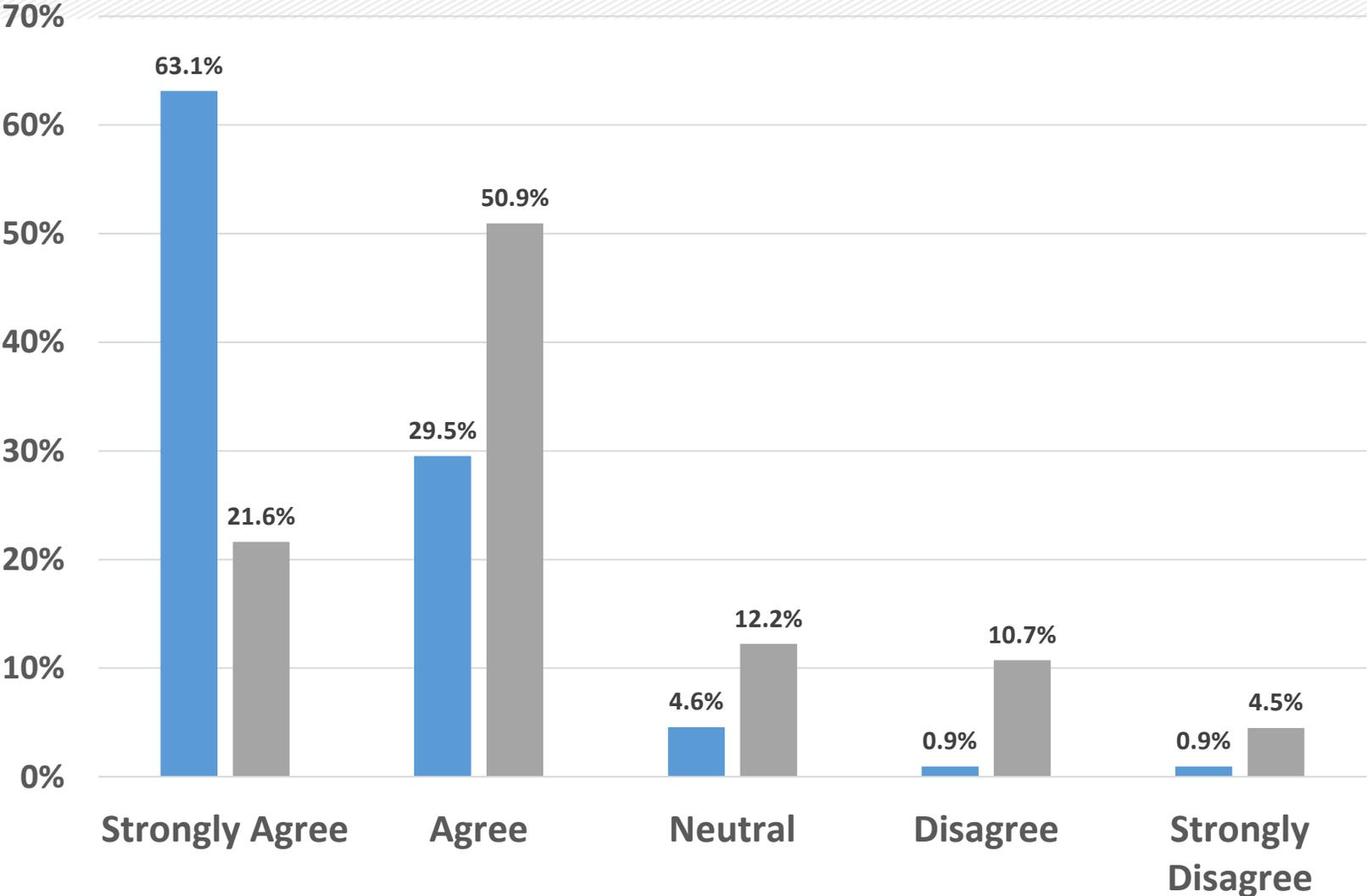
ANALYSIS



Vision Development



Confirmation & Feedback



- 1. Overall, a more inclusive, healthy, vibrant, and resilient Denver is the right vision for Denver's food system.
- 2. The Vision sufficiently addresses the most important food-related priorities, strategies, and goals related to creating a more inclusive Denver by the year 2030

Vision Overview



Winnable Goals

2030 WINNABLE FOOD GOALS

- 5 low-income or underserved neighborhoods reach self-defined goals for Complete Food Environment
- 7% increase in number of community and school gardens
- 15% increase in residential sales and food producing animals permits

2030 WINNABLE FOOD GOALS

- Reduce percentage of food insecure households by 45% (from 18% to 8%)
- Increase enrollment in SNAP for eligible populations by 52% (from 59% eligible enrolled to 80%)
- Increase adult and child fruit and vegetable consumption by 14% (from 2.8 servings per day to 3.2 per day)
- Reduce the number of children drinking sugary drinks daily by 35% (from 26% to 17%)

2030 WINNABLE FOOD GOALS

- Increase size of the Denver food economy by \$500M (from \$6.9-7.4B per year)
- Attract \$100M of new capital to Denver food businesses
- 25% of all food purchased by public institutions come from Colorado

2030 WINNABLE FOOD GOALS

- Preserve and maintain 100 acres of prime regional agricultural working lands in active production
- 34% reduction in residential food waste collected through municipal solid waste services (from 20,000 tons in 2008)

How will we get there?

Denver Food Vision

- A 15-year strategic vision focused on key impacts across Denver's food system

Denver Food Action Plan

- A 5-year action plan to guide efforts towards achieving the City Food Vision 2030
- Action plans will be updated every ~5 years (i.e. Action Plan 2025 and 2030)

Annual Progress Reports

Implementation

- 1. Incremental action planning**
- 2. Integration of food into city plans**
- 3. Supportive policy and regulations**
- 4. Enhanced investments**
- 5. Ongoing communication and coordination**

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Colorado Blueprint of Food and Agriculture



FOOD SYSTEMS
COLORADO STATE UNIVERSITY

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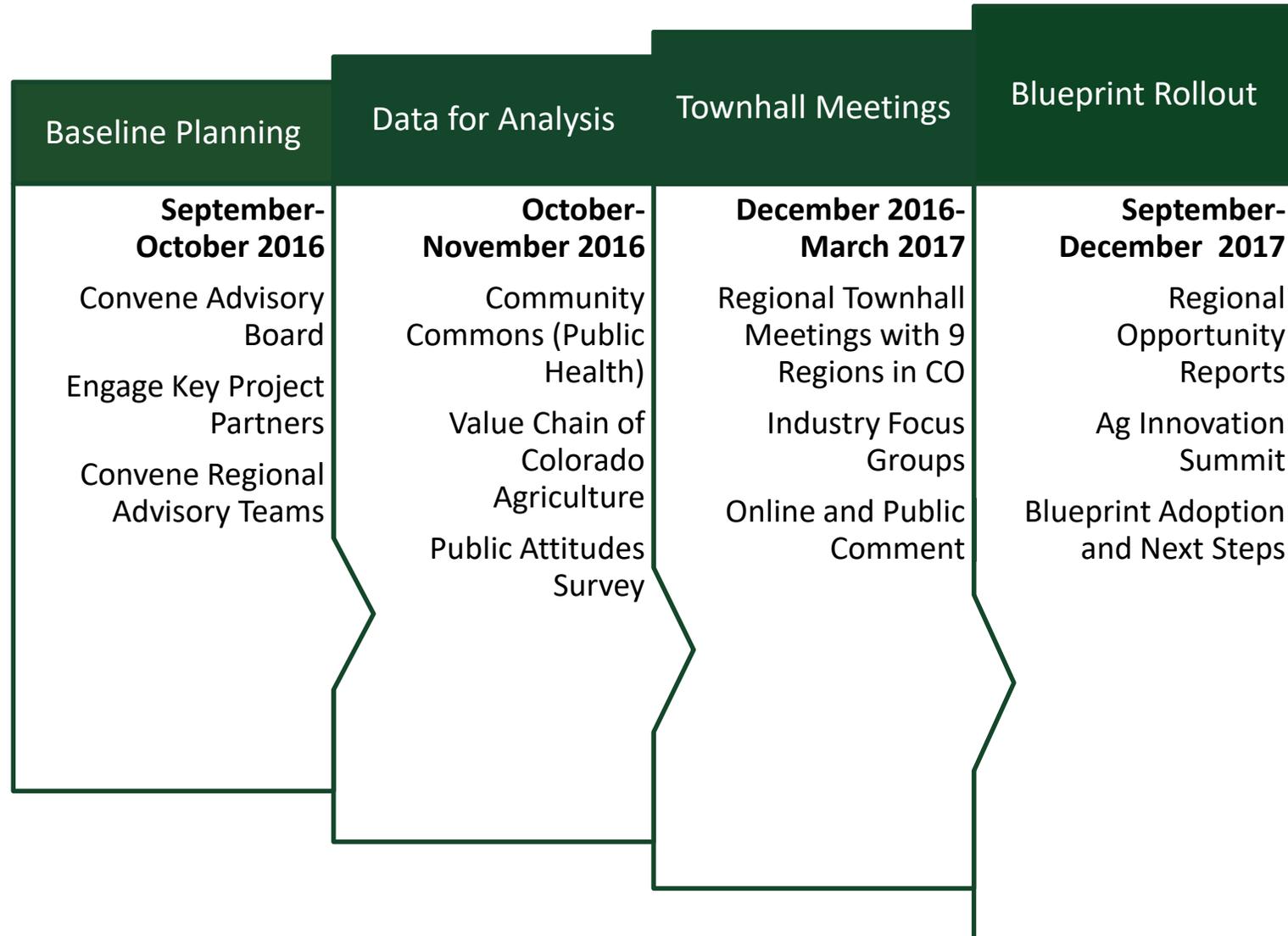


