

DATE: March 5, 2025

Western Colorado Food Convening

Craig, Colorado



RUN OF SHOW

1	Introductions
2	Ag and Food in the Yampa Valley
3	Statewide Food Summit
4	Regional Priorities
5	State of the Industry
6	Table Discussion
7	Room Walk
8	Reflections and Next Steps
9	Thank You

WHO IS IN THE ROOM

Farmer

Farm worker

Food service/Retailer

Non-profit organization or community coalition partner

Educator

Elected official or government staff

Student

Other?

FOOD & AG IN THE VALLEY



Not happening in isolation

- Energies across the state coalescing around food and agriculture
 - State procurement policies, growing demand for Colorado product, zero/low interest loan programs, entrepreneurial support
- New statewide policies with potential to significantly impact food and agriculture
 - Examples: PAUSE, SB 21-087 Ag Labor, Proposition 114 Wolf Reintroduction, Universal School Lunch, Ranch to Plate

FEBRUARY 1ST

FRONT RANGE REGION

Mile High Farmers Producer Summit

CSU SPUR
Denver, CO

FEBRUARY 5TH

WESTERN REGION

I-70 West
(Garfield & Mesa Counties)
WCRC - Orchard Mesa
Grand Junction, CO

FEBRUARY 6TH

EASTERN REGION

Soil to Supper:
Eastern Colorado Food Production
The Block: Commissary Kitchen & Events
Fort Morgan, CO

FEBRUARY 18TH

WEBINAR

Mental Health, Food Access, and Equity:
Bridging the Gaps in Our Food System

FEBRUARY 21ST

FRONT RANGE REGION

Film Screening and Farmer Panel

Food to Power
Colorado Springs, CO

FEBRUARY 24TH

WEBINAR

Migrant Communities, Food Systems, and
Rights: Navigating Challenges Together

MARCH 3RD

WESTERN REGION

Montrose Regional Food Summit
(Delta, Montrose, Gunnison,
SW CO, Ouray Counties)

Ute Indian Museum

MARCH 5TH

WESTERN REGION

Regional Economic Development Forum
(Rio Blanco, Moffat, Routt Counties)

CNCC Craig Campus

MARCH 6-7TH

MOUNTAIN REGION

More Land, Better Jobs
Guidestone's 10th Annual Ag Summit
Mountain Connections: Nourishing the
Future

Aspen, CO

<https://foodsystems.colostate.edu/food-summit-2025/>



STEP 1

The host committee plans events that reflect the interests of the community

STEP 2

The community analyzes challenges, opportunities and priorities at the event; creating learnings from events.

STEP 3

Learnings from all events around the state construction agenda for the CO 2025 Food Summit.



PHYSICAL

Feeding-out/finishing, value-added processing, cold storage, distribution, aggregation, transport, waste management

FINANCIAL

Access to capital for operation, business expansion, risk management tools, cooperative/shared ownership, market-based financing

MARKET

Sales platforms, commitments from institutional buyers, marketing and consumer education

