PUBLIC ATTITUDES ABOUT AGRICULTURE IN COLORADO

A Study Done for the Colorado Department of Agriculture

by the

Department of Agricultural and Resource Economics

Colorado State University

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ACKNOWLEDGEMENTS

The Colorado Department of Agriculture and Colorado State University wish to thank the citizens of Colorado and other friends of Colorado agriculture whose support helped make this study possible.

INTRODUCTION

Background

This research replicates studies conducted in 1996, 2001 and 2006 for the Colorado Department of Agriculture. In 1996, the Colorado Department of Agriculture and Ag Insights worked with Colorado State University's Human Dimensions in Natural Resources Unit to develop a survey of Colorado residents to determine the public's attitudes towards such issues as food prices, food safety, pesticide use, environmental practices, wildlife and agriculture, animal welfare, land use, population growth and agricultural land preservation, among others. Subsequent reports have then compared the attitudes of Coloradans towards the above-mentioned issues across the years of 1996, 2001 and 2006.

The 2011 survey is intended to add another year of data and comparisons built on these same objectives, but it also seeks to explore some new issues, including:

1. Exploring the food shopping attitudes and behaviors of Coloradans, with a particular focus on where they shop for foods (including home production). This included questions on Colorado Proud and purchases of local foods.

2. Determining the trust that Coloradans have in different sources of information on food, agriculture, nutrition, and food safety.

3. Exploring the participation in agritourism by Coloradans, including the types of activities they participate in, and the frequency of their participation.

Note that this report explores all of the above subjects for the entire survey sample. However, additional research and synthesis may also be conduct on differences in perceptions among Coloradans that may be based on geographic location, length of residence in-state, or other pertinent characteristics.

Methods

Colorado State University contracted with TNS (www.tns-us.com) to use a panel of Colorado residents and gather data for the 2011 study using an Internet survey. Perceptions about agriculture in Colorado from 504 Colorado residents were obtained through an online survey that took an average of 16.5 minutes to complete. The survey instrument (Appendix A) contained multiple choice and open-ended questions developed for the 1996 study. Based on responses to open-ended questions from previous years' surveys and current food and agriculture issues, numerous questions were added to the 2011 survey (designated with asterisks in the questionnaire). Data were analyzed using Excel, SAS and STATA software, and content analysis techniques. The sampling techniques used and the number of respondents successfully surveyed resulted in a 95% confidence interval and error of +/- 5%.

How to read this report

Results from the survey are briefly narrated and displayed in graphic form. Captions in the body of the report reference key topics probed by the study. Bar graphs allow the reader to compare results from the 2011 study with previous studies. In addition, sample sizes for each survey question are provided by survey year, where relevant. Note also that percentages in some figures may not total 100% due to rounding or respondents who declined to comment. In other questions, where respondents could choose more than one response, percentages may sum to greater than 100%. Furthermore, the number of people answering any given question can vary because some people chose not to respond to all applicable questions. The survey instrument and several lists from the questions that resulted in extensive verbatim (write-in) responses are found in the appendices.

RESULTS

Response rate

From August 25 to August 29, 2011, 2,500 total panel members were contacted by TNS (a research firm that maintains a panel of potential respondents) to participate in the study. A total of 629 potential respondents attempted the survey, and 504 qualified and completed the survey for a response rate of 80.1%. The sample was constructed to be balanced with U.S. Census data to reflect a proportion of respondents in our survey whose age, gender, income and race/ethnicity was similar to Colorado's demographic profile for these variables. Demographics were compared between non-respondents and respondents; non-respondents were not statistically different than respondents.

The median length of residence among respondents was over 20 years. The average respondent was between 45 and 54 years in age; compared to an average age of 54.0 in 2006 and 48.9 in 2001. There were 36.9% males and 63.1% females in the sample. Respondents' household income levels were as follows:

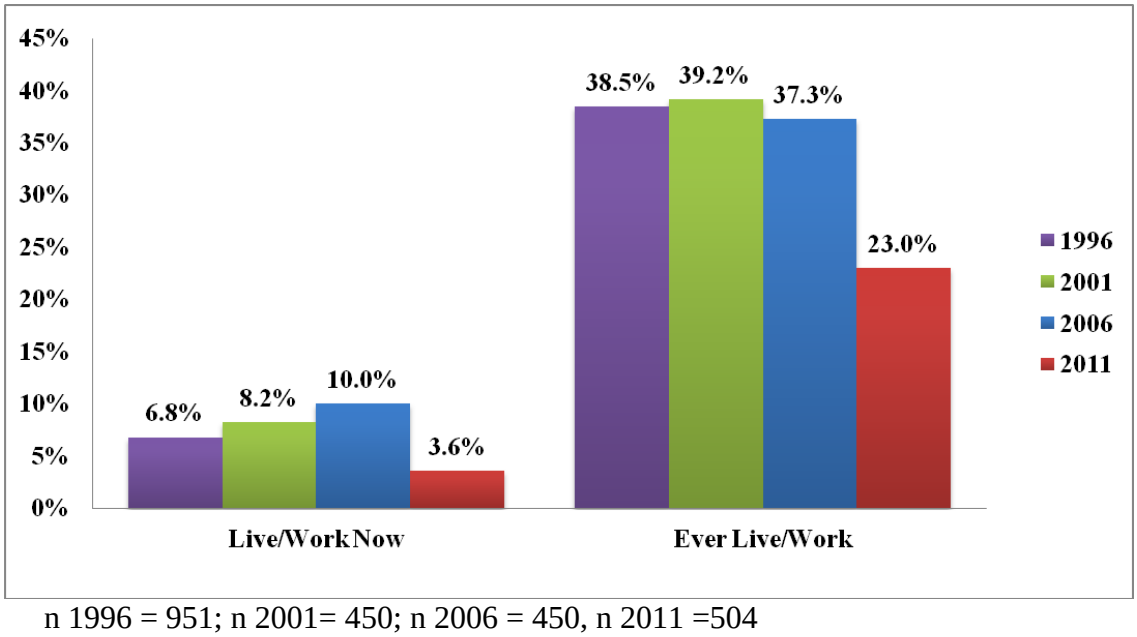
Income range	Number	Percent
Under $30,000	77	15.3%
$30,000 - $49,999	105	20.8%
$50,000 - $74,999	125	24.8%
$75,000 and Over	197	39.1%
Total	504	100.0%

Responses to Survey Items by Question

Affiliation with Agriculture

Question 1. The first question on the survey consisted of two parts: 1) Do you currently live or work on a farm or ranch? 2) Have you ever lived or worked on a farm or ranch?

Figure 1
Do you/ Have you ever lived or worked on a farm or ranch?



n 1996 = 951; n 2001= 450; n 2006 = 450, n 2011 =504

Less than one quarter of all respondents (23%) reported having lived or worked on a farm at some point in their lives, a number that is significantly lower than 1996 (38.5%), 2001 (39.2%) and 2006 (37.3%). Less than 5% currently live or work on a farm or ranch, down substantially from the previous surveys (6.8% in 1996; 8.2% in 2001; 10% in 2006). It should be noted that no criteria were given to respondents as to what constituted living or working on a farm or ranch and sampling design was differently (the 2011 survey was conducted online, while all previous surveys were conducted by phone), so this may account for some differences in respondents' interpretation of this question.

Impressions and Knowledge about Agriculture

Question 2. What is the first thing that comes to your mind when you hear the word agriculture?

Respondents were asked to name, as specifically as possible, the first thing that came to their minds when they heard the word agriculture. When all answers were content analyzed, they

were sorted into the categories shown in Table 1. These categories changed little, but because they were frequently mentioned independent of other answers, “Cattle, ranching” and “food” were new categories counted in 2011 (Table 1). Appendix B describes the full listing of responses to this question.

While noting that there is much consistency in responses across multiple survey years, there are a few trends worth noting. Food (including its quality, abundance and characteristics) were so commonly mentioned that they were broken out as their own category in 2011. This is also why there are more questions in this survey update related to food issues, and why we suggest renaming this survey as the Colorado Attitudes on Agriculture and Food.

Table 1
First thing that came to respondents’ minds when they heard the word “agriculture”

Frequent Answers	**2011 (# %)**	**2006 (# %)**	**2001 (# %)**	**1996 (# %)**
Farms / Farmers / Crops*	264, 52%	195, 52%	165, 33%	230, 24%
Cattle, ranching	45, 9%	NA	NA	NA
Planting, Growing and Harvesting	32, 6%	74, 13%	33, 7%	62, 7%
Vegetables	9, 2%	30, 5%	14, 3%	41, 4%
Fields	19, 4%	17, 3%	12, 3%	20, 2%
Fruit	5, 1%	13, 2%	13, 3%	23, 2%
Irrigation/Water	7, 1%	15, 3%	6, 1%	9, 1%
Gardens	7¸ 1%	5, 1%	6, 1%	1, 1%
Food (organic, local)	87, 17%	NA	NA	NA
Other	Included locations, crops, their personal memories of ag			

Note: The first category is a combination of past responses that all relate to farms and cropping systems

Question 3a. What products can you name that are grown or raised in Colorado?

People were asked to name, as specifically as possible, products grown or raised in Colorado. (Table 2). The following products were referred to the most frequently (or included because they were mentioned in past reports and this offers a comparison). The most often mentioned crops in 2011 were corn, peaches, wheat, and cattle/beef. Corn, beets and wheat were also the top two mentioned products in 2001 and 1996. The complete listing of agricultural products mentioned for this question can be found in Appendix C.

Table 2
Products grown or raised in Colorado
(Frequency of answers and share of total responses by year)

Crops	**2011**	**2006**	**2001**	**1996**
Corn	369, 22%	306, 12%	277, 12%	558, 16%
Wheat	167, 10%	250, 10%	244, 11%	552, 16%
Beets	105, 10%	223, 9%	113, 5%	269, 8%
Cattle or Beef	166, 10%	149, 6%	157, 7%	288, 8%
Beans	76, 5%	131, 5%	94, 4%	145, 4%
Peaches	231, 14%	126, 5%	104, 5%	153, 4%
Alfalfa Hay	95, 6%	117, 5%	122, 6%	185, 5%
Melons	32, 2%	116, 5%	89, 4%	140, 4%
Potatoes	12, 1%	102, 4%	90, 4%	165, 5%
Barley*	28, 2%			
Apple*	79, 5%			
Vegetables* (along with tomatoes)	135, 8%			

*Only available for 2011

Questions 3b. What agricultural product would you say has the most economic importance for Colorado?

People were also asked what agricultural product has the most economic importance for Colorado (Table 3). Corn was mentioned the most frequently in 2011, followed by beef/cattle. Wheat and the set of fruits and vegetables were the next most commonly mentioned. In contrast, beef/cattle was mentioned the most in 2006, 2001 and 1996. Wheat and corn were mentioned second and third most frequently in previous years, but fruits and vegetables have grown the most in the public's perceptions. The complete listing of crops named and the frequency of their citation can be found in Appendix D.

Table 3
Agricultural product with the most economic importance for Colorado
(Frequency of answers and share of total responses by year)

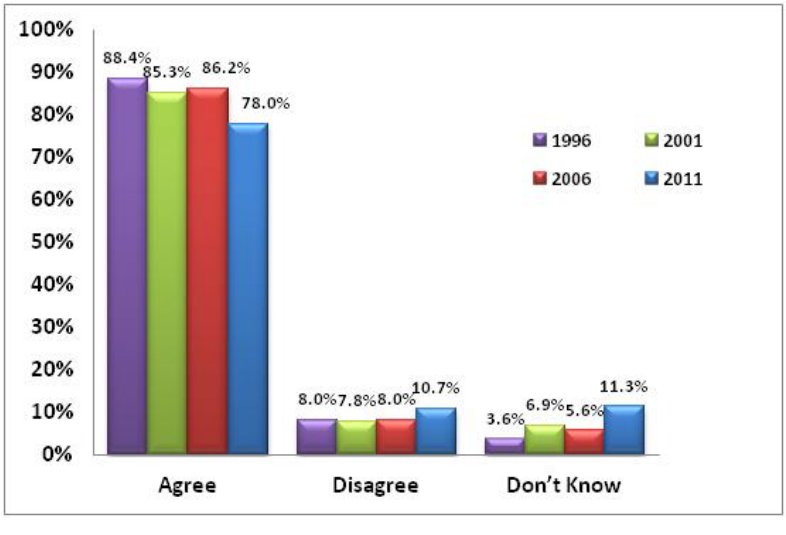
Crops	2011	2006	2001	1996
Corn	113, 22%	79, 13%	44, 9%	102, 10%
Wheat	68, 13%	93, 15%	88, 18%	195, 29%
Beets	10, 2%	22, 4%	24, 5%	40, 4%
Cattle or Beef	82, 16%	107, 17%	103, 22%	219, 22%
Vegetables	9, 2%	13, 2%	4, 1%	10, 1%
Peaches	26, 5%	15, 2%	7, 2%	10, 1%
Melons and Fruit*	24, 5%			
Alfalfa Hay	10, 2%	11, 2%	7, 2%	15, 2%
Potatoes	15, 3%	17, 3%	15, 3%	28, 3%
Don't Know	120, 24%	125, 20%	93, 19%	107, 11%

*Included in 2011 because of increased frequency of response.

Perceived Value of Agricultural Products

Question 4a. Do you agree or disagree that agriculture provides food at a reasonable price in Colorado?