The CO Blueprint for Food and Agriculture: How?

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Connections to National Efforts

Why Did USDA AMS Sponsor a Toolkit To Assess Economics of Local Food? How does it contribute to Today's goals?

Benefits to communities:

- **Translates** the latest academic results and research into lay terms.
- **Provides points of entry** to stakeholders at all levels of expertise.
- **Proven methods and examples** that can help guide your community-based local foods assessment.
- **Guidance** on how to structure a local food study so that it best reflects your community's priorities and needs.
- **Better grasp of the potential – and the limitations** – of input/output analysis for evaluating economic impact
- **Equips stakeholders** to gain more broad-based support for local food projects by gathering robust evidence.
- **Empowers communities** to become more competitive in securing Federal grants by enabling them to more accurately estimate project benefits and tradeoffs.

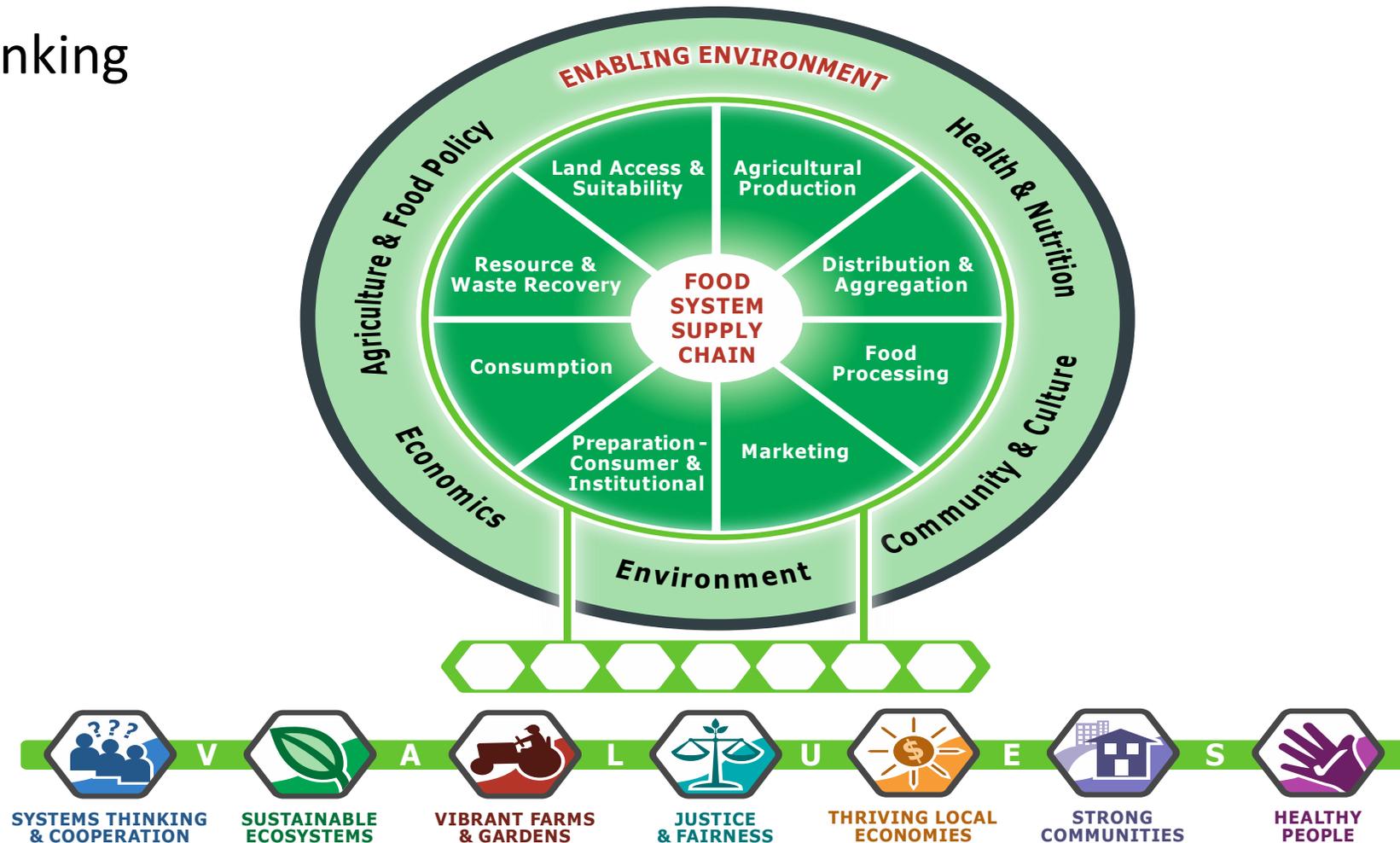
Structure of the Toolkit

- Covers two stages of planning:
 - (1) Assessment
 - (2) Evaluation

- Modules 1-4:
 - Guide the preliminary stages of an economic impact assessment - framing the study, relevant economic activities, and collecting and analyzing relevant primary and secondary data.
- Modules 5-7:
 - Overview of technical set of practices, including using information collected for a more rigorous analysis using input/output (IMPLAN) software.

