

CSU Extension Local Food Systems

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FIFTY-SIXTH EDITION

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This is the 56th edition of the Colorado State University Extension Local Food Systems newsletter, and we are thrilled that it has become a key resource to connect our CSU team and local and state partners about events, news and opportunities. The Food Systems work team for CSU Extension is committed to building a stronger network of those who work on systems-based issues, and the distribution of this newsletter is one way to build that network. You can help us be better connected in three ways:

1. 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.
2. 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!
3. We will be featuring updates from Colorado regions in each newsletter, so please send in a regional update you would like to share with our readership!

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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MARKETMAKER VERSION 4 IS LIVE!

Explore the new MarketMaker site and platform—there is some information now available on every state! This will allow us to broaden the types of linkages and partnerships we can build and promote in Colorado’s food and agricultural system.

Explore the Colorado MarketMaker site at <http://co.foodmarketmaker.com/> and follow the national link to search our partner states, especially if you are traveling and want to find local farms, ranches, wineries and food.

Some improvements we want you to explore...

- Even more ways to link with your partners around the state, including a new organization listing for those who support our food system.

Start Building Strategic Partnerships

For Producers

Producers register their businesses in MarketMaker because food buyers of all types access our database to find products and services to meet their specific needs. Through MarketMaker, producers can reach more buyers and more efficiently form profitable business alliances.

For Buyers

Buyers register making their business discoverable to food producers looking to grow, source, or sell just what you need. Buyers can use MarketMaker to find more suppliers of differentiated, high-quality products leading to more efficient sourcing and higher margins.

For Consumers

Consumers use MarketMaker to locate suppliers selling just what they need. Search for anything—the nearest supplier of organic chick peas, specialty mushrooms or seasonal fish from anywhere in the U.S.



- Registration
 - Less confusing registration process that allows users to give minimal information initially....with opportunities to add information as they explore the site.
 - A new profile, General Member, has been added. All our partners that work with, provide technical to, and want to stay connected with our farm and food businesses can now get free general membership.

Choose Your Business Categories

Please select all that apply. With each selection you make, additional descriptive tags will appear in the following section for you to further describe your business.

<input type="checkbox"/> Ag Tourism	<input type="checkbox"/> Fishery	<input type="checkbox"/> Food Processor/Packaging Shop
<input type="checkbox"/> Eating & Drinking Place	<input type="checkbox"/> Food Bank	<input type="checkbox"/> Importer
<input type="checkbox"/> Food Processor	<input type="checkbox"/> Food Retailer	<input type="checkbox"/> Wholesaler
<input type="checkbox"/> Farmer's Market	<input type="checkbox"/> General Member	<input type="checkbox"/> Winery

Please consider adding a profile 

FROM AROUND THE STATE! NORTHERN COLORADO FOOD CLUSTER



The [Northern Colorado Food Cluster](#) is a 501(c)(3) business development cluster servicing the Northern Colorado region. The mission of the NCFC is to create a healthy community through a resilient, local food system and to support and promote local food production, distribution and consumption. NCFC's work impacts the newly emerging local food sector, with additional impacts on local food production and public health advocacy.

NCFC has deliberately taken an economic development approach to our food system, making it one of a handful of regions in the country to do so. Industry clusters are geographic concentrations of interconnected companies and institutions in a particular field and supply chain, including those that provide research, business support, and advocacy.

The NCFC convenes businesses, organizations and individuals, to contribute directly to the scope and projects and initiate public/private partnership. Collectively, these partners have significant capacity to influence public policy decision-making and create a strong network of food system leaders in our community. Nine local partners have been involved in the steering committee to date, including partners from the City of Fort Collins, The Food Bank for Larimer County, UC Health's CanDo Program, Spring Kite Farm LLC, the Trebuchet Group, and Colorado State University.

The Cluster is currently conducting [membership outreach](#), fundraising to hire an Executive Director, facilitating a series of regional round table discussions, and identifying regional stakeholders to further the mission. They are also managing the [Winter Markets](#).