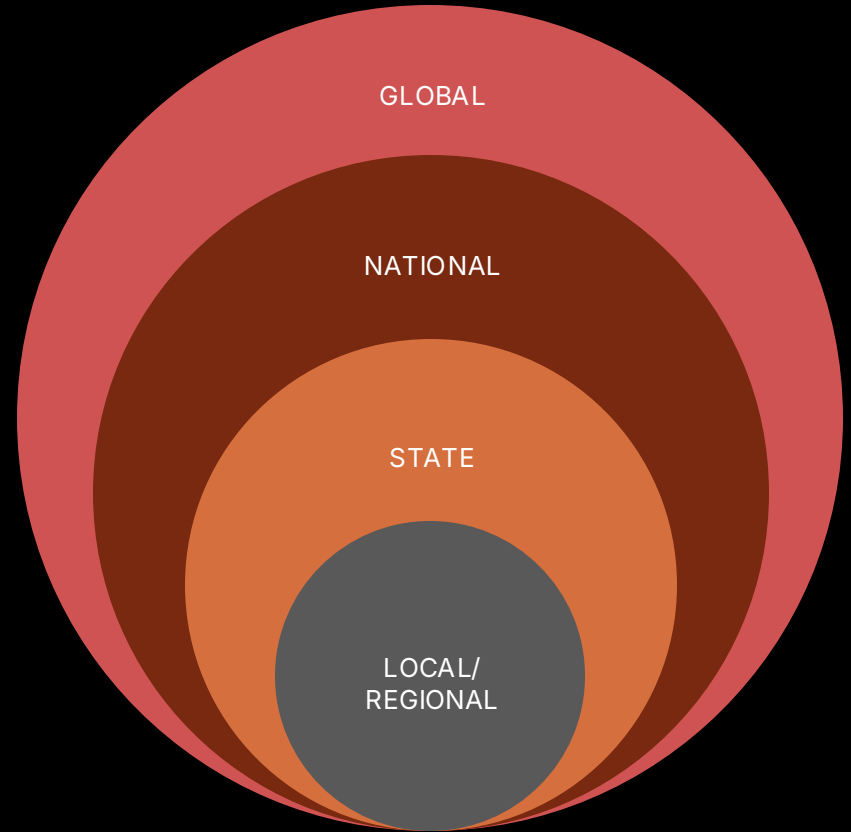
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WHERE IS THE NEED

SWOT ACROSS SCALE

- What is your vision for the category in 5 years?
- Threats/Weakness - What are the barriers or challenges you are running into?
- Strengths/Assets - What resources are you currently accessing? What is going well?
- Opportunities - What additional resources are needed?
 - Any needed policies or institutions?



STATE OF THE INDUSTRY

- Reflections on the morning panel
- Cattle and Sheep Outlook
- Local and Regional Food Financial Resources
- Lessons from Yampa Valley Foods



Financial Infrastructure



Funding and Resource List

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Nonprofit Organizations

Name	Category	Award Amount(s)	Description	Eligibility
Nonprofit Infrastructure Grant Program	Infrastructure	Up to \$100,000	The Nonprofit Infrastructure (NPI) Grant Program is a statewide grant program for small, community-based, nonprofit organizations with annual budgets between \$150,000 and \$2,000,000, that have been negatively affected by COVID-19. Funds can be used for organizational capacity needs, such as strategic planning, professional development for board and staff, technology, etc. It is not meant to fund the programs of the nonprofit.	or social welfare organization under a 501(c)(3) Organizations must have been disproportionately impacted by the public health emergency. Also eligible include: - Tax-exempt charitable or social welfare organization a 501(c)(3) that have an annual budget of less than \$1 million - Small community-based nonprofit organization that may or may not be a 501(c)(3)

FUNDING SOURCE

CDA Program	Funding Source
Specialty Crop Block Grants	Federal
NextGen Ag Leadership	State
Ag Workforce Development	State
Colorado Soil Health Program	Federal
Ag Stewardship Tax Credit	State
ACRE3	State
REAP Technical Assistance	Federal
Agrivoltaic R&D	State

LOCAL / REGIONAL FINANCING



PROGRAM
MICROLOAN

SOIL
BOULDER



Loan Amount: Up to \$750,000*

*Cantidad de Préstamo: Hasta \$750,000**



Loan Term: 1 to 20 years

Duración: de 1 a 20 años



Revolving Credit: Up to 5 years

Crédito Disponible: Por hasta 5 años



Interest Rate: 4% fixed rate

Taza de Interes: el 4%, fijo



COMMUNITY
AGRICULTURE
ALLIANCE

Celebrating **25 Years** of Impact

Preserving agriculture in the Yampa Valley by initiating and supporting programs and policies that benefit and connect producers, consumers, and the community

Programs and Services

Agricultural Resources

Grant funding, project coordination, microloans, education and trainings

Water Education and Collaboration

Local Foods Systems and Yampa Valley Foods

Facilitating connections between regional producers, consumers, and non-profit organizations; grant funding and research; producers resources; and local food market.