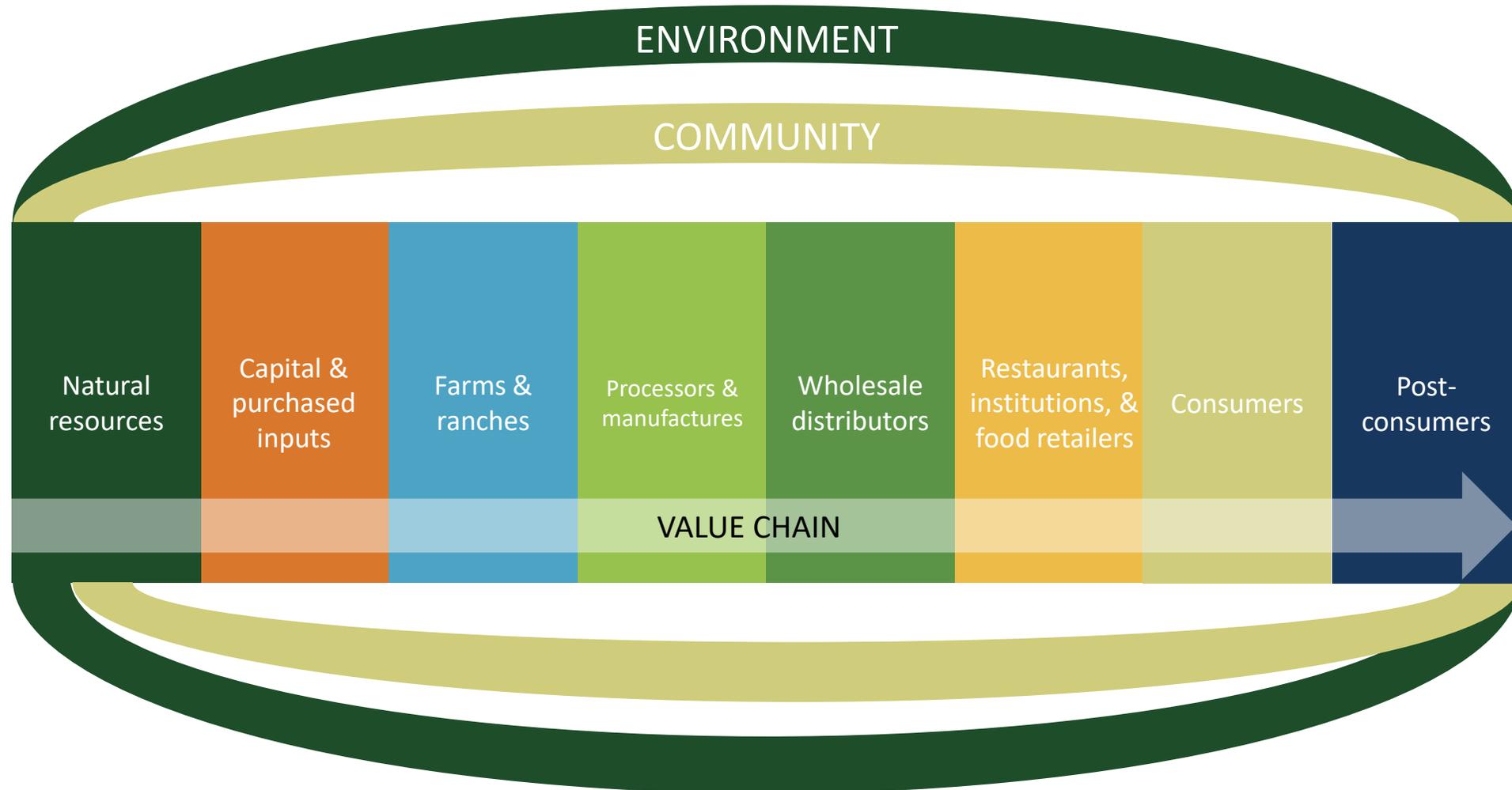
Module 1: Graphics and Framing

- Prompts systems thinking



USDA AFRI 2011-68004-30044

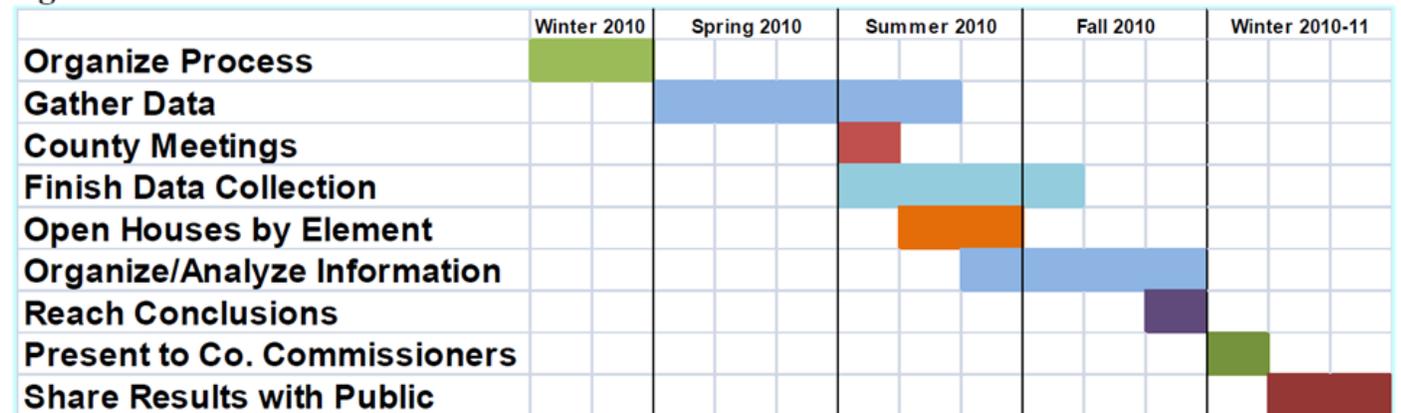
The Blueprint documents key assets, emerging issues, and shared priorities for future investments in food and agriculture around the state



Structuring the Assessment Process to Enhance Success

- Assembling Project Team Members
- Establishing a Timeline and set of Roles
- Scoping the Study appropriately
 - Study Parameters
 - Priority Issues

Figure 2: Timeline for Northern Colorado Food Assessment



Constructing a Leadership Team and Recruiting Partners

- Do the collective abilities of the project leadership allow you to effectively frame, inform, and interpret a food system assessment?
- Does the leadership team incorporate a diversity of opinions and experiences to guide the planning, data collection, and analysis process?
- Are the members of the leadership team/advisory panel flexible enough?
- Is the planning/implementation process iterative enough to allow for interactive learning and refocusing as findings are uncovered and shared?

Sponsors and Partners



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CAES



COLORADO FOOD SYSTEMS
ADVISORY COUNCIL



Colorado
State
University



Colorado State University
EXTENSION

State of Possibilities

Identifying the Study Parameters and Priority Issues

Setting the Stage

- What is the goal of the study?
 - Is it being conducted to generate interest in investment in local foods? Target an education, research or outreach program?
 - Change or revisit a key policy?
 - Are you conducting an integrated evaluation of distinct (or overlapping) activities or are you focused on a single activity?
- Who is the primary audience?



The CO Blueprint for Food and Agriculture: Why?

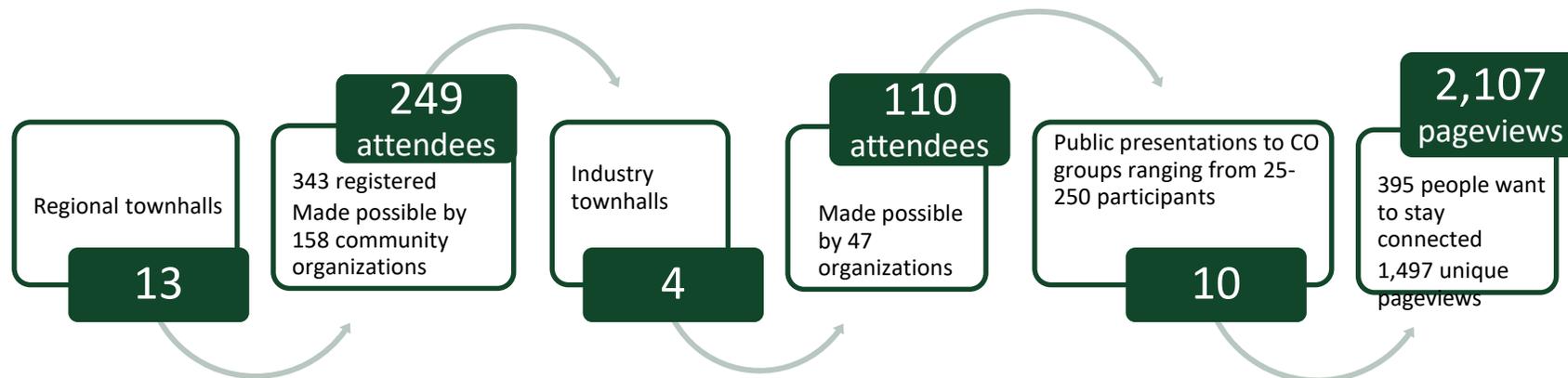
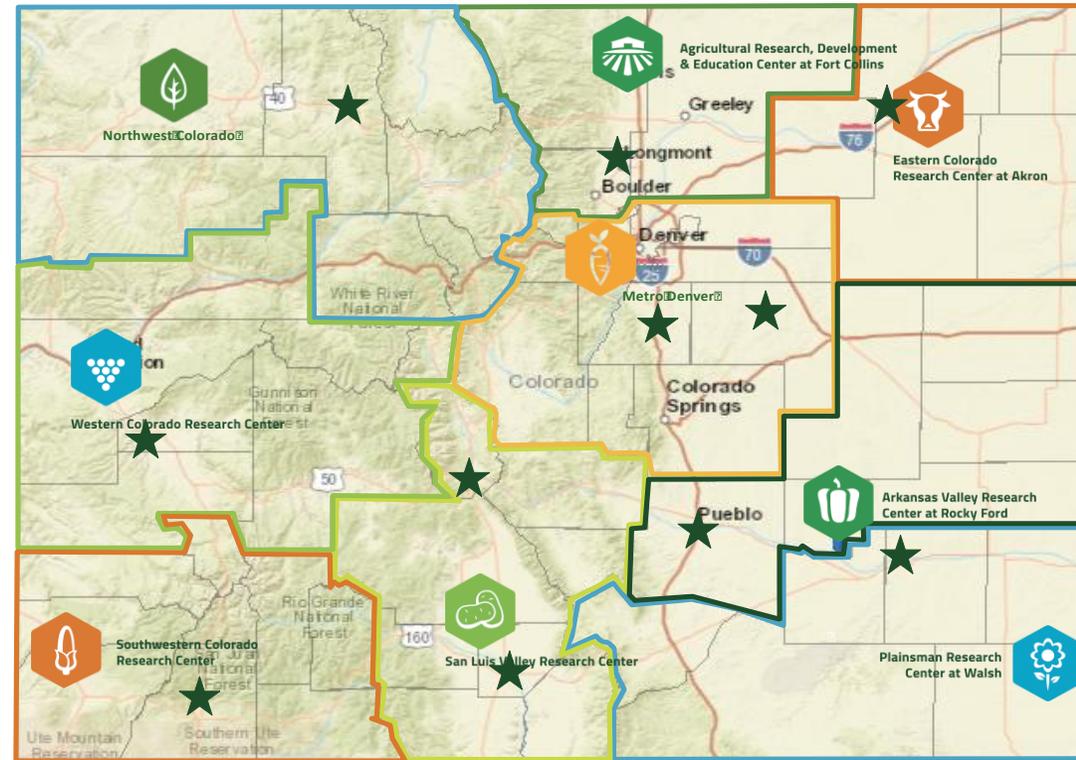
- Understand opportunities and challenges resulting from changing public attitudes
- Assess opportunities for CO food system policy to address challenges and needs
- Document, assess, and highlight key linkages in Colorado's food supply chain and infrastructure
- Develop priorities for capacity building, investment, and innovation for stakeholders across CO agriculture and food
- Enhance CSU's knowledge of Colorado-specific research and engagement needs, to support opportunities for all research and outreach units (both on and off campus).



