COLORADO FOOD SYSTEMS ADVISORY COUNCIL

2018 Annual Report

CC:
Governor Jared Polis
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 11/26/2018)

- Chair: Tom Parks, DVM, producer
    - Rep. agricultural production
- Vice Chair: Meighen Lovelace, Producer
    - Rep. agricultural production
- 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
- Dawn Thilmany McFadden, Ph.D., Professor, Department of Agricultural and Resource Economics and Office of Engagement, Colorado State University
    - Rep. Director of the Colorado State University Extension Services Program or his or her designee
- Johnathon Clinthorne, Manager of Scientific Affairs and 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
- Joyce Kelly, Producer
    - Rep. agricultural production
- Sandra Stenmark, M.D., Physician Director at Kaiser Permanente
    - Rep. nutrition and health
- David Eastland Carter, Market Manager, Broomfield Farmers Market
    - Rep. food wholesalers or food retailers
- Kelleen Zubick, Director, Share our Strength
    - Rep. anti-hunger and food assistance programs
- Trudy Kareus, former State Director, U.S. Department of Agriculture, Rural Development
    - Rep. knowledgeable about a local, state, or federal agency
- 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
- Tom Lipetzky, Director, Marketing Programs & Strategic Initiatives, Colorado Department of Agriculture
    - Rep. Department of Agriculture
- Brehan Riley, MS, RD, SNS, Director, Office of School Nutrition, Colorado Department of Education
    - Department of Education
- Barry Pardus, Deputy Director, Office of Economic Security, Colorado Department of Human Services
    - Office of Economic Security

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 House Bill 18-1236, this update on the work of the Colorado Food Systems Advisory Council (COFSAC) is being provided to update Governor Jared Polis 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 2018 calendar year: February, May, August, and November. All of the meetings were hosted by the Colorado Department of Agriculture in Broomfield, CO.

Additionally, four members of COFSAC participated in a convening of the Colorado Food Policy Network's Healthy Eating and Active Learning (HEAL) Summit held November 29-30, 2018, in Stapleton, CO. These members also participated in working groups of the Network for which they had monthly calls. Two COFSAC members also sit on the Colorado Food Policy Network Leadership Council.

Member Updates

Barry Pardus was appointed to serve as a representative of the Office of Economic Security within the Department of Human Services. He replaces Julie Kerksick. Mr. Pardus brings more than 25 years of experience in state government and the private sector. His experience outside government includes consulting for Booz Allen & Hamilton and working for Coors Brewing Company as a senior process improvement analyst. Pardus's experience as a public employee includes time with the Colorado Department of Corrections, having served in various roles since 2003, as well as in the Governor's Office of State Planning and Budgeting. He joined CDHS in August 2015 after serving as the Assistant Director of Business Operations at the Department of Corrections where he was responsible for procurement, contracting, accounting and warehouse functions. Pardus holds a MBA in management and finance from the University of St. Thomas, and a bachelor's degree in geology from Winona State University.

Three members of the COFSAC were reappointed in 2018 for three-year terms ending in 2021: Wendy Peters Moschetti of Boulder, Colorado; Meighen Lovelace of Avon, Colorado; and, Joyce Kelly of Greeley, Colorado. They represent the nutrition and health, agricultural production, and agricultural production seats, respectively.

Areas of Focus

In 2018, the major activities of the Colorado Food Systems Advisory Council involved carrying out the action items of the Colorado Blueprint of Food and Agriculture. In 2017, COFSAC worked with partners 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 offered 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.

Action items for the full set of partners, communities and stakeholder groups from around the state can be found in the complete Blueprint document at foodsystems.colostate.edu. To target specific actions to key partners that guided this process and were identified by participants, we also developed short reports for these organizations. Action items and key opportunities for COFSAC include:

Create, retain and recruit agricultural and food firms:

1. Document local and state resources and incentives that could be used by private sector businesses and/or nonprofits to leverage and promote underutilized infrastructure and assets (e.g., processing facilities, long-haul transportation, agricultural utilization of open space) for the benefit of Colorado farmers and ranchers and make recommendations for additional resources and support where gaps exist.
    a. Where appropriate, encourage policies and incentives that support farms and businesses growth and include specialty crops (fruits, vegetables, small grains) to bolster markets for crops that may also provide healthful options for Coloradans.
2. Assess existing governmental local food procurement policies and programs across the U.S. aimed at increasing market access for early-stage farm and food businesses and develop a set of recommendations for Colorado.

