

Colorado Department of Agriculture FY 2020-21 Annual Performance Report

[CDA FY 2020-2021 Performance Plan](#)

WIG #1- Strengthen Market Opportunities

The Colorado Department of Agriculture will strengthen market opportunities by increasing the percentage of consumers buying Colorado products from 83% to 84% by June 30, 2021.

Everyone needs food—and Colorado consumers want, with increasing fervency, local food. They want to know where their food comes from, how it is produced. They want the transparency that is required to know its source. Coloradans want to know that their food purchases help to create jobs and promote local economies; safeguard the environment, protect groundwater and preserve farmland; and support proper animal treatment. The result is a huge investment and business opportunity. Colorado is in position to not only garner financial returns but also to create value for other stakeholders, make positive social impacts supporting healthy communities, strong local economies, and environmental resilience.

QUALITATIVE ACTION	BASELINE	FY 20-21 GOAL	Q1	Q2	Q3	Q4	Status	Latest Update
The Colorado Department of Agriculture will strengthen market opportunities by increasing the percentage of consumers buying Colorado products from 83% to 84% by June 30, 2021	0%	83%	76%	76%	76%	76%	Did Not Meet Goal	Attribute this to changing shopper behavior shaped by COVID-19 closures and product availability. A second survey conducted in June 2021 showed that awareness of the Colorado Proud logo remained steady at 76%. The good news is that 40% reported intentionally purchasing more Colorado food, beverage, and agricultural products than a year ago so we are progressing in the right direction even if this larger stretch goal was not met.
Increase Colorado hemp producers commodity market share through increased business partnerships from 0 to 4 by June 30, 2021. (Cannabis Cabinet WIG)	0	4	1	3	4	4	Met Goal	
Increase the number of Administration-led strategic relationships from 1 to 7 by June 30, 2021	1	7	8	12	15	16	Met Goal	
Increase in Social Media engagement, aiming to increase from 25,147 followers to 28,684. This will total the rows below.	25,147	28,684	26,163	27,106	29,250	30,200	Met Goal	Our success on social media was likely due to more frequent posting, focusing on local producers, live wine tastings, giveaways and CDA's Mental Health initiatives.
Increase in # of Colorado Proud members from 2871 to 3000 by June 30, 2021.	2,871	3,000	2,986	2,954	3,038	3,062	Met Goal	Focus for the CO Proud program this year focused around a reimagining of the program. Over 200 CO Proud Members were engaged to help build the next iteration of the program. CDA objectives included understanding local businesses' outlook and attitude emerging from Covid-19, understanding what existing Colorado Proud services or resources members are utilizing and identifying and prioritizing needs among Colorado Proud members. 93% of respondents believe the Colorado Proud program is somewhat to very effective. By far the greatest need they had were financial support and marketing and advertising opportunities.

Increase overall outreach to Hemp licensees with a monthly/quarterly newsletter from 0 to 1000 (# of licensees as of 9/25 is 1053) by 6/30/2021.	0	1400	1316	1571	1892	1892	Met Goal	Increased communication with Hemp producers was a priority for the program. The newsletter and Hemp Virtual Symposium were two strategies to help them accomplish increased stakeholder engagement.
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WIG #2- Voluntary Stewardship

The Colorado Department of Agriculture will increase voluntary participation from 44 to 119 Colorado farms and ranches in conservation activities through direct CDA assistance by June 30, 2021.

Conserving Colorado's rich natural resources and farmland is paramount to protecting our communities, advancing the state's economy, and improving the health of Coloradans. Many of Colorado's farmers and ranchers are leaders in this area. They know that proper stewardship of natural resources helps not only protect the environment but can also bolster their bottom line and help ensure sufficient food, feed, fiber, and fuel. Success for this WIG is providing greater resources for producers to advance voluntary, incentive based stewardship and build financial and ecological resilience, increasing our understanding of Colorado agriculture's contribution to soil carbon sequestration, broadening support to maintain agricultural water resources, and advancing renewable energy opportunities in agricultural communities. We will prioritize services that advance equity, diversity and inclusion. This work is also critical for supporting the next generation of agriculture.