Figure 2
Agriculture provides food at a reasonable price in Colorado



n 1996 = 917; n 2001= 450; n 2006 = 500, n 2011=504

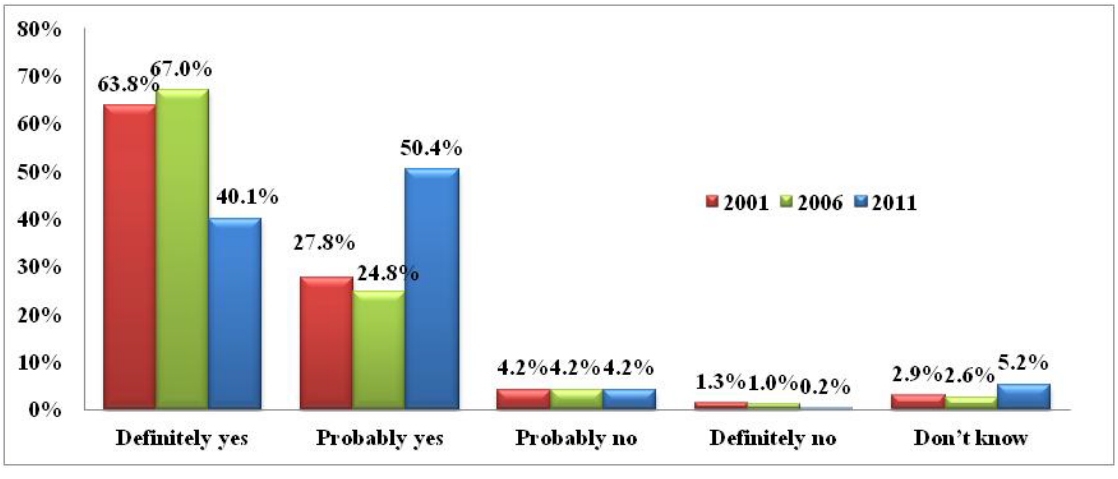
Most agreed (78%) that agriculture provides food at a reasonable price in Colorado. About 1 in 10 (10.7%) did not agree with this statement, while fewer did not know (11.3%). These proportions were similar to the 1996, 2001 and 2006 responses, but there may be some rising concerns or lack of awareness of this issue in 2011 compared to previous surveys. For

those people who did not feel that agriculture provides food at a reasonable price, Appendix D gives the small set of their comments as to why they believe food is not reasonably priced, and everyone attributed this to higher prices and factors other than the producers themselves.

Question 5. Would you buy more Colorado grown and produced products if they were identified?

Almost all of the respondents (90.5%) indicated they would definitely or probably purchase more Colorado grown products if they were available and identified as being from Colorado (see Figure 3 below). The combined response was similar for 2006 and 2001 (approximately 91%). Note that this question was not asked in 1996.

Figure 3
Purchases of Colorado grown and produced products if they were so identified

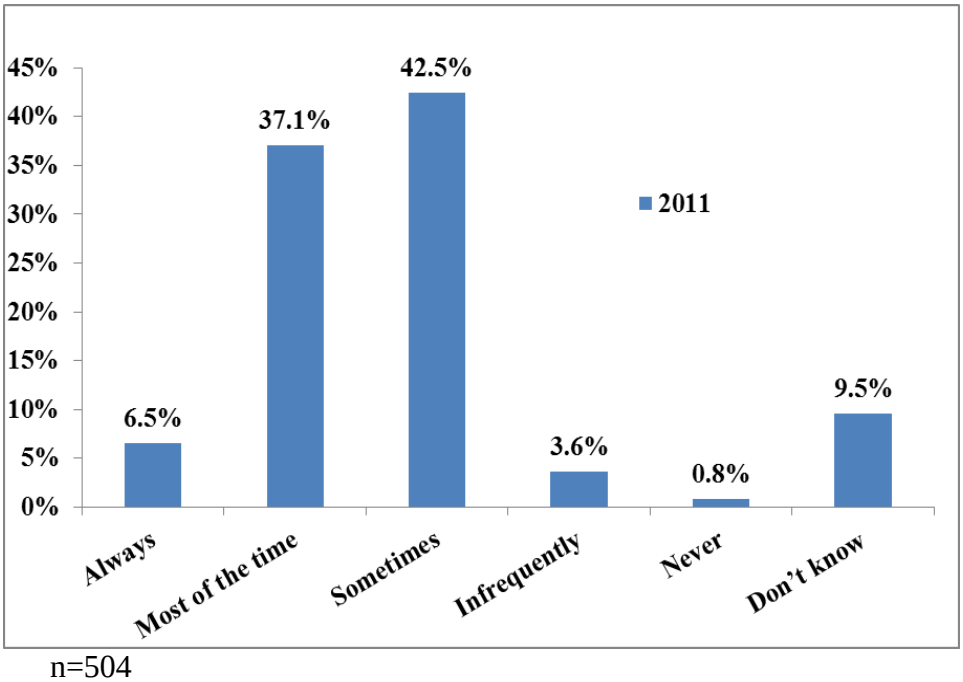


As a new, follow up question in 2011, we asked:

Questions 3b. When shopping or eating out, do you purchase Colorado products or foods over those produced elsewhere?

Overall, it appears that a sizable share of Coloradans seek out Colorado products (over 85% indicated sometimes or more often), but a very small share always make it a priority (6.5%). Still, this finding suggests that widespread use of Colorado Proud labels and programming are of value to the vast majority of the state's households.

Figure 4
Purchases of Colorado grown and produced products when shopping or eating out



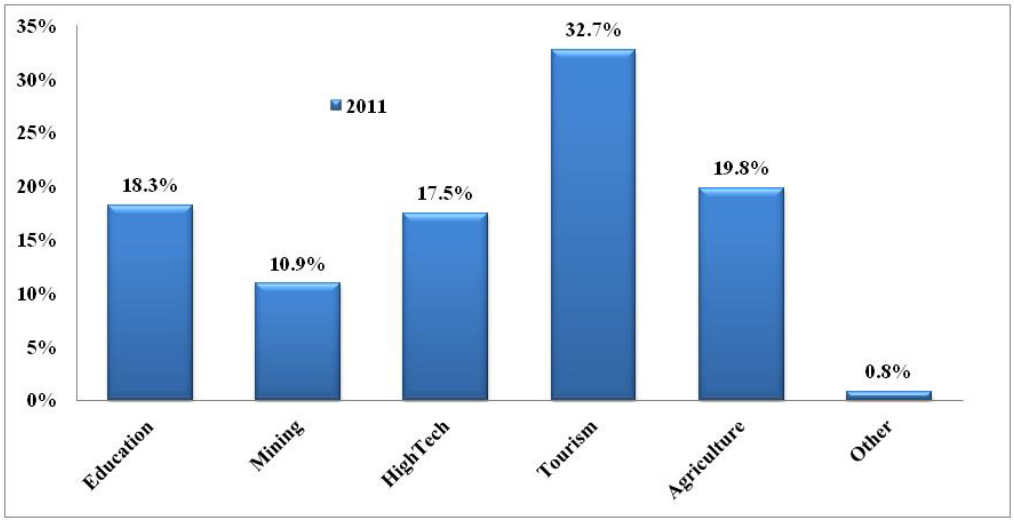
n=504

The Relative Economic Importance of Agriculture

Question 6. Among Colorado's economic sectors, how would you rank the following in terms of importance for the long-term future of Colorado?

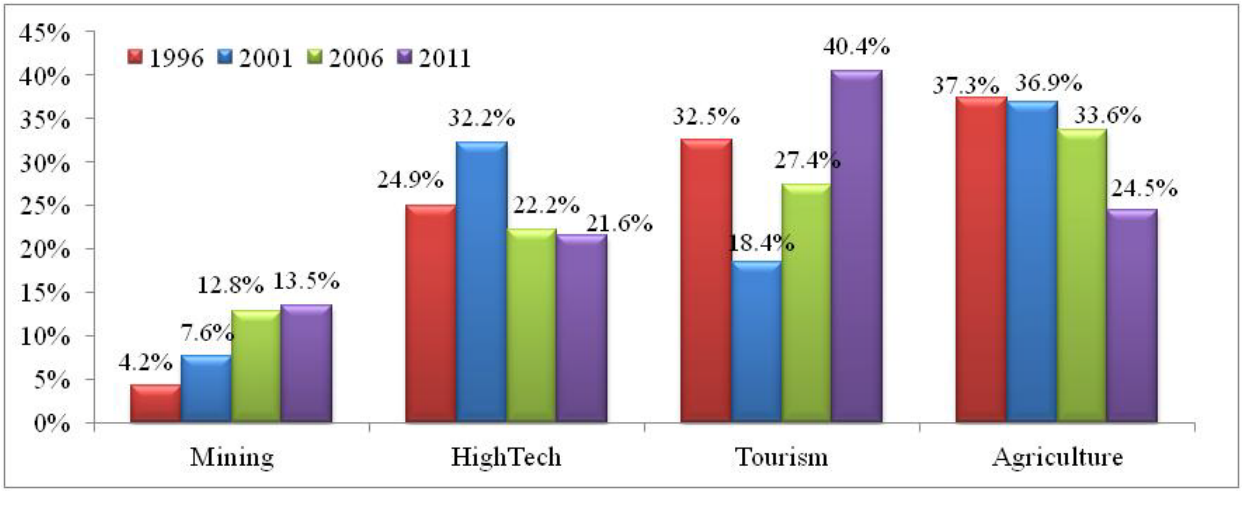
For this question, those surveyed were given a list of four of Colorado's several economic sectors (Agriculture, Mining and Petroleum, High Technology Industries, Tourism and Recreation, and Agriculture) and then told to: *rank them from most important to least important for the long-term future in Colorado* (Figure 5). There was one change to the 2011 survey. Based on a number of "other" comments in past surveys, we added education as another choice that respondents could designate as an important sector. However, Figure 6 shows the comparisons if that new sector had not been added.

Figure 5
Economic sectors designated as most important to Coloradans



Note: The order in which the questions appeared to the respondents shuffled from survey to survey to prevent order bias.

Figure 6
Economic sectors designated as most important to Coloradans
(with education category not included)



Note: 1% of respondents indicated that alternative energy was the most important sector for the future of Colorado.
n 1996 = 945; n 2001= 450; n 2006 = 500, n 2011= 408

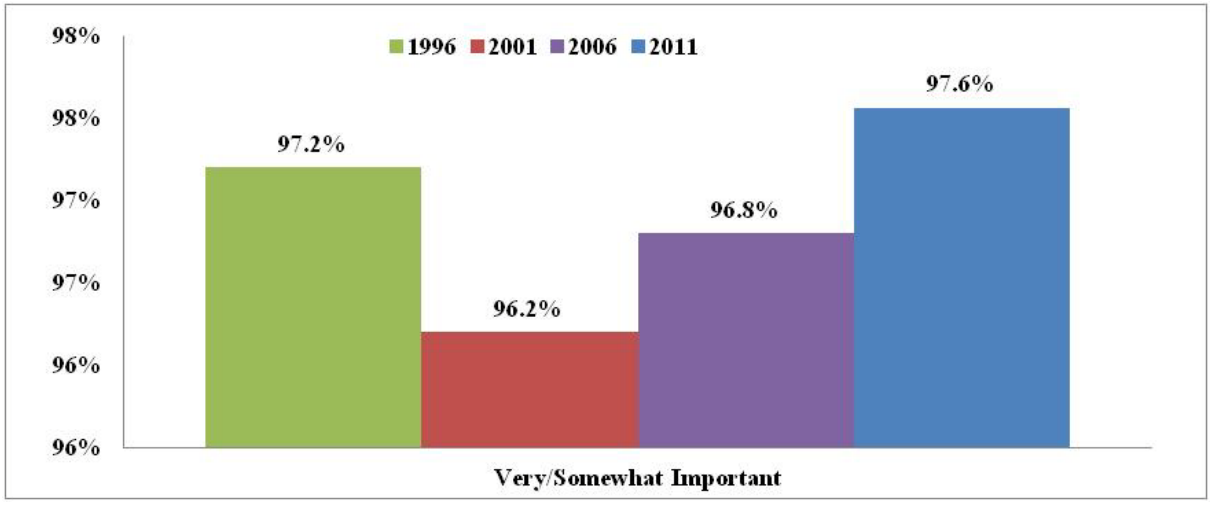
In 2011, tourism and recreation was seen as the most important sector (40.4%), while agriculture was seen as the second most important among the four listed (24.5%), down slightly from 2006 and 2001. To complement this question and what it signals about Coloradan's perceptions about the importance of agriculture, questions on how high a priority it is to maintain important resources for the sector were explored next.

Maintaining and Protecting Agricultural Land and Water

Question 7. How important do you think it is to maintain land and water in agricultural production?

Figure 7 shows that nearly all respondents felt that maintaining agricultural land and water in production was very or moderately important (97.6%). A similar percentage was reported in 1996 (97.7 %), 2001 (96.2%) and 2006 (96.8%).

Figure 7
Importance of maintaining agricultural land and water in agriculture



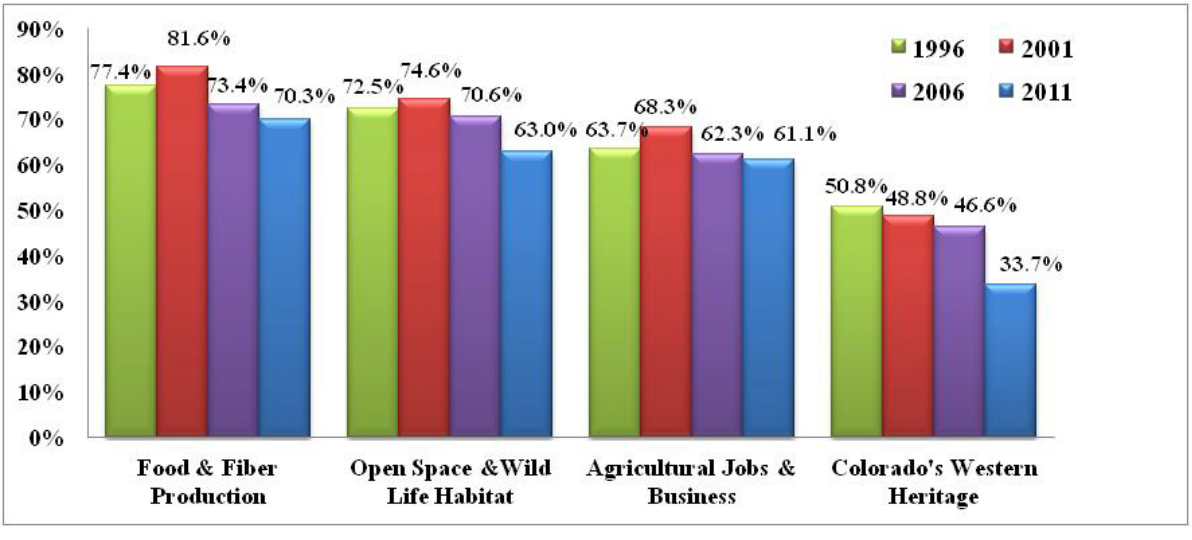
n 1996 = 947; n 2001= 445; n 2006 = 500, n 2011 = 408

Question 8. Here are four reasons people give for protecting Colorado's agricultural land and water. Please tell us how important each one is for you, to maintain agricultural land and water.

