

CSU Extension Local Food Systems

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FORTY-FOURTH EDITION

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Welcome the 44th edition of the CSU Extension Local Food Systems newsletter. This newsletter is designed to give you up-to-date news and information from around the state and our own CSU Extension organization. Feel free to send in any events and news from your organization and from partners so that we may share them with our readers through this newsletter!

Please forward this newsletter to anyone with an interest in local 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. The Food Systems work team for CSU Extension is committed to building a stronger network of those who work on systems-based issues. The distribution of this newsletter is one way to build that network.

To assist our readers in finding information, events and programs we may have presented in the past, you can find old issues at: <http://www.ext.colostate.edu/cis/localfood.html>.

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NATIONAL MARKETMAKER MEETING

Representatives from Colorado State University and the Colorado Department of Agriculture met with the National MarketMaker Network in Chicago in October 2013. We learned about new plans and changes for MarketMaker platform, and we will highlight those changes here in the coming months.

This month, we encourage you to explore the new Agritourism Profiles!

In an effort to be more consistent with other profiles and to simplify tourism efforts, MarketMaker has added a new Tourism profile. Subcategories including agritourism and hunting make it easier than ever to add your tourism business to your other ag and food business profiles!

Agritourism features over 30 attractions and allows users to select their specific type of facility, shopping, accommodations, and admission information. For example, hunting profiles include the method of hunting, permits, type of big game, fowl, or small game, and accommodations, hours, and admissions information.

Is tourism a part of your business, or do you have an agritourism operation in your area you know should be highlighted? If so, be sure to log into your account and add it to your business profile!

COLORADO MARKETMAKER FEATURED BUSINESS

Colorado MarketMaker (CMM) is a constantly updated database of food industry marketing and business data. Remember that you can use CMM to search among the more than 26,000 Colorado food and agritourism businesses listed. These include 119 farmers' markets, 85 wineries, and 193 agritourism businesses.

One of the newest businesses to register in CMM is **Pursuit of Spice!** Born from a love of great Food, Travel and Spices, Pursuit of Spice seeks out the exotic & exquisite flavors that define a region and brings them to you in their Culinary Spice Kits. Inspired from the spice markets of Morocco and India, lavender fields of Provence, cacao plantations of Mexico, crocus fields of Spain and communal feasts in Ethiopia, these dishes represent the heart of cuisine in their cultures. These dishes will get you started on an epicurean exploration to tantalize your taste buds. For more information visit their [Featured Business Page](#) on Colorado MarketMaker.

SHOP AT A WINTER FARMERS' MARKET

There are a few winter markets around the state to keep you stocked with fresh produce and other goodies. Check out:

1. **Woodland Park Farmers Market** offers autumn and winter harvest items such as:
 - Fruits and Vegetables • Jams • Eggs • Cheese • Mustard • Meats

- Organic-Fed Turkeys, Chickens, Game Birds • Hot Soup • Breads &
- Pastries • Cheesecakes • Pasta • Natural Meats • Dried Beans • Salsa
- Wreaths • Alpaca Yarn & Knits • Soaps • BBQ • Tinctures • Skin Care
- Hot Food and Drink • Wood Products & More!

Each second Saturday of the month, October 2013 – May 2014, 9 am to 1 pm. Inside the Ute Pass Cultural Center, 210 E. Midland Avenue. For more information call 719-689-3133 or 719-648-7286 or email WPFarmersMarket.com.

2. **Greeley Annual Winter Market**, now in its 3rd year, features products such as:

- Locally grown and produced meats,
- Honey,
- Baked goods,
- Winter and greenhouse produce and plants,
- A variety of items from local artists and hand-crafters.

Open two Saturdays each month, November 2013 through April 2014, from 9:00 to noon, held indoors Union Pacific Depot, 902 7th Avenue. For more information contact Karen Scopel at karen.scopel@greeleygov.com or at 970-350-9783 or visit the web page at www.greeleygov.com/fm.

3. **Be Local Winter Farmer's Market** in the Opera Galleria in downtown Fort Collins, offering:

- Fresh produce • Beef, poultry, pork, salmon • Prepared foods
- Eggs, cheese, yogurt & more • Baked goods, confections & pastries • Mushrooms
- Wine & cider • Handcrafted products • Hand-made gifts
- Live music at each market

Saturdays, 10am-2pm 14 Markets for 2013-2014: Nov 9, 16 & 23; Dec 14 & 21; Jan 11, 18, & 25; Feb 8, 15, & 22; Mar 8 & 22; Apr 5, at the Opera Galleria, 123 North College Ave in Fort Collins. For information, contact outreach@fcfood.coop or call 970-682-4026.

SOUTHWEST COLORADO ALTERNATIVE MARKET WORKSHOP

Are you currently producing vegetables, fruit or meat in southwest Colorado? Are you interested in expanding beyond traditional markets but don't know where to start?

