



Producer Focus Group - Denver Food Vision 2030

Sponsored by Rocky Mountain Farmers Union,
Colorado State University, CSU Extension Denver,
and the Denver Office of Economic Development



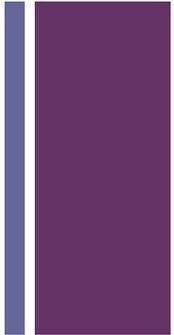
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Introductions

+ ...a little about me

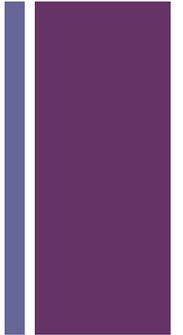


+ Focus Group Purpose



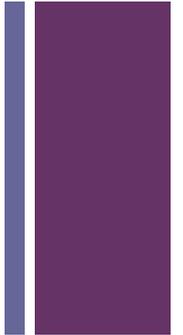
- We are soliciting input from businesses actively involved in production agriculture in Denver in order to:
 - Better understand challenges, trends, strengths and emerging opportunities for agricultural producers
 - Guide city efforts, strategies, priorities, and investments for the next 15 years
 - Help ensure that current and future generations of agriculture producers have what they need to succeed in Denver

+ Focus Group Outcomes



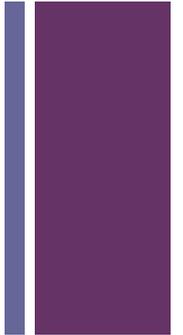
- By the end of this focus group, we hope to have:
 - Agreement on challenges, trends, and strengths of production agriculture in Denver
 - Identification of key opportunities for production agriculture in Denver
 - Exploration of 2030 Vision from perspective of production agriculture
 - Identification of “must do” action steps for the future of production agriculture

+ Focus Group Parameters



- Limiting conversation to “Production Agriculture”
- Open to non-profit and for-profits, but fully focused on actual production (not program development, fundraising, etc)
- Focus on existing, operating businesses (vs start-ups)
- Other opportunities for conversation about public education (cooking, gardening, etc.)
- Data informed, but experience-driven,
- Industry AND systems-level perspective

+ Agenda

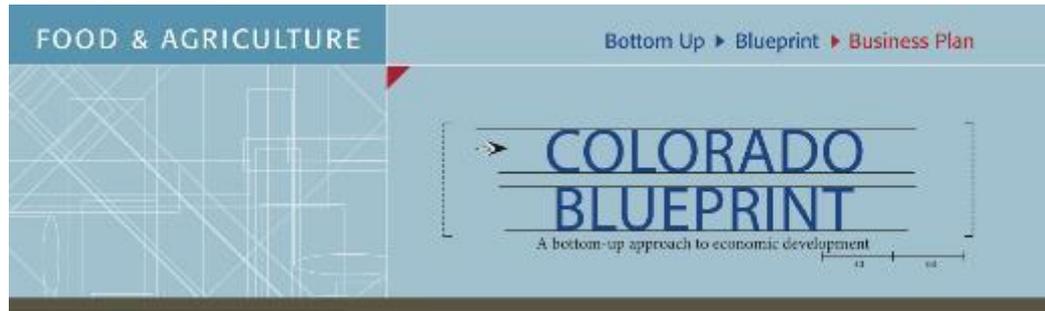


- Introductions
- Purpose, Outcomes, and Parameters
- Overview of Denver Food Vision 2030
- Snapshot of Production Agriculture in Denver
- Key Challenges and Trends in Production Agriculture in Denver
- Strengths/Advantages of Production Agriculture in Denver
- Future of Production Agriculture in Denver
- Imperatives for Implementation
- Next Steps



+ Overview Denver Food
Vision 2030

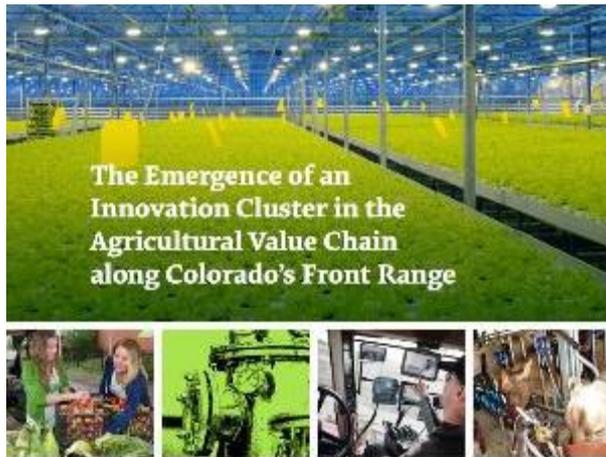
+ Thinking Like a Food System



EXECUTIVE SUMMARY The Value Chain of Colorado Agriculture



Gregory Graff, Ryan Mortenson, Rebecca Goldbach, Dawn Thimany, Stephen Davies,
Stephen Kooze, Gregoire Ponce-Pons, and Kirby Reese
Department of Agricultural and Resource Economics, College of Agricultural Sciences,
and the Office of Engagement
Colorado State University
February 2013



The Emergence of an Innovation Cluster in the Agricultural Value Chain along Colorado's Front Range

Gregory D. Graff,
Ariabella Berkland
Kathryn Reynolds
November 2014
Colorado State University

Innovators in an increasingly integrated
Agriculture-Water-Food-Beverage-Bioenergy
innovation ecosystem are gathering and growing
along Colorado's Front Range, creating next-
generation technologies and business models to
nurture, refresh, and energize the world.



