

# CSU Extension Local Food Systems

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**Dept of Ag and Resource Economics**

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We are well into our 2<sup>nd</sup> year of publishing the CSU Extension Local Food Systems newsletter and are happy to report that it has helped to develop a greater network of those working on food system issues.

This newsletter is meant to give you up-to-date news and information from around the state and our own CSU Extension organization. One piece of news which may influence the name of our newsletter, is the change in our work team efforts within Extension to a broader Food Systems title. This allows us to look at a wider set of issues and activities that influence the ag and food issues that we and our partners are working on.

If you know of any new information that would be relevant to the rest of the group, send it to us so we can include it in the newsletter! (That includes partners outside of CSU as well). Please forward this newsletter to anyone with an interest in food systems and CSU's programs in this area, and tell them they are welcome to contact us so we can add them to our mailing list.

To assist our readers in finding information we may have presented in the past, you can now find old issues at: [www.ext.colostate.edu/cis/localfood.html](http://www.ext.colostate.edu/cis/localfood.html).

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## COLORADO MARKETMAKER

The Colorado MarketMaker site continues to see a large number of visitors, as well as a growing number of profiles created by producers, wineries, food companies, farmers markets, chefs and other institutional buyers. There were over 900 unique visitors in June and 17 new businesses have added profiles—there are now over 2,400 businesses represented in Colorado MarketMaker in partnership with CSU and the Colorado Department of Ag.

The business we chose to highlight this month is **Fiona's Granola**. Their products are hand-crafted, artisan, made without fillers, preservatives, or anything your grandmother wouldn't recognize. They hand-stir all granolas, hand-roll all energy bars, and hand-mix raw products. Most of their products are certified organic.

Check out their [profile on Colorado MarketMaker](#). You may purchase products online at [www.fionasgranola.com](http://www.fionasgranola.com).

### **We'd love to highlight more businesses!**

The forms for Newsletter Submission, Business Spotlight, and Taste of Colorado are all available on the [Colorado Department of Agriculture website](#).

## **COLORADO CHEFS ASSOCIATION PROMOTES MARKETMAKER**

From Colorado beef and potatoes to lamb and dairy products, Colorado's chefs understand the high quality products available around the state. The Colorado Department of Agriculture and the Colorado Chefs Association have been partners for years, working together to support Colorado agriculture. Now, the Colorado Chefs Association is helping promote Colorado MarketMaker to chefs across the state, and encouraging them to use the tool to find local products.

We are really excited how Colorado MarketMaker can connect the state's chefs with local producers," said Joan Brewster, Executive Director of the Colorado Chefs Association. "We think this resource will make it easier for chefs to incorporate local ingredients into their menus."

Some chefs are already utilizing the tool. Aran Essig, Executive Chef for Dining Services at the University of Northern Colorado in Greeley, has used Colorado MarketMaker with great success. "I was able to locate farmers within the area and invite them to participate in our on-campus market by emailing an invitation to them. It is a fantastic site and a wonderful resource, very easy to navigate," said Essig.

The mission of the ACF Colorado Chefs Association is to provide educational opportunities to Colorado residents pursuing a career in the culinary profession through leadership, financial assistance and guidance, thereby enhancing the quality of the Colorado Culinary Arts. The ACF Colorado Chefs Association is one of the largest culinary organizations in the United States, with more than 1,000 members. This story was featured in the June edition of the [National MarketMaker newsletter](#).

## **LOCAL FOODS AND COOPERATIVES WEBINAR**

If you are interested in how food businesses are successfully entering the retail sector, call into a

national, USDA-sponsored Webinar on **Monday, July 11<sup>th</sup> at 1pm** Mountain time (details below).

Timothy A. Woods, Extension Professor and Ani L. Katchova, Assistant Professor from University of Kentucky Agricultural Economics Department will present: **Local Sourcing Strategies for Food Cooperatives.**

1. To join the call, go to:  
<https://rurdev.webex.com/rurdev/j.php?ED=156650162&UID=0&PW=NYzU0YTI4YTA0&RT=MjMxMQ%3D%3D>
2. Enter your name and email address so they can track who joins in.
3. Enter the meeting password: \*1111; Click "Join Now".
4. To join the audio conference, dial 1-800-867-6411, User Code: 8473  
If necessary, to mute your phone press \*\*6\*; to "unmute" (speak) press \*\*6 \*(i.e., toggle on/off with \*6)

## FARMERS' MARKET PROMOTION PROGRAM

The Agricultural Marketing Service (AMS) announced the availability of approximately \$10 million in competitive grant funds for fiscal year 2011 to increase domestic consumption of agricultural commodities by expanding direct producer-to-consumer market opportunities.

AMS hereby requests proposals from eligible entities within the following categories: agricultural cooperatives, producer networks, producer associations, local governments, nonprofit corporations, public benefit corporations, economic development corporations, regional farmers' market authorities, and Tribal governments.

The minimum award per grant is \$5,000 and the maximum award per grant is \$100,000. No matching funds are required.

Applications should be received at the address below and must be delivered no later than **July 1, 2011**.