Respondents were read a list of four possible reasons for protecting agricultural land and water:

- for food and fiber production;
- for maintaining open space and wildlife habitat;
- for maintaining jobs and businesses in agriculture; and
- for maintaining Colorado's western heritage.

Figure 8
Share who responded a factor was very important to protecting agricultural land



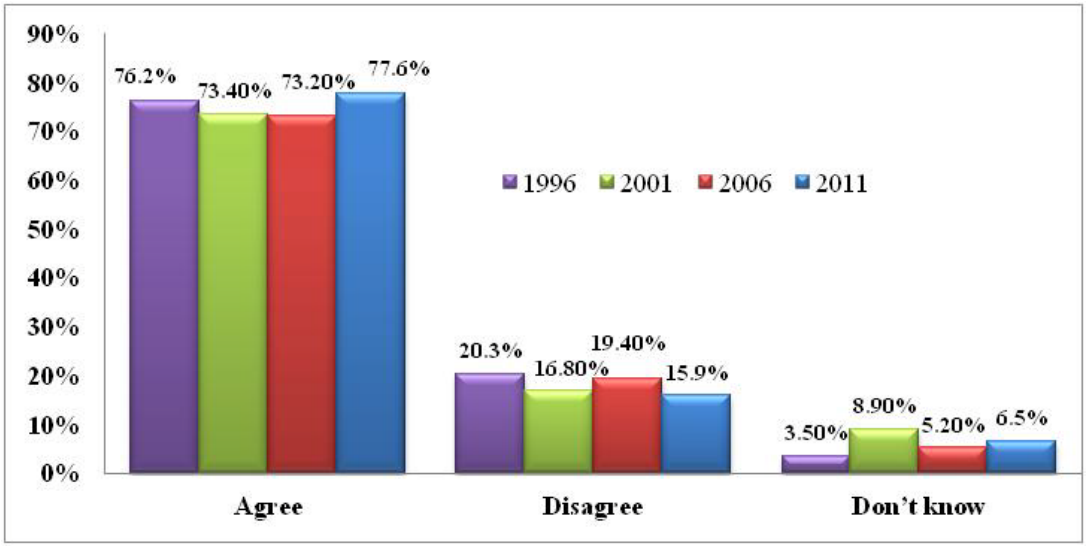
n 1996 = 947; n 2001= 445; n 2006 = 496, n 2011= 481

A majority of Coloradans felt that three of the four reasons given for protecting Colorado's agricultural land and water were *very important*. Most important was food and fiber production (70.3%), followed by maintaining open space and wildlife habitat (63%) and maintaining jobs and business related to agriculture (61.1%).

Question 9. Agricultural lands are being converted to non-agricultural uses. We would like to know your thoughts about one way of preventing this. It is possible to use public funds to buy the development rights from farmers and ranchers willing to sell them. The farmer or rancher would still own the land and be able to use it for agriculture, but the land couldn't be developed for housing or industrial purposes. How much do you agree or disagree with this approach for maintaining agricultural land?

Respondents were given a brief explanation of how the purchase of development rights can be used to protect agricultural land, and then asked to what extent they agreed with this approach to maintaining agricultural land (from strongly agree to strongly disagree). Results from their ranking are shown in Figure 9 below.

Figure 9
Acceptability of purchasing developing rights to prevent the loss of agricultural lands



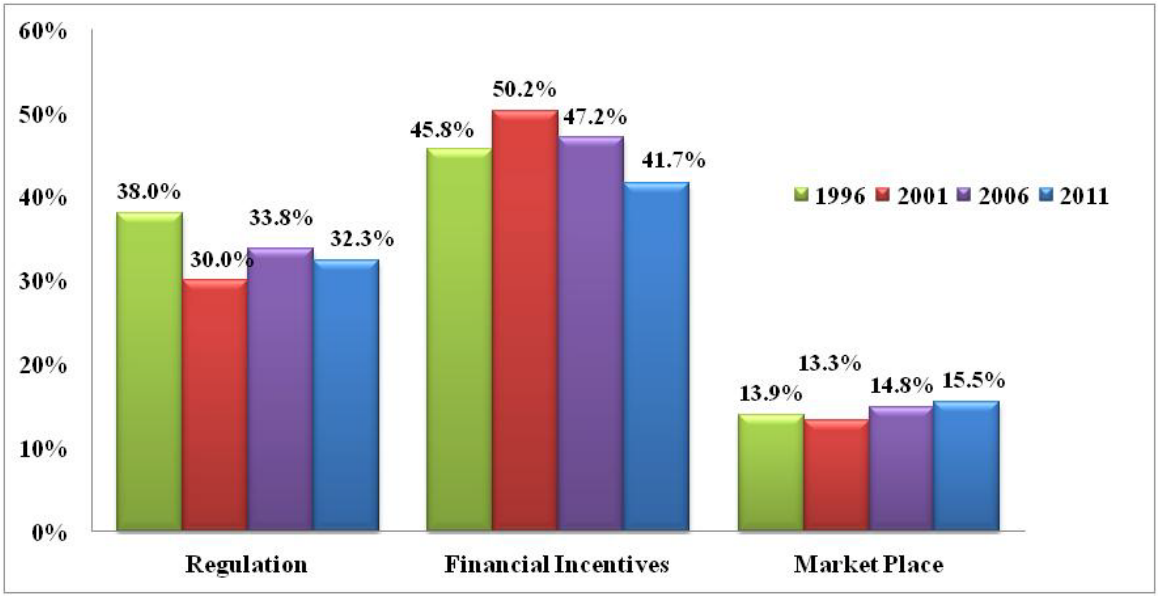
Over three-fourths of the respondents (77.6%) agreed that public funds should be used to purchase the development rights from farmers and ranchers who were willing to sell them, similar to 1996 (76.2%), 2001 (74.3% results) and 2006 (73%). Slightly fewer respondents disagreed with this statement than in previous years, and there were a similar number that did not know.

Question 10. What basic approach should be used to protect agricultural land and water?
Those interviewed were asked to evaluate the following approaches for protecting agricultural land and water:

- regulations and zoning that discourages the sale of farmland for development;
- financial incentives that encourage land owners to keep farm land in agriculture; or
- let the market place decide whether farm land remains in agriculture.

Figure 10 shows that financial incentives to landowners to maintain farmland was the preferred approach (41.7%) compared to 47.2% in 2006. Both of these rankings were slightly less than 2001 (50.2%), but roughly equivalent to 1996 (45.8%). About 32% indicated a preference for regulations and zoning in 2011, down from 33.8% in 2006, but more than 30% in 2001, and less than the highest level of 38% in 1996. Allowing the market place to determine if land remains in agriculture was the least preferred alternative in 2011, and it has always been the least preferred across all survey years.

Figure 10
Preferred approach for protecting agricultural land

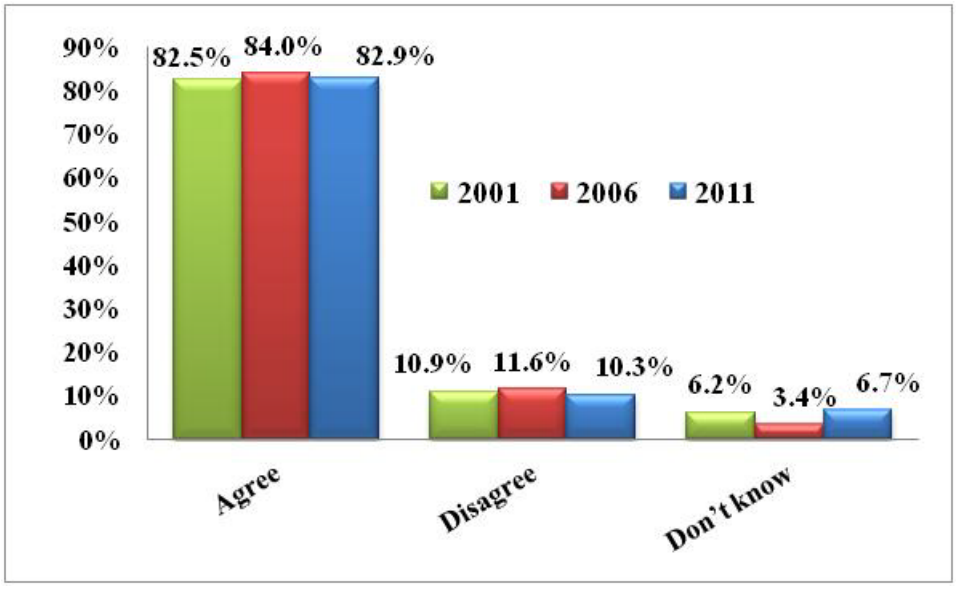


n 1996 = 929; n 2001= 450; n 2006 = 500, n 2011= 504

Question 11. An increasing number of Colorado cities and counties have open space programs. Such programs typically acquire natural areas and trail corridors and allow public access. Some programs use part of their money to help farms and ranches as well. **Do you agree or disagree that more local open space programs should use part of their money to help minimize the loss of farms and ranches?**

Respondents were then asked to what extent they agreed with this approach for minimizing the loss of farms and ranches (from strongly agree to strongly disagree). Results from their ranking are shown in Figure 11 below. Note: This question was not asked in 1996.

Figure 11
More open space programs should use part of their money to help minimize the loss of farms and ranches

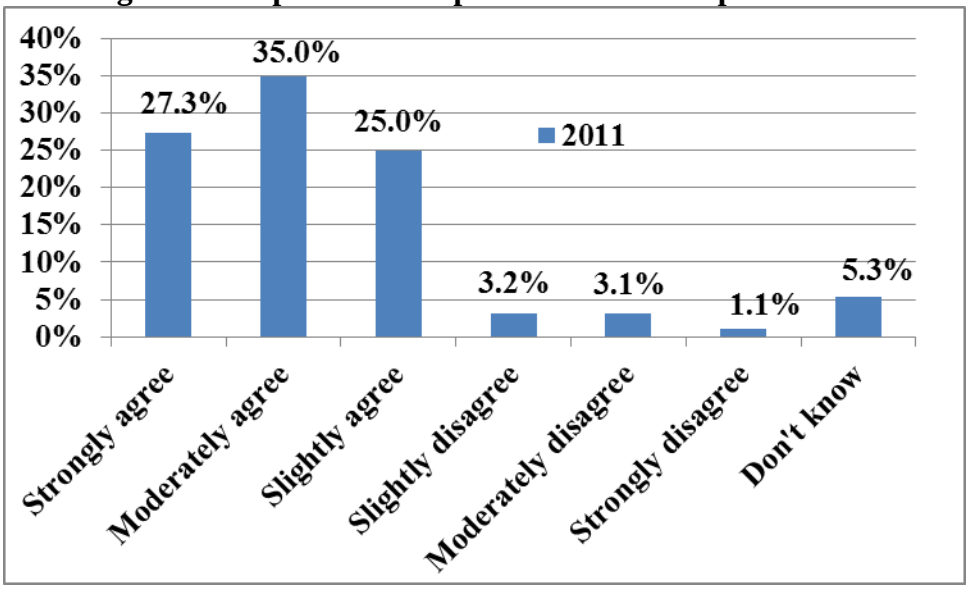


A majority (82.9%) of respondents agreed (including responses for strongly, moderately and slightly agreed to permit comparison with previous years' surveys) that more local open space programs should use part of their money to help minimize the loss of farms and ranches. These responses were similar to those for 2006 (84%) and 2001 (82.8%). Note that this question was not asked in 1996.

Question 12. An increasing number of Colorado cities and counties are using public open space lands and recreational areas (such as parks) for agricultural production. Such programs typically lease these lands to agricultural producers who raise crops or livestock. **How much do you agree or disagree that more local open space programs and recreational areas should lease some of their land to agricultural producers to promote local food production?**

This question is new on the 2011 survey. Interestingly, 87.3% (including responses for strongly, moderately and slightly agreed) agree to some extent that local open space and recreational areas should lease land for agricultural production. The greatest number of these responses fall in the "moderately agree" category. Among those that expressed some level of disagreement, very few strongly disagreed with this statement, and only 5.3% didn't know.