Goals of Your Community Food Systems Assessment

- **Geographic Scope:**
 - May be dictated by jurisdiction, organization, interest in participation, data availability, resources and relevancy.
 - For instance, the area between where food is produced and where that food is consumed in your community, often called a “foodshed,” that follows a watershed or other boundaries
 - You may find that is difficult to find data categorized in this way, whereas political boundaries are commonly used for data
- **Level of Analysis:**
 - What segment of the food supply chain will serve as the focus of their analysis. Will they examine retail-level sales or farm-level sales or both? How will they avoid double counting?

Regional and industry townhall meetings



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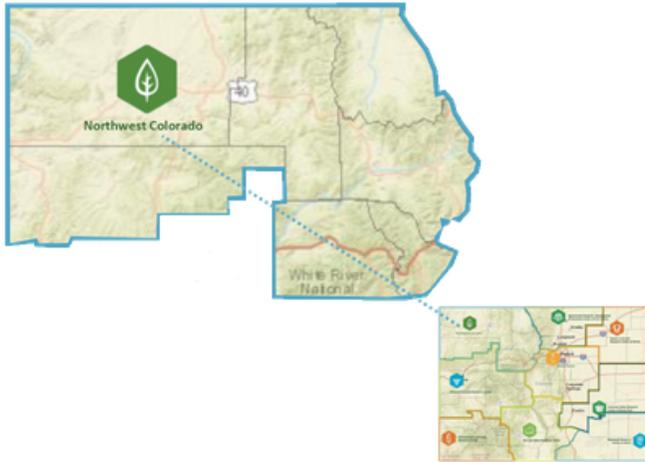
Identify and inform 8 cross-cutting opportunities

1. **Create, retain and recruit** agricultural and food firms;
2. Develop **workforce and youth** to support ag and food sectors;
3. Promote the **Colorado brand**, ensuring it reflects the unique qualities of the agriculture and food sectors;
4. Support a business- and consumer-friendly **regulatory environment**;
5. Address how **scale** impacts market performance, access, and opportunities;
6. Innovate and support **new technology** for ag and food businesses;
7. Improve access to **resources and capital** for ag and food firms;
8. Integrate ag and food with healthy, vibrant **communities**.

Module 4: Engaging your community and interpreting the data

- Communities are diverse.
 - Integrating Place and Perspective is key to success in meeting local needs
- Be clear about scale and scope.
 - Which elements of the supply chain will you embrace?
 - Which levers can community organizations move?
- Know your human and financial resources...what is realistic to do?

Northwest CO (Eagle, Grand, Jackson, Moffat, Rio Blanco, Routt, and Summit)



[Comments and Feedback](#)

Regional Opportunity Report:

Northwest Regional Opportunity Report

Regional Advisory team:

- Barb Parnell, County Coordinator, LiveWell – COPFN
- Karen Massey, County Director, Routt County Extension – C Food Systems Extension Team
- Todd Hagenbuch, Extension Agent – CSU Food Systems Extension Team
- Meighen Lovelace, Director, Mountain Harvest Coalition – COFSAC
- Sandy Stenmark, Physician Director, Kaiser Permanente Colorado's Clinic to Community Integration, Pediatric Cardiovascular Health and the Healthy Beginnings Collaborative – COFSAC

Resources:

- [Colorado Blueprint of Food and Agriculture](#)
- [Federal Resources Handout](#)
- [Food Access Handout](#)
- [Value Added Handout](#)

Blueprint Townhall South Central Region: Agenda

February 6, 2017, 2-4pm
Chaffee County Fairgrounds

Thank you for coming - your opinion will guide regional and statewide priorities and programming!

Meeting Goals

By the end of this meeting we will:

- Identify where existing data is not capturing what is happening on the ground.
- Document key food system assets, linkages, and emerging issues.
- Identify actions, timelines, and accountable individuals/ organizations.
- Prioritize investment, programming, and policies to support food and agriculture in the region and beyond.

Agenda

2:00	Introduction
2:05	Background
2:20	Bucket discussion – Part 1: Assets and issues
3:00	Gallery walk
3:05	Bucket discussion – Part 2: Opportunities and levers
3:35	Report out
3:50	Next steps and opportunities to get involved
4:00	Adjourn

A little more on process.....

CO Blueprint for Food and Agriculture

Regional Townhall

Event Name: _____



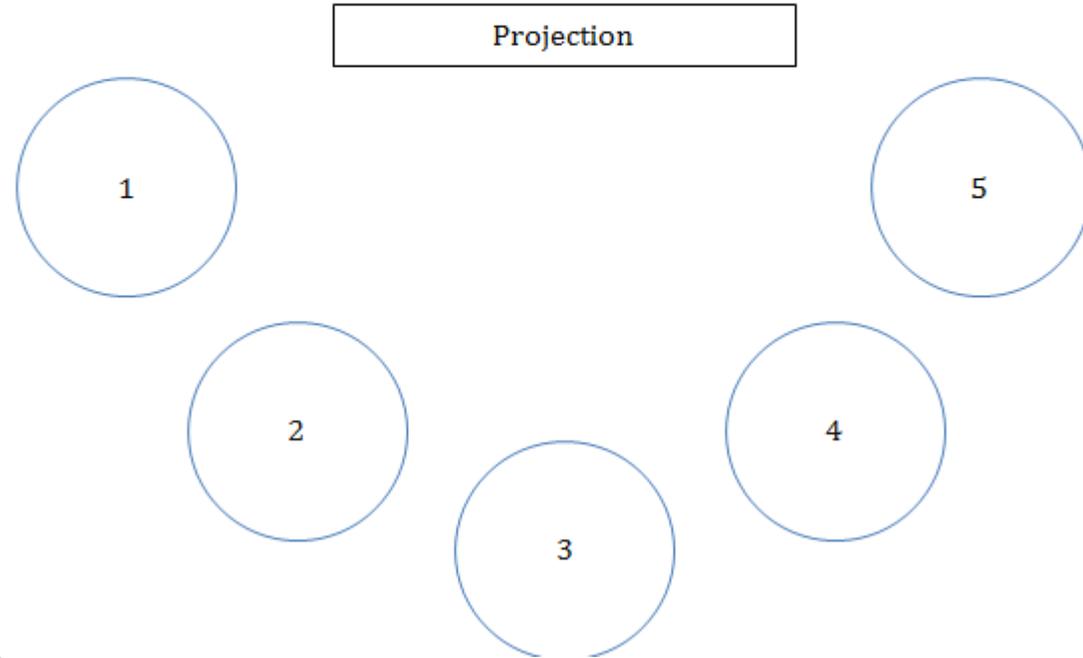
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Preferred Room Layout

