COLORADO FOOD SYSTEMS
ADVISORY COUNCIL

2017 Annual Report

CC:
Governor John Hickenlooper
Commissioner of Agriculture
House Health and Environment Committee
Senate Health and Human Services Committee
House Agriculture, Livestock, and Natural Resources Committee
Senate Agriculture and Natural Resources Committee

Colorado Food Systems Advisory Council
www.cofoodsystemscouncil.org

Council Members (as of 10/1/2017)

- Jody Beck, Ph.D., Assistant Professor, Department of Landscape Architecture, University of Colorado Denver
    - Rep. an academic institution that specializes in economic systems, agriculture or health care
- Louis Swanson, Ph.D., Vice President for Engagement and Director of Extension, Colorado State University (Appointee: Dawn Thilmany McFadden, Professor and Extension Economist, Colorado State University)
    - Rep. Director of the Colorado State University Extension Services Program
- Karen Falbo, C.N., Director of Nutrition Education, Natural Grocers by Vitamin Cottage
    - Rep. food wholesalers or food retailers
- Wendy Peters Moschetti, Director of Food Systems, LiveWell Colorado
    - Rep. nutrition and health
- Meighen Lovelace, Producer
    - Rep. agricultural production
- Joyce Kelly, Producer
    - Rep. agricultural production
- Sandra Stenmark, M.D., Physician Director at Kaiser Permanente
    - Rep. nutrition and health
- David Carter, Market Manager, Broomfield Farmers Market
    - Rep. food wholesalers or food retailers
- Trudy Kareus, State Director, U.S. Department of Agriculture, Rural Development
    - Rep. knowledgeable about a local, state, or federal agency
- Joel Jacques-Piche McClurg, Director of Public Policy, Hunger Free Colorado
    - Rep. anti-hunger and food assistance programs
- Tom Parks, DVM, producer
    - Rep. agricultural production
- Tracy Miller, MSPH, RD, Manager, Child and Adult Care Food Program, Prevention Services Division, Colorado Department of Public Health and Environment
    - Rep. nutrition services and WIC, Dept of Public Health and Environment
- Chris Wiseman, Deputy Commissioner, Colorado Department of Agriculture
    - Rep. Department of Agriculture
- Brehan Riley, MS, RD, SNS, Director, Office of School Nutrition, Colorado Department of Education
    - Rep. Department of Education

Staff

- Becca Jablonski, Ph.D., Assistant Professor and Food Systems Extension Economist, Department of Agricultural and Resource Economics, Colorado State University

Per the requirements of Senate Bill 13-174, this update on the work of the Colorado Food Systems Advisory Council (COFSAC) is being provided to update Governor John Hickenlooper and his office, the Commissioner of Agriculture, and House Health and Environment Committee, Senate Health and Human Services Committee, House Agriculture, Livestock, and Natural Resources Committee, and Senate Agriculture and Natural Resources Committee.

Meetings & Events

The Colorado Food Systems Advisory Council met four times during the 2017 calendar year: March, June, September, and November. All of the meetings was hosted by the Colorado Department of Agriculture in Broomfield, CO except for the September meeting which took place at Colorado State University in Fort Collins, CO as part of the Colorado State University Agricultural Innovation Summit and the release of the draft Colorado Blueprint of Food and Agriculture.

Additionally, four members of COFSAC participated in a convening of the Colorado Food Policy Network on December 1st 2017. Two COFSAC members sit on the Colorado Food Policy Network Leadership Council and all four participated in work groups of the Network that came together in person in early December to discuss ways to work collectively around state policy.

Member Updates

The COFSAC welcomed one new member in 2017, Joel Jacques-Piche McClurg, Director of Public Policy, Hunger Free Colorado. Joel is a passionate food security analyst talented at using data and policy to manage and support activities for equitable food access for all. He is technically-savvy about federal work support programs such as SNAP and has a wealth of experience working with county and state-level governments and non-profit organizations.

Areas of Focus

In 2017, the major activity of the Colorado Food Systems Advisory Council was to engage Colorado's agricultural and food system stakeholders in framing, guiding and innovating a Blueprint for the sector's future. Understanding key assets, emerging issues and priorities for future investments and policies enable us to sustain the state's standing as a global leader in production and processing, while maintaining the culture of health, quality of life, and livable communities valued by both its long-time residents and those who choose to move to Colorado as their new home. This Blueprint process offers a unique opportunity to strengthen key food and agricultural sectors through stakeholder conversations that explore opportunities for food-systems led community and economic development across Colorado.