Figure 12
Local open space programs and recreational areas should lease some of their land to agricultural producers to promote local food production

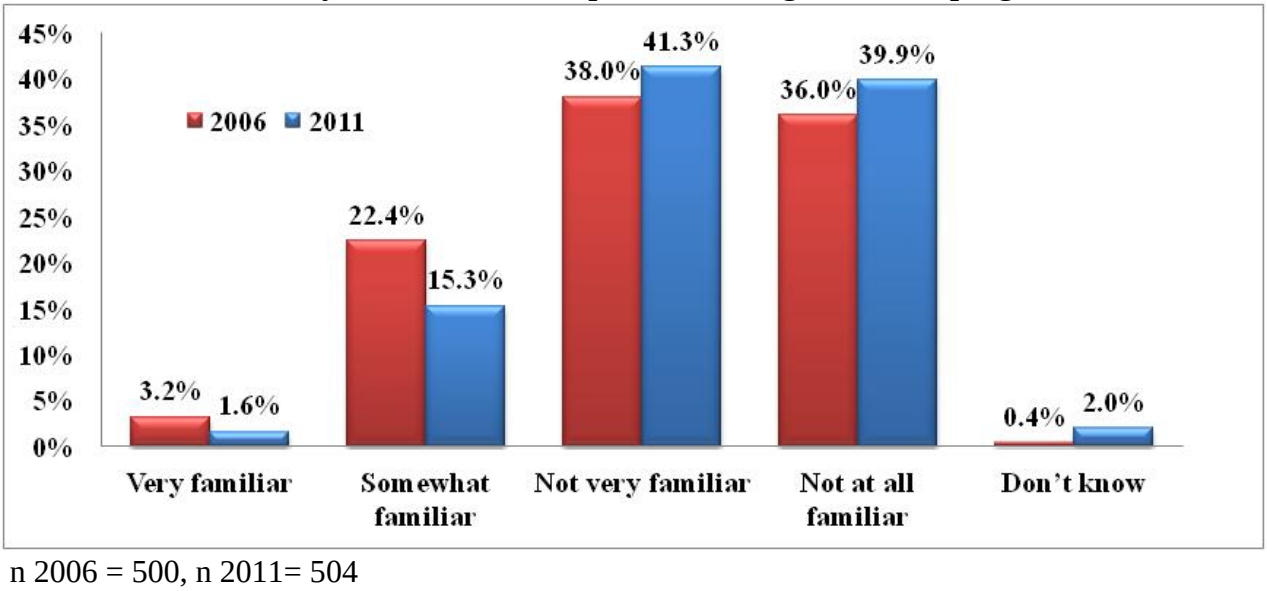


Familiarity with the Colorado Department of Agriculture

Question 12a. How familiar are you with the activities/ programs of the Colorado Department of Agriculture?

Respondents were first asked this question 2006, so Figure 13 below reflects only the 2006 and 2011 survey results.

Figure 13
Familiarity with Colorado Department of Agriculture's programs



n 2006 = 500, n 2011= 504

Only a small proportion—3% in 2006 and 1.6% in 2011—indicated that they were very familiar with the Colorado Department of Agriculture's programs, while another 15% said they were somewhat familiar. Eighty-one percent of respondents were only slightly familiar (41.30%) or not at all familiar (39.9%) with its programs. There seems to be a little less awareness than in 2006, and it would be interesting to assess which demographic of Colorado's population may be driving this.

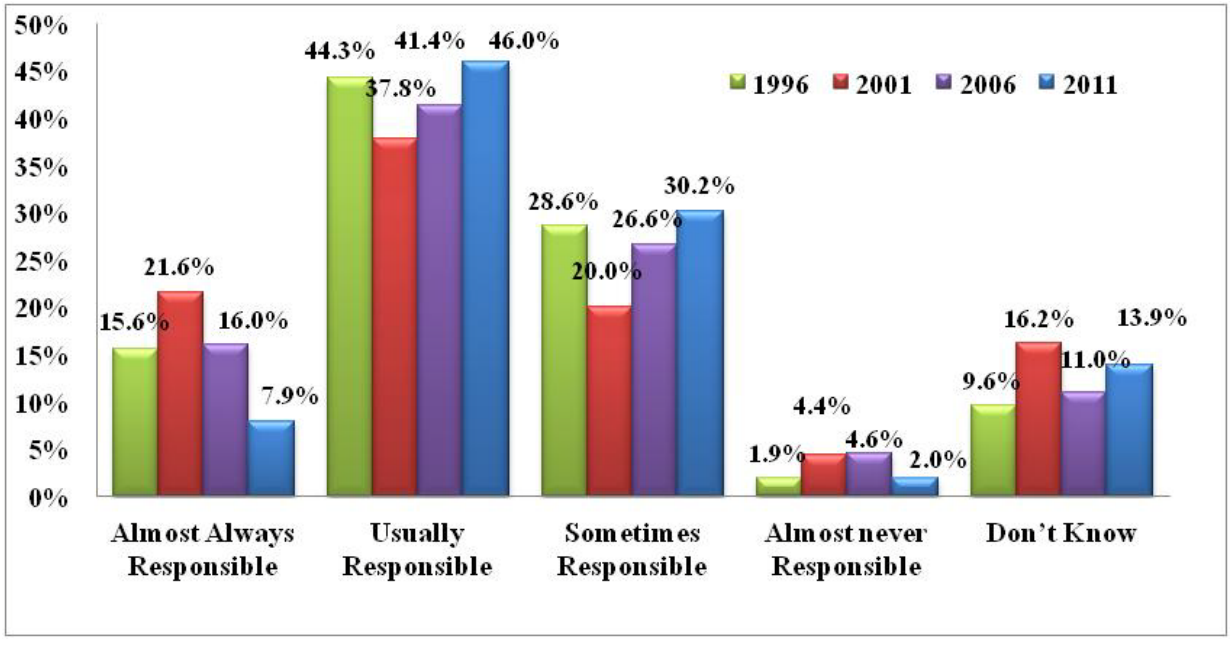
As a follow up question discussed later in the report, the survey began soliciting responses on how credible information from different sources on food and agriculture are perceived to be, and the Colorado Department of Agriculture is included in that analysis. It should also be noted that the Colorado Proud program was mentioned in verbatim comments by several respondents.

Evaluating Agricultural Practices

Question 13. How responsible do you believe agriculture in Colorado has been in protecting the environment?

Respondents were asked to evaluate this based on a scale of "almost always responsible" to "almost never responsible."

Figure 14
Agriculture and environmental protection



n 1996 = 951; n 2001= 450; n 2006 = 500, n 2011 = 504

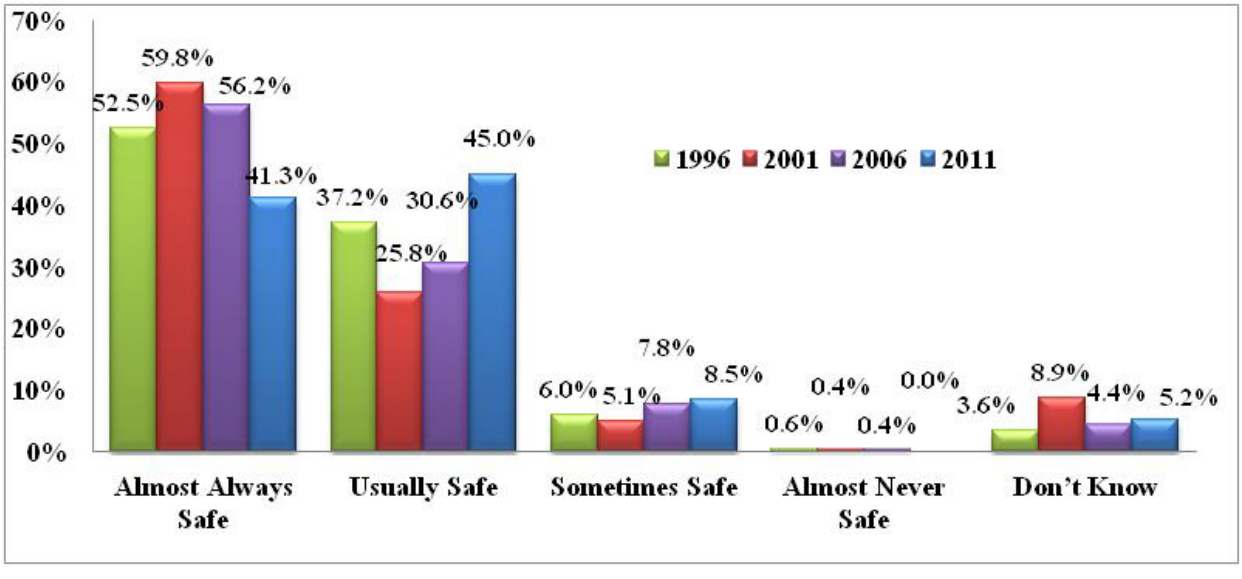
Over half of the respondents (53.9%) felt agriculture was almost always (7.9%) or usually (46%) environmentally responsible. When combined, these answers are similar but slightly lower than the 1996 (60%), 2001 (59%) and 2006 (58%) responses. One of 4 respondents (26.6%) felt that

agriculture was sometimes environmentally responsible, which is an increase from 20.0% in 2001. There is still a noticeable number of Coloradans (nearly 14% in 2011) who feel they are unable to evaluate this concept.

Question 14. In your opinion, how safe is the food that Colorado farmers and ranchers produce?

Respondents were asked to provide their opinion on the safety of food produced by Colorado farmers and ranchers, based on a scale of "almost always safe" to "almost ever safe".

Figure 15
Safety of food produced in Colorado

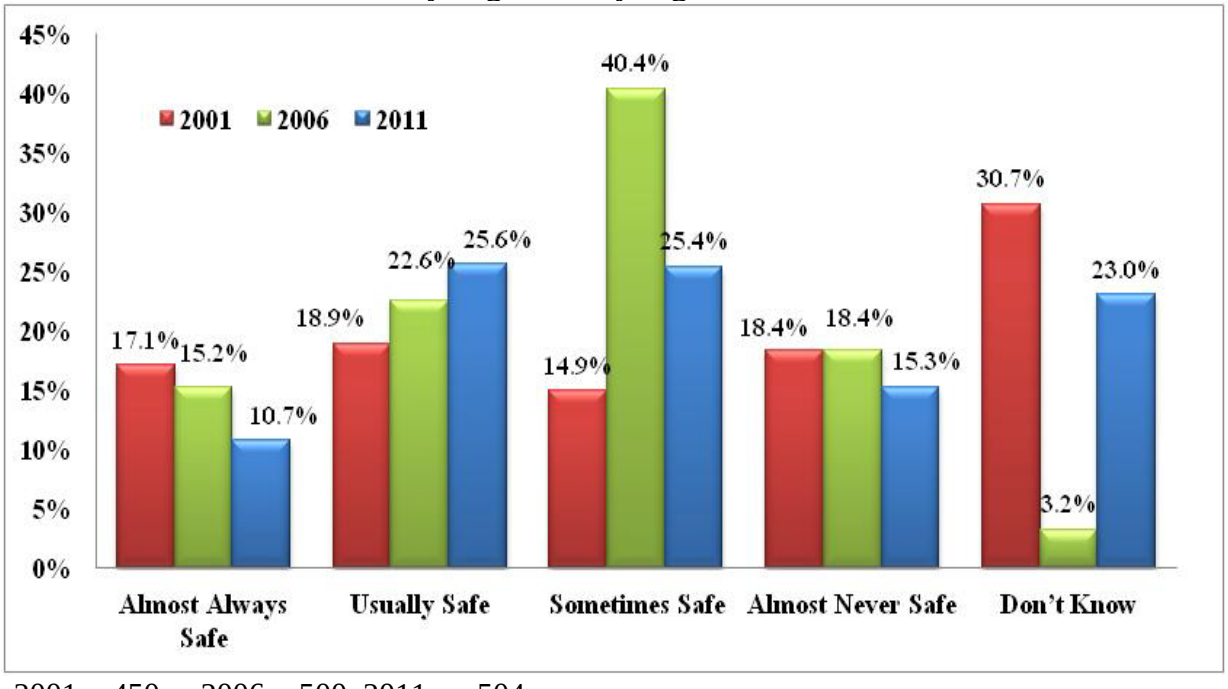


n 1996 = 951; n 2001= 450; n 2006 = 500, n 2011= 504

Figure 15 above shows that just 41.3% felt that food produced in Colorado is always safe, down from 56.2% in 2006, and nearly 60% in 2001. On the other hand, the proportion that feels food produced in Colorado is usually safe was 45%, up from 30.6% in 2006, and 25.8% in 2001. Overall, the share that is relatively confident (responses to almost always safe and usually safe) remains high (at over 80%). Note, however, that this survey was conducted immediately prior to the melon food safety event in 2011.

Question 15. How safe is genetically engineered food to eat?

Figure 16
Safety of genetically engineered foods



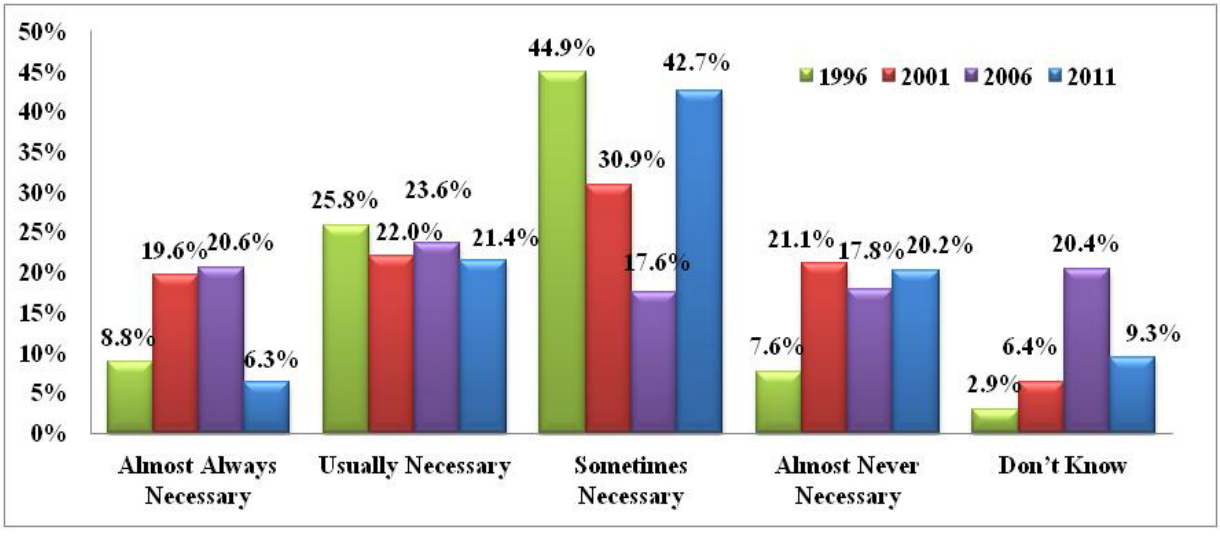
n 2001 = 450; n 2006 = 500, 2011 n= 504

As shown in Figure 16 above, respondents have a less clear understanding about genetically engineered food in 2011, possibly due to mixed media coverage on this technology. Therefore, 23% numbers of respondents were unable to judge the safety compared to 3.2% in 2006 (it should be noted that an even greater proportion responded that they were unable to evaluate in 2001—30.7%). There also appears to be a drop in the share that feel these foods are almost always safe, but some of that difference can be explained by the share that feel these foods are usually safe. Note that this question was not asked in 1996.