Round tables:

Day of Checklist *(Complete 2-3 days before event)*

CHECKLIST	
Meeting Supplies	Signage and Maps
<input type="checkbox"/> 2 Clipboards with sign-in sheets	<input type="checkbox"/> Sandwich Board Sign
<input type="checkbox"/> Box of pens	<input type="checkbox"/> Door signs/direction signs (x 10)
<input type="checkbox"/> Blank Names Tags	<input type="checkbox"/> Poster boards
<input type="checkbox"/> Black sharpie markers	<input type="checkbox"/> Map of location layout
<input type="checkbox"/> 5 Easels	<input type="checkbox"/> Printed site maps with parking
<input type="checkbox"/> 5 Flip Charts	<input type="checkbox"/> Printed Google maps
<input type="checkbox"/> Pages Prepped on Flip Charts	Printed Handouts
<input type="checkbox"/> Sticky Notes	<input type="checkbox"/> Pre-Event Checklist
<input type="checkbox"/> Star stickers	<input type="checkbox"/> Final RSVP/Sign-in Sheet
<input type="checkbox"/> Dot stickers	<input type="checkbox"/> Printed Name Tags
<input type="checkbox"/> Pushpins	<input type="checkbox"/> Bucket two pagers
<input type="checkbox"/> Clear Packing Tape	<input type="checkbox"/> District specific information
<input type="checkbox"/>	<input type="checkbox"/> Meeting Agenda
<input type="checkbox"/>	<input type="checkbox"/>
Equipment	Food & Beverage
<input type="checkbox"/> Chairs	<input type="checkbox"/> Food
<input type="checkbox"/> Tables	<input type="checkbox"/> Drink Carafes and Supplies
Technology	<input type="checkbox"/> Cups



Using Data to Catalyze the Conversation....

Let the Data Speak

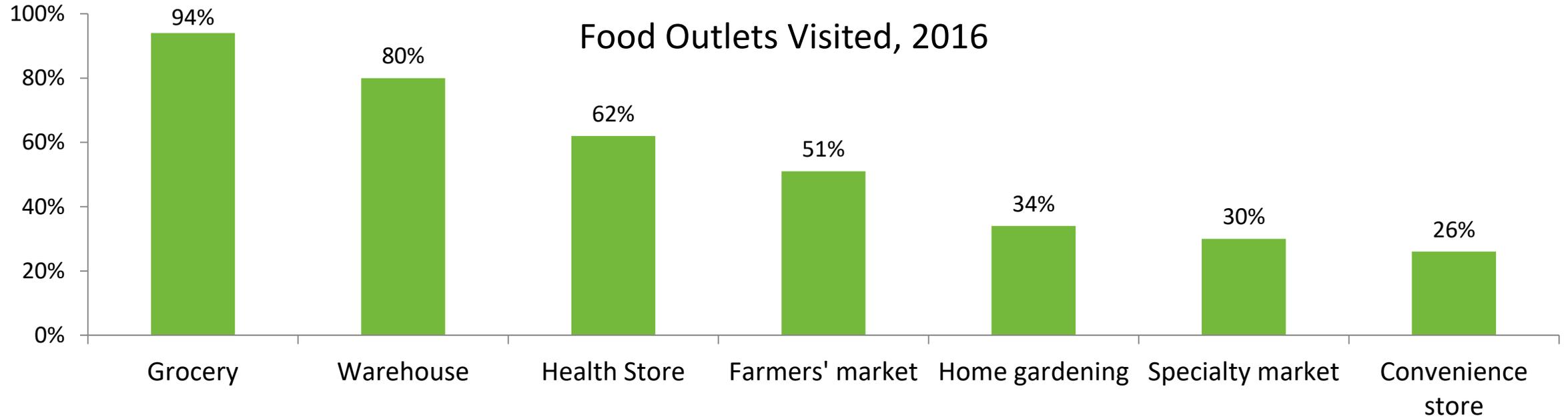
Use graphs, charts, maps, and infographics to tell the story

Be prepared for additional data requests.

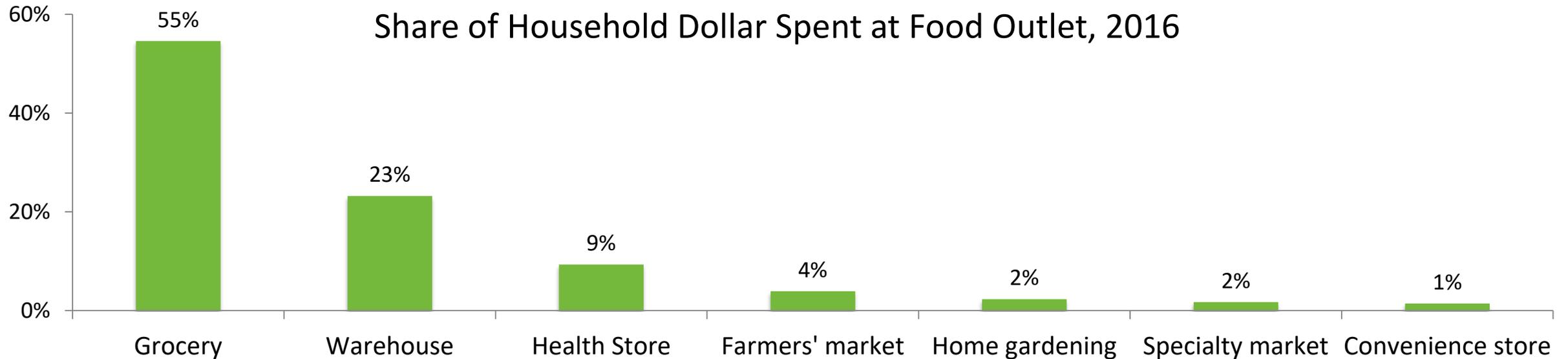
Compose a “canned response” with a couple of key indicators.

Flow of Food Dollars

Food Outlets Visited, 2016



Share of Household Dollar Spent at Food Outlet, 2016

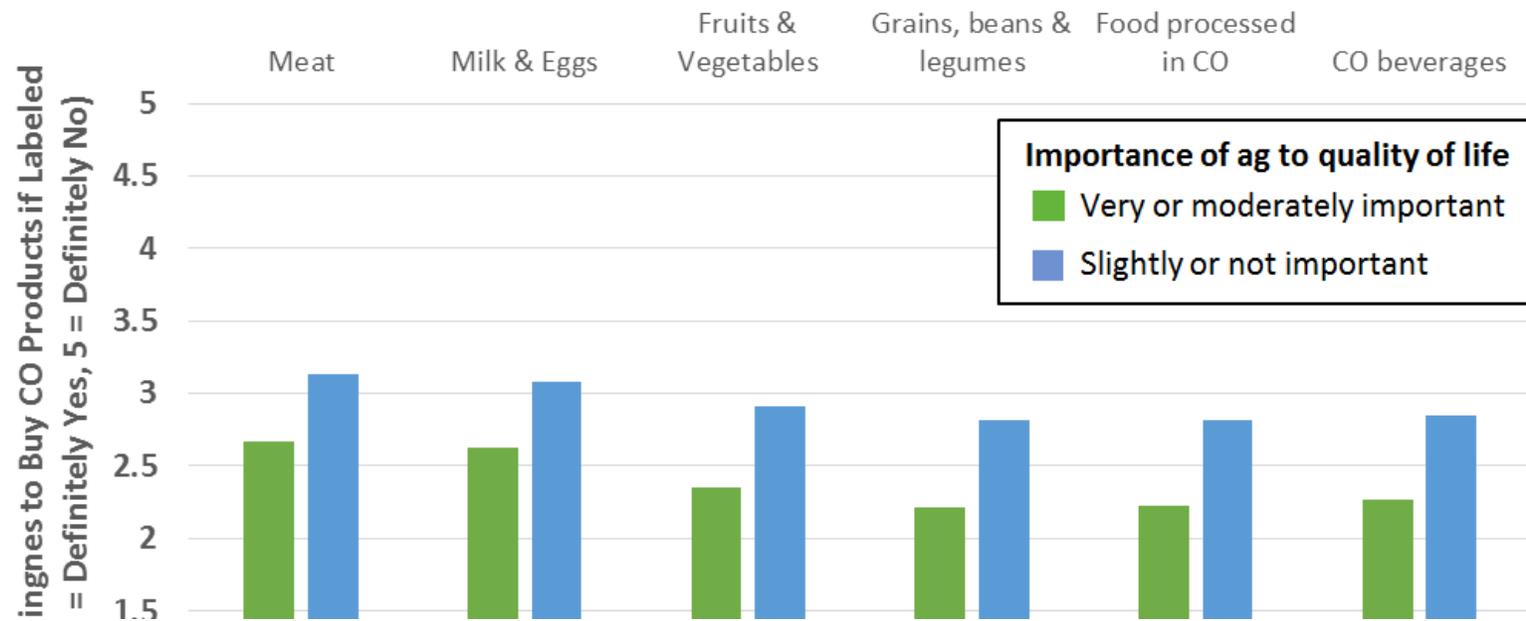




Discussion question:

What opportunities exist to match CO value-added products with (scale-appropriate) CO farm and ranch production?