QUALITATIVE ACTION	BASELINE	FY 20-21 GOAL	Q1	Q2	Q3	Q4	Status	Latest Update
The Colorado Department of Agriculture will increase voluntary participation from 36 to 119 Colorado farms and ranches in conservation activities through direct CDA assistance by June 30, 2021 *These are areas where CDA staff directly help CO producers with analysis and direct consultation	36	119	43	54	61	103	Did not meet goal	Through June, ACRE3 assisted 41 producers: 8 Solar PV (Larson, Lempka, Moos, Hinde, Yoder, Summit Plants, DiSanti, HPBar Ranch); 6 Hydro: (Ute Mountain Ute Tribe, Buttermilk Ranch, George Seidel, Lempka, Cameron Adams, Kembel Farm); 20 Efficiency: (Gunnison Gardens, Bar 7 Ranch, Great Western Dairy, Gullely Greenhouse, Marvin Bay Farm, Mt Valley Farm, Farmcore, Vieselmeyer Farm, Laurie Adams, Tom Jackson, Cory Chapman, Anderson Ranch, Dannon Bolton, Melvin Benton, 3JF Inc, Dible Farm, Paul Brittain, Altman Plants, Kettelson Farm, F&F Farms); 4 Renewable Thermal Energy in Greenhouses: (Altman Plants, Zapata Seeds, Welby Gardens, Gunnison Gardens); 2 Anaerobic Digesters (Aurora Dairy, Yoder Farms); 1 geothermal: (Good Shepherd Ranch).
Build voluntary participation in the Saving Tomorrow's Agricultural Resources (STAR) program or equivalent from 0 to 75 by June 30, 2021.	0	75	0	0	0	26	Did not meet goal	The Soil Health Program set a very bold goal. While CDA didn't meet it, many activities will yield progress in FY 2022. This year, the program's most remarkable accomplishments were 1) securing several grant funding opportunities and 2) hiring a Soil Health Specialist. The program was able to make significant progress on the STAR program, initially notifying 319 producers of grant funding available to them beginning in January 2022 for the STAR pilot program. There is an initial interest from at least three local conservation districts and numerous interested ranchers and farmers who want to review the STAR framework and provide feedback on the STAR forms and scoring system
Increase enrollment of Hemp operations participating in the Saving Tomorrow's Agricultural Resources (STAR) program or equivalent from 0 to 7 by June 30, 2021.	0	7	0	0	0	0	Did not meet goal	
Increase soil, water and climate stewardship projects from 36 to 50 by June 30, 2021. * These are completed projects implemented and verified by CDA staff.	36	50	39	40	42	48	Did not meet goal	12 projects completed in FY21: Gunnison Gardens Greenhouse: thermal storage; Bar 7 Ranch: radiant heater; HPBar Ranch: 18.3 kW solar PV; DiSanti Farms: 32.3 kW solar PV, Farmcore: 2 irrigation pump replacements; Hinde Co Farm: 17.9 kW solar PV; Yoder Farms: 33.0 kW solar PV; Cleave Simpson: 2 irrigation pump motor upgrades, 1 irrigation pump replacement. Larry Lempka: center pivot installed as part of a hydro project.

WIG #3- Increase Access to Services

The Colorado Department of Agriculture will institutionalize streamlined, effective technologies, policies, and processes by increasing the number of improved systems from 19 to 25 by June 30, 2021.

While some may consider agriculture more traditional, there is no mistaking that agriculture, as an industry has been a principal driver of innovation and adaptation. Whether it be early adoption of mechanized forms of production and harvest, to advances in gene-science and biology to using systems to manage vulnerable resources: technology has always, and will increasingly, play a central role within agriculture. With this goal, CDA strives to model this dynamic by being an organization that prioritizes data-driven decision-making, creates concrete goals, and measurable results. With these lessons in hand, the Department will be looking to evaluate business processes for opportunities to increase the use of systems to facilitate transactions and prioritize the use of data to inform policy and program recommendations. More efficient systems and processes supporting data-driven decision-making will lead to greater transparency, fiscal accountability, and ultimately improve teamwork and staff engagement.

QUALITATIVE ACTION	BASELINE	FY 20-21 GOAL	Q1	Q2	Q3	Q4	Status	Latest Update
The Colorado Department of Agriculture will institutionalize streamlined, effective technologies, policies, and processes by increasing the number of improved systems from 19 to 25 by June 30, 2021.	19	25	20	21	22	26	Met Goal	We have several improvements to report for this fiscal year, including 1) implementing a Pesticide Application online licensing system that reduces paper and turnaround time. As a result, 80% of commercial licenses were submitted online this year. 2) Implemented a new Credit Card Statement Process that moves evaluation and approval of employee credit card statements to a virtual workflow. This change eliminates the need to print, wet sign, scan, and upload statements to email. 3) Evaluated the Pesticide Enforcement samples process and using new methods will save considerable time and increase the quality of samples tested. 4) The PACFA program developed qualifying education for new licensees and continuing education update courses to help PACFA licensees understand and stay current with state regulations and good practices related to the health and safety of pet animals. These courses developed in conjunction with subject matter experts from the industry are accessible online. 5) Created new guidance and improved signature process for signing Hemp stipulations. 6) In addition to the above, the Brands Division is testing a system that will enable us to accept credit cards in payment for certain services, including the bulk of 2022 brand assessment payments beginning in January 2022. 7) Team recommended several improvements for the Organic Certification Process, which increases transparency, potentially reduces turnaround time, and allow customers, program staff, and inspectors to access their Organic System Plans
Increase the number of Online Business License Renewals of our licensing programs from 77% to 82%	77%	82%	77%	83%	72%	75%	Did not Meet Goal	The root cause of this decrease is likely due to a system error that prevented large companies such as Wal-Mart, King Soopers, etc. for renewing online. However this doesn't indicate our customers don't want this capability. The error simply prevented them from doing so. The vendor supporting this system is working on a fix that will prevent this error from happening during this year's renewal cycle. We also are looking at providing a customer support desk that provides companies with the access and support they need to renew.
Increase availability of virtual government services to support OIT's goal of diverting at least 100,000 in-person interactions to virtual services by June 30, 2021.					17055	18312	Met Goal	