Develop workforce and youth to support agricultural and food sectors:

3. Develop recommendations to integrate and expand agricultural education and programming across topic areas covered by Colorado's Departments and Agencies, including how Colorado Education Standards could integrate knowledge of food system issues in science and social studies content areas.
4. Work with Colorado's Farm to School Task Force to expand school and institutional market opportunities for producers (particularly those that lack sufficient market access), as well as agricultural and food systems education for students.
5. Document national best practices for beginning farm and food business mentoring, incubation, apprenticeship, and rehabilitation programs and make recommendations for policy and program development in Colorado.

Promote the Colorado brand, ensuring it reflects the unique qualities of the agriculture and food sectors:

6. Provide support for Colorado Tourism, the State's Welcome Centers, and Colorado Proud as they continue to promote Colorado agriculture, food offerings and agri-tourism

(including regional or industry-branded festivals) throughout the state. This includes promotion of Colorado Proud as a flagship brand.

7. Working with Colorado's Farm to School Task Force to create a policy brief that explores how school and institutional buyer procurement policies, nutrition standards, and propensity to buy raw goods may support or deter local sourcing.

Support a business- and consumer-friendly regulatory environment

8. Provide guidance and recommendations to the state when issues arise about food safety requirements, environmental protection, zoning, or labor regulations that are purported to adversely impact the competitiveness of Colorado agriculture.
9. Develop recommendations that support healthy food environments, including policies such as healthy food financing incentives or disallowing non-compete clauses for retail food establishments.
10. Support the clear goals and measurable outcomes of the emerging Blueprint to End Hunger in Colorado that will address the enrollment gap in programs such as SNAP and WIC.
11. Work with COFSAC representatives from CO Departments and Agencies to create a mini-grant program that can be used to incentivize local municipalities to integrate agriculture and food into their local land use plans.
12. Continue support for programs that offer tax incentives for land owners leasing to new/beginning farmers and ranchers, as well as loan repayment programs with favorable terms for start-up or socially disadvantaged producers.

Address how scale impacts market performance, access and opportunities

13. Support recommendations for a statewide center for beginning farmer and rancher development and a one-stop shop for Federal and State resources geared towards the next generation of producers.
14. Provide leadership on a white paper summarizing the economics of small-scale meat processing and best practices to improve the competitive environment for such businesses to distribute to communities throughout the state.

Innovate and support new technology for agricultural and food businesses

15. Develop a white paper that showcases successful models for financing and incentives programs at the local and state levels that nurture regional agricultural and food industry clusters.
16. Support the creation of a statewide matching grant program to leverage investment in key food and agricultural sectors, particularly for startups and those that promote healthy food access.

Improve access to resources and capital for agricultural and food firms

17. Create a database of traditional and nontraditional financing options for agricultural and food businesses, while identifying gaps for different segments that may have few options.

18. Explore options to network land trusts, municipalities that purchase conservation rights and land and other relevant players to better coordinate land conservation and working land strategies for Colorado.

Integrate agriculture and food with healthy, vibrant communities

19. Improve coordination and communication across key food system stakeholders in the state, particularly focused on economic development, food equity, and healthy communities. Locally, this can be done through supporting the Colorado Food Policy Network, but also, a biannual statewide Summit to build capacity.
20. Encourage statewide hunger and access programs to promote Colorado grown and raised products among their offerings.

2018 White Papers based on Blueprint Action Items

Based on the above action items and opportunities for COFSAC, the COFSAC worked to select two that it could support in a more targeted way in 2018. Information resulting from the two action items will be publicly disseminated in 2019 in the form of whitepapers, and available on the COFSAC website.

1. Improving Healthy Retail for Coloradans

   The goal of this series of white papers is to advise state government and other partner organizations on ways to enhance statewide accessibility to healthy foods by: 1) increasing the number of food vendors that accept Supplemental Nutrition Assistance Program (SNAP) and Special Supplemental Nutrition Program for Women, Infants and Children (WIC) benefits; and, 2) maximizing opportunities for WIC- and SNAP-authorized food vendors to provide and influence purchases of healthier foods as identified in the Dietary Guidelines for Americans. Such efforts will improve food access for those on food assistance and increase access to nutritious food for the entire community. Farmers, retailers, and local economies will benefit from the additional dollars spent by those receiving nutrition assistance.