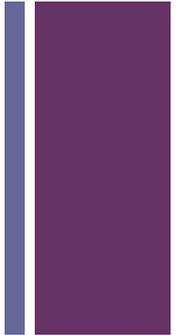
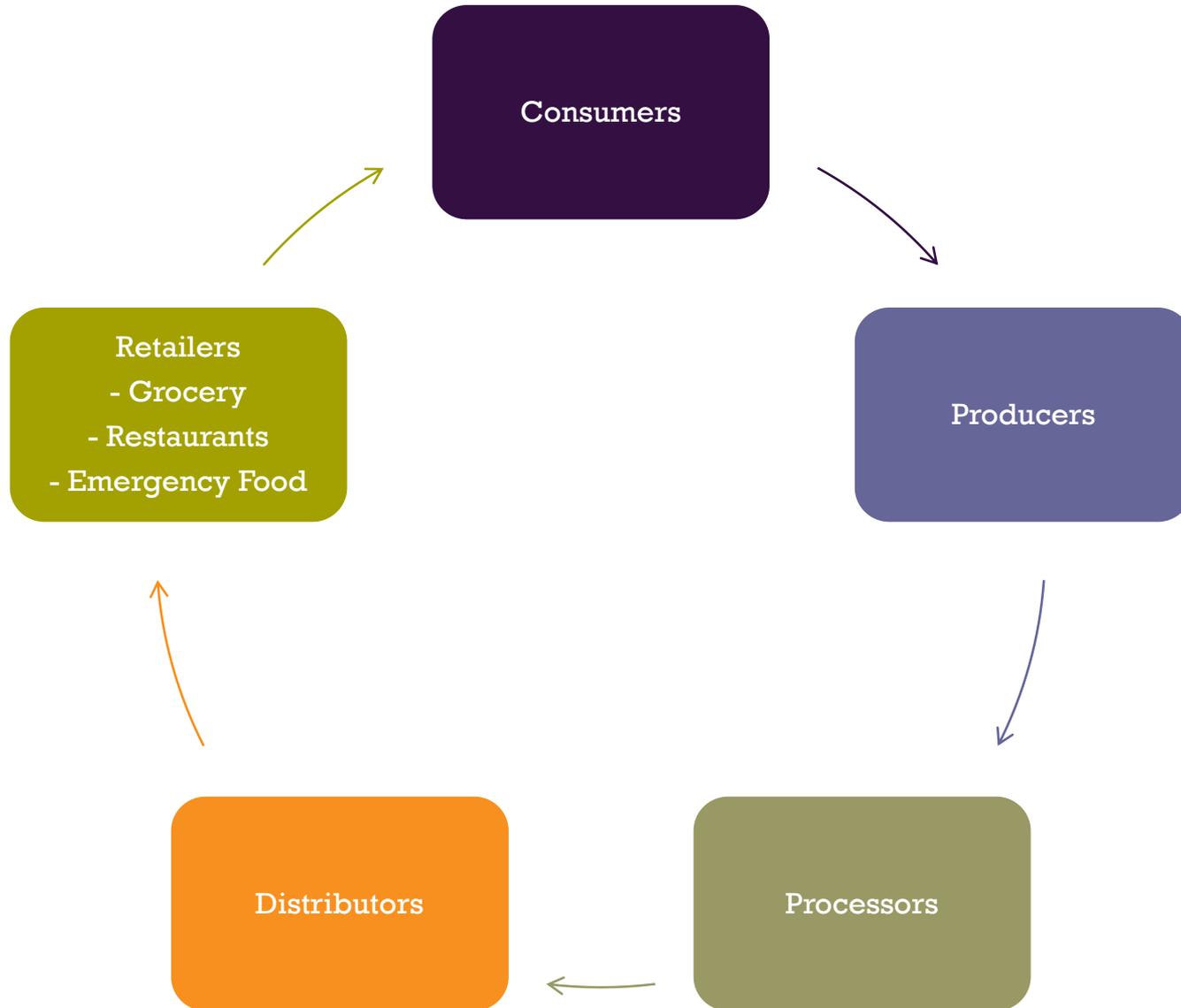
Food System Policies and Population Health: Moving Toward Collective Impact in Denver