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



Letting the participants react to study data....

CO Blueprint Food and Agriculture Townhall Table Facilitator Responsibilities and Guide

March 22, 2017 10-12pm

La Plata Fairgrounds

Table Facilitator Responsibilities:

- Facilitator Huddle to Review Roles – 1.5 hours prior to start of townhall or at time specified by CSU team. Meet at site of townhall unless other locale has been identified**
 - Review bucket handout**
 - Go over this facilitator guide**
- Make and wear a nametag**
- Assist with any room arrangements, parking signs, etc. Make sure you have markers, large sticky notes with the questions, smaller sticky notes, two color star stickers, and dot stickers.**
- Welcome guests** - as they arrive, help them get seated, and promote introductions.
- Lead discussion after CSU team has given introduction/background presentation based on Table Facilitator Guide included below. Note that CSU will act as the time keepers.**
 - Pass out bucket handout
 - Either select a note taker or be sure to take detailed notes as you facilitate the discussion
 - Write your bucket theme at the top of each large sticky note
 - Write ideas on large sticky notes with corresponding questions
 - Use the sub-questions to encourage flow
- Prioritize** - Discussion Sections with Stars where directed.
- Responsibilities** – Discussion Sections with Dots where directed.
- Share-Out** - your Table's responses. Two types:
 - Priorities** – top low-hanging fruit and top systemic impact also report out who is the lead
- Tape the sticky notes to the white papers and roll-up your Table's white papers in order with Question #1 at the top (DOUBLE CHECK THAT EVERYTHING IS READABLE AND LABELED)** – to be collected by CSU.
- Assist with any necessary clean-up.**
- Review summarized notes of bucket discussion sent to you from CSU and provide feedback.**

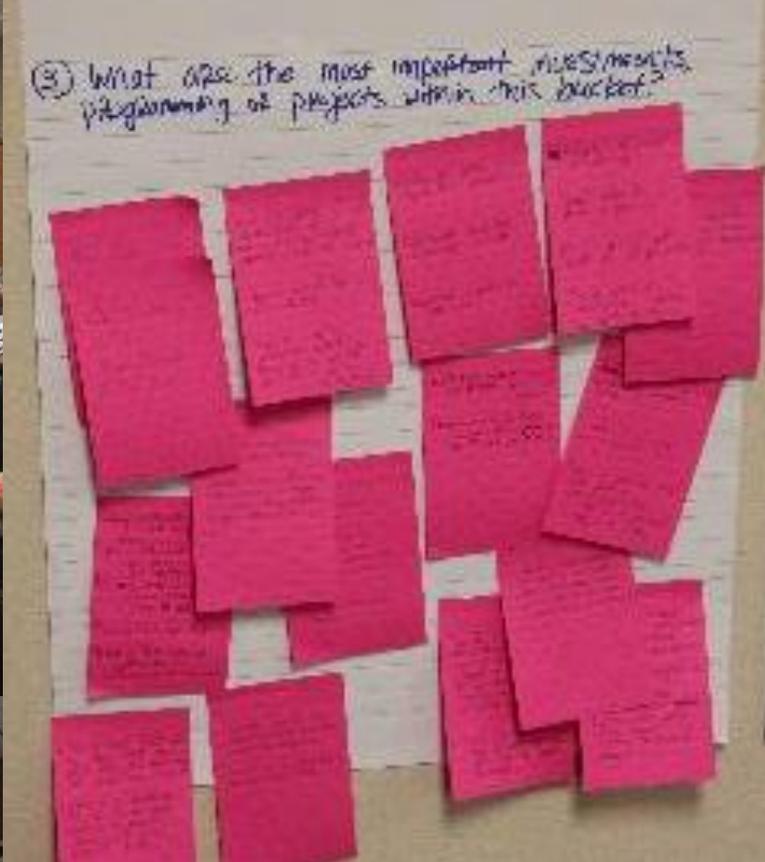
CO Blueprint Food and Agriculture Townhall Table Notes Responsibilities

Eastern Region

March 1, 2017

How does food get to and move through communities and what are the implications for low-income households?

- How do the data confirm or contradict your experiences?**
 - Contradict
 - Depending on the zip code and availability of grocery stores the data for grocery stores would be flipped with data for convenience stores
 - We don't have many specialty stores
 - Confirm
 - People with income under \$20K are self-sufficient
 - Growing own food – to use food assistance on other items like meat
 - Highest users of fast food
 - We have huge grocery stores making business decisions based on their business models instead of what is good/healthy for consumers
 - Missing link between health and value
- What's going well or what should we keep? What needs to be strengthened or added?**
 - Well
 - Food banks
 - Farmers markets are improving
 - Increases in year round production





Moving forward

How did we take what we learned
about put it into practice?

Denver Food Vision: Vibrant



PRIORITIES

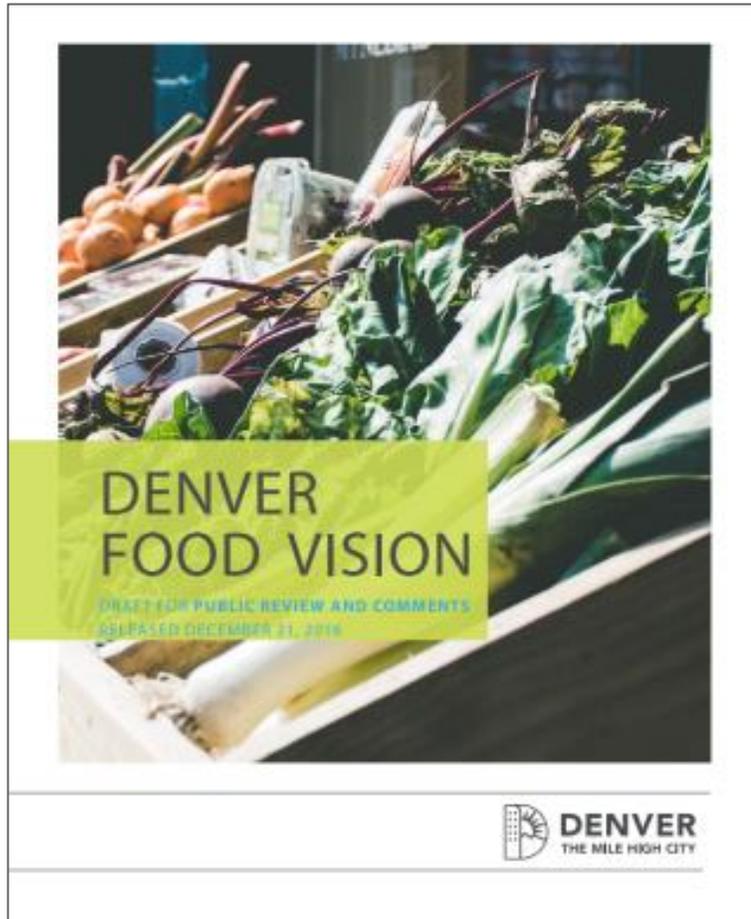
Promote Denver as an epicenter for the regional food economy

Support the creation, expansion, and success of food businesses in Denver

Spur innovation and entrepreneurship across food and agriculture industries

2030 WINNABLE FOOD GOALS

- Increase size of the Denver food economy by \$500M (from \$6.9-7.4B per year)
- Attract \$100M of new capital to Denver food businesses
- 25% of all food purchased by public institutions come from Colorado



