

CSU Extension Local Food Systems

Dawn Thilmany, Martha Sullins, Adrian Card and Marisa Bunning, Team Leads



Co-Editors: Dawn Thilmany, Martha Sullins and Ashley Colpaart
Dept. of Ag and Resource Economics

FIFTY-FOURTH EDITION

SEPTEMBER 2014

Happy harvest season! Welcome to the 54th edition of the Colorado State University 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>.

CONTENTS

[Colorado MarketMaker for Local Products](#)

[Webinar: Getting Local Foods on the Menu](#)

[Extension Risk Management Education Grants](#)

[Webinar: State Plan on Aging-Nutrition Programs](#)

[October is National Farm to School Month](#)

[Webinars from the National Farm to School Network](#)

[A Periodic Review of Food Research and Action](#)

[American Pastured Poultry Producers Scholarship](#)

[Small Business Innovation Research Program](#)

[Reducing Food Waste: What Schools Can Do](#)

[Fourth Annual Food Day](#)

[Consumer Issues Conference](#)

[Save The Date: Local Food Buyers Exchange](#)

[Resources and Additional Information](#)

COLORADO MARKETMAKER FOR LOCAL PRODUCTS

Colorado MarketMaker (CMM) is a database of food [industry](#) marketing and business data. We encourage you to use it to promote your business, understand your competitive environment and connect with food business partners.

Based on user feedback, the national MarketMaker website will soon have a new look and even greater capabilities to connect your business to the national food supply chain. New search functionality will include searches by county, business type, and qualities or certifications via drop-down menus. The website will also use geolocation to detect where visitors to the site are located and indicate the distance from their current location to the business found—even offering driving directions. Look for the new platform in Fall 2014.

It is also a place to help promote agritourism! This is a great time of year to promote any harvest festivals, corn mazes, pumpkin patches or other events you will host.

Here are some recent Colorado Listings in the Buy and Sell Forum. Note you can advertise events there as well!

[High Altitude Wildflower Honey](#)- nectar of flowers that grow at 10,000 foot elevation in northern Colorado.

[Alfalfa-Clover Honey](#)- from pristine ranches along the Yampa River Valley.

[Flavored Honey](#)- ginger, cinnamon, lemon or orange sold in ½ pint reusable Ball canning jars.

[Raw Bees Wax](#)- melted and strained only once, this wax is perfect for candles, lotions, lip balm, mustaches, and more!

[Salba Chia Seeds](#)- try their line of snacks for a tasty, healthy treat.

[Lavender Honey](#)- local honey infused in lavender blossoms.

[Paleo Meals To Go](#)- freeze-dried meals that adhere to the principles of the Paleo Diet.

[Antler & Hemp Dog Treats](#)- large piece of elk or moose antler with organic hemp rope.

[Riley's Brand All Natural Raw Honey](#)- by the jar or by the barrel.

[Busy Bee Farm Raw Colorado Wildflower Honey](#)- available in various sizes.

WEBINAR: GETTING LOCAL FOODS ON THE MENU

Getting Local Foods on the Menu: A Conversation with Anthony Flaccavento about strategies to get locally grown food in institutions and restaurants.

September 23rd 11:00 am EST.

Among other current issues, learn about the Local Food Cost Calculator, a free and downloadable electronic spreadsheet that enables food buyers to calculate the true cost of using local food! There are two versions of the calculator: one designed for college and university dining services and another for restaurants. Visit www.ruralscale.com to find the calculator and the details of study.

This dynamic webinar will include:

- A brief overview of research related to the tool's development
- An introduction to the Local Food Cost Calculator and best practices for stakeholders to make local food work in their setting. (e.g., Schools, Retailers, Extension, & NGOs, etc.)
- A demonstration of how to use the calculator
- An opportunity for questions and discussion with Anthony

To join the webinar follow this link: <https://connect.extension.iastate.edu/foodshed>.

EXTENSION RISK MANAGEMENT EDUCATION GRANTS

The Western Extension Risk Management Education Center announces a funding opportunity for projects that help farm and ranch families succeed through targeted risk management strategies. The maximum amount of funding that can be requested is \$50,000.

Application Information: Go to the [Western Center website](#) and select [Competitive Grants Program](#). The grants application process is fully explained in the Western Center's 2015 Request for Applications (RFA).

Eligibility: This announcement seeks applications from eligible organizations with a demonstrated capacity to develop and deliver results through outcome-based risk management education and training programs for agricultural producers and their families. All organizations serving agricultural producers are strongly encouraged to apply especially those serving the special emphasis audiences identified on page 3 of the RFA.