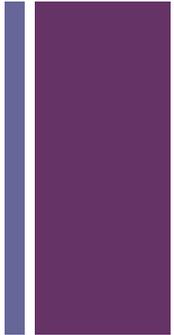
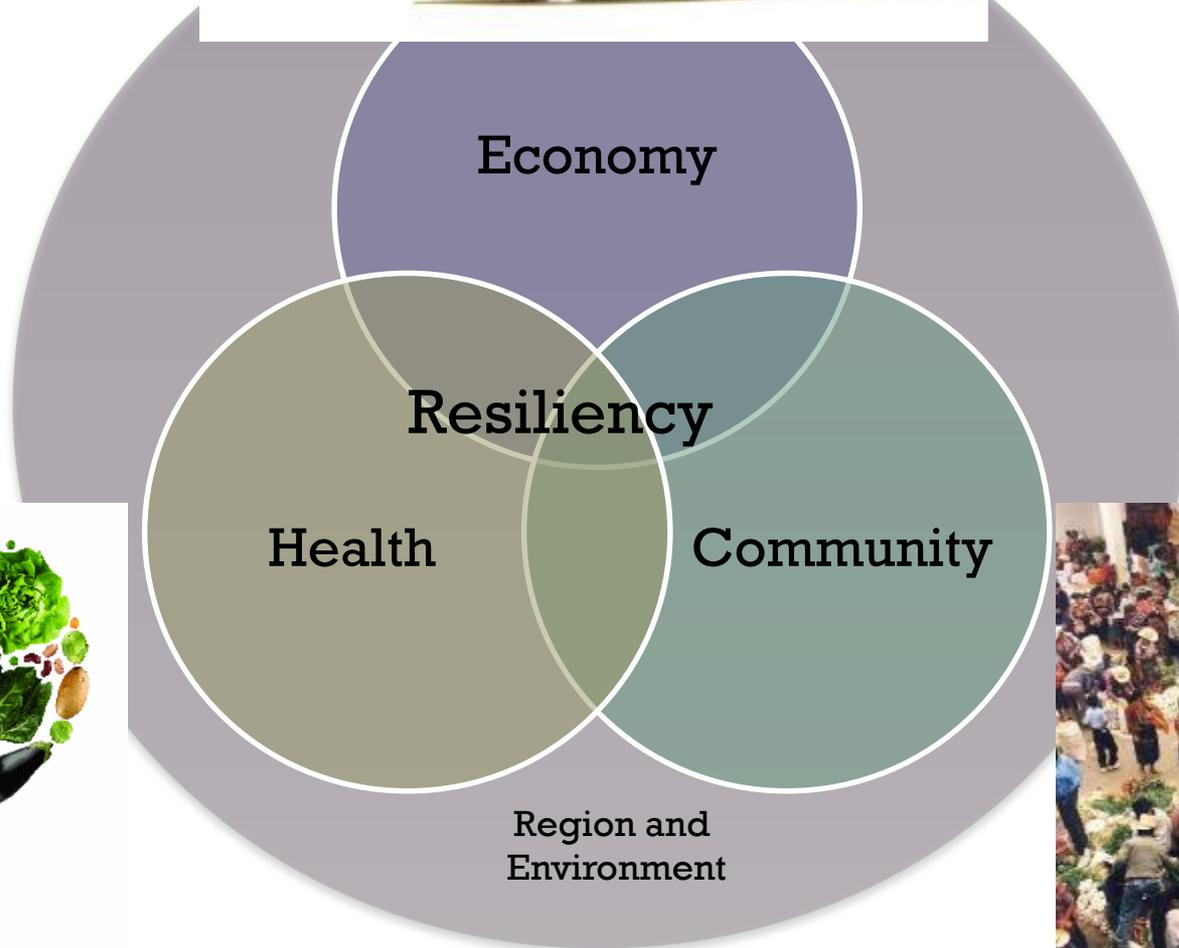
www.denverfoodpolicy.org



+ Proposed Framework

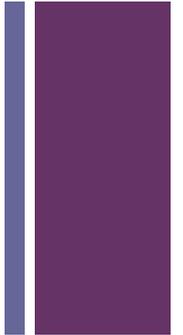


+ Why do Food Systems Matter?





Citywide Baseline Assessment



■ Health

- More than 1 in 3 children in Denver are obese or overweight
- Obesity-related diseases cost Denver residents an additional \$284 million per year
- 33.2% of Denver families eat less than one serving of fruits and vegetables per day
- A lack of healthy food is tied to increased rates of costly, diet-related chronic diseases which impact the wealth and wellbeing of individuals, families, and communities