A **marketing workshop** will be held on Tuesday, November 5th (Cortez) and Wednesday, November 6th (Durango) from 3 pm until 8 pm in each location. Topics will include market demand for local produce and meat products, significance of crop planning and appropriate pricing methods. Panel discussions with both buyers and producers will give you the opportunity to network and ask questions. Registration (\$12 before Oct 28th; \$16 after Oct 28th) includes dinner from local businesses and marketing resources.

On Wednesday, December 4th (Durango) and Thursday, December 5th (Cortez) a **skills workshop** will be held from 3 pm until 8 pm. Topics will include developing food safety plans, completing school bids, developing crop plans and budgets, and contacting local buyers in the hospital, restaurant and

institution sectors. Registration (\$12 before Nov 25th; \$16 after) includes dinner from local businesses and skill-building resources.

The workshops will be followed by the opportunity to schedule individual consultations in January and February. These meetings will allow you to work one on one with local experts to assist you with crop planning, recordkeeping and financial planning, livestock production plans, food safety plans and developing price lists for your operation.

Community partners working together to bring you these events include Fort Lewis College, Colorado State University Extension, LiveWell Montezuma, Twin Buttes, San Juan RC&D, Sunnyside Meats, Farm-I and Southwest Lamb. Contact Beth LaShell at 970-385-4574 or email theoldfortathesperus@gmail.com if you have any questions. Register for events at <http://tinyurl.com/4CMarketing>.

AGRITOURISM ROADSHOWS

Join the Colorado Tourism Office and partners for a series of agritourism visits around the state, highlighting how different agricultural businesses are involved in tourism.

Who should attend?

- Farmers, ranchers & agritourism operators
- Heritage attractions
- Cultural attractions
- CVBs and other tourism organizations
- Restaurateurs, brewers, distillers and winemakers
- Anyone interested in agritourism, cultural heritage tourism or rural economic development
- Rural economic development agencies
- Colorado Parks and Wildlife - Watchable Wildlife Managers and birding organizations

To attend any or all visits, RSVP to Laura Grey at laura.grey@state.co.us or 303-562-7051. The tours and workshops are free to attend.

NOVEMBER 1 ~ OLATHE

[Dayspring Farm](#), 1:30 - 3:30 pm

NOVEMBER 4 ~ STEAMBOAT

[Elkstone Farm](#) and [Sheraton Hotel](#), 1:30 - 3:30 pm

NOVEMBER 6 ~ ERIE

[Anderson Farms](#), 9:30 - 11:30 am

NOVEMBER 8 ~ BURLINGTON

[The MarketPlace at Burlington Community and Education Center](#),

Session III - 2:00 - 3:00

Business in Agriculture - Ag Tourism

NOVEMBER 11 ~ HOLLY

[Arena Dust Tours](#), 1:30 - 3:30 pm

NOVEMBER 13 ~ MOFFAT

[Cho Ku Rei Ranch](#), 1:30 - 3:30

PRODUCE FOR PANTRIES

Produce for Pantries encourages home, school and community gardeners to grow and donate healthy and fresh produce to communities in need by connecting them with their local food pantries and hunger relief organizations.

It's moving into the winter season and Produce for Pantries is still encouraging gardeners to grow and donate food freshly grown produce! There are lots of ways to extend the growing season by using in hoop houses, greenhouses and cold frames. Here's a link to more information about season extension, thanks to the CSU Extension Master Gardener Program - <http://www.ext.colostate.edu/mg/gardennotes/723.html>.

Gardeners across the state can call the Hunger Free Hotline at 855-855-4626 and find the location and contact information of their local food pantry. For more information about Produce for Pantries, please visit www.produceforpantries.com or email produceforpantries@gmail.com.

PRODUCE SAFETY RULE WEBINAR WITH FDA (OCT 28!)

On October 28 from 12 pm – 1 pm Mountain Time, Cornell University's Produce Safety Alliance, the US Food and Drug Administration and Colorado State University are offering a webinar regarding FDA's Proposed Rule for Produce Safety. The webinar will include an overview of the proposed rule by representatives of FDA and PSA, and a 25-minute question and answer period. The timing is excellent because the comment period for the proposed rule will end Nov. 15th.

Registration is not required. To join the session, click this link below at the time of the meeting <https://cornell.webex.com/cornell/onstage/g.php?t=a&d=641883754>. You will be prompted to join the audio portion using a toll-free number once you enter the web meeting using the provided attendee ID.

*If you do not have access to a computer, you can join the conference by toll-free number, but you will be unable to participate in the discussion and will be in listen-only mode. Call-in toll-free number (US/Canada): 1-855-244-8681, Event number: 641 883 754 #. In order for participants to be able to ask questions, they must log in to WebEx online using the provided link and then enter the attendee ID that is provided to them when logging in.