For more information visit www.nocofoodcluster.com or email Ashley at nocofoodcluster@gmail.com.

AG CENSUS WEB MAP APPLICATION AVAILABLE ONLINE

The U.S. Department of Agriculture's (USDA) National Agricultural Statistics Service (NASS) now offers the Ag Census Web Maps application, a dynamic online tool that gives users rapid access to Census of Agriculture maps and data about crops and plants, livestock and animals, economics, farms, and operators in more than 3,000 counties across the United States.

The Census of Agriculture provides a detailed picture every five years of U.S. farms and ranches and the people who operate them. It is the only source of uniform, comprehensive agricultural data for every state

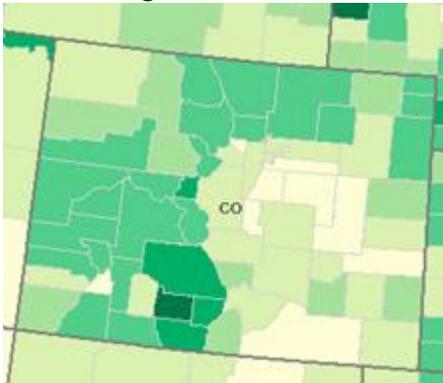
and county in the United States. Census data are used to make decisions about many things that directly impact farmers and ranchers, including:

- * community planning
- * store/company locations
- * availability of operational loans and other funding
- * location and staffing of service centers
- * farm programs and policies

The Ag Census Web Maps application is interactive. Users can navigate to an area of interest, print the map, display and extract a county's data, download maps and accompanying data for use with common software programs, and integrate the web map services with other mapping applications to visualize and analyze 2012 Census of Agriculture data in a geospatial context. NASS developed the application in collaboration with USDA's Economic Research Service (ERS). Together with MarketMaker, we can now visualize our food system with great detail! An application programming interface (API) is also available for developers.

One example for Colorado is below:

Acres of Irrigated Land as Percent of Land in Farms Acreage: 2012



Anyone can access and use the Ag Census Web Maps data for free. Please tell us if you would like training on this service for your community or team.

The Ag Census Web Maps application is [available at this link](#).

STUDY: NUTRITION ASSISTANCE IN FARMERS MARKETS

A USDA study was undertaken to understand why some Supplemental Nutrition Assistance Program (SNAP) participants shop at farmers markets and others in the same geographic area do not. Results suggest that SNAP participants buy most of their fresh fruits and vegetables at supermarkets and large grocery stores. Of those who do shop at farmers markets, overall value including quality and price are major reasons for shopping at markets. Of those who do not, reasons for not shopping at farmers markets centered on the lack of convenience associated with those markets.

Participant characteristics influenced shopping patterns and the use of EBT at farmers markets, such as:

- Women in the study were 1.3 times more likely than men to shop at farmers markets, as compared to data on shopping patterns of all U.S. households which show that women are 1.8 times more likely than men to shop for groceries in general.
- Those receiving support from other nutrition assistance programs, such as the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) were 1.4 times more likely to shop at farmers markets than those who only participate in SNAP.
- African-Americans and other non-White participants were about 30 percent less likely to shop at farmers markets than White participants. However, among those who shopped, African-Americans reported being 1.6 times more likely to use their EBT card for buying fresh fruits and vegetables at farmers markets than using cash.

To read the summary report, [click here](#). To read the entire report, [click here](#).

WHOLESOME WAVE FACT SHEETS



[Wholesome Wave](#) is a U.S. nonprofit organization that creates partnership-based programs to increase access to and affordability of fresh, locally grown food in historically excluded urban and rural communities. They collect and evaluate data on all of their initiatives and provide them in easy to read Fact Sheets that can be used by other programs working on similar initiatives. The data prove that increasing affordability and access to locally grown fruits and vegetables improves health, supports small and mid-sized farm businesses and bolsters local and regional economies.