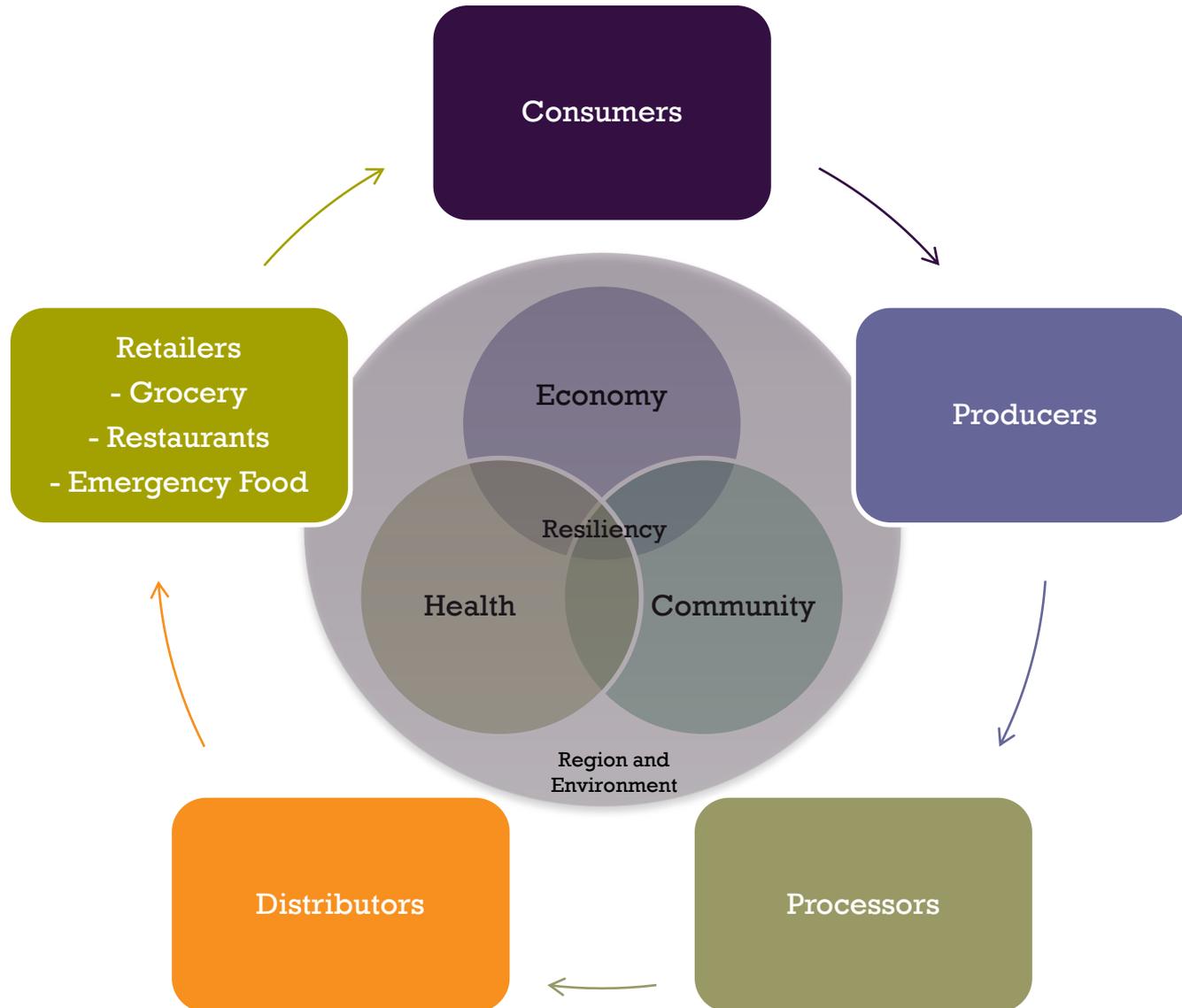
■ Economy

- 56,000 employees work in the Denver Food System (nearly 10% of all jobs in Denver)
- Over 2,221 business make up the Denver Food System (8% of all businesses)
- The Denver Food System is a \$7B per year industry, generating \$312M in taxes
- Nearly 1 in 6 Denver residents are food insecure, yet only 48% of individuals eligible for SNAP redeemed their benefit

■ Community

- 49% of Denver's low and moderate income neighborhoods lack convenient access to grocery stores
- 69% of the DPS student body qualifies for free or reduced priced lunches
- 1 in 5 children and youth in Denver suffer from food insecurity or hunger
- Yet... we have 110+ community gardens, 104 school gardens, 7 school farms, 21 residential farm stands, 14 farmers markets, and 124 households with food producing animals!