To provide more guidance, an applicant webinar will be conducted on Thursday October 2nd at 9:00 am PDT. No pre-registration is required and there is no fee to participate. Simply join the Adobe Connect Pro meeting room at <http://breeze.wsu.edu/appwebinar/> approximately 10 minutes prior to the webinar start time. You will be presented with a login screen that has the option to "Enter as Guest". Enter your full name, then click "Enter Room" to join the conference. You will be able to hear the audio directly from your computer's speakers.

WEBINAR: STATE PLAN ON AGING-NUTRITION PROGRAMS

Just as there has been increased interest in better food options for our children through Farm to School programs, we know there is increasing interest in supporting better diets for our seniors, possibly through local foods in meal programs. The State Unit on Aging will be hosting a conversation about the Older Americans Act/State Funds for Senior Services Nutrition Program. They will be discussing Nutrition Program outcomes tied to the State Plan on Aging and brainstorming strategies to meet them that leverage other exciting food system initiatives in the state.

There are two ways you can participate:

1) Webinar on October 8th from 2:00pm-4:00pm. Register at: <https://www3.gotomeeting.com/register/742389710>. Once registered, additional information will be sent to you via e-mail.

2) In-person at the Daniels Fund on October 16th from 3:00pm-5:00pm. If you would like to participate in person please RSVP to: leighanna.konetski@state.co.us

Space is limited and an RSVP is required in order to participate.

OCTOBER IS NATIONAL FARM TO SCHOOL MONTH

National Farm to School Month kicks off on October 1!

Do you have the resources you need to host an event, attract media coverage or generate support for your program? The National Farm to School Network (NFSN) has developed [resources and activities](#) to promote Farm to School Month in schools, communities and media outlets, including a new [Communications Toolkit](#). The toolkit contains an explanation of this year's Farm to School Month activities, a sample press release, suggested social media posts, sample text for newsletters, and ideas and tips for making media pitches.

Also, don't forget to [explore the store](#), where you will find stickers, t-shirts, posters, buttons and our most popular item, aprons.

Here are addition resources:

- [About Farm to School Month 2014](#)
- [Farm to School Month Logos](#)
- [Farm to School Month Posters](#)
- [National Farm to School Month 2014 Communications Toolkit](#)



WEBINARS FROM THE NATIONAL FARM TO SCHOOL NETWORK

National Farm to School Month 2014 campaign

September 23, 12 p.m. Central Time

This webinar will offer an overview of the National Farm to School Network's 2014 Farm to School Month campaign, including resources, contests and information on how other organizations and individuals can get involved.

[Farm to School 101](#)

October 14, 12 p.m. Central Time

In celebration of National Farm to School Month, this webinar will offer an introductory look at farm to school and ways you can get started. Three speakers will discuss the three core elements of farm to school: procurement, education and school gardens. Speakers include Bertrand Weber/ Andrea Northup from Minneapolis Public Schools Culinary and Nutrition Services; Brittany Wager from ASAP; and Jeff Bryant from Urban Roots.

[Fruit Trees in the School Garden](#)**October 21, 4 p.m. Eastern Time**

What in the garden could possibly be more exciting to students than a tree-ripened nectarine? Fruit trees and orchard-culture bring stability and productivity to the garden, all in a high yielding and low maintenance package. In our community's next webinar, Leo Buc, Director of Common Vision, will discuss best practices for growing fresh fruit in school gardens. We'll focus on every step of the process for new plantings as well as rehabbing existing trees.

A PERIODIC REVIEW OF FOOD RESEARCH AND ACTION

The Food Research and Action Center (FRAC) is pleased to re-launch [FRACFocus: Obesity and Poverty](#). This periodic e-newsletter focuses on obesity as it relates to low-income children and adults, looking at the intersection of obesity, income, food insecurity, the federal nutrition programs, and federal food and nutrition policy. Each issue highlights relevant research and reports recently released from academia, government agencies, and health and advocacy organizations.

We encourage you to explore their offerings if you seek current research on topics related to food security and access.

AMERICAN PASTURED POULTRY PRODUCERS SCHOLARSHIP

The American Pastured Poultry Producers Association (APPPA) is now accepting applications for its annual \$500 scholarship/gift. The scholarship will be awarded to an individual, farm, or organization that can propose an innovative educational activity they will develop while also sharing how it relates to an educational need directly related to pastured poultry.