(Information taken directly from Federal Register Notice Vol. 76, No. 105). [Read entire federal register notice here.](#)

## COLORADO FOOD SYSTEMS ADVISORY COUNCIL

This Council was established through Senate Bill 10-106, a bill initiated by LiveWell Colorado, and seated in October 2010 by Governor Ritter. The Council's 2nd official meeting was held March 24th at Colorado State University. Various faculty, mostly members of our CSU Extension team, shared:

- "teasers" of current data, information, and research efforts about elements in the food system – production,
- processing, distribution, food access, and consumer behavior

The Council agreed to form a series of subcommittees that will be meeting throughout the summer of 2011 to advance the following top-priority actions:

1. Communications
  - a. Engage Coloradans in the work of the CO-FSAC
  - b. Advise the Development of a Food Systems Clearinghouse

- c. Educate about Hot-Topic Food Systems Issues
- 2. Partnership Development:
  - a. Build Capacity & Coordination with Local Food Policy Councils
  - b. Coordinate and Collaborate with the Farm-to-School Task Force
- 3. Food Access:
  - a. Connect Food Assistance Programs to Local Food Systems (e.g., enhancing the use of SNAP/EBT machines at farmers' markets)
  - b. Promote Food & Nutrition Awareness
- 4. Economic Development:
  - a. Expand Economic Development of Food System Industries
  - b. Understand Existing & Needed Infrastructure for CO Producers
  - c. Explore Community & Commercial Food Processing to Connect Local Foods to Coloradans

## KEYS TO SUCCESS FOR FOOD HUBS

An article in the [May/June 2011 issue of Rural Cooperatives](#) provides some insights into what makes a successful food hub. You can find the article on page 9. An excerpt from the article follows:

“Food hubs serve as a way for a group of varied producers to find a local market for their agricultural production. They provide the thread of connectivity that keeps consumers in contact with farmers and ranchers, even when that thread is electronic, as with a virtual food hub.

Food hubs' success or failure should not be measured solely as aggregating units, or in terms of total volume of product moved, but more in terms of the places to which the product goes and the people who benefit from it. With growing demand for local or regional food products, conventional marketing channels are ill-equipped to supply local food where and how people wish to purchase it. Food hubs help producers and consumers connect in a marketing manner that retains the valuable information as to where a food item was produced and how it was grown.

Large grocery retail chains rarely have farmers themselves offering produce for sale in their stores, yet this is the essence of farmers markets and the direct marketing experience so many people desire. By bundling together the product from multiple farmers for distribution to other direct markets — such as restaurants, schools, hospitals, workplace cafeterias, and other end consumers — food hubs make it possible to supply them with fresh, local products produced by local growers in the quantities and packaging the customers require.”

## TOP 10 FOOD TRENDS FOR 2011

A recent listing in the [Institute of Food Technologists'](#) delineated the top 10 food trends of 2011:

1. **Demographically Directed**- Dramatic differences in food preferences, eating styles, and attitudes/behaviors between the nation's 100 million adults over age 50 and the 74 million Gen-Yers ages 16–33 will force food companies to more directly target flavors, foods, and food messages to different generations.
2. **Still Cooking**- More than 55% of grocery shoppers prepared more meals at home than in 2009, approaching a 20-year high.
3. **The Appeal of Americana**- The popularity of products that are locally grown, sold close to the

farm, state branded, and/or grown/raised in the United States is on the rise. In 2011, 87% of fine dining establishments, 63% of casual, and 59% of family dining restaurants offer locally produced products on the menu.

4. **Foodie Focused**- Two-thirds (67%) of consumers consider themselves knowledgeable and interested in food (Tanner, 2010a). Young adults ages 25–34 are by far the most likely to be foodies/foodie cooks; those ages 18–24 are the most likely to be true gourmets (Packaged Facts, 2009b).
5. **Get Real**- Natural ingredients rank third on the list of most looked for items on the ingredient label. Marketers of processed foods are now touting the use of “fresh,” “hand-picked,” and “fresh-from-the-field” ingredients in their products.
6. **The New Nutrients**- Dramatic changes are afoot in the healthy food sector. Recent focus on natural functionality and inherent nutrition are beginning to shift interest away from traditionally fortified foods.
7. **Specialty Treats**- Despite the ongoing interest in healthy foods, consumers are still eating dessert.
8. **Three Squares**- Over the past two years, the number of adults eating three meals a day—with or without snacks—has increased to 44%, up 6% while those consuming only one to two meals a day plus snacks has decreased 36%, down 5% (MSI, 2010b).
9. **Prescriptive Eating**- Adults are now using food as a way to fight health issues.
10. **Home Rituals**- Home entertaining has become a new way of life; 67% of consumers are spending more time at home with their family, and 44% entertained family/friends at home instead of going out in 2010 (IRI, 2010d).

## CSU ENVIRONMENTAL HEALTH SERVICES WORKSHOPS

Save the date! Two free workshops coming up in July from the folks at the CSU Environmental Health Services.

July 27, Lory Student Center  
Biosecurity Workshop

July 28-29, Lory Student Center  
Farm to Fork Food Safety/Security

Look for more information about these workshops in your email box.

## RESOURCES AND ADDITIONAL INFORMATION

Don't forget! Colorado State University Extension Food Systems and Agricultural Policy Resources:

- [Consumer Resources](#)
- [Producer Resources](#)
- [Linking Producers to Restaurants, Workplaces and Other Institutions](#)
- [Linking Producers to Schools - Networks, Directories and Guides](#)
- [Community Assessments and Toolkits](#)
- [Calculators and Databases](#)
- [Policy Articles, Resources and Case Studies](#)
- [Research and Other Resources](#)

To add your ideas and news, contact [Allie Gunter](#).

To subscribe and unsubscribe to this newsletter, contact [Martha Sullins](#).