+ Food System Framework





Strategic Plan for Denver's Food Systems



City Food Vision: 2030

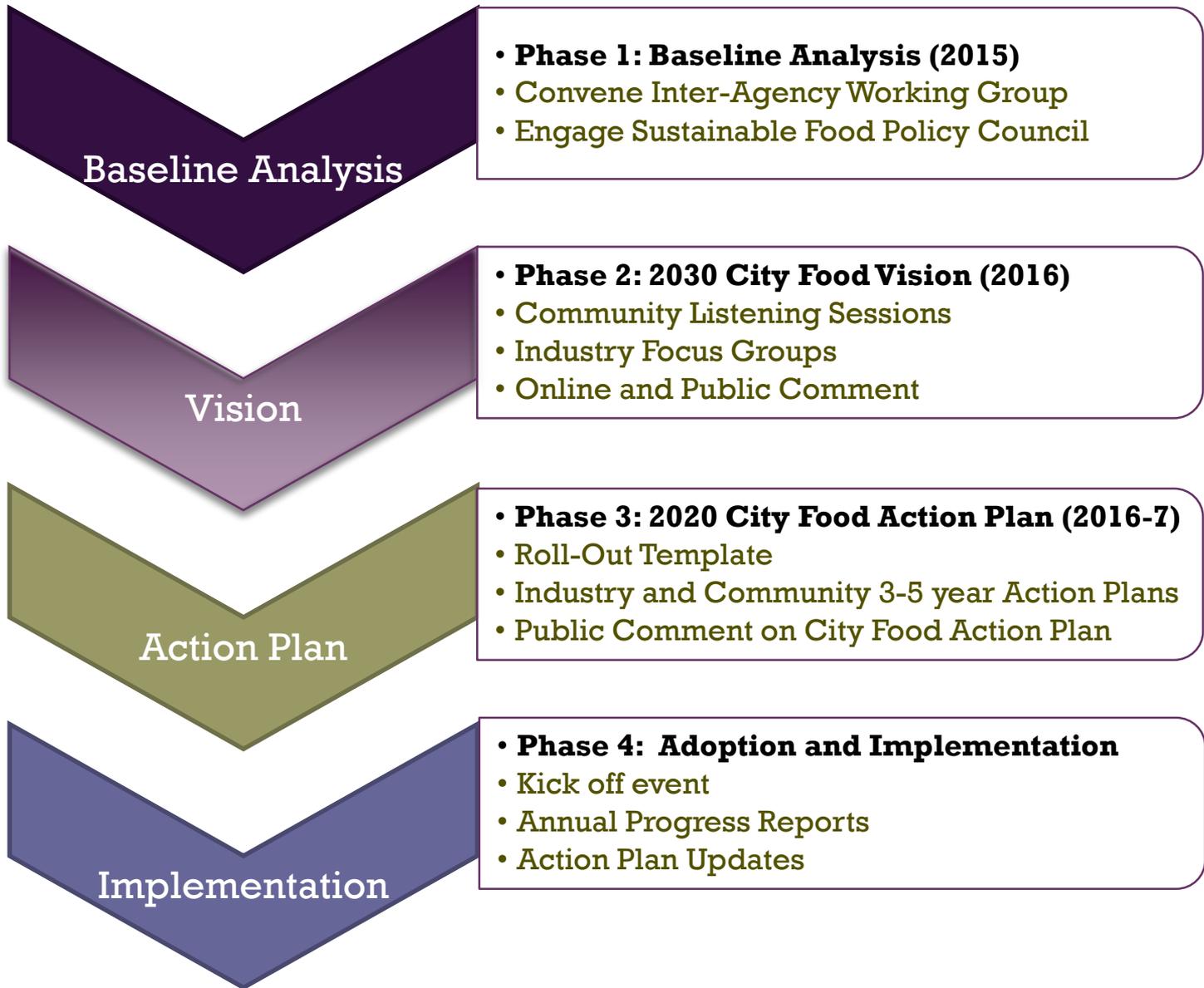
- A 15-year strategic vision focused on key numerical impacts across the food system

City Food Action Plan: 2020

- A 5 year action plan to guide city efforts towards achieving the City Food Vision 2030
 - Based on individual community action plans (from neighborhoods and industries).
 - City will prepare template and provide limited technical assistance
- Action plans will be updated every ~5 years, i.e. Action Plan 2025 and 2030

Annual Progress Reports

+ Proposed Process



Timeline

2015

2016

Baseline Data
Collection &
Analysis

Industry
Focus
Groups

Community
Listening
Sessions

Urban-Rural
Linkages
Workshops

Draft Vision
and Public
Comment

Facilitator:
OED Food Program

- City-wide Plans
- Neighborhood Plans
- Community Health Assessment
- Equity Assessment
- Food Assessments
- HIA Assessments
- One on one meetings

Facilitator:
TBD

- Producers
- Processors
- Distributors
- Retailers
- Restaurants
- Food Service
- Institutions
- Hunger Orgs/Food Banks
- Hospitals/Health Care
- Consumer Education
- Funders

Facilitator:
TBD

- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8
- District 9
- District 10
- District 11

Facilitator:
TBD

- CDA
- CDPHE
- CSU
- RMFU
- Farm Bureau
- LiveWell
- COFSAC
- CFPCN
- CFVGA
- CFMA
- RMFIA
- DRCOG

Facilitator:
OED Food Program

- OED
- DEH
- OoS
- CPD
- DPH
- Public Works
- Parks & Rec
- Jail
- Arts & Venues
- Airport



~25 Meetings in 2015



Community Listening Sessions (11)

- District 1
- District 2
- District 3
- District 4
- District 5
- District 6
- District 7
- District 8
- District 9
- District 10
- District 11

* Outreach through city council member, RNOs, BIDs, churches, schools, police stations, libraries, community and rec centers, and interested community-based organizations

Industry Focus Groups (14+)

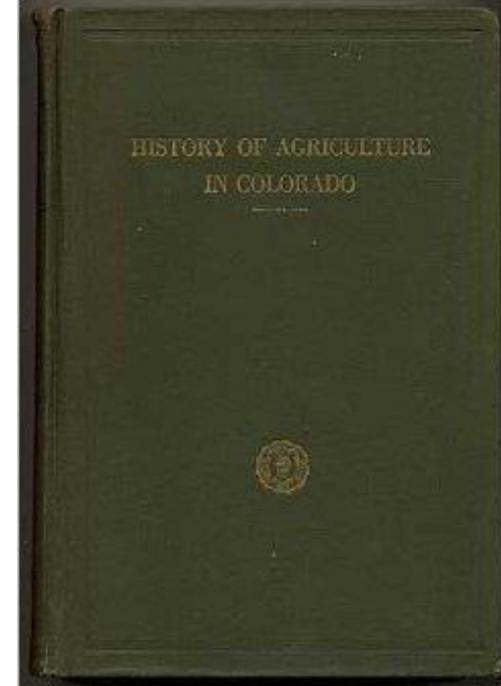
- Producers
- Processors
- Distributors
- Grocery Retailers
- Farmer Markets
- Restaurants, Food Trucks, and Caterers
- Food Service
- Institutional Food Buyers
- Hunger Relief
- Health Care Providers & Insurers
- Education – Cooking & Nutrition
- Education – Gardening & Urban Homesteading
- Academia
- Funders
- Urban- Rural Linkages