Education and Outreach

To ensure agriculture thrives as a vibrant core of our Valley



YAMPA VALLEY FOODS

A program of Community Agriculture Alliance



To ensure agriculture thrives as a vibrant core of our Valley



Evolution of CAA Market to Yampa Valley Foods

CAA Market established in 2014

- Organization had a vision to take a leadership role in the local food system

Massive growth in 2020

- The effects of the pandemic on the domestic and global food systems created significant demand for locally produced products.
- Number of producers grew dramatically
- 2022 CAA Board & Staff strategic planning led to the planning, fundraising, and purchase of 35 11th Street.



To ensure agriculture thrives as a vibrant core of our Valley

Evolution of CAA Market to Yampa Valley Foods

August 2024 - CAA Market becomes YVF

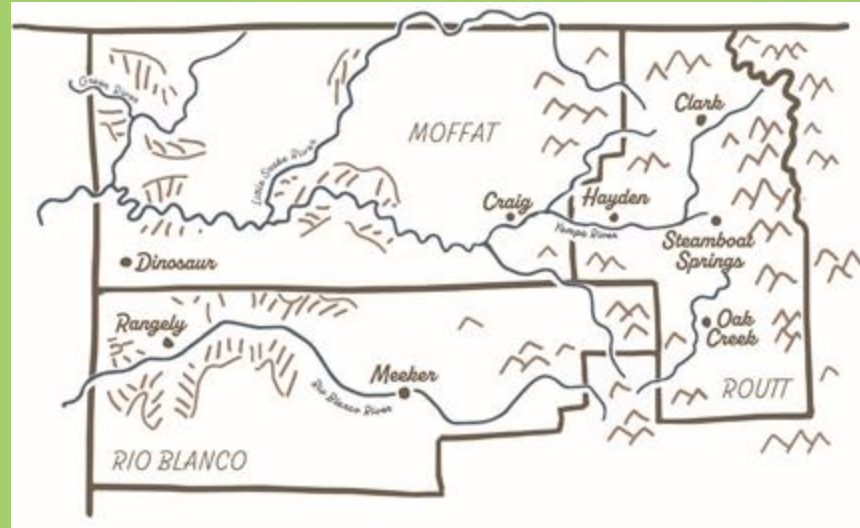
- Officially opened our brand new doors as Yampa Valley Foods!
- Currently working with 84 different producers
- Over 1500 products available
- 96% of products come from the Yampa Valley - Routt, Moffat, & Rio Blanco counties