Question 16. How necessary do you think it is to use agricultural chemicals in order to produce enough food for people?

Less than 30% of respondents felt that agricultural chemicals are either almost always (6.3%) or usually necessary (21.4%) to produce enough food for people (Figure 17). This is roughly equal to the responses from 1996 (29.1% for these two categories combined) but lower than the range of responses from 2001 and 2006, when more respondents felt that agricultural chemicals are either almost always necessary to produce enough food for people—41.6% and 44.2% respectively. It is notable that the category of "sometimes necessary" was significantly higher in 2011, suggesting that the public understands that such treatments are needed, but maybe not as much as they are employed.

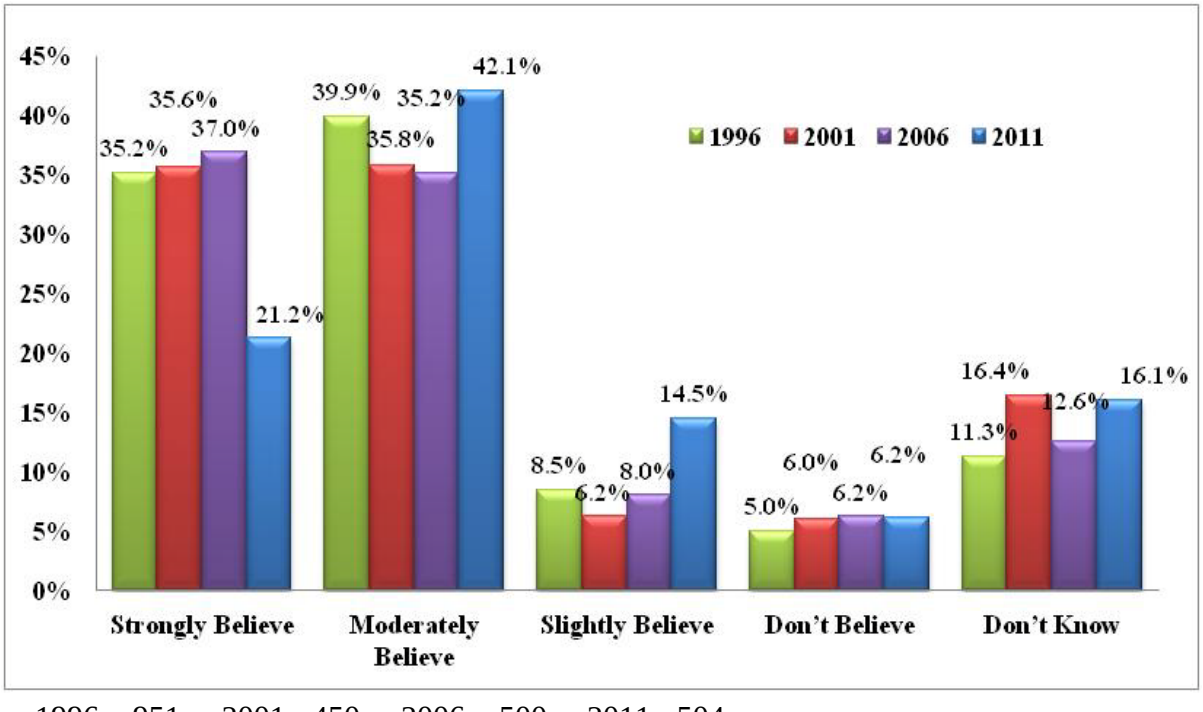
Figure 17
Use of agricultural chemicals



n 1996 = 951; n 2001= 450; n 2006 = 500, n 2011 = 504

Question 17. Do you believe that farm and ranch animals in Colorado are treated humanely?

Figure 18
Treatment of farm and ranch animals is humane



n 1996 = 951; n 2001= 450; n 2006 = 500, n 2011= 504

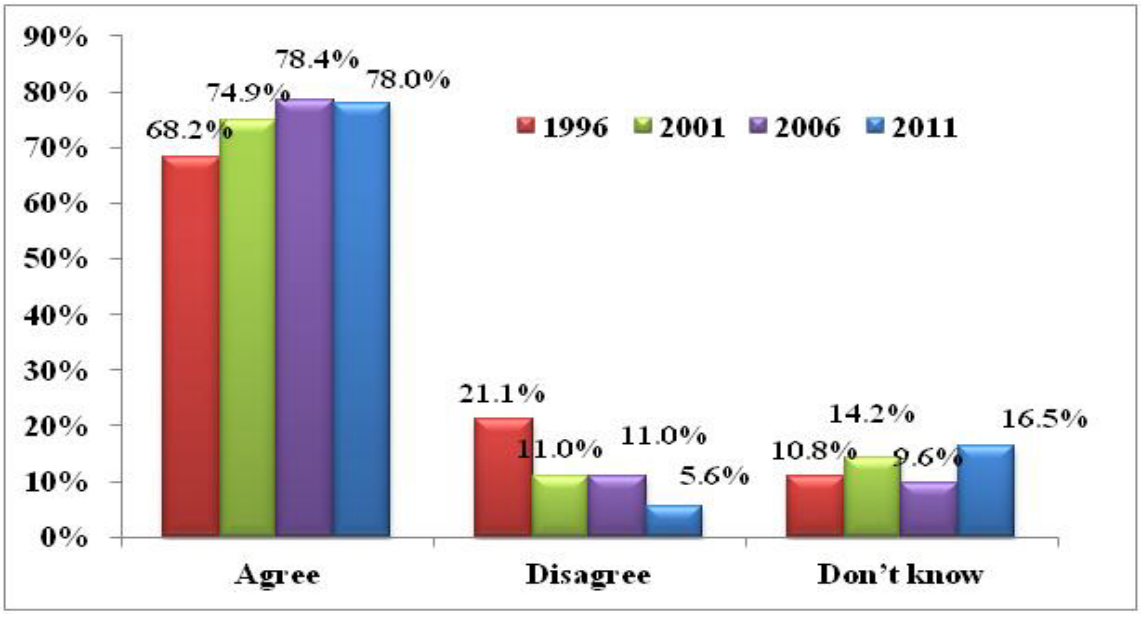
Responses regarding the treatment of farm and ranch animals changed from those reported in 1996, 2001 and 2006 (Figure 18 above). Those strongly believing that farm and ranch animals are treated humanely in Colorado dropped by almost half and, although some of that change can be explained by higher numbers among those that moderately and slightly believe animals are treated humanely, there also seems to be less certainty, given the higher number who reported they "don't know".

Continuing with perceptions and attitudes about current practices in agriculture, respondents were asked to what extent they agreed or disagreed with a set of statements, as provided in the question below (see results in Figures 19-24 below).

Question 18. Please tell us how you feel about the following statements:

- Ranchers with permits to graze on public land treat that land appropriately.
- Current agricultural practices in Colorado to conserve water and soil are effective.
- Public funds should be used to help farmers and ranchers improve wildlife habitat and protect soil and water resources.
- The United States should increase its production of corn-based ethanol and crop-based bio-diesel as alternatives to petroleum based fuels.
- The United States should invest in alternative energy technology that captures wind, solar and water-based energy.
- Developing and supporting local and regional food systems is important in addressing climate change concerns.

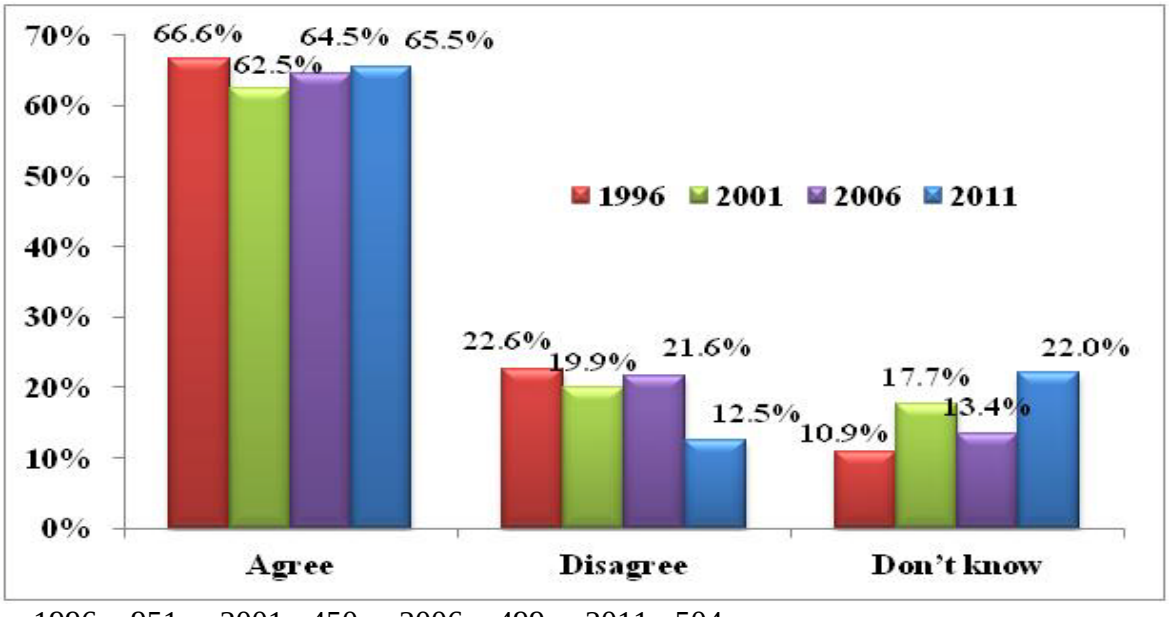
Figure 19
Ranchers with permits to graze on public land treat the land appropriately



n 1996 = 951; n 2001= 450; n 2006 = 500, n 2011=504

Figure 19 above shows that more than three-fourths of the respondents (78%) agreed that ranchers with permits to graze on public land treat the land appropriately, which is equivalent to the responses from the 2006 survey, and consistently higher than results from 2001 (74.9%) and 1996 (68.2%). Disagreement with this statement decreased from 21.1% in 1996 to 11.0% in 2001 and 2006 to less than 6% in 2011. It appears, however, a shift has occurred and the proportion of those who are uncertain about this statement has increased to 16.5%.

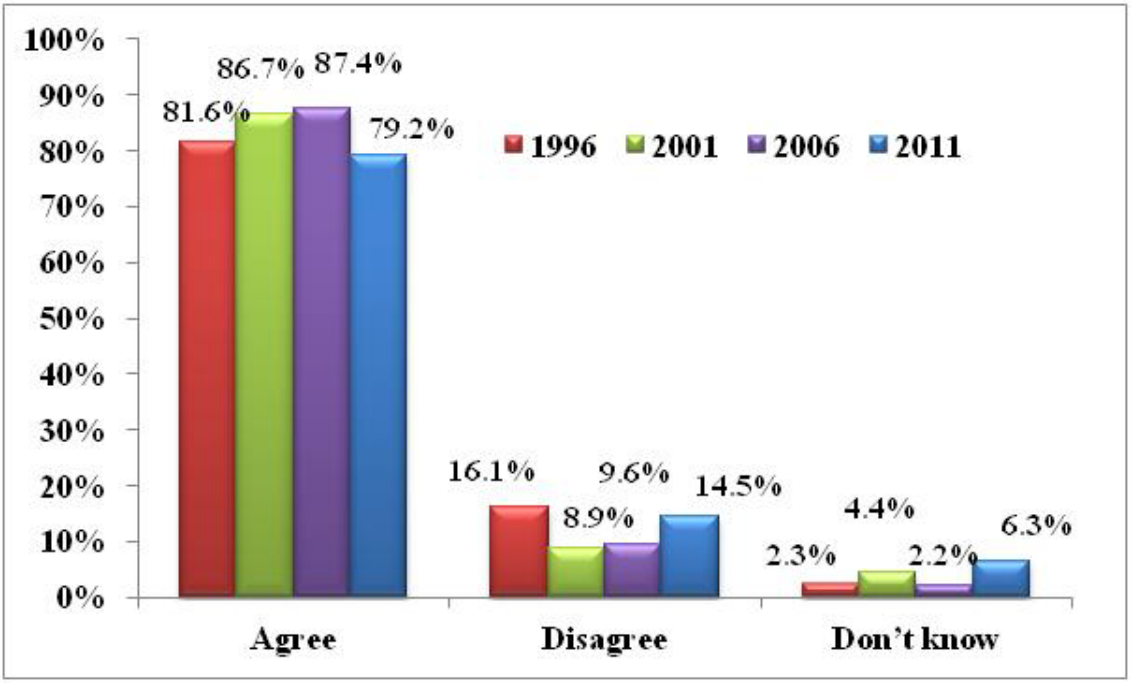
Figure 20
Agriculture practices to conserve water and soil are effective



n 1996 = 951; n 2001= 450; n 2006 = 499, n 2011= 504

Approximately 65% of respondents agreed that agricultural practices to conserve water and soil are effective, which is roughly equivalent to previous years' results (Figure 20 above). In addition, although the number who disagreed with this statement decreased from 21.6% in 2006 to 12.5% in 2011, similar to responses on other questions, the number who "did not know" increased in the 2011 survey to 22% in 2011 (up from 13.4% in 2006).

