

CSU Extension Local Food Systems

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Welcome to the 28th edition of the CSU Extension Food Systems newsletter. This newsletter is distributed as a way to give our team members and partners up-to-date news and information from around the state and our own CSU Extension organization. If you know of any new information that would be relevant to the rest of the group, send it for us to include in the newsletter! (That includes partners outside of CSU as well).

Please forward this newsletter to anyone with an interest in local food systems and CSU's programs in this area, including contacts you may have with local media who cover stories on agriculture and food, 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 find old issues at: <http://www.ext.colostate.edu/cis/localfood.html>.

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COLORADO MARKETMAKER

The Colorado MarketMaker team was first runner up in a national competition sponsored by Farm Credit to acknowledge creative use of the national MarketMaker network in the area entitled the Innovation Award in Education, Research and Outreach. The Colorado team received this award for both the quality and the breadth of work accomplished between Colorado State University and the Colorado Department of Agriculture to promote CMM to food producers and buyers around the state.

This award included a \$2,500 cash prize in addition to a \$500 travel scholarship to the National Value Added Agriculture conference in Traverse City Michigan June 24th – 26th. A representative from Farm Credit presented the award to Martha Sullins, who represented the CMM team, at the conference

awards ceremony.

This month we would like to draw your attention to the **Buy/Sell Forum**. The buy/sell forum allows businesses to post advertisements of products and services they currently have or need **at no cost**. Plus, those who use the Forum are assured that advertising businesses are members of the state's directory of agriculture, food and food-based businesses. The categories that CMM members can use include:

- Looking to Buy
- Looking to Sell
- Services and Equipment
- Transportation

Learn more about the buy/sell forum: <http://co.marketmaker.uiuc.edu/content/964-how-do-i-use-the-buy-sell-forum>.

The newest business spotlight on the Colorado MarketMaker website is the Woodland Park Farmers' Market, an award-winning farmers' market in its 22nd year. The Woodland Park Farmers' Market is located on Center Street & Henrietta Avenue in Woodland Park and runs from June 8th-September 28th, Fridays, 7am - 1 pm. They have expanded to 100 vendor spaces this year!

Check out their [profile on Colorado MarketMaker](#) and, for more information, browse their website at www.woodlandparkfarmersmarket.com

We'd love more businesses to highlight! The forms for Newsletter Submission, Business Spotlight, and Taste of Colorado are all available on the [Colorado Department of Agriculture website](#).

NEW FUNDS AVAILABLE FOR SNAP BENEFITS

The United States Department of Agriculture (USDA)/Food and Nutrition Service (FNS) is encouraging an increase in domestic consumption of agricultural commodities, fruits, vegetables and other foods by expanding direct producer-to-consumer market opportunities. Examples include farmers markets, roadside stands, and other direct producer-to-consumer market infrastructures.

The Colorado Department of Human Services, EBTS program (food stamps) is working with the Colorado Farmers' Market Association to identify and certify new farmers' markets and producers across the state of Colorado to accept SNAP (Supplemental Nutrition Assistance Program) benefits. The USDA/FNS has made funds available to the states to cover all of the expenses involved with the lease of wireless Point of Sale (POS) devices required for markets to accept the Colorado EBT card. With this funding, the Colorado EBT program will pay for the monthly lease of the POS device, as well as the monthly communication fee. In order to participate, markets and/or producers must be FNS certified. The certification process is relatively simple. CFMA will provide a "How To Implement SNAP at Your Farmers Market" cd, market SNAP currency, and one to one technical assistance if needed.

For more information email any of the following individuals at the addresses linked to their names: [Trish Heese](#), [Scott Barnette](#) or [Cynthia Torres](#).

2012 FARMERS' MARKET INSPIRATION AWARD

The Farmers' Market Coalition (FMC) is now accepting entries for the 2012 Farmers' Market Inspiration Award, where FMC and Growing for Market will award \$1,000 as a grand prize!

In honor of National Farmers' Market Week 2012, the Farmers' Market Inspiration Award was designed to reward and showcase the variety of ways farmers' markets benefit communities across the United States. FMC is looking for essays by farmers' market producers from all corners of the nation that put a human face on farmers' market successes: increases in on-farm biodiversity, unexpected friendships formed, or lessons learned in the living classroom of entrepreneurship.