In addition to leadership from the Colorado Food Systems Advisory Council, the Blueprint was guided by key food and agricultural organizations who came together to guide a process culminating in a shared vision for the future of Colorado's food system. The additional groups include:
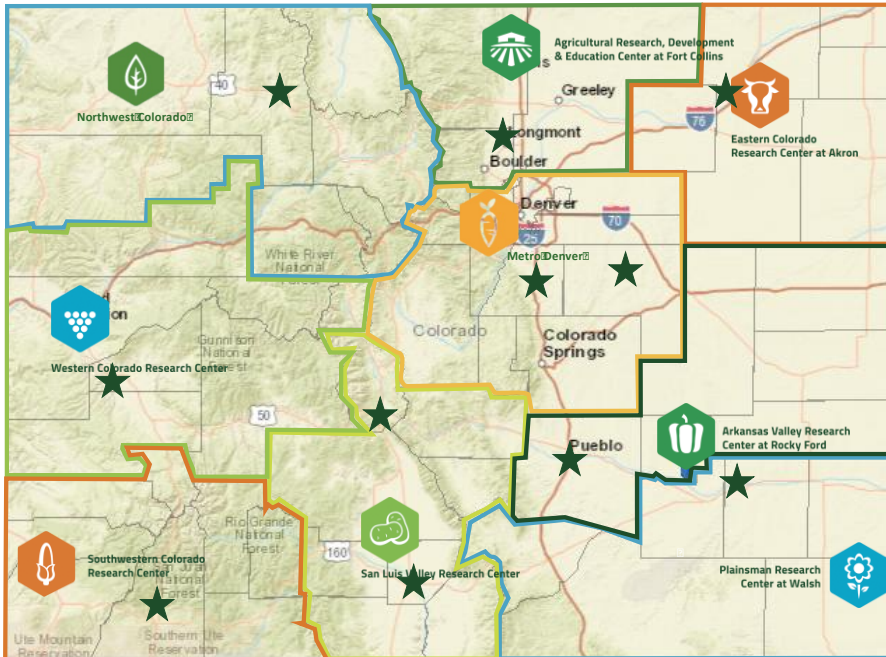
- Colorado State University Agricultural Experiment Station and Research Centers,
- Colorado Department of Agriculture,
- Colorado State University College of Agriculture,
- Colorado State University Office of Engagement and Extension,
- LiveWell Colorado and
- Colorado Food Policy Network.

The goals of the CO Blueprint of Food and Agriculture are to:
- Understand opportunities and challenges resulting from changing public attitudes about agriculture and food;
- Assess opportunities for Colorado food system policy to address challenges and needs;
- Document, assess and highlight key linkages in Colorado's food supply chain, its key players and infrastructure;
- Develop priorities for capacity building, investment and innovation across Colorado agriculture and food stakeholders; and
- Enhance CSU's knowledge of Colorado-specific research and engagement needs to support opportunities for all research and outreach units (on and off campus)

Community Engagement Process

To validate and enhance findings compiled from available secondary data, the Colorado Blueprint of Food and Agriculture also included an extensive public engagement process. To assure geographical representation, the above-mentioned key organizations divided the State into nine regions, loosely based on the location of the state's agricultural experiment stations/research centers, plus several additions to ensure representation of all corners of the state (see Figure 1). Nine regional advisory teams were assembled to identify previous food system assessments, engage important regional stakeholders and voices, and help coordinate a regional townhall meeting. The regional advisory teams included leadership from the Colorado Food Systems Advisory Council, as well as representatives from Colorado's Agricultural Experiment Station, Colorado State University Extension, and the Colorado's Food Policy Network.
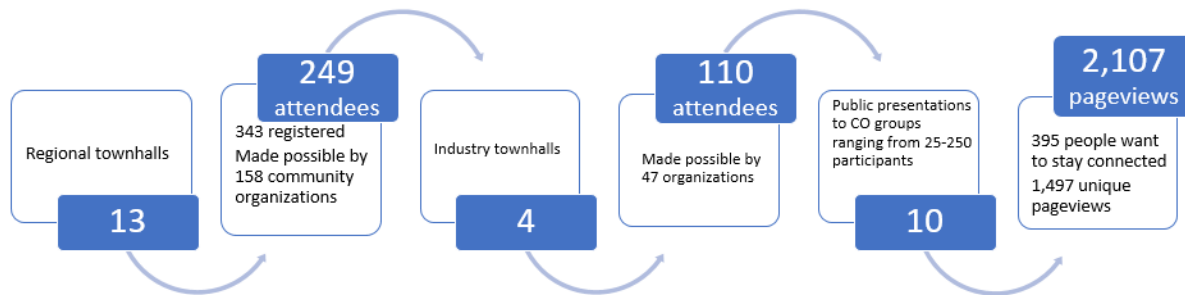
Map of the nine regions, including the locations of each of the Blueprint Townhall meetings.