Denver Food Procurement Committee

- Denver Sustainable Food Policy Coalition
 - One of Denver’s Mayor-appointed Boards and Commissions
 - Created the City Food Purchasing Standard Policy Working Group in 8/2017 (Resolution 007-2017)
 - Adopted Issue Brief for City Food Purchasing Standard 6/2018 (014-2018)
- In the Brief:
 - “Sustainable Food” is defined by the Good Food Purchasing Standards



Good Food Purchasing Program



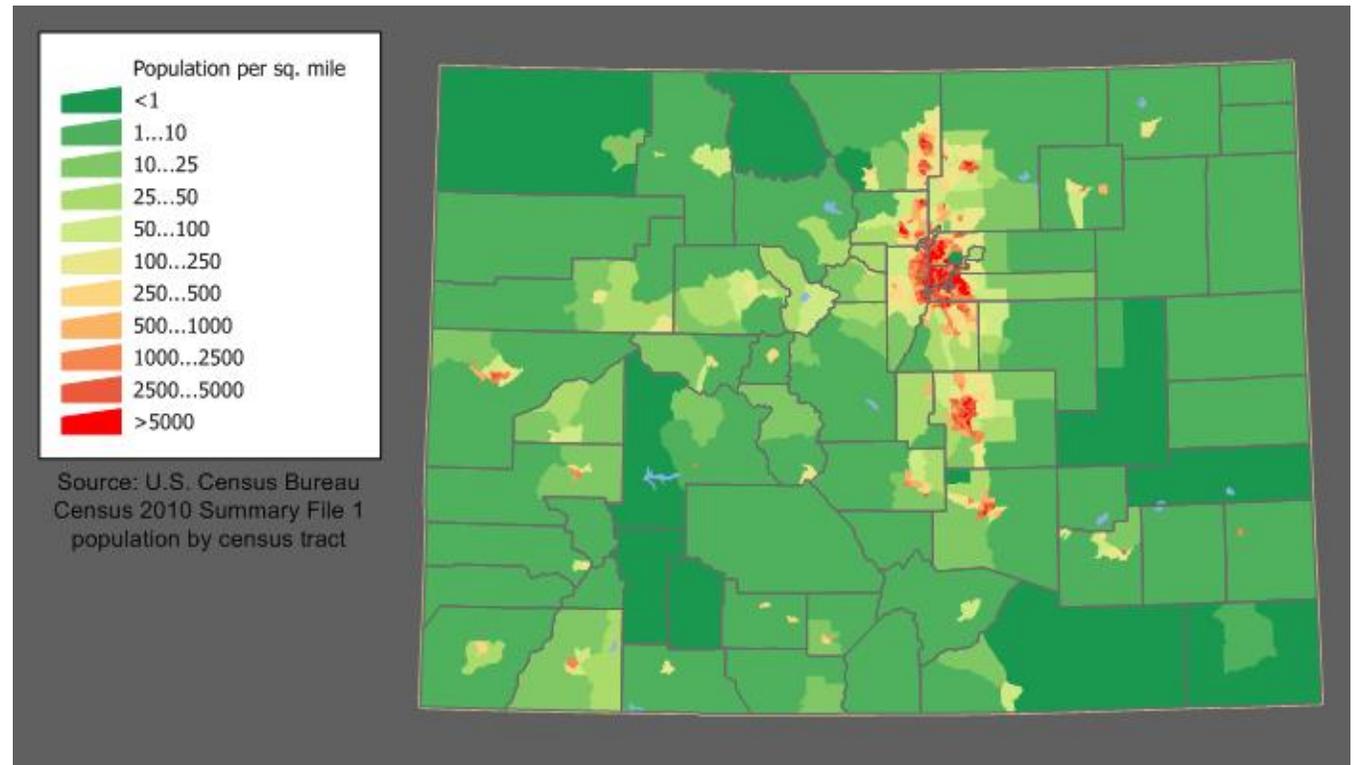
- Local Economies
- Environmental Sustainability
- Valued Workforce
- Nutrition
- Animal Welfare



FOOD SYSTEMS
COLORADO STATE UNIVERSITY



Food systems development strategies involve rural-urban linkages



According to the 2017 Census of Agriculture, Denver County has 12 farms.

- 3 were <\$1,000 in sales
- 5 were between \$1,000-\$2,499
- 1 was between \$10,000-\$19,999
- 2 were between \$50,000-\$99,999



PLEASE JOIN US!

IN GUNNISON, COLORADO

For a convening of growers, buyers, and policymakers, to discuss how market opportunities in the Denver metro area can support the specialty crop industries in the San Luis Valley and Western Slope.



DECEMBER 9TH
6PM

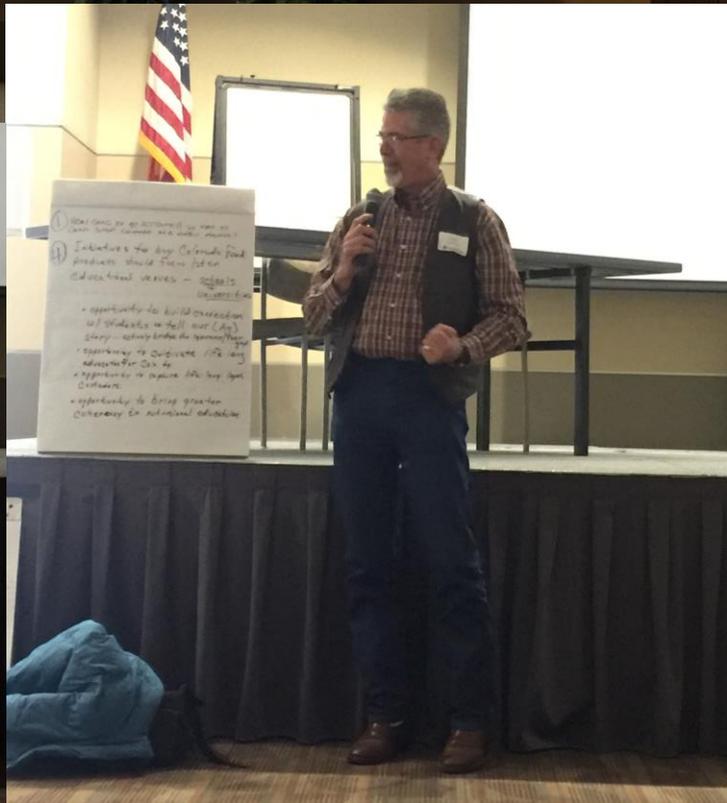
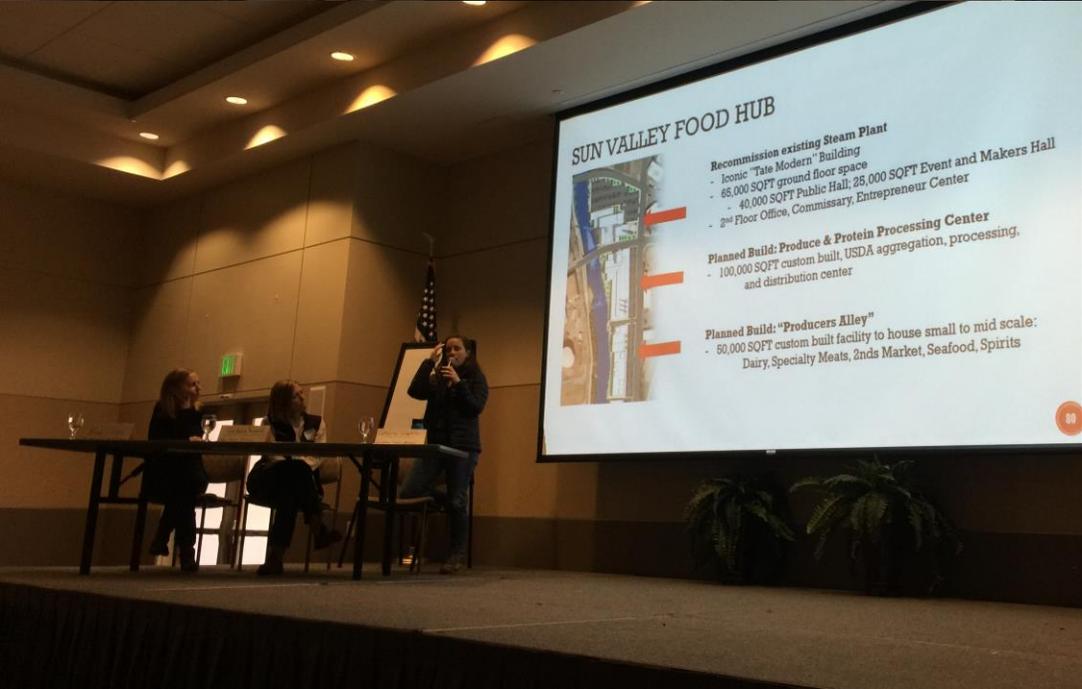
|| Dinner and Happy Hour ||
High Alpine Brewing
111 North Main Street