Figure 21
Public funds should be used to help farmers and ranchers improve wildlife habitat and conserve soil and water resources

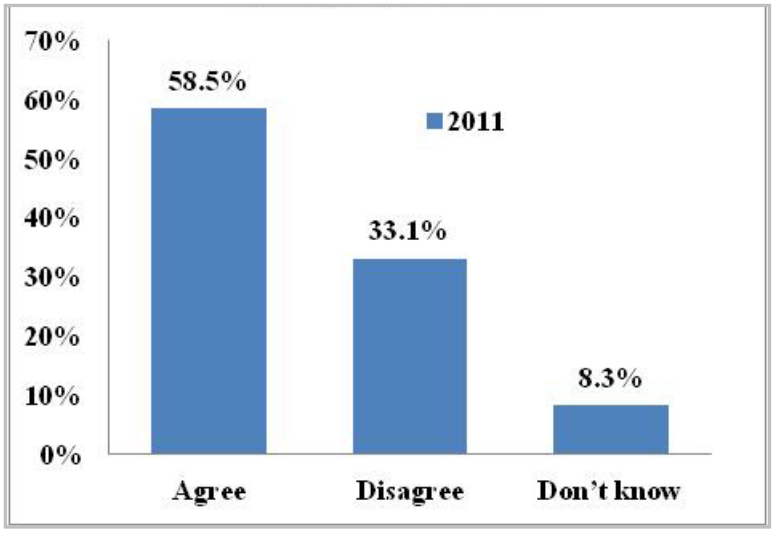


Nearly 80% of respondents (79.2%) agreed that public funds should be used to help farmers and ranchers improve wildlife habitat and conserve soil and water resources (Figure 21). About 14.5% of respondents disagreed with this statement. This is down slightly from the level of agreement in 2006 and 2001, but similar to 1996. Again, there is a relatively greater share who felt they didn't know enough to answer the question (6.3% in 2011, up from 2%-4% in previous years).

In 2011, we added a new set of questions to explore Coloradans' perspectives on the interaction between agriculture and alternative energy. Figures 22 and 23 below show the results of responses to these new questions.

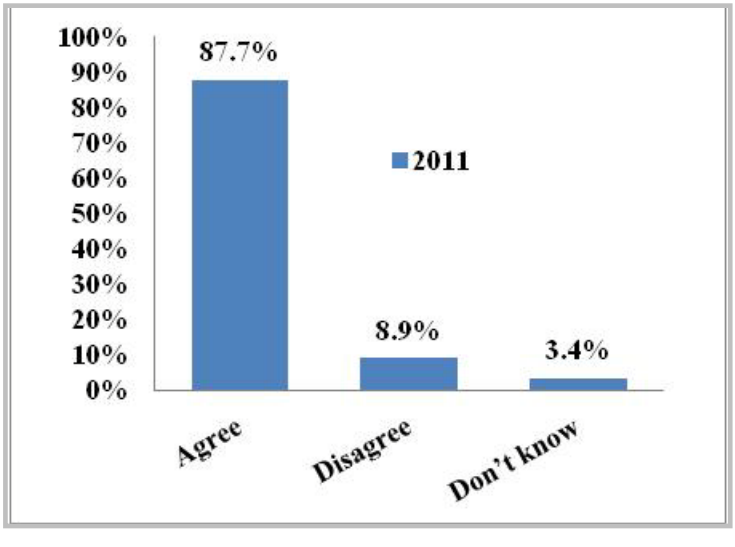
Interaction Between Agriculture and Renewable Energy

Figure 22
The United States should increase production of corn-based ethanol and crop-based bio-diesel



While about 59% agreed that the US should produce more ethanol and bio-based fuels, 88% agreed that the US should invest in technology that captures wind, solar and water energy. There was more indecision based around responses to ethanol and biofuels (8.3%) than wind, solar and water-based energy (3.4%).

Figure 23
The United States should invest in wind, solar and water-based energy

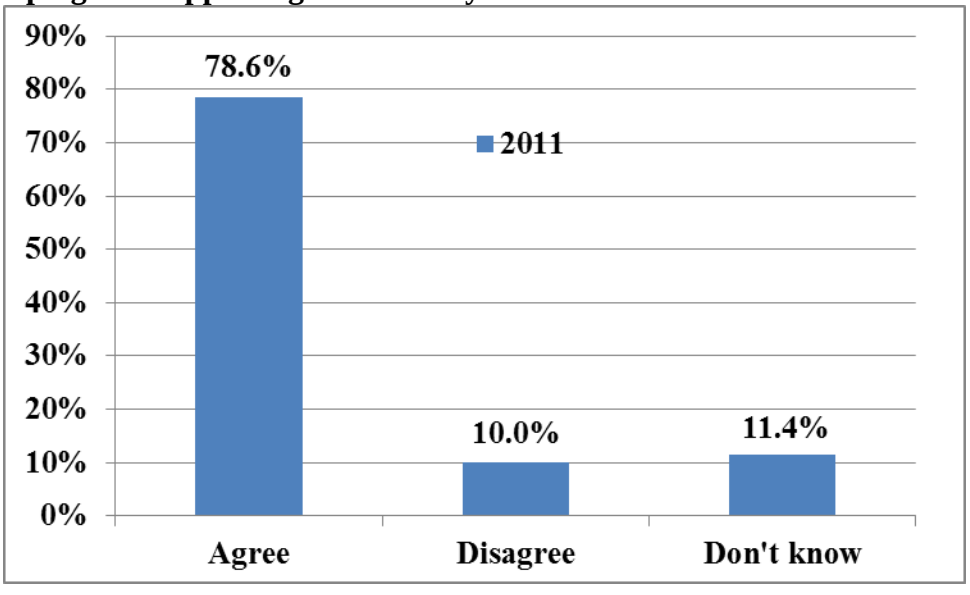


Finally, one additional question was added to this list concerning developing and supporting local food systems in order to address climate change. Figure 24 below shows that nearly 80%

of respondents agreed that developing and supporting local food systems was an important response to addressing climate change, while 10% disagreed, and 11.4% weren't sure.

Note that at this point, due to programming, the survey question numbers advance to Question #23, as described in the next section.

Figure 24
Developing and supporting local food systems in order to address climate change

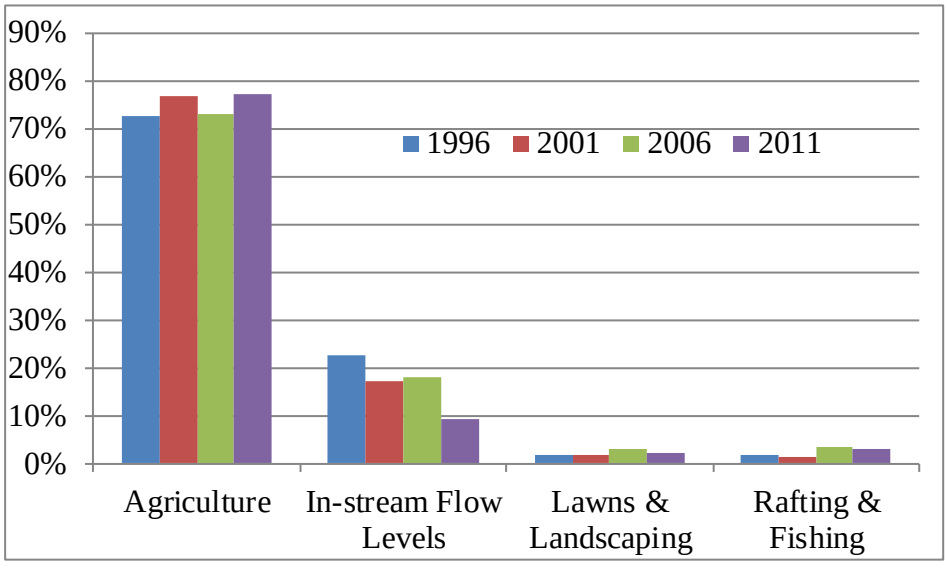


Allocation of Water

Question 23. Water for growth is often transferred from agriculture. Providing water to agriculture can mean constraints on other uses of water. If it were a dry year, please rank your top three uses of water.

Respondents were asked which uses of water would be their top priority in a dry year—lawns and landscaping; rafting and fishing; agriculture; and maintaining in-stream flows. Seventy-seven percent indicated that agriculture should be the top priority for water allocation in a dry year (similar to previous years' responses), while 9% said in-stream flow levels should be the top priority (significantly less from prior years—18% in 2006; 17% in 2001; 23% in 1996. Both lawn and landscaping uses and rafting and fishing were seen as low priorities for water use (between 2 and 3%, consistent with previous years). See Figure 25 below.

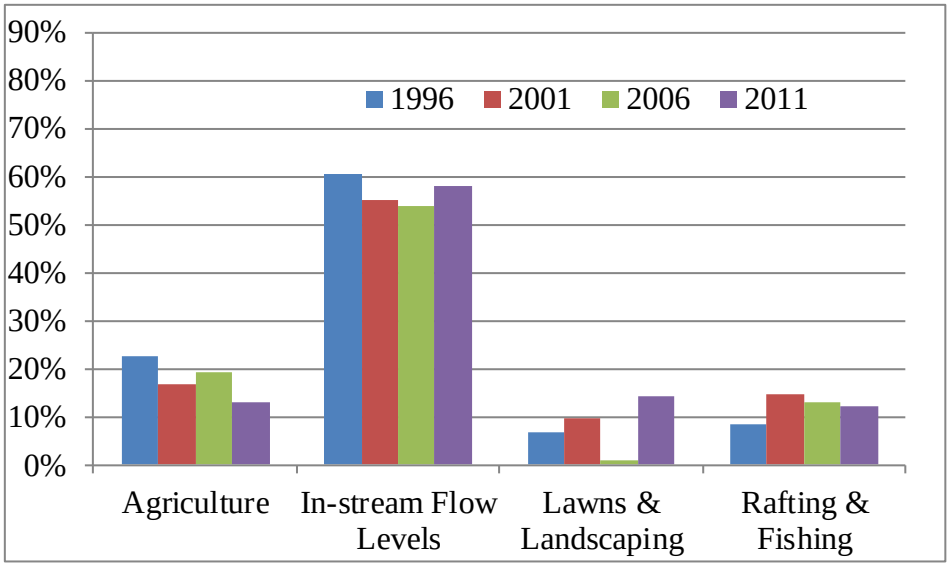
Figure 25
Top priority for water use in a dry year



n 1996 = 951; n 2001= 450; n 2006 = 500, n 2011= 504

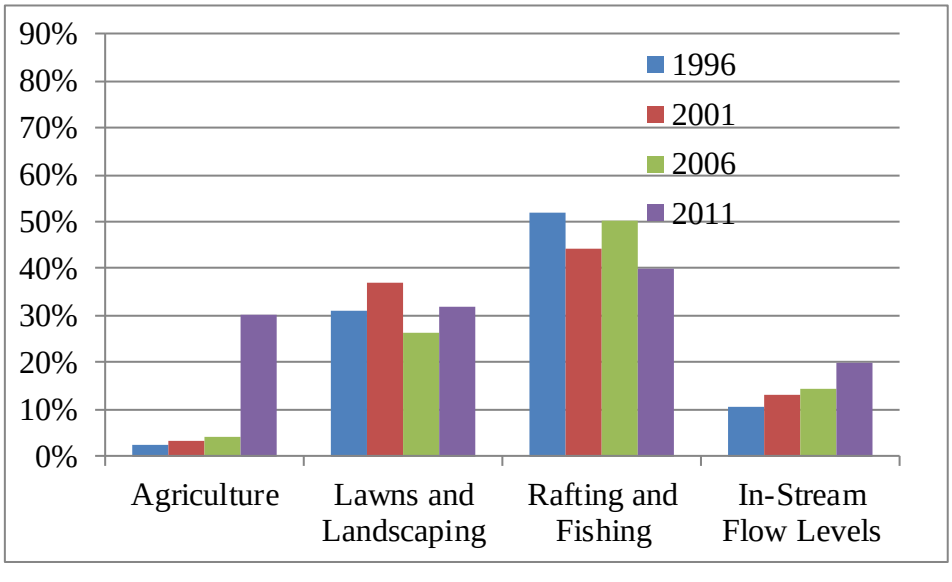
When asked about their second most important priority for water in a dry year, 58% of respondents indicated in-streams flows, followed by lawns and landscaping (14%), rafting and fishing (12%), and then agriculture (13%).

Figure 26
Second priority for water use in a dry year



Lastly, in Figure 27 below, respondents rated their third top priority for water use in a dry year, which was rafting and fishing (40%), followed by lawns and landscaping (32%), agriculture (30%) and then in-stream flows (20%). Interestingly, 2011 marks the first year that such a large proportion of respondents chose agriculture as a third top priority, as previously they had chosen lawns and landscaping and rafting and fishing. In 2011 also, we allowed respondents to indicate an "other" response, of which 68% were drinking water or home consumption uses.