Below are links to available resources with specific information about the proposed rule:

FDA's FSMA Proposed Rule for Produce Safety page is a one-stop shop for all fact sheets related to the subparts of the rule:

<http://www.fda.gov/Food/GuidanceRegulation/FSMA/ucm334114.htm?source=govdelivery>

FSMA Facts, a produce farmer's toolkit, links to specific factsheets and videos for growers that address key issues of the Produce Safety Rule:

<http://www.fda.gov/downloads/Food/GuidanceRegulation/FSMA/UCM360295.pdf>

FARM AID PAYMENTS FOR AGRICULTURAL LOSSES AVAILABLE

Rocky Mountain Farmers Union and the Boulder County Farmers Market have been asked to assist in distributing Farm Aid payments to farmers in the South Platte basin who suffered agricultural losses in September flooding. This funding is intended to function as emergency relief and to assist farmers and their families with non-business, household expenses. If you meet the eligibility requirements, please submit your application by November 1, 2013, for review.

Application Deadline and Process

Applications for Colorado Farm Flood Relief must be received by November 1, 2013. Available in [Word](#) or [PDF](#) application forms. Please be thorough but concise in your responses to the questions. Please contact Bill Midcap (bill.midcap@rmfu.org or 303.283.3528) with any questions. See the [general guidelines](#) for applying.

Completed applications should be emailed as a PDF or Microsoft Word attachment to bill.midcap@rmfu.org or mailed to:

Colorado Farm Flood Relief
Rocky Mountain Farmers Union
7900 E. Union Ave #200
Denver, CO 80237

Who may apply?

Colorado family farmers whose farms were affected by flooding in September in the South Platte River and its tributaries and who have suffered hardship as a result may apply. Funds are allocated to farms that have the highest need.

UPDATE FROM MONTEZUMA COUNTY FOOD TASK FORCE

In Montezuma County, the Food Task Force (whose main task was to complete a [Food Assessment](#)) has evolved into a food policy group called "Good Food Montezuma." They added 4 members to the group from community representatives, and the first effort will be to determine what is already being done in the areas of Local Food, Healthy Eating, Food Security, and Economic Vitality. Based on the findings in their report, "Good Food Montezuma" will choose realistic projects to focus on and complete.

FIBER ANIMALS PRODUCTION & MARKETING WORKSHOP

Our partners in Wyoming have invited interested Coloradans to join them for a workshop on fiber animals. This workshop is brought to you by UW Extension, the USDA Risk Management Agency, Laramie Local Foods and the Laramie Rivers Conservation District.

Coming Soon!!

Nov. 2 in Laramie, Wyoming. 8:30am-4:30pm.

What:

Learn about caring for fiber animals like sheep, llamas and alpacas in the morning and about collecting, cleaning, processing, and marketing their fibers in the afternoon. Only \$15, with lunch provided.

Please register by Nov. 1 at <http://fiberanimals.eventbrite.com>.

LIVEWELL COLORADO FOOD SYSTEMS TOOLBOX UPDATES

LiveWell Colorado's Food Systems Toolbox (www.livewellcolorado.org/foodsystems) is constantly growing, and continuing to provide you detailed case studies from Colorado, model projects and policies from around the country, informative reports, tools, resources, and policy updates.

Recent content updates include a headline highlighting CO4F, a new statewide fresh food financing fund for healthy food retail projects; a link to the 2013 State Indicator Report on Fruit and Vegetables, reporting on rates of fruit and vegetable consumption nationally and by state; and a guide from Change Lab Solutions that provides tools for accessing public land for agriculture purposes.

Additionally, Toolbox headlines are updated weekly with the most recent information on the Farm Bill and other food systems legislation; new and impactful reports and resources; and reminders of upcoming webinars.

RESOURCES AVAILABLE FROM THE NATIONAL GOOD FOOD NETWORK

Trainers' Resource Guide

The [Trainers' Resource Guide](#) was created for those who train beginning farmers and ranchers (BFRs), and provides over two dozen different high-quality curricula and tools.

100 Beef Cow Ownership Advantage Program

The [110 Beef Cow Ownership Advantage Program](#) is designed to help individuals who are interested in owning a beef cattle operation by providing part time instruction in core management and financial components and by providing low-interest loans to program participants through the USDA Farm Service Agency (FSA).

The course covers many core competencies in beef cattle operations including key management and financial aspects, and may be accessed via computer. This training allows participants to efficiently use decision support tools to evaluate management and marketing alternatives dealing with grazing strategies and systems, marketing strategies and risk management, calving and weaning, winter nutrition, cull cow management, and supplement programs.

