

# CSU Extension Local Food Systems

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**Dept of Ag and Resource Economics**



THIRTY-SECOND EDITION

OCTOBER 2012

Welcome to the 32nd edition of the CSU Extension Local Food Systems newsletter. This newsletter is meant to give you 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, and tell them they are welcome to contact us so we can add them to our mailing list. We will be transitioning to a Food Systems work team in CSU Extension, but the distribution of this newsletter and focus of topics will remain consistent with past issues.

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

Colorado MarketMaker is the “go to” place for those who are getting to know agricultural, food, wine and agritourism businesses in our state (including those visiting our state). But, remember there are things you can do to make it even easier to find you and those in your network. One of the newest features is profile connections.

We encourage those with profiles to link to others in the MarketMaker system with whom they are doing business, to better promote farmers’ markets, restaurants, stores or other businesses that support food systems.

**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](#). Put your business in the spotlight today!

## USDA AGENCY UPDATES ON FOOD SAFETY

The Colorado School of Public Health’s Center for Food Safety and Prevention of Foodborne Disease and CSU Extension invites you to attend a special seminar with food safety researchers from the USDA National Wildlife Research Center and the USDA Food Safety and Inspection Service, “USDA Agency Updates on Food Safety”, with:

- National Wildlife Research Center, *The Role of Wildlife in Disseminating Pathogenic Bacteria:*

*Implications for Food Safety*, by Larry Clark, Ph.D. and Alan B. Franklin, Ph.D.

- Food Safety and Inspection Service, *Food Safety Research Priorities*, by John Johnston, Ph.D., M.B.A. and *Alignment of Food Safety Risk Assessment with Healthy People 2020*, by Eric Ebel, D.V.M. and Michael Williams, M.Sc., M.Sc., Ph.D.

Date and time: Tuesday, October 30, 2012 | 12 – 2 PM

Location: Colorado State University, Lory Student Center | Room 230

Live video stream available: go to <http://connect.extension.iastate.edu/colofood> and click on “Enter as a guest”.

## OCTOBER IS SECOND NATIONAL FARM TO SCHOOL MONTH

Congress approved a resolution introduced in November 2010 by Representative Rush Holt (NJ) to officially designate October as National Farm to School Month. School menus will feature products from local farmers, ranchers and processors; students will visit farms, plant seeds, and become acquainted with where their food comes from; teachers will integrate food and nutrition into their curriculum; and farmers will visit classrooms to help educate students on local foods.

In 2010, the Colorado General Assembly created the Colorado Farm to School Task Force to “study, develop, and recommend policies and methods to best implement a Farm to School program”. The group meets quarterly. In May 2011, it crafted a road map of how to achieve “collaborative, sustainable implementation of farm to school statewide” and is in the process of pursuing specific activities to support this vision. To get involved or to find out more go to [www.coloradofarmtoschool.org](http://www.coloradofarmtoschool.org).

**Check “Farm to School” on your MarketMaker profile under “Methods of Sale” to make your business searchable by educational institutions looking for fresh, local foods.**

## NEW COLORADO FARM TO SCHOOL WEBSITE

The Colorado Farm to School Task Force has developed a new website to help increase local foods in schools across the state. The website, [www.coloradofarmtoschool.org](http://www.coloradofarmtoschool.org), is for producers, schools and communities looking to learn more about developing farm to school efforts in Colorado.

“October is National Farm to School Month and we are really excited to launch this new website as a way to celebrate local foods in schools,” said Wendy White, marketing specialist for the Colorado Department of Agriculture. “We hope this website provides the information producers, schools, parents and students need to implement farm to school activities in their communities.”

The website provides information to producers, schools and parents about school requirements, events and opportunities, how to incorporate local ingredients, regulations and resources. The website also includes training materials, a resource toolbox, funding options, webinars and other templates to help communities develop or expand farm to school activities. There is also a dedicated section for students who want to become leaders in their schools’ farm to school programs. The

website provides peer-to-peer learning and sharing through its blog, calendar of events and “Ask an Expert” forum.

