



Colorado Proud Fact Sheet

WHAT IS COLORADO PROUD?

The Colorado Proud Program was created by the Colorado Department of Agriculture in 1999 to:

- Promote Colorado food and agricultural products.
- Make it easier for consumers to identify and purchase Colorado products by labeling them with the Colorado Proud logo.
- Raise consumer awareness of the benefits of buying locally grown, raised and manufactured products.

WHAT'S NEW?

- In 1999 the program started with 65 companies, and now the Colorado Proud Program has over 1,800 members that include growers, processors, restaurants, retailers and associations statewide.
- According to a 2012 survey:
 - 81% of respondents are very or somewhat familiar with the Colorado Proud logo, up from 76% in 2011, 68% in 2010 and 59% in 2008.
 - 81% purchase at least some Colorado food products.
 - 64% are looking for the Colorado Proud logo more often when shopping now than they used to.
- More than 90% of Coloradans would buy more Colorado grown and produced products if they were available and identified as being from Colorado.

WHY IS IT IMPORTANT?

- Colorado agriculture is essential in the state, contributing more than \$40 billion annually to the state's economy – ranking in the country's top 10 for production of nearly 30 agricultural products.
- Colorado has more than 36,000 farms and ranches encompassing 31 million acres – nearly half the state's total land.
- There are more than 170,000 jobs in Colorado related to agribusiness.

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WHY SHOULD YOU BUY LOCALLY?

- **Better for You. Better for Colorado.** This is the tag line that is used when branding and promoting the program.
- Now more than ever, consumers can have a positive impact on Colorado's economy by looking for the Colorado Proud label and buying locally grown, raised and processed products.
- From the field to your fridge. Products grown or produced locally are fresher because they are harvested and delivered immediately to local retailers – not stored and transported from out-of-state.
- Because these products are fresher and have not been transported they retain more of their nutritional value and are better for you.
- Buying locally produced foods decreases food miles, thereby saving energy and lowering the carbon footprint.
- By buying Colorado products you are helping to maintain jobs and various businesses related to agriculture.
- Purchasing Colorado grown and produced products helps to sustain family farms, family values and strong work ethics.
- Buying locally grown food helps support Colorado's western heritage – farms and ranches are the legacies of our past.
- The beauty of farms and ranches enriches the Colorado landscape.
- Buying Colorado is better for the environment because it helps keep farms and ranches profitable, thereby maintaining open space and wildlife habitat.
- **Better for You. Better for Colorado.**