   The additional goal of these white papers is to align COFSAC's Colorado Blueprint for Food and Agriculture and The Colorado Blueprint to End Hunger. The Colorado Blueprint to End Hunger is a multi-year plan to end hunger for all Coloradans. It was developed, with funding from the Colorado Health Foundation, by individuals and organizations from across the state who are working on or experiencing hunger in their own homes and communities. Key elements of the plan include efforts to maximize enrollment of income-eligible Coloradans in both the SNAP and the WIC, which focuses on mothers, infants, and children under five years of age. The Colorado Blueprint to End Hunger also calls for boosting participation in Federal Child Nutrition programs and expanding the number of Coloradans who can access the food they need through community-based organizations.

The COFSAC officially endorsed the Colorado Blueprint to End Hunger as part of its May 2018 meeting. And, it was recognized that the COFSAC, with its broader supply chain representation, and the potential to meaningfully inform some of the broader food systems recommendations that emerged from the Colorado Blueprint to End Hunger.

2. Repositioning Meat Supply Chains to Address a Changing Market

   The Blueprint townhalls demonstrated that opportunities exist to support small and mid-scale farms, ranches, and food businesses through product differentiation. Farmers and ranchers, however, note that limited processing infrastructure restricts supply and sales. For small and mid-scale ranchers interested in selling their products via freezer trade, Community Supported Agriculture, farmers market, or other direct marketing arrangements the challenge is particularly acute. Appropriately scaled processing facilities with the skills, inspection status, and reliability to prepare these products safely, legally, and to customer satisfaction is integral to the success of these operations.

   Accordingly, COFSAC is providing leadership on a white paper on the economics of small-scale meat processing to distribute to communities and industry partners who are looking to make strategic investments or new programming in this area. The effort was supported by a 2018 Extension Risk Management Education Program grant to CSU (Dan Mooney PI) that including support for a survey of small- to mid-sized meat processors with other information on this industry. The survey was anticipated to be completed in fall of 2018, but ended up being extended until early 2019 in order to increase the response rate. The survey is now complete and the data are being summarized to inform the COFSAC report as well as a report for the survey respondents. The later will be presented at the 2019 Annual Meeting of the Colorado Association of Meat Processors and the 2019 National Extension Risk Management Education Conference. For the COFSAC report, this data will be blended with identified case studies and best practices compiled from across the US as well as market level analysis to provide a broader view of changes in meat supply chains and innovative approaches that the sector may pursue in response to these changes.

Local Coalition Engagement

The Colorado Food Policy Network (COFPN) exists to "*promote healthy, community-based, economically viable food systems in Colorado that ensure all residents have access to affordable, nutritious food.*"

COFPN is a collective of state, regional, and local food coalitions committed to getting results by:

- Building the capacity of local food systems coalitions to effect change
- Advancing regional and state level policies, investments and strategies
- Creating the conditions for deeper collaboration and impact

COFPN is governed by a 10-person Leadership Council that includes local food system coalition participants from across the state. There are currently five active COFPN work groups that meet (virtually) monthly or quarterly and together develop issue briefs and state policy recommendations relevant to their focus areas: Land Access for Food Production; Healthy Food Retail; Healthy Community Food Assistance; Nutrition Incentives; and, Farm to Institution.

COFSAC members participated in COFPN's annual meeting - the HEAL Summit on November 29-30, 2018. 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.

The 2018 HEAL Summit included over 170 participants – the largest COFPN convening to date. The purpose of the Summit was to share expertise and provide learning and practical experience for those focused on improving equitable access to healthy living in Colorado. A wide range of participants including leaders from municipalities, public health, non-profits, the private sector, and the philanthropic community were included in the event to share successes, challenges, and exciting new developments regarding Health Eating and Active Living (HEAL). The result of the convening was opportunities to learn how communities can effectively advance policies and environmental changes to increase equitable access to physical activity, healthy food, and a healthy workplace.

COFSAC Recommendations and Next Steps

In 2019, COFSAC will publish its first two white papers resulting from the Colorado Blueprint of Food and Agriculture, and identify two others to support moving forward in 2019-20. Additionally, COFSAC will consider adopting a 'scoping document' that outlines the relationship as we continue integrating the COFSAC and farm to school task forces.