DECEMBER 10TH
8:30AM-3:30PM

|| Market Opportunity Discussion ||
Western State University
South Ballroom



FOOD SYSTEMS
COLORADO STATE UNIVERSITY





Steamboat Springs, CO
December 17, 2018

Craig, CO
February 27, 2019

Producer Meetings



Gunnison, CO
December 2018



Nunn, CO
March 1, 2019

Fort Collins, CO
April 4, 2019



San Luis Valley, CO
February 5-7, 2019

RURAL-URBAN CONNECTIONS

COLORADO FOOD SUMMIT

ADVANCING FOOD POLICIES THAT SUPPORT URBAN-RURAL CONNECTIONS

TUESDAY, JANUARY 7TH, 2020
DENVER MUSEUM OF NATURE AND SCIENCE



- ### Our Partners
- Colorado Beef Council
 - Colorado Dairy Farms
 - Colorado Department of Agriculture
 - Colorado Department of Education
 - Colorado Department of Human Service
 - Colorado Department of Local Affairs
 - CO Department Public Health and Environment
 - Colorado Farmers Market Association
 - Colorado Food Systems Advisory Council
 - CO Fruit and Vegetable Growers Association
 - Colorado Pork Council
 - Colorado Potatoes Administrative Council
 - Colorado State University Food Systems
 - Cooking Matters
 - Denver Museum of Nature and Science
 - Denver Public Health and Environment
 - Denver Sustainable Food Policy Council
 - Denver Urban Gardens
 - Farm Bureau
 - LiveWell Colorado
 - National Bison Association
 - National Western Center
 - National Young Farmers Coalition
 - Rocky Mountain Farmers Union
 - Western Colorado Horticultural Society





SEARCH



FOOD SYSTEMS
COLORADO STATE UNIVERSITY

COMMUNITY IMPACTS ∨ REGIONAL IMPACTS ∨ EDUCATIONAL IMPACTS ∨ EVENTS PEOPLE ∨ PUBLICATIONS ∨ CONTACT

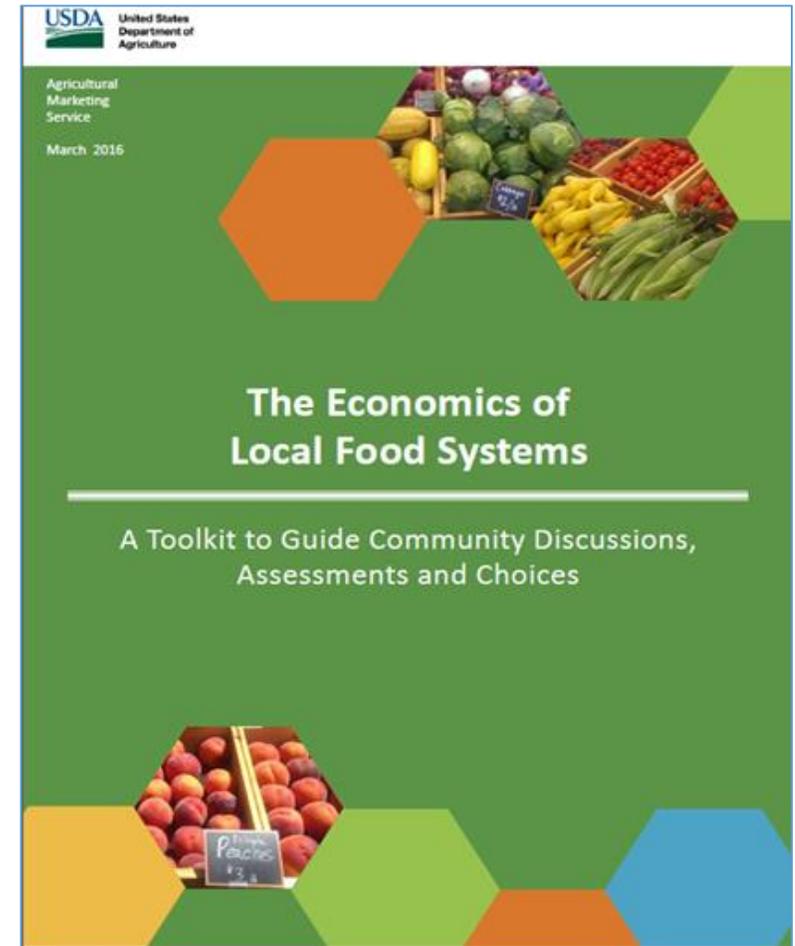
FRAMING THE FUTURE OF FOOD

Making global impact through local connections.

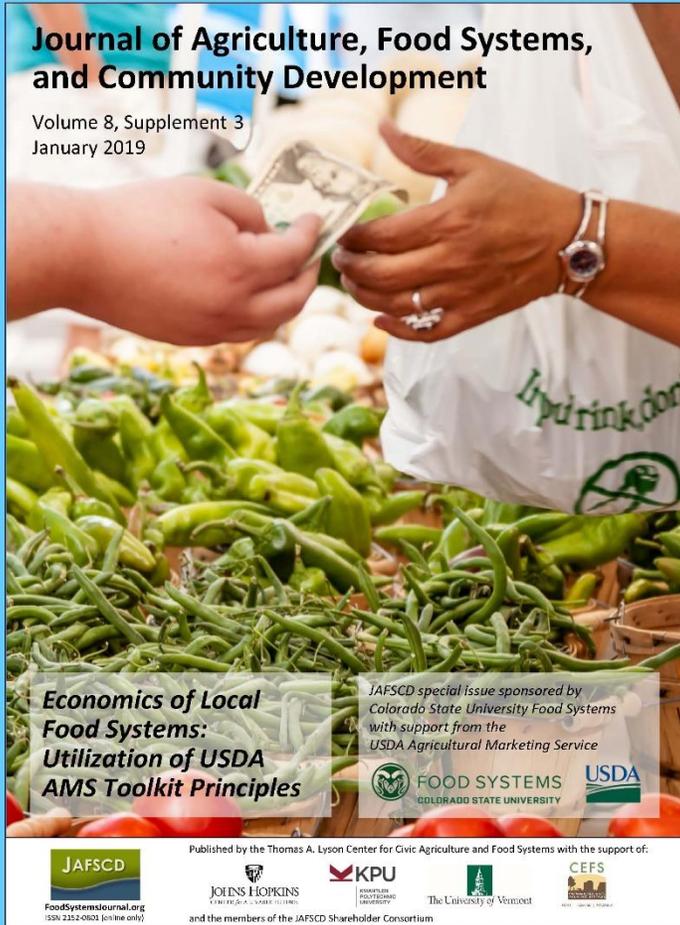
FoodSystems.colostate.edu
LocalFoodEconomics.com

The Toolkit Team: Dawn Thilmany, Coordinator

- David Conner, *University of Vermont*
- Steve Deller, *University of Wisconsin*
- David Hughes, *University of Tennessee*
- Ken Meter and Megan Phillips Goldenberg, *Crossroads Resource Center*
- Alfonso Morales, *University of Wisconsin*
- Todd Schmit, *Cornell University*
- David Swenson, *Iowa State University*
- Allie Bauman, Rebecca Hill, **Becca Jablonski**, *Colorado State University*
- Debra Tropp and **Samantha Schaffstall**, *USDA Agricultural Marketing Service*



Where to Learn More....Case Studies from the Toolkit



ECONOMICS OF LOCAL FOOD SYSTEMS

Special JAFSCD Issue

**Economics of Local Food Systems:
Utilization of USDA AMS Toolkit Principles**

Sponsored by



**Designing Effective, Scalable Data Collection Tools to Measure Farmers
Market Impacts**

Darlene Wolnik, Jennifer Cheek, Marian Weaver

9-25

PDF

Special JAFSCD Issue

**Economics of Local Food Systems:
Utilization of USDA AMS Toolkit Principles**

Sponsored by



**Developing a Production Function for Small-Scale Farm Operations in Central
Minnesota**

Ryan Pesch, Brigid Tuck

27-36

PDF