The website was created by the Colorado Farm to School Task Force, which was created in 2010 by the Colorado General Assembly. The Task Force’s 13-member body comprises representatives from schools, parents, producer organizations and state agencies. The Task Force meets quarterly and the next meeting is on Friday, October 26, noon-4pm, at the Montrose County Extension Office. The meeting is open to the public.

For more information contact the Colorado Department of Agriculture Markets Division at [\(303\) 239-4119](tel:3032394119) or visit [www.coloradofarmtoschool.org](http://www.coloradofarmtoschool.org).

## USDA SETS NEW NATIONAL SCHOOL LUNCH STANDARDS

In January, new standards for school meals were unveiled. These raise the standards set 15 years ago and will result in healthier meals for students across America. These are a component of the Healthy, Hunger-Free Kids Act championed by First Lady Michelle Obama.

Recommendations from a panel of experts assembled by the Institute of Medicine were used to construct these standards. They will be phased in over a three-year period, which started this school year (2012-2013).

The new standards make the same kinds of changes that many parents are already making at home, including:

- Ensuring students are offered both fruits and vegetables every day of the week;
- Substantially increasing offerings of whole grain-rich foods;
- Offering only fat-free or low-fat milk varieties;
- Limiting calories based on the age of children being served to ensure proper portion size; and
- Increasing the focus on reducing the amounts of saturated fat, trans fats and sodium.

The National Farm to School Network envisions a nation in which Farm to School programs are an essential component of strong and just local and regional food systems, ensuring the health of all school children, farms, environment, economy and communities.

## HISTORIC DENVER BUILDING TO BE RESTORED AS FOOD HUB

An old barn that once served the Denver City Railway Co. will become a hub that houses 30 international development nonprofits and Denver Urban Gardens. With a focus on food security in an area deemed a “food desert,” the project will link nearby urban farms to global agriculture technology practiced by some of the international development nonprofits based in the new building.

The non-profit [Denver Urban Gardens](http://DenverUrbanGardens.org) is planning a large commercial kitchen for healthy-cooking demonstrations and nutrition classes; a demonstration garden with horticultural training; and a seasonal farmers’ market that accepts SNAP benefits and sells low-cost organic produce. They are currently campaigning to raise \$316,000 through [GivingFirst.org](http://GivingFirst.org).

The funds will be used to for:

- Additional workspace for staff, volunteers, and interns;
- Demonstration kitchen for classes in healthy food preparation and preservation;
- Walk-in cooler to support community garden produce donation programs and youth farmers' markets;
- Community garden construction and maintenance workshop;
- Functioning neighborhood community garden with space for horticulture trainings;
- Ample classroom space for DUG training programs such as Master Composter, Master Community Gardener, and Helping Kids Get Healthy; and
- Seasonal community farmers' market that will allow us to partner with local farmers to offer low-cost produce to the neighborhood.

For more information about “Food Hubs” see: <http://www.ams.usda.gov/AMSV1.0/foodhubs>. Adapted from an article published in the Denver post. Read the whole article [here](#).

## HERITAGE TOURISM WEBINARS



Seven, one-hour Heritage Tourism webinars will present resources developed to aid communities interested in tourism planning. These modules can be viewed in order, or participants can choose to attend those that they feel are appropriate for their community’s level of tourism development. These webinars are designed to provide a venue for sharing and building resources to help communities use heritage tourism as a viable community economic development strategy. Modules and resources will also be available through a website. Each session will include approximately 30 minutes of presentation and 30 minutes for question/answer and participant sharing.

Registration is required. To register to go:  
<http://web2.msue.msu.edu/events/event.cfm?folder=HeritageTourism>

For more information, contact Julie Avery ([averyj@msu.edu](mailto:averyj@msu.edu)) or Larry Dickerson ([dickersonl@missouri.edu](mailto:dickersonl@missouri.edu)).

### Recorded Modules

Introduction to Heritage Tourism  
 Is Heritage Tourism A fit for your Community?