Figure 27
Third priority for water use in a dry year



Sources of Information about Agriculture

Question 24. Here is a list of sources where you might receive information about agriculture. How likely are you to trust information from the following sources?
Respondents were asked to rate each information source from very likely to not at all likely, in terms of their trustworthiness as an information source on agriculture. These sources were listed as follows and were rotated as selections on the survey so that they always appeared in a different order, to reduce possible selection bias:

- Colorado Department of Agriculture
- United States Department of Agriculture
- Other federal government agencies (EPA, FDA, US Forest Service, Bureau of Land Management)
- Food industry (processors, retailers, distributors)
- News reports in the media
- Farmers and ranchers themselves
- University and research organizations (Colorado State University, University of Colorado, National Science Foundation)
- Environmental organizations (Sierra Club, The Nature Conservancy)
- Farm and ranch organizations (Farm Bureau, Rocky Mountain Farmers Union, Colorado Corn, Colorado Cattlemen's Association)
- Social media (Facebook, twitter, blogs)
- Other (specify)

Note that we changed the format of this question from previous years where we felt the choices were so limiting as to be less informative than a more extensive list, as provided above. (The question previously read: 1) Government agencies; 2) News reports in the media; 3) Farmers and ranchers themselves; 4) Environmental organizations; and 5) Farm and ranch organizations).

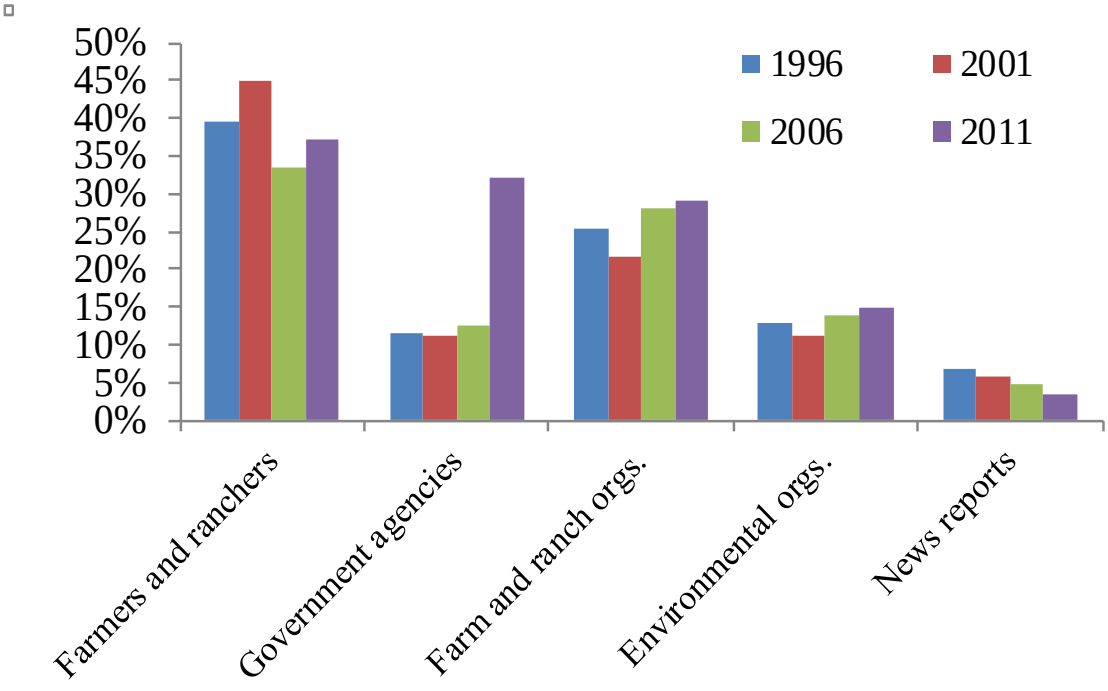
Table 4
Most trustworthy sources of information about agriculture

Information source	Percentage of respondents citing source as most likely to be trusted
University and research organizations	45%
Colorado Department of Agriculture	38%
Farmers and ranchers themselves	37%
Farm and ranch organizations	29%
US Department of Agriculture	25%
Other federal government agencies	20%
Environmental organizations	15%
Food industry	5%
News reports in the media	4%
Social media	3%
Other *	1%

Note: *The most common response (from 17 open-ended responses) was friends, family, neighbors as a most trustworthy source of information about agriculture.

Nearly half of all respondents (45%) indicated that university and research organizations were the most trustworthy sources of information on agriculture, followed by the Colorado Department of Agriculture (38%), and then farmers and ranchers themselves (37%). The food industry (only 5% cited as most trustworthy), new reports (nearly 4%) and social media (3%) were cited the least frequently.

Figure 28
Most trustworthy sources of information about agriculture



n 1996 = 913; n 2001= 450; n 2006 = 500; n 2011 = 504

Question 25. How likely are you to trust information from the following sources about food quality, nutrition and safety?
Respondents were asked to rate each information source from very likely to not at all likely, in terms of their trustworthiness as an information source on about food quality, nutrition and safety. These sources were listed as follows and were rotated as selections so they always appeared in a different order to reduce selection bias:

Colorado Department of Agriculture
- United States Department of Agriculture
- Other federal government agencies (EPA, FDA, US Forest Service, Bureau of Land Management)
- Food industry (processors, retailers, distributors)
- News reports in the media
- Farmers and ranchers themselves
- University and research organizations (Colorado State University, University of Colorado, National Science Foundation)
- Environmental organizations (Sierra Club, The Nature Conservancy)
- Farm and ranch organizations (Farm Bureau, Rocky Mountain Farmers Union, Colorado Corn, Colorado Cattlemen's Association)
- Social media (Facebook, twitter, blogs)
- Other (specify)

Note that this is a new question that we asked in response to increasing concern about food

safety and quality in general. Similar to Question 24 above, the order of the most to least trusted organizations remained mostly the same, although the magnitudes were less for food-related information, indicating less trust in general on these issues. Interestingly, respondents said that they trusted the food industry and the news media a bit more on food issues than on agricultural issues.

Table 5
Comparison of most trustworthy sources of information about food quality, nutrition and safety and source on agriculture

Information source	Percentage of respondents citing source as most likely to be trusted for information on food quality, nutrition and safety	Percentage of respondents citing source as most likely to be trusted for information on agriculture
University and research organizations	35%	45%
Colorado Department of Agriculture	32%	38%
Farmers and ranchers themselves	30%	37%
US Department of Agriculture	24%	25%
Farm and ranch organizations	21%	29%
Other federal government agencies	15%	20%
Environmental organizations	10%	15%
Food industry	6%	5%
News reports in the media	6%	4%
Social media	2%	3%
Other	2%	3%

Food Purchases and Travel Related to Agriculture

This last section of the survey contains questions that were not asked on previous years' surveys, but that we felt would provide important additional insights into consumer interactions with agricultural producers.

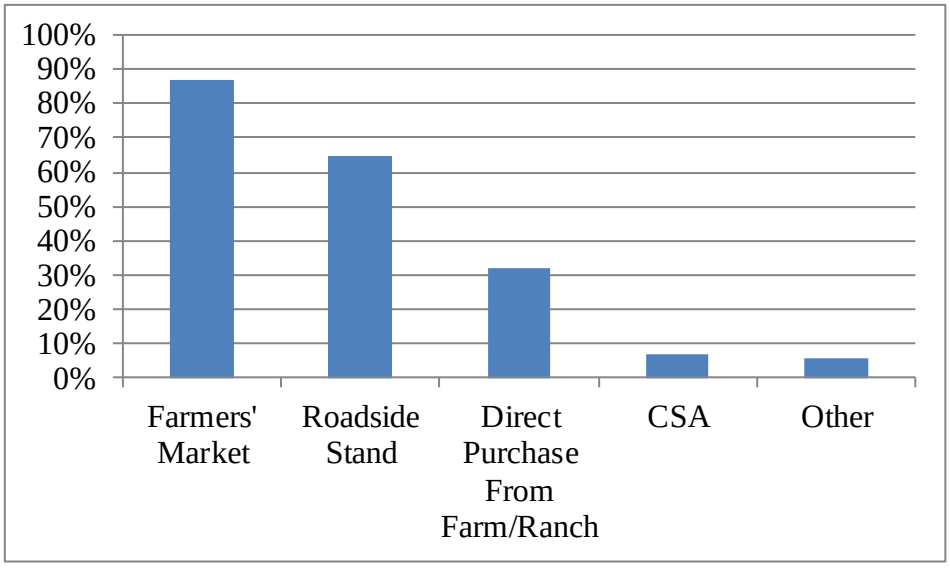
Direct Markets in Agriculture

Question 26. Have you ever bought food directly from a:

- Roadside stand
- Farmers' market
- Direct purchase from a farm or ranch
- Community Supported Agriculture Subscription Service or Buying Club
- Other (please specify)

Figure 29 below shows that most respondents (87%) have purchased food from a farmers' market, and 65% have made food purchases from a roadside stand. About one-third have bought food on a farm or ranch, and only 7% have used subscription services (CSAs). Among respondents who answered "other", they indicated a grocery store selling farm products.

Figure 29
Consumers' purchases of food in direct markets



n = 504

Question 27. Please indicate your top three sources for purchases of fresh fruits, vegetables, meat and dairy products.

Table 6 below shows that most respondents (92%) make their fresh food purchases at supermarkets, followed by farmers' markets (71%). Also among the top three sources for fresh foods were health stores and natural supermarkets. Convenience stores, food co-ops and CSAs ranked among the least accessed sources of fresh foods for survey respondents.

Table 6
Top ranked sources for purchases of fresh products

Source for fresh food purchases	Percentage of respondents
Supermarkets and Supercenters	92%
Farmers' Market	71%
Health/Natural Supermarkets	44%
Home Gardening	28%
Roadside Stand	24%
Specialty Food Store	14%
Direct From Farm/Ranch	10%
Convenience/Corner Stores	9%
Other*	4%
Food Co-Op	2%
CSA	2%

* Although some respondents selected "other" as a response, there were no valid written comments except for hunting harvest and restaurant.

Question 27a. When you shop for fruits, vegetables, meat and dairy products, what does local mean to you?

Because there are so many different working definitions of "local food", we asked survey respondents to indicate how they defined local in terms of their food purchases, when given the options listed in Table 7 below:

Table 7
Definition of local

	Percentage of respondents
Produced in Colorado	69%
Produced within 100 miles	11%
Produced in the county where you live	10%
Produced within 250 miles	5%
Produced within 400 miles	2%
Don't know	2%
Other*	1%

* Other responses included the following: 50 miles; Colorado and surrounding states; it didn't have to get on an airplane to get to me; and within Weld/Larimer counties.

Overwhelmingly, 69% of respondents said that local meant that the food was produced in Colorado. Only much smaller percentages indicated any specific distance from their residence, with smallest area being 50 miles. The most commonly stated distance (11%) was that the food was produced within 100 miles of where the respondent purchased it.

Factors Influencing Purchase Behavior

Question 28. When you shop for fruits, vegetables, meat and dairy products, how important are the following factors in your decision?

Respondents were asked to evaluate the most important factors for shopping for fresh foods, according to this list:

- Knowing the country of origin of the product
- The price
- Freshness of the product
- That it is locally grown
- That it is organically grown
- It is a Colorado Proud product
- That it has proven health benefits
- That it caused minimal environmental impact
- That it was produced without pesticides, hormones or antibiotics
- That the farm or ranch passed a food safety inspection
- That it supports maintaining local farm or ranch land
- That farmers received a fair share of economic returns
- That it supports the local economy
- That farm/ranch labor was treated fairly in terms of pay and working conditions
- That farm/ranch animals were treated humanely during production and harvest

Table 8 below shows that three-quarters of respondents make their purchases based on product freshness (76%), followed by price (57%), and then food safety assurance (49%). Similar to other surveys, supporting the local economy was among the top three priorities for 38%, surpassing the product's health benefits (37%). Locally grown products and Colorado Proud products were priorities for 30% of all respondents, while organic production was an important factor to only 18%.

Table 8
Factors most influencing fresh food purchase decisions

Product attribute	**Percentage indicating attribute is most important in their shopping decisions**
Freshness of the product	76%
The price	57%
That the farm or ranch passed a food safety inspection	49%
That it supports the local economy	38%
That it has proven health benefits	37%
That farmers received a fair share of economic returns	34%
That farm/ranch animals were treated humanely during production and harvest	34%
Knowing the country of origin of the product	32%
That it supports maintaining local farm or ranch land	31%
That farm/ranch labor was treated fairly in terms of pay and working conditions	31%
That it is locally grown	30%
It is a Colorado Proud product	30%
That it was produced without pesticides, hormones or antibiotics	29%
That it caused minimal environmental impact	22%
That it is organically grown	18%

The scale that respondents evaluated asked them to consider if each listed factor was very important, somewhat important, not very important, not at all important or if they never consider this factor. Table 9 below evaluates responses that are never considered by respondents when making their food purchase decisions. Interestingly, farm/ranch labor treatment ranked highest among those factors least influencing food purchases, followed by food safety inspections of the production facility. In accordance with the results above—price, local production and freshness—were not considered at all by relatively few respondents (3% each).