EMERGING ISSUES FROM OTHER PARTS OF THE US: ROADMAP FOR CITY FOOD SECTORS

Local governments are increasingly interested in developing their local food systems to realize both local economic and job creation benefits, and also public health, environmental and social benefits.

But where and how to invest are often challenging questions for cities to answer.

In July, the cities of San Francisco, Minneapolis, Portland (Oregon), Seattle and Vancouver (British Columbia) released a [Roadmap for City Food Sector Innovation and Investment](#). The Roadmap provides cities with guidance for developing a local foods investment strategy and selecting the best investment opportunities to create new jobs and strengthen local businesses while increasing a community's access to healthy, local and sustainably grown foods.

The [Roadmap](#) outlines steps to establish a local vision, inventory and map a locality's food assets and gaps, evaluate investment options and manage financial risk, as well as select municipal policies and initiatives that can improve the success of local food entrepreneurs and local businesses. In addition, the Roadmap also presents a review of the range of local economic benefits of conventional and innovative food businesses found during the project's comprehensive scan of local and national economic data on job creation and business viability in the food sector.

EXPLORING IDEAS FROM OTHER REGIONS: NEW CALIFORNIA LAW AIMS TO CULTIVATE URBAN AGRICULTURE

At least one Colorado community is actively pursuing an adaptation of this policy after seeing this news....please tell us if your community is interested!

A new California law promoting community gardens and small farms lets municipalities lower property taxes on plots of 3 acres or less if owners dedicate them to growing food for at least 5 years.

Legislation recently signed by Governor [Jerry Brown](#) will allow municipalities to lower the assessed value—and property taxes—on plots of three acres or less if owners pledge to dedicate them to growing food for at least five years. The legislation arose from San Francisco's rich blend of urban agriculture interests: community gardens with long waiting lists, nonprofits that offer hands-on nutrition education and small enterprises that took root when officials here changed zoning laws.

The program is voluntary. Interested cities can now move forward to create "urban agriculture incentive zones." County supervisors must then sign off. Alternatively, counties can also directly create their own zones.

WHAT WORKS CONFERENCE SERIES-CALL FOR ABSTRACTS

The Northeast Regional Center for Rural Development's What Works Conference Series will be hosting a joint regional conference with the National Value Added Agriculture Conference on "Enhancing Food Security and Rural Viability through Innovative Food System Practices and Opportunities" May 13-15, 2014 in Baltimore, Maryland.

Call for Abstracts:

- Research Papers, Work-in-Progress and Proposal Ideas
- Extension Programs (Education and Training)
- Educational Curriculum and Teaching Pedagogy

- Policy Design and Proposals
- Case Studies and Student Projects

They seek high quality research, teaching and outreach presentations that will stimulate, inspire, motivate and advance knowledge of and practices related to food security and rural viability, through the development of food systems. Submission deadline is December 15, 2013. For more information visit the [Northeast Regional Center for Rural Development](#).

Who should attend this conference:

Researchers, Extension educators, teachers, students, Small Business Development Center and Farm Bureau service providers, producers, producer/consumer associations, non-profit organizations, local, state and federal policy makers, food industry professionals from Universities, tribal and community colleges and K-12 schools.

FARM TO SCHOOL CENSUS RELEASED

Fruits and vegetables lead the way in local farm-to-school purchases, according to [newly released data](#) from the U.S. Department of Agriculture. The USDA also unveiled an online farm-to-school census that provides an in-depth look at state purchases. See [Colorado's statistics here](#).

The agency surveyed approximately 13,000 public school districts about farm-to-school purchases and related programs. The survey shows that school districts that bought local products in the 2011-12 school year spent an estimated \$2.58 billion dollars for all purchases, of which local food accounted for \$354.6 million. Of schools that already buy local food, 56% report they plan to buy more local foods in the future, according to the survey.

Districts that bought local food reported the number-one category of food purchased was fruits (30%), followed by vegetables (29%), milk (15%), baked goods (9%) and herbs (7%).

WHOLE FOODS PLANS PRODUCE SUSTAINABILITY RATINGS

Whole Foods Market plans to launch a sustainability rating system in September 2014 for produce and flowers. The Austin, Texas-based retailer plans to display ratings of good, better and best based on sustainability criteria. Many see this as an alternative to those who feel the organic standard is just one of many ways to inform consumers about producer's investments in sustainability.

With input from suppliers, Whole Foods Market has developed an index to measure performance in such as areas as:

- pest management, including prohibited and restricted pesticides;
- farm worker welfare;
- water conservation and protection;
- waste, recycling and packaging;
- energy; and
- climate.

The ratings will reward suppliers for certification by various "social and environmental" standards—among them Fair Trade, Rainforest Alliance and Protected Harvest—that recognize growers who

protect pollinators through specific pesticide practices and habitat restoration, as well as by controlling the effect of managed hives on farms.

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 [Ashley Colpaart](#).

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