Full details can be found [here](#). *Application deadline: December 15, 2014.*

SMALL BUSINESS INNOVATION RESEARCH PROGRAM

The U.S. Department of Agriculture (USDA) invites science-based small business firms to submit research applications under this program solicitation. USDA will support high-quality research, or research and development applications containing advanced concepts related to important scientific problems and opportunities that could lead to significant public benefit. Areas of key interest to the Food Systems team include projects that target enterprises that will benefit small- and mid-size farms.

If you are initially applying, you will compete for a Phase I grant. The Phase I application should concentrate on research that will significantly contribute to proving the scientific or technical feasibility of a larger business approach or concept. Phase I awards pay up to \$100,000 for a period normally not

to exceed eight months. The complete Request for Applications can be viewed [here](#). *Application deadline: October 2, 2014.*

CSU may be able to help you decide whether your activity is a good fit for the program, so please reach out if you have questions.

REDUCING FOOD WASTE: WHAT SCHOOLS CAN DO

Food waste is an issue of increasing interest to many in the food system. A recent report by the National Resources Defense Council shared the following findings:

- Americans trash 40 percent of our food supply every year, valued at about \$165 billion;
- The average American family of four ends up throwing away an equivalent of up to \$2,275 annually in food;
- Food waste is the single largest component of solid waste in US landfills;
- Just a 15 percent reduction in losses in the US food supply would save enough food to feed 25 million Americans annually.

There are many ways to reduce, recycle, and recover food waste in school cafeterias. By implementing these ideas, schools play a vital role in scaling back the amount of food taking up precious landfill space. More importantly, if a school uses food waste as a learning opportunity, it instills better habits in our young people and produces more civic-minded, community-conscious adults. Check out this great [infographic](#) from USDA and [visit here](#) for creative solutions to end school food waste.

FOURTH ANNUAL FOOD DAY

Justice throughout the food chain—from farm workers to child consumers—will be a special focus for the fourth annual [Food Day](#), as will increasing Americans' access to healthful food. Culminating on October 24, Food Day is an event that organizers hope will inspire many Americans to improve their own diets and work toward solving food-related problems at the local, state, and national level. Started by the nonprofit [Center for Science in the Public Interest](#) and other food leaders in 2011, Food Day quickly grew to 5,000 events from coast to coast last year alone.

[The Food Chain Workers Alliance](#), a national coalition of 23 organizations that represent over 280,000 workers that farm, produce, pack, transport, cook, serve, and sell food will be using Food Day to bring awareness to consumers about food justice. The Alliance will join Food Day and CSPI in Washington, D.C., on October 24 for a panel focused on justice and equity for farm and food workers as well as farmers. At the event, the Alliance will also announce the winner of its competition for the most creative message to explain why raising the minimum wage is important to food workers. Alliance member organizations around the country will also hold events and actions on Food Day to build awareness about injustices done to workers in the food chain.

CONSUMER ISSUES CONFERENCE

This year's Consumer Issues Conference is focused on food issues, and will cover:

- Local Foods
- Hunger Issues, including Food Waste & Recovery

- School Nutrition
- Food Advertising and Marketing
- Global Food Issues

Keynote speakers include:

- Michael Jacobson, Center for Science in the Public Interest
- Nicole Civita, University of Arkansas Law School
- Michael Hansen, Consumers Union
- Audrey Rowe, Food & Nutrition Service, U.S. Department of Agriculture
- Nicholas Nelson, United Nations Food and Agriculture Organization

Documentary: *A Place at the Table*, Wednesday, October 8th at 7:00 PM; exhibits and a poster session also featured. CLE Wyoming/Colorado and other professional credits available.

[Register Today!!!](#)

SAVE THE DATE: LOCAL FOOD BUYERS EXCHANGE

If you are a commercial scale food buyer OR seller sourcing or providing sustainably produced local food, then you will want to join others active in the food industry at the inaugural Local Food Buyers Exchange on **November 6, 2014** at the Hyatt Regency - O'Hare in Chicago!

Representatives of sectors including institutional food service, restaurant, hotel, grocery and food distribution will join commercial-scale local food sellers in this day-long conference dedicated to the further development of a viable, sustainable and profitable local food market in the upper Midwest.

Participants will roll up their sleeves at this new kind of business meeting—an interactive gathering featuring educational sessions for buyers, a structured forum for sharing best practices and challenges in local food procurement, and even a structured "speed networking" reception to cap off our day. Expect a day of education, networking and discussions with decision makers in food service, food distribution, grocery, hotel and restaurant management, as well as local food producers and sellers.

More information and registration will be available soon at www.localfoodassociation.org/Events. This meeting will be the most important local food business event you attend all year.

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](#).

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