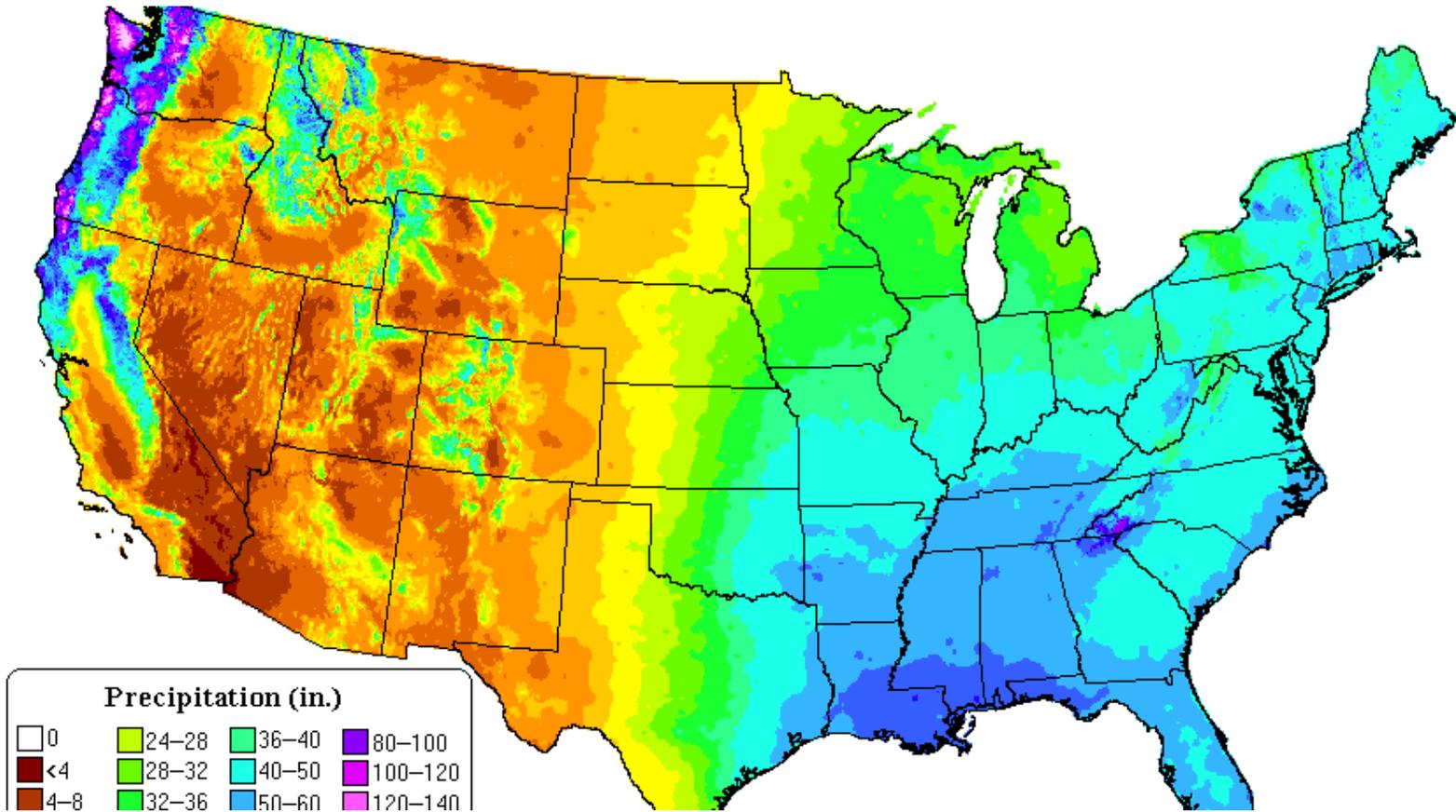
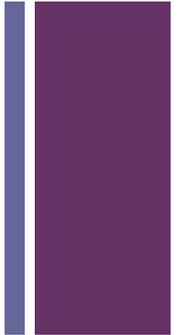
+ Snapshot of Production
Agriculture in Denver

