Other Programs

Beginning Farmer Program. The Colorado Agricultural Development Authority (CADA) provides tax-exempt bonds for low-interest financing of land or equipment purchases. Individuals must qualify as beginning farmers to participate in this program. A beginning farmer is defined as a person who does not own more than 30% of the median county farm size.

Grants. We offer grant programs to help Colorado's agriculture industry identify renewable energy opportunities, promote products, conduct feasibility studies, and to take advantage of local, regional, national and international market opportunities.

Fruit and Vegetable Inspection. This program works in cooperation with the United States Department of Agriculture (USDA). This service provides independent, third party certification of a commodity's quality at anytime within the marketing chain.

This section also manages the Good Agricultural Practices (GAP) and Good Handling Practices (GHP) Audit Verification Programs.

Call for more information about:

- ▶ Centennial Farm Program
- ▶ Market Orders
- ▶ Seal of Quality Program
- ▶ Specialty Crops Program
- ▶ Transportation Issues

Fore more information about services the Markets Division offers, contact:

Colorado Department of Agriculture
Markets Division
700 Kipling Street, Suite 4000
Lakewood, CO 80215-8000
Phone: (303) 239-4114
Fax: (303) 239-4125
E-mail: markets@ag.state.co.us

www.coloradoagriculture.com

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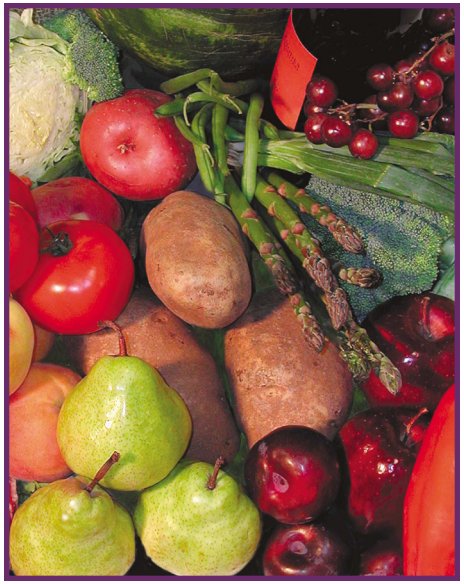
COLORADO DEPARTMENT OF AGRICULTURE

Guide to Marketing Services



Markets Division

www.coloradoagriculture.com

Our Mission

Our mission is to increase marketing and processing opportunities for Colorado's agricultural industry.

We offer assistance in the areas of promotion, research, exporting, business start-up and expansion. Our services are available to any company that grows, raises or processes a food or agricultural product in Colorado.

One of our key tools is Colorado Market Maker (CMM). CMM is an online resource that locates producers, businesses and markets of food products, providing an important link between Colorado producers, their buyers and consumers. Producers who are registered on the site can be easily found by potential buyers and consumers. To look for Colorado products or to add your company visit **www.comarketmaker.com**.

We look forward to working with you to market your Colorado products. If you have any suggestions on how we may expand or improve our programs, please contact us!

Office Staff, (303) 239-4114:
Tom Lipetzky, Division Director
Tim Larsen, International Marketing Specialist
John Addison, International Marketing Specialist
Dawn Velásquez de Pérez, Marketing Specialist
Wendy Lee White, Domestic Marketing Specialist
Loretta Lopez, Administrative Assistant
Darcy Hatridge, Program Assistant

Field Staff:
Colorado Wine Industry Development Board
Doug Caskey, (720) 304-3406
Kyle Schlachter, (303) 239-4122

Fruit & Vegetable Section
Tracy Vanderpool, (719) 852-4749

Livestock Market News, (970) 353-9750

www.coloradoagriculture.com

Domestic Marketing

► **92%** of Coloradans would buy more products grown and processed in Colorado if they were available and identified as being from Colorado.

Colorado Proud. Colorado Proud is a free marketing program designed to help consumers, restaurants and retailers identify and purchase Colorado food and agricultural products. Members benefit from marketing events as well as advertising efforts. Visit Colorado Proud online at **www.coloradoproud.org**.

Colorado Wine Industry Development Board. The Markets Division provides marketing, promotional and technical assistance to Colorado's wineries, both individually and statewide, by funding viticultural research and extensive marketing programs. For more information visit **www.coloradowine.com**.

Agritourism. We work with the Colorado Tourism Office and Colorado State University to promote agritourism and help producers incorporate activities to diversify their operations. More information is available at **www.coloradoagritourism.com**.

Publications. Look for our popular directories in print and/or online:

- ► Colorado Farm Fresh Directory
- ► Colorado Hay Directory
- ► Colorado Proud Restaurant Guide

Call for information and assistance with:

- ► Media Strategies
- ► Marketing Plans
- ► Promotional Materials
- ► Public Relations

Workshops. We sponsor and co-sponsor several marketing-related workshops and seminars each year.

International Marketing

► In a survey of Colorado food companies, 37% export now, and another 34% want to begin exporting.

International Marketing Specialists are available to help you develop export markets for your products around the world. Major agricultural export markets for Colorado include Mexico, Japan, Canada, Europe and Korea. Colorado companies are successfully exporting their products in many markets around the world. Call to learn how we can assist in identifying and developing your global sales.

Export Assistance. The Markets Division created the Exporter Assistance website at **www.coloradoagriculture.com/exporter** to provide answers and additional links to help you accomplish your goals. We will assist in reviewing your export potential and determining appropriate international markets.

We will guide you through the process and provide the training and information needed to make the export market an important component of your sales. Funding is available to help you develop your international markets.

Photo by Suni Olkjer