### Modules 3 - 7

October 11, 2012: Initiating Heritage Tourism in your Community  
 October 18, 2012: Organizing for Heritage Tourism  
 October 25, 2012: Planning for Heritage  
 November 1, 2012: Implementing Heritage Tourism  
 November 15, 2012: Evaluating and Renewing Heritage Tourism

## CULTURAL, HERITAGE AND AGRITOURISM STRATEGIC PLANNING SESSIONS

Join the Colorado Tourism Office and the Colorado Department of Agriculture for 9 planning sessions around the state on cultural, heritage and agritourism.

### What will the planning sessions include?

- Learn about Colorado's work to develop a statewide cultural, heritage and agritourism program
- Find out about agritourism programs in other states
- Discover the successes and lessons learned from Colorado's heritage tourism program
- Share what you have seen—opportunities or barriers—in creating new experiences for travelers
- Tell us what you need to be successful in agritourism and/or in cultural heritage tourism

### Who should attend?

- Farmers, ranchers & agritourism operators
- Heritage attractions
- Cultural attractions
- CVBs and other tourism organizations
- Anyone interested in agritourism, cultural heritage tourism or rural economic development
- Rural economic development agencies

### Why attend?

- Help shape the strategic plan by sharing what you need from the state
- Meet others in your region with a shared interest in agritourism or cultural heritage tourism
- Find out how agritourism and cultural heritage tourism can help your bottom line

### Locations and Times for Planning Sessions:

#### Alamosa

Monday, November 5, 2012 1-3 pm  
Ramada (formerly Inn at the Rio Grande)  
333 Santa Fe Avenue

#### Lamar

Tuesday, November 6, 2012, 1-3 pm  
4-H Building, Prowers County Fair Grounds  
2206 Saddle Club Drive

#### Pueblo

Wednesday, November 7, 2012, 1-3 pm  
El Pueblo History Museum  
301 North Union Ave

#### Ignacio

Monday, November 12, 2012, 1-3 pm  
Sky Ute Casino  
14324 Hwy 172

**Ouray**

Tuesday, November 13, 2012, 1-3 pm  
Ouray Community Center  
320 6<sup>th</sup> Ave

**Rifle**

Wednesday, November 14, 2012, 1-3 pm  
Garfield County Public Library in Rifle  
207 East Ave

**Fort Collins**

Monday, November 26, 2012, 1-3 pm  
Fort Collins Welcome Center  
3745 E. Prospect Road  
I-25 at Exit 268

**Sterling**

Wednesday, November 28, 2012, 1-3 pm  
CSU Engagement Center  
304 Main St

**Denver**

Thursday, November 29, 2012, 1-3 pm  
History Colorado Center  
1200 Broadway

**How can I get more information?**

To RSVP to a regional meeting or to learn more, contact Laura Grey, Heritage & Agritourism Program Manager, Colorado Tourism Office at (303) 892-3885 or [laura.grey@state.co.us](mailto:laura.grey@state.co.us).

## **MOBILE AND SOCIAL MEDIA FOR AG BUSINESSES**

The many mobile and social media tools allow businesses to connect with customers in new and meaningful ways. Often, it's these connections, or relationships, that make a business successful over the long run.

Social media tools (Facebook, Twitter, LinkedIn, Pinterest, etc.), offer easy methods to communicating, connecting, and engaging with customers and the public. Mobile tools, operated from a smart phone or tablet (such as an iPad), offer many other options to both businesses and customers in finding and connecting with businesses, increasing ease of transactions, and other benefits.

Penn State Extension is partnering with Ohio State and University of Nebraska to offer a series of webinars to help small ag business owners understand how to integrate social media and mobile applications into the company's marketing plan.

Webinar participants will gain a better understanding of social media and mobile tools but, more importantly, will learn how the tools can improve their marketing effectiveness and customer service.

Dates and Time for Webinar Series: January 17, 24, 31, February 7, 14, 21, 28, March 7, 2012, at 2:00 - 3:00 p.m. EST (1:00 p.m. Central / 12:00 p.m. Mountain). Registration Fee is \$10 per webinar or \$50 for all eight webinars. Pre-registration is required. Please RSVP at least one day prior to each webinar.

[View Event Summary](#)

[View Event Agenda](#)

## 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 [Ashley Colpaart](#).

To subscribe and unsubscribe to this newsletter, contact [Martha Sullins](#).