+ Farming in Colorado

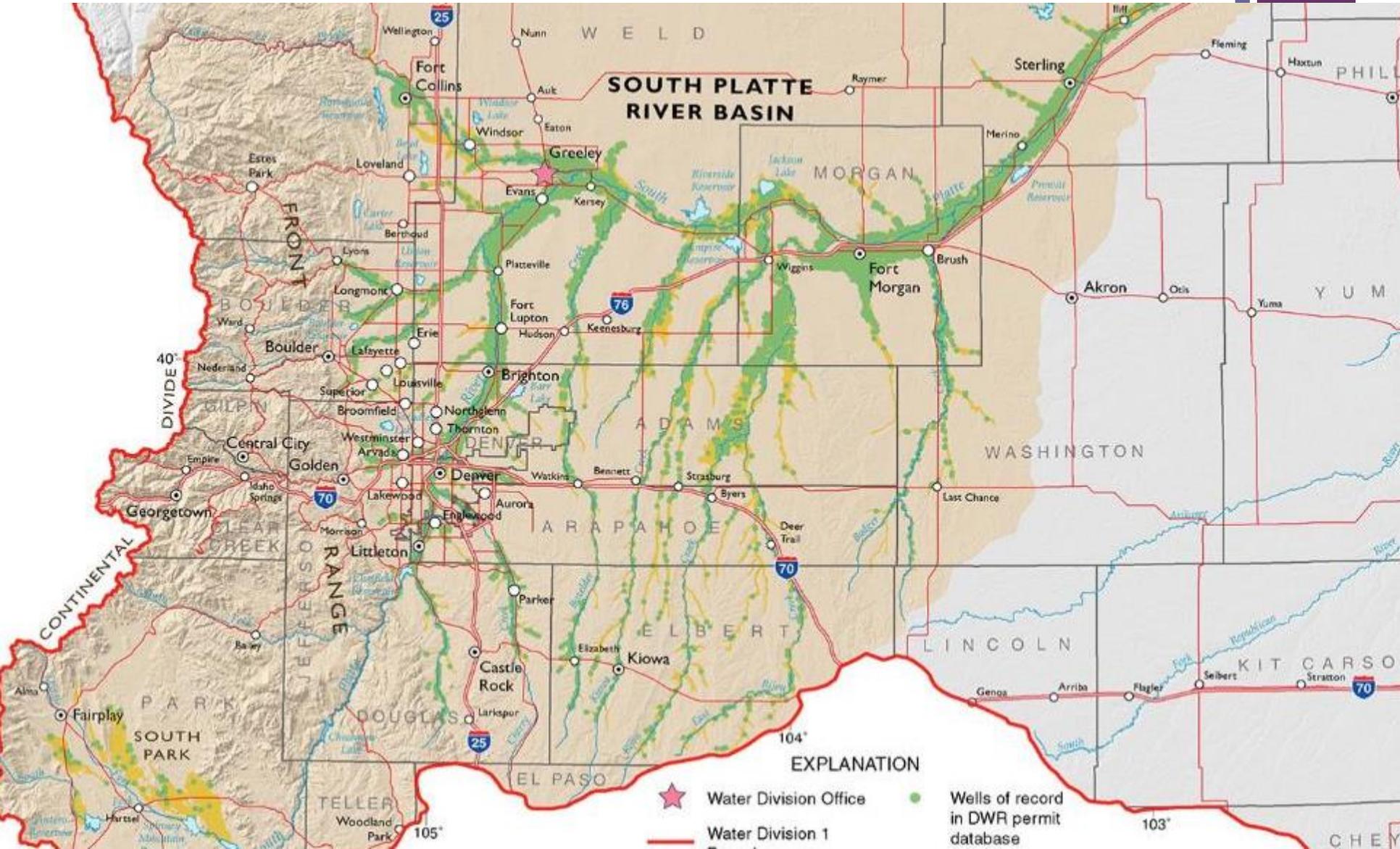
- 1776: Declaration of Independence (239 years ago)
- 1804: Lewis and Clark Expedition in CO
- 1806: Pike Expedition in CO
- 1819: Long Expedition in CO
- 1839: First Front Range vegetable, grain farm reported (176 years ago)
- 1856: Denver City Founded (159 years ago)
- 1858: CSU professor toured 139 farms within 75 miles of Denver
- 1859: Rocky Mountain News editorial about local food
- 1866: First Colorado Fair - hosted in Denver
- 1876: Colorado became a state (139 years ago)
- 1876: “Hot houses” for season-long lettuce exports
- 1877: Mining and food systems both had \$7.4 million in sales



+ Farming in Colorado

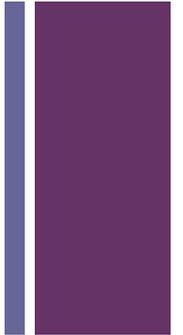


+ Farming in Colorado



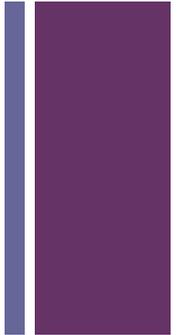


Defining Production Agriculture



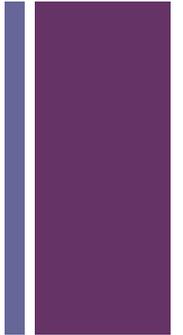
- The food production sector is primarily comprised of farms, and ranches, however production actually starts with land, water, soil, sunlight, and other inputs used to enhance fertility and reduce the sometimes-devastating impacts of events like pests and unseasonable weather.
- Farms in Denver and the surrounding metro area produce an incredible abundance including wheat, corn, soy, oilseed, dry beans, dry peas, nursery and greenhouse crops, fresh fruits and vegetables, and other grains. Farms and ranches also produce meat (beef, pork, lamb, goat, chicken, turkey, and duck), eggs, and dairy.
- To a more limited degree, community and home gardens also provide food to residents. Perhaps most importantly, recent research suggests that gardening leads to improvements in overall fruit and vegetable consumption, dietary knowledge, physical activity, sense of community, and overall community engagement.