For more details about guidelines and how to get started, check out the page summarizing the [Inspiration Award](#).

Please note that this year, FMC is specifically looking for 1,200 word essays written by farmers/producers at farmers' markets, so they need market managers' help to spread the word among farmer producers, and they will be asking each entrant to submit contact information for their manager so that they can conduct fact checks, and be sure to publicly credit the names of the markets featured. They also ask that each entrant to submit a photo of themselves at their market stand.

All essays must be submitted through the FMC website [submission form](#) by 5 p.m. on August 11, so now is the time to start brainstorming! Farmers' Market Coalition staff and Board of Directors, [American Farmland Trust](#) staff, and [Growing for Market](#) editorial staff will make up the panel of judges and will announce the winning \$1,000 entry in early September. The winning essay will be published in the October issue of Growing for Market, and selected honorable mentions will each receive a free one year memberships in the Farmers' Market Coalition, and a one year print subscription to Growing for Market.

Contact Natalie Roper at Natalie@farmersmarketcoalition.org with questions.

WEBINAR: SO YOU WANT TO BE A COTTAGE FOOD PRODUCER?

Webinar: So You Want to be a Cottage Food Producer?

Wednesday, July 11, 2012 – 6:00-7:15 pm

In the past year, Colorado lawmakers recognized the growing interest in local food production by enacting a new Cottage Foods bill that allows small batch food processing by home businesses, but with very clear directions about the types of products, volume of sales, and education needed to make this market transition go smoothly.

In response, CSU is providing a webinar for those who want to learn more. Learn the basics of Colorado's Cottage Food Act and how to start a home-based food business, including:

- eligible products;
- potential markets;
- food safety training requirements;
- licensing and registrations;
- insurance information; and

- potential costs and returns for cottage food business.

To join this webinar, click on <http://connect.extension.iastate.edu/colofood> 5 minutes prior to webinar. Click on “Enter as a guest,” type your name, then click “ok” to enter the webinar. Audio will be over the internet.

If you cannot attend that evening, you can still learn! The webinar will be recorded and the link will be posted several days following the webinar at:

<http://cofarmtomarket.com/value-added-products/cottage-foods>.

COLORADO PUBLIC ATTITUDES SURVEY

In August 2011, Colorado State University’s Department of Ag and Resource Economics conducted an online survey of 504 Colorado residents for the Colorado Department of Agriculture to determine the public’s attitudes towards such issues as food prices, food safety, pesticide use, environmental practices, wildlife and agriculture, animal welfare, land use, population growth and agricultural land preservation, among others. This research replicates studies conducted in 1996, 2001 and 2006. The 2011 survey is intended to add another year of data and comparisons built on these same objectives, but it also seeks to explore some new issues, including:

1. Exploring the food shopping attitudes and behaviors of Coloradans (including home production), with a particular focus on where they shop for foods. This encompassed questions on Colorado Proud and purchases of local foods.
2. Determining the trust that Coloradans have in different sources of information on food, agriculture, nutrition, and food safety.
3. Exploring the participation in agritourism by Coloradans, including the types of activities they participate in, and the frequency of their participation.

Each month we will present some findings from this survey that illustrates Coloradans views on current issues in agriculture and food systems. For this month, we explore consumers responses to this question from the 2011 survey:

When you shop for fruits, vegetables, meat and dairy products, what does local mean to you?

Because there are so many different working definitions of “local food”, we asked survey respondents to indicate how they defined local in terms of their food purchases, when given the options listed below:

| Definition of local | |
|---------------------------------------|---------------------------|
| | Percentage of respondents |
| Produced in Colorado | 69% |
| Produced within 100 miles | 11% |
| Produced in the county where you live | 10% |
| Produced within 250 miles | 5% |

| | |
|---------------------------|----|
| Produced within 400 miles | 2% |
| Don't know | 2% |
| Other* | 1% |

* Other responses included the following: 50 miles; Colorado and surrounding states; it didn't have to get on an airplane to get to me; and within Weld/Larimer counties.

Overwhelmingly, 69% of respondents said that local meant that the food was produced in Colorado, which supports our state's efforts to promote through Colorado Proud. Only much smaller percentages indicated any specific distance from the respondents' residence, with the smallest area being 50 miles. The most commonly stated distance (by 11% of all respondents) was that the food was produced within 100 miles of where it was purchased.

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](#).