2014 Fact Sheets available now:

[Double Value Coupon Program](#);
[Fruit & Vegetable Prescription Program](#); and
[Healthy Food Commerce Investments](#).

WHOLESDOME WAVE'S DOUBLE VALUE COUPON PROGRAM

The Double Value Coupon Program (DVCP) is a system of double-value coupons issued to eligible residents of the state. The program provides a double-value coupon for each dollar of eligible food items purchased. The program is designed to help low-income households stretch their food dollars and improve their nutrition.

DVCP Expands Access to Affordable Healthy Local Foods
35,851 participating households
95% of participating households are low-income
70% of participating households are in rural areas

DVCP Enhances Local Economies, Farm Viability and Farmers Markets

3,500 participating farms
\$2.45 million in sales generated
27% of participating farms are in rural areas

DVCP Increases Fruit and Vegetable Consumption
90% of participating households increase their fruit and vegetable consumption



WEBINAR: COLORADO FOOD SYSTEMS LEGISLATIVE UPDATE

On Monday December 8, from 10am-11:15am, please join local food policy councils and other food systems advocates from across the state in a webinar on legislative activity and how you can be engaged.

Colorado State University Extension will host this webinar for anyone interested in learning more about how to engage state legislators in food systems issues and specific opportunities that are on the horizon. This webinar will:

- Present tools & resources for finding your legislators and engaging them;
- Hear updates on the proposed 2015 Farm to School bill, and how to get involved; and
- Discuss any action items related to existing state policy.

You may link to the webinar at: <http://connect.extension.iastate.edu/colofood> and log in as a "Guest."

RURAL MATTERS: A FREE ONLINE DATA EVENT



The Community Commons hosted an online series in November featuring three 19-minute webinars and a dedicated Rural Matters Event Hub.

19 Minute Webinars? Yes, 19 minutes. Your time is valuable so they kept them short and to the point.

Join the [Rural Matters Online Event Hub](#) is where you can find all of the maps, data visualizations, and resources shared in the webinars. The three webinars included, now archived:

- Assessing the Rural Community
- Enhancing Your Funding Proposals

- Making the Case for Policy Change

Learn more at [Community Commons](#).

WESTERN COLORADO FOOD & FARM FORUM



You're invited to the 3rd Annual Western Colorado Food and Farm Forum: *Unlocking the Secrets of Raising Great Food*. Please join us on January 10, 2015 at the Montrose Pavilion.

The conference features speakers on crop production, livestock production, ag business management and marketing, and specialty crop areas.

New this year, "*Seed Save the Rocky Mountains: Fundamentals of Regional Seed Production*," a pre-conference workshop, is scheduled for January 9th at the Montrose Fairgrounds.

Register by December 7th to secure your early bird discount.

[Click here to visit the Food and Farm Forum website.](#)

For more information and to register online, visit foodfarmforum.org or call [970.249.3935](tel:970.249.3935).

[Click here to download a printable registration form.](#)

CSU EXTENSION TO HOLD ESTATE PLANNING WORKSHOPS

Sensitive issues, such as money, death, and family relations, are difficult issues not only to bring up but also to talk about in any depth. It is hard to approach these issues calmly when there are strong feelings about what is important. Some people avoid discussing these subjects because they believe it to be disrespectful and uncomfortable.

A survey of Americans found that both parents and adult children were uncomfortable discussing the one dimensional topic of leaving an "inheritance", but both enthusiastically embraced the idea of leaving a "legacy". People believe a legacy captures all facets of an individual's life-including family traditions, history, sharing stories, values, and wishes. A complete legacy is built on four pillars-Values and Life Lessons, Personal Possessions of Emotional Value, Instructions and Wishes to be Fulfilled, and Financial Assets/Real Estate.

Colorado State University Extension will host six legacy-succession-estate planning workshops around the state. The programs will be presented by Jeff Tranel and Norm Dalsted and are designed to help farm and ranch families to document their wishes and communicate those wishes to family members.