+ Industry Summary



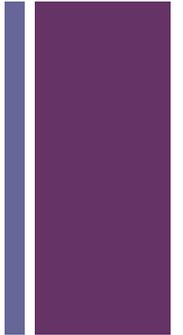
	USDA Census of Agriculture		EMSI (NAICS 1-1 and 1-2)
Farms and Ranches (#)	24 (2007)	10 (2012)	14 (2014)
Farms and Ranches (acres)	609 (2007)	143 (2012)	NR
Jobs	NR	NR	406 (2015)
Operator's Primary Occupation, Farming	6 (2007)	4 (2012)	NR
Sales	\$ 561,000 (2007)	NR	\$24,199,603 (2013)
Avg. Sales per Farm	\$ 23,365 (2007)	NR	NR
Tax Revenues	NR	NR	\$517,643 (2013)
Avg. Net Cash Farm Income	- \$ 8,814 (2007)	NR	NR

+ Quick Facts



- Denver farms use 143 acres (or 0.14%) of total land in the city
- Only one Denver farm was certified as organic as of 2012
- Six Denver farms are located on Denver Public Schools' properties

+ Long-Term Trends

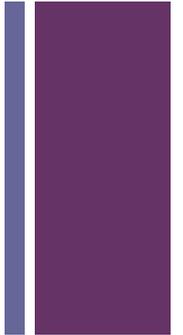


- The number of establishments in the food production sector has decreased. In 2007 there were 24 farms located in Denver but today there are only 14.
- At its peak Denver was home to 307 farms, meaning we have lost an average of three farms per year for the last 90 years.



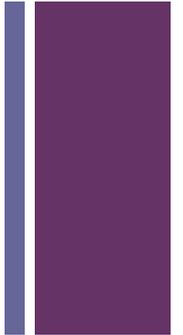
+ Key Challenges and Trends in Production Agriculture in Denver

+ Challenges



- Economic viability of family farms and ranches
- Long-term access to land
- Reliable access to clean, affordable water
- Efficient access (distribution & information) to reliable markets
- Dependent and reliant on the weather (growing season and extreme weather events)
- “Consumer education” and awareness about the realities of food production

+ Recent Trends

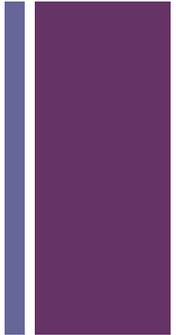


- Continued loss of farm land
- Continued loss of farm businesses
- Several programs for beginning farmers exist in Denver to help new farmers enter agriculture
- Consumer and political interest in concepts of urban agriculture



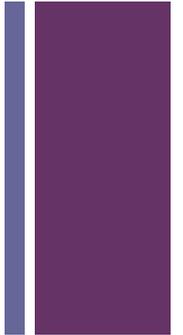
Strengths/Advantages and
+ Emerging Opportunities of
Production Agriculture in
Denver

+ Strengths/Advantages



- What competitive advantage do Denver agricultural producers have in the market place?
- What can Denver agricultural producers do uniquely well that other producers/businesses cannot do?
- What values do we provide to the residents of Denver?

+ Emerging Opportunities

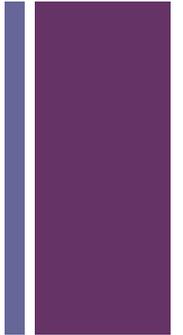


- Denver Public Schools
- Denver SFPC City Food, City Land – 100 acres by 2020
- Redevelopments
 - ? National Western Center
 - ? Sun Valley
 - ? DIA Aerotropolis



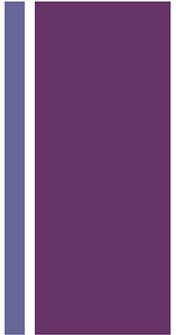
+ Future of Production
Agriculture in Denver

+ Vision for the Future



- In the year 2030, what should agricultural production look like in Denver?
- How will agricultural production be connected with the wider Denver and regional food system?
- Where should it agricultural production be located?
- How should it be supported? By customers? By governmental agencies? By other stakeholders?

+ Indicators

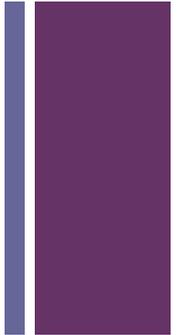


- How will we know if we are successful in reaching our vision?
- How could we measure that?



+ Imperatives for
Implementation

+ Key Questions for Implementation

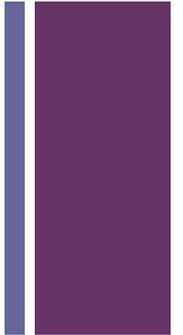


- What must happen immediately to support production agriculture in Denver?
- What must happen to ensure that production agriculture survives and thrives in Denver in 2030?
- What other steps do we need to take to make our vision a reality?
- To what degree would you or your organization like to be involved in future efforts?



Next Steps

+ Next Steps



- Blake will refine implementation strategies
- City will complete Denver Food Vision 2020 by late 2016
- City will complete Denver Food Action Plan 2020 by late 2017



Thank you!

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