

# NEWS RELEASE

*For Immediate Release*

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## **Colorado Department of Agriculture Unveils New Website**

Denver, Colorado – December 4, 2012 – The Colorado Department of Agriculture (CDA), in partnership with Colorado.gov, has launched a new agency website featuring streamlined navigation and a more modern look-and-feel.

To help assist the 12,000 monthly site visitors, the newly designed CDA site contains two levels of top navigation and the ability to select from 49 different languages. It also includes the introduction of several new social networking features that provide an additional outlet where both Colorado producers and consumers can readily access timely information that may affect their lives.

"Partnering with Colorado Interactive has helped us achieve a critical goal of better communicating with industry and consumers," said Colorado Department of Agriculture Commissioner John Salazar. "Our website has been redeveloped for easier, quicker navigation -- and it looks great too!"

Agriculture is one of the top economic sectors in the state, contributing \$41 billion to the state economy and supporting more than 170,000 jobs.

“Agriculture affects everyone in this state; besides the food you eat, we have a variety of programs that reach across the state. I challenge every Colorado resident to visit our new website -- I’m confident they will find a program that affects them,” continued Salazar.

The Colorado Department of Agriculture is proud to serve citizens through the following divisions: Animal Industry, Brand Inspection Division, the Colorado State Fair, Conservation Services, Inspection & Consumer Services, Markets and Plant Industry.

### **About Colorado Department of Agriculture**

The mission of the Department of Agriculture is to strengthen and advance Colorado's agriculture industry; ensure a safe, high quality, and sustainable food supply; and protect consumers, the environment, and natural resources.

### **About Colorado.gov**

Colorado.gov is the official website of the State of Colorado (<http://www.colorado.gov>) and is overseen by the Statewide Internet Portal Authority. Colorado.gov helps State and local government entities Web-enable their services and is operated without tax funds through a public-private partnership between the state and Colorado Interactive, LLC. Colorado Interactive builds, operates, maintains, and markets Colorado.gov and is part of eGovernment firm NIC's (NASDAQ: EGOV) family of companies.