Workshops will be held:

- December 11th in Loveland
- February 10th in Grand Junction
- February 11th in Steamboat Springs
- February 17th in Durango
- February 18th in Alamosa
- March 24th in Yuma

People interested in participating in the workshops should contact the [County Extension Agent in those areas](#).

Register for the Dec 11, Loveland [workshop by clicking here](#).

WESTERN SARE GRANTS AVAILABLE



Western SARE grant proposal submission deadlines are approaching. This organization is unique in that it makes producers the key assets in formulating the research questions, and implementing the research and education programs. Grants available include:

Farmer/Rancher grant applications, due December 3, 2014, 1 pm MST.

Professional +Producer grant applications, due December 3, 2014, 1 pm MST.

For more information visit <https://wsaregrants.usu.edu/grants/>.

FOOD INSECURITY NUTRITION INCENTIVE

The Food Insecurity Nutrition Incentive (FINI) program, a new Farm Bill program, brings together stakeholders from distinct parts of the food system and fosters understanding of how they might improve the nutrition and health status of SNAP households. Under FINI, applicants may propose relatively small pilot projects, multi-year community-based projects, or larger-scale multi-year projects. Funded projects will test community based strategies that could contribute to our understanding of how best to increase the purchase of fruits and vegetables by SNAP participants through incentives at the point of purchase, supported by effective and efficient benefit redemption technologies, that would inform future efforts.

All FINI projects must:

- have the support of a state SNAP agency;
- increase the purchase of fruits and vegetables by low-income consumers participating in SNAP by providing incentives at the point of purchase;

- operate through authorized SNAP retailers, and be in compliance with all relevant SNAP regulations and operating requirements;
- agree to participate in the FINI comprehensive program evaluation;
- ensure that the same terms and conditions apply to purchases made by individuals receiving SNAP benefits as apply to purchases made by individuals who are not SNAP participants; and
- include effective and efficient technologies for benefit redemption systems that may be replicated in other states and communities.

[Applications](#) are due Dec. 15, 2014. We hope some Colorado communities choose to compete!

2015 BUILDING FARMERS PROGRAM

The Building Farmers Program for Denver, Jefferson, and Arapahoe Counties is a farm business incubator focusing on business plan development for non-profit, for-profit, and indoor farms.

Classes begin Tuesday January 20th. Applications are available November 5th and due December 3rd. Participants will be notified of acceptance on December 15th. Classes will be held on Tuesday evenings at the Denver County Extension Office and final business plans will be presented to peers and key community partners on Saturday, March 7th.

Information nights on the program will be held in November, so check with your county extension office for locations and times. If you have questions contact Danielle DuBois, Program Coordinator at ddubois@arapahoegov.com or 303.738.7977.

WESTERN COLORADO HORTICULTURE/VINCO CONFERENCE

The Western Colorado Horticultural Society (WCHS) is a non-profit organization dedicated to the future development of agriculture in Western Colorado through the association and combined efforts of its members. Membership is open to anyone interested in the advancement of horticulture and includes admission to WCHS and VinCO Annual Conference.

Their annual conference will be held January 13-15th in Grand Junction, Colorado with tours, speakers and organizational meetings. This is one of the longest standing conferences focused on specialty crops in our state. You can register at:

<https://www.eventbrite.com/e/2015-wchsvinco-conference-registration-13373429287>



Western Colorado
Horticultural Society

SAVE THE DATE: FRUIT & VEGETABLE GROWER CONFERENCE



The Colorado Fruit and Vegetable Growers Association will hold their 1st Annual Conference, February 25, 2015 from 8:30 am - 6:00 pm at the Renaissance Hotel Conference Center in Denver, Colorado. This will directly precede the Governor's Ag Outlook Forum at that same venue, to encourage specialty crop growers to attend both events.

Details and registration will be available in early December at: coloradoproduce.org.

Potential sponsors and exhibitors should email info@coloradoproduce.org.

If you haven't already, consider joining CFVGA as a producer or affiliate member, and like them on Facebook: <https://www.facebook.com/CFVGA>.

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](#).