To ensure agriculture thrives as a vibrant core of our Valley

YAMPA VALLEY FOODS

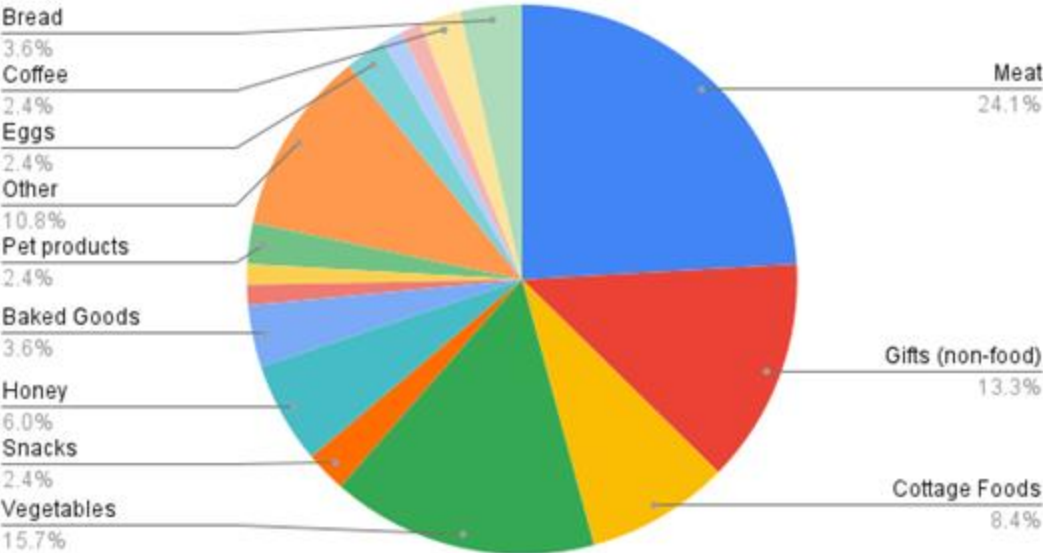
How the market works



To ensure agriculture thrives as a vibrant core of our Valley

Yampa Valley Foods : Producers

YVF Producers



To ensure agriculture thrives as a vibrant core of our Valley





Yampa Valley Foods : Benefits to Producers

Economic Development

Increased revenue for local producers through direct to consumer sales

Business expansion support

Increased storage capacity

On and off site freezer storage available

Reduction in deliveries and out of stock products

Return to Producer

Producers receive 95% of their retail price

Collective Marketing & Outreach

Social Media

Organizational Newsletters

Local newspaper publications & print ads

Distribution

CSA pick up location

Restaurant connections

Large volume sales

Flexibility & Ease of Entry

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Yampa Valley Foods : Consumers

- 2024 member base consisted of roughly 1900 members
- In 2024, 85% of the transactions facilitated were to members vs 15% to non-members
- Largely serving an older demographic with more disposable income

Benefits to consumers

Easy access to locally grown, minimally processed, nutritional, and diverse products

Connection to the agriculture heritage of our community

Consistent food supply, especially during economical and social events

To ensure agriculture thrives as a vibrant core of our Valley



Yampa Valley Foods : Pressure Points & Opportunities

Price

YVF markup

Finding a balance between
convenience and novelty products

Need for increased education

Benefit of supporting local

*Benefit of supporting a non-profit
program*

Expanding our customer base

Younger customers

Tourists

Increasing number of producers
and product selection

To ensure agriculture thrives as a vibrant core of our Valley



Want to get involved?

AG APPRECIATION WEEK		SCHEDULE
		MARCH 17 - 22 2025
ALL WEEK LONG	#EATLIKEAYAMPAVORE @LOCAL RESTAURANTS	
17 MON	AG MOVIE NIGHT: LEGACY @THE LIBRARY 6:30 - 8PM	
18 TUES	AG APPRECIATION DAY & FILL YOUR BAG @YAMPA VALLEY FOODS - GET 10% OFF 10AM - 5:30PM	
	TOKEN TUESDAY @MOUNTAIN TAP BREWERY 3PM	
19 WED	AG COMMUNITY BREAKFAST @THE COMMUNITY CENTER 7:45 - 8:45AM	
20 THURS	CHICKEN BUTCHERY CLASS @MEATBAR 4 - 6PM	
22 SAT	RANCH RENDEZVOUS @T1ST X YAMPA VALLEY FOODS 1 - 3PM	
	HAPPY HOUR @STEAMBOAT SOCIAL CLUB 3 - 4PM	

Become a Member

Become a Producer

Volunteer

Attend an Event

Become an Annual
Sponsor



SCAN FOR MORE INFO

To ensure agriculture thrives as a vibrant core of our Valley

TABLE DISCUSSION (20 MIN)

- What is your vision in 5 years?
- Threats/Weakness - What are the barriers or challenges you are running into?
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- Opportunities - What additional resources are needed?
 - ◆ Any needed policies or institutions?





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REFLECTIONS?

EVALUATION

<https://forms.gle/pG6Di2YceeNumEMJ8>



Next steps

March 17th - 22nd - Ag Week

NW Colorado Food Coalition May 1 - 11:30 - 1:00 pm in Hayden. Lunch will be provided. Optional tours will be scheduled for before and after the meeting. Please reach out to kmaloney@co.routt.co.us with any questions.

Yampa Valley High School Food System Project Based Learning May 15th - CMC Steamboat

Colorado Food Summit - Winter 2025/2026

<https://foodsystems.colostate.edu/food-summit-2025/>



THANK YOU



Michele Meyer, michele.meyer@state.co.us
Libby Christensen, libby.christensen@colostate.edu