For each of the townhall meetings, members of the regional advisory team were asked to select up to four key, cross-cutting issues that influenced, but transcended, any one industry sector across the food system. These could be topics on which the regions were already working or areas they saw as key opportunities to address (for example, workforce development and retention to support the next generation of agriculture). These issues were used to guide the townhall discussions. Below summarizes the selected cross cutting issues and opportunities by region:

- Access to healthy food (all regions)
- Institutional food procurement (Western and Northeast)
- Access to land and/or water to support the food system and next generation (Southwest, Gunnison, Front Range, Southeast, Denver, South Central)
- Opportunities and challenge to support food system infrastructure (Southwest, Gunnison, Front Range, Denver, Northeast, Northwest, South Central, Southeast, Western, Eastern)
- Value of agriculture beyond the dollar value (Southwest, Gunnison, Denver, Eastern)
- Leveraging federal resources (Northwest)

In total, almost 249 people attended 13 regional townhalls, representing 158 organizations across the state. In addition, 4 industry townhalls were held with over 110 attendees, representing 47 organizations. And, 10 public presentations, each of which included 25 to 250 participants helped to spread the word about the process. As evidence of the interest in the

process, 395 individuals asked to stay connected to what was happening with the Blueprint, 1,497 unique page views were recorded on the project website, with a total of 2,107 total views between January and December 2017, from 93 different communities across Colorado. At the presentation of the draft report at the CSU Ag Innovation Summit in September 2017, we had nearly 100 attendees. In addition, 74 people provided public comments via our online system.

Stakeholders who attended the regional townhalls include a broad range of job or personal affiliation categories, including: media, healthcare, funder, student, food industry intermediary, food retailer, planner, educator, University personnel, rancher, farmer, public health personnel, government professional, Extension specialist, food service provider, and non-profit staff.

As of the end of 2017, the final version of the Colorado Blueprint is available on the foodsystems.colostate.edu website.

Local Coalition & Partner Engagement

In conjunction with LiveWell Colorado, COFSAC members participated in and supported an Annual Meeting of the CO Food Policy Network (COFPN) (December 1st 2017). COFPN now includes representatives from over 15 local food system coalitions and numerous state organizations, and has organized their efforts under five work groups. COFPN exists to build the

capacity of local organizations and to help them come together in an active way. Four COFSAC members act as liaisons between COFSAC and the Colorado Food Policy Network and actively participate in the Network's work groups: Meighen Lovelace, Sandy Stenmark, Jody Beck, and Wendy Peters Moschetti. Additionally, several members of the Colorado Food Policy Network's Leadership Council partnered with COFSAC and CSU to plan and facilitate the regional Townhalls.

Another Blueprint process, the Blueprint to End Hunger in Colorado, emerged as a parallel process to the Blueprint of Food and Agriculture in 2017. In order to avoid duplication, ensure consistent communication, and advance mutually supportive recommendations, five COFSAC members also participated in the Steering Committee of the Blueprint to End Hunger (Joel McClurg, Sandy Stenmark, Tracy Miller, Wendy Peters Moschetti, Meighen Lovelace, and Brehan Riley).

COFSAC Recommendations and Next Steps

Based on the findings of the Colorado Blueprint of Food and Agriculture, the Colorado Food Systems Advisory Council plans to spend the 2018 calendar year supporting integration of key action items into its plan of work, including that of its members and their stakeholders. A draft list of COFSAC specific recommendations was drafted for the Council by its staff, and will be reviewed at its first meeting (February) of 2018. The goal is for the Council to select 2-3 of its action items that can be completed during the 2018 calendar year.