Table 9
Factors having the least influence on fresh food purchase decisions

Product attribute	Percentage indicating they never consider it in their shopping decisions
That farm/ranch labor was treated fairly in terms of pay and working conditions	10%
That the farm or ranch passed a food safety inspection	10%
That it caused minimal environmental impact	9%
That farmers received a fair share of economic returns	9%
That farm/ranch animals were treated humanely during production and harvest	8%
That it supports maintaining local farm or ranch land	6%
It is a Colorado Proud product	6%
Knowing the country of origin of the product	6%
That it is organically grown	5%
That it supports the local economy	5%
That it was produced without pesticides, hormones or antibiotics	4%
That it has proven health benefits	4%
The price	3%
That it is locally grown	3%
Freshness of the product	3%

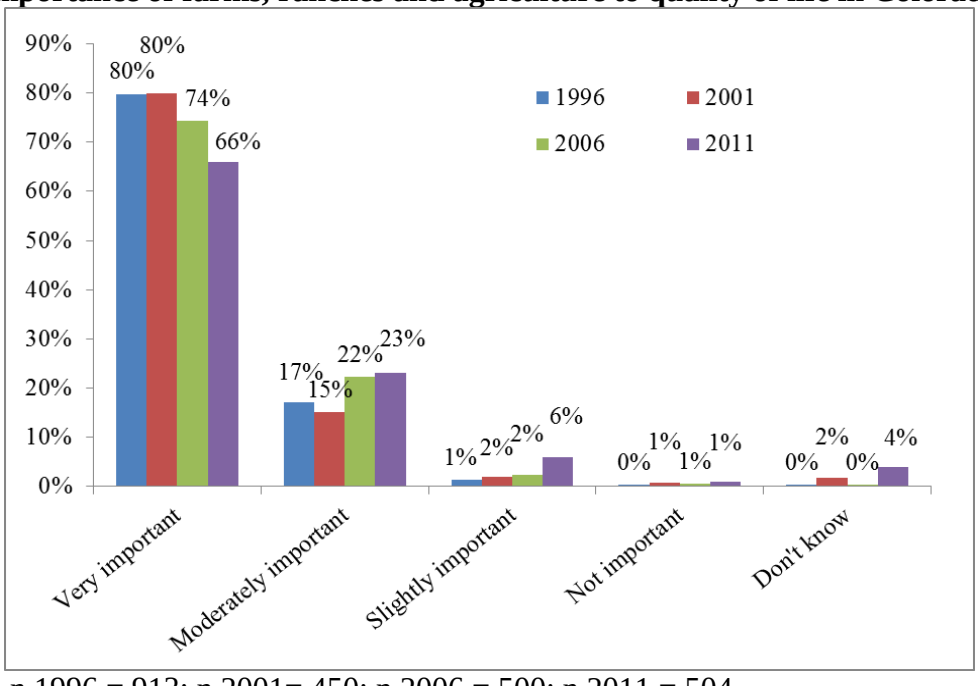
Agriculture and Quality of Life

Question 29. How important is the presence of ranches, farms and agriculture to the quality of life in Colorado?

Because Colorado's farms and ranches hold multiple benefits for the state's residents, we asked respondents to provide their opinion on the overall importance of agriculture to quality of life in Colorado. Two thirds responded that it was very important, followed by 23% who stated agriculture (farms and ranches) were moderately important. Only 7% of the total thought that agriculture was slightly to not at all important—a strong statement overall about the role agriculture plays in attracting and retaining residents. Note, however, that over the last two surveys there has been a noticeable shift from those who believe that agriculture is very important to quality of life in Colorado to those who feel it is moderately important, especially

compared to the 1996 and 2011 survey results.

Figure 30
Importance of farms, ranches and agriculture to quality of life in Colorado



n 1996 = 913; n 2001= 450; n 2006 = 500; n 2011 = 504

Recreational Activities on Farms and Ranches

Question 30. How likely are you to participate in any of the following farm or ranch related recreation or education activities on your next trip within Colorado?

As a follow-up to surveying we did in late 2006/early 2007 under a Federal-State Marketing Improvement Program grant through the Colorado Department of Agriculture, we asked respondents to evaluate their willingness to participate in recreational and educational opportunities on Colorado's farms and ranches, by selecting the activities in which they were most likely to participate on their next trip around Colorado. Similar to our previous survey, farmers' markets and harvest and food festivals ranked the highest out of all activities with means indicating respondents were most likely to attend them for leisure travel. Respondents also indicated that historical sites and museums were of great interest to them. Winery visits ranked 5th in terms of attracting residents to visit them, preceded by outdoor recreation activities. Of those activities respondents said they were least likely to participate in, farm and ranch stays, farm dinners, hay rides, bird watching, educational tours and shows and fairs all ranked relatively low, as less likely activities for them.

Table 10
Preferences for agritourism activities in Colorado

	Mean
Farmer's markets	2.20
Historical museums and sites (ag history, pioneer cabin sites)	2.68
Harvest and food festivals	2.77
Outdoor recreation (hunting, fishing, snowmobiling)	2.79
Winery tour, visit and/or tasting	2.94
Agritainment: corn maze, pumpkin patch, petting zoo, u-pick.	2.96
Special events (weddings, retreats, family reunions)	2.97
Rodeo or livestock based activity (Stock Show, county fair)	3.02
Educational tours and activities	3.14
Bird watching, wildlife viewing, photography, painting	3.15
Hay rides / sleigh rides / horseback riding	3.24
Farm dinners	3.28
Farm or ranch stay (guest ranch, Bed & Breakfast, get-a-way)	3.37
Other	3.93

Note: Means are based on a five-point Likert scale where 1 equals very likely, and 5 indicates no anticipated participation in that activity.

If respondents indicated that they were very likely to unlikely to participate (some level of anticipated participation, in Question 31a they were then asked how frequently they might participate in farm and ranch activities.

Question 31a. How many times per year do you typically participate in farm or ranch related recreation or education activities?

Figure 31
Frequency of participation in agritourism

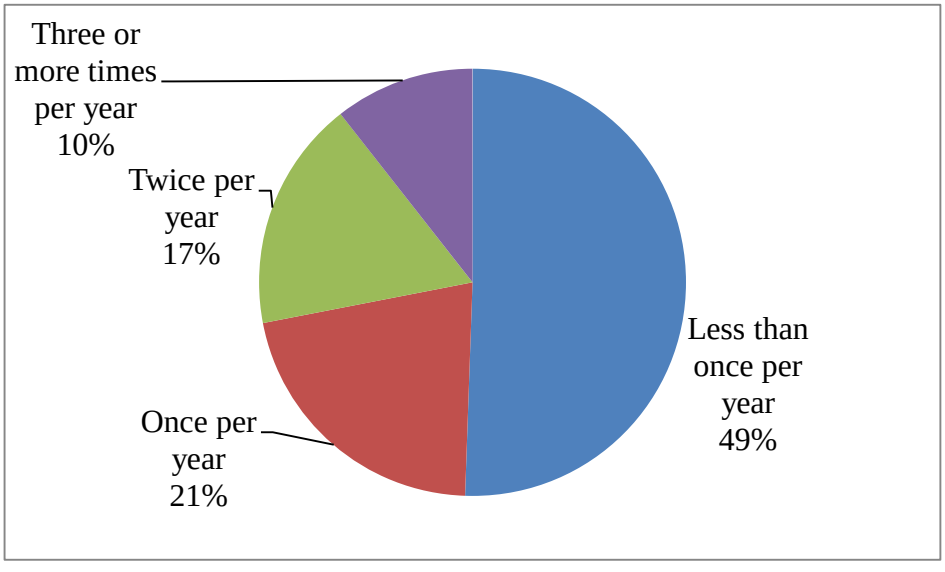


Figure 31 above shows that 70% of respondents would participate once or fewer times per year. However, 27% indicated more frequent anticipated visitation: 17% said two times per year and 10% said three times per year.

In addition to Question 31a above, if respondents indicated any likely agritourism participation, they were also asked how they obtained information for planning an agritourism-related trip in Question 31b below.

Question 31b. How do you get information for planning a farm or ranch recreation or education trip? (Select all that apply).

Table 11
Information sources about planning for agritourism

	Percentage of respondents
Word of mouth	43%
Past experience	36%
Personal web/media search	22%
Colorado Tourism Office	21%
National and state park brochures/websites	19%
Visitor/welcome center	16%
Travel associations	14%
Travel magazines/books	11%
Billboards/signage	8%
Other	8%
Direct mailings from tour operators	7%
Social media contacts	4%
National travel websites	4%
None of the above	24%

As other surveys have indicated, word of mouth and past experience still provide the most planning information for in-state travelers to agritourism sites, followed by personal web searches. Ranking lowest among information sources were direct mailings, social media and national travel web sites. Overall, 24% of respondents indicated that none of these options were ones they would choose for learning about agritourism. Note that for all the viable information options, multiple responses were possible, therefore the percentages sum to more than 100 percent.

Question 31c. Why do you participate in farm or ranch related recreation or education activities? (Select all that apply).

The survey's final question asked respondents about their motivations for participating in agritourism. Interestingly, half of all responses (51%) indicated that agritourism provided something different or unique to do, followed by supporting farm and ranch businesses. This is roughly equivalent to the proportion of respondents to Question 28 who targeted their food purchases toward supporting the local economy and local farmers and ranchers. Therefore, roughly a third of respondents seem to consistently prioritize supporting agriculture through both food and recreation purchases. Education ranked lower at 16% (either educating oneself or another) and, lastly, 14% participated in agritourism due to an ongoing relationship with a grower.

Table 12
Reason for participating in agritourism

	Percentage of respondents
To do something different or unique	51%
To support Colorado farmers and ranchers with tourism dollars	33%
To participate in Colorado's heritage	28%
To learn more about agriculture	16%
To teach a friend or family member more about agriculture	16%
Because I established an interest in a farm or ranch through purchasing their foods	14%

APPENDICES

Appendix A: Questionnaire with Results from all Respondents

New Questions designated with (*)

Thank you for taking a few minutes to complete the following survey. Your responses to the survey will assist Colorado State University (CSU) researchers in understanding how Colorado residents value agriculture. This survey will also help the Colorado Department of Agriculture and Colorado State University to develop and implement educational programming about agriculture, its benefits and its impacts on Colorado's economy and environment.

1a. Do you currently live or work on a farm or ranch?
1b. Have you ever lived or worked on a farm or ranch?
*1c. Do you currently garden, own animals or otherwise produce any of your own food?
1d. What is your age?
1e. What is your zip code?

31. How many years have you lived in Colorado? (Select one response)

Fewer than 5 years	
6 to 10 years	
11 to 20	
Over 20 years	
Native-born Coloradan	

2. What is the first thing that comes to your mind when you hear the word agriculture? (Please be as specific as possible. If nothing comes to mind, type NA)
[TEXT BOX]

3a. What products can you name that are grown or raised in Colorado? (Please be as specific as possible. If nothing comes to mind, type NA)
[TEXT BOX]

3b. What agricultural product would you say has the most economic importance for Colorado? (Please be as specific as possible. If nothing comes to mind, type NA)
[**TEXT BOX**]

4a. Do you agree or disagree that agriculture provides food at a reasonable price in Colorado? (Select one)

Agree	1
Disagree	2
Don't know	9

Ask if Q4a = Disagree

4b. Please tell us why you disagree that agriculture provides food at a reasonable price in Colorado. (Select all that apply)
<Randomize>

The farmer or rancher share of the retail price is too high	1
The farmer or rancher share of the retail price is too low	2
Colorado prices are higher than the national average	3
Prices for dairy products are too high	4
Prices for meat are too high	5
Prices for fresh fruits and vegetables are too high	6
Other _____	9

New Question:
5a. When shopping or eating out, do you purchase Colorado products or foods over those produced elsewhere? (Select one)

Always	1
Most of the time	2
Sometimes	3
~~Very~~ Infrequently	4
Never	5
Don't know	9

5. Would you buy more Colorado grown and produced products if they were available and identified as being from Colorado? (Select one)

Definitely yes	1
Probably yes	2
Probably no	3
Definitely no	4
Don't know	9

New Question:
5c. Are you aware of Colorado MarketMaker, a new online resource that helps buyers find and purchase Colorado products? (Select one)

Yes, I am aware of Colorado MarketMaker	1
Yes, I am aware of Colorado MarketMaker and have used the web site	2
No, I am not aware of Colorado MarketMaker	3
Don't know	9

6. Among Colorado's economic sectors, how would you rank the following in terms of importance for the long term future of Colorado? Please rank them from most important to least important, with 1 being MOST important for the long term future of Colorado, and 5 being LEAST important. (Type in the numbers 1 through 5 for each. Please only use each number once.)
<Randomize>

Education and Public Service	1	
Mining and Petroleum	2	
High Tech Industries	3	
Tourism and Recreation	4	
Agriculture	5	
Other (please specify)	9	<anchor>
~~Don't know~~	~~9~~	~~<Please make this a separate check box that is not able to be selected if any of the items are ranked>~~

Here are a few questions about agriculture and growth.

7. In Colorado, considerable agricultural land and water is being converted to non-agricultural uses such as houses, roads and other uses. How important do you think it is to maintain land and water in agricultural production? (Select one)

Very important	1
Somewhat important	2
Not very important	3
Not at all important	4
Don't know	9

Ask if Q7 = Very important or Somewhat important
8. Here are four reasons people give for protecting Colorado's agricultural land and water. Please tell us how important each one is for you, to maintain agricultural land and water. . (Select one for each)

Very important	1
Somewhat important	2
Not very important	3
Not at all important	4
Don't know	9

<Randomize>

for food and fiber production?	1
for maintaining open space and wildlife habitat?	2
for maintaining jobs and business related to agriculture?	3
for maintaining Colorado's western heritage?	4

9. Agricultural lands are being converted to non-agricultural uses. We would like to know your thoughts about one way of preventing this. It is possible to use public funds to buy the development rights from farmers and ranchers willing to sell them. The farmer or rancher would still own the land and be able to use it for agriculture, but the land couldn't be developed for housing or industrial purposes.

How much do you **agree** or **disagree** with this approach for maintaining agricultural land? (Select one)

Strongly agree	1
Moderately agree	2
Slightly agree	3
Slightly disagree	4
Moderately disagree	5
Strongly disagree	6
Don't know	9

10. What basic approach should be used to protect agricultural land and water in Colorado? (Select one)
<Randomize>

Develop regulations such as zoning that discourage the sale of farm land for development.	1
Provide financial incentives that encourage land owners to keep farm land in agriculture.	2
Let the marketplace decide whether farm land remains in agriculture.	3
Don't know	9

11. An increasing number of Colorado cities and counties have open space programs. Such programs typically acquire natural areas and trail corridors and allow public access. Some programs use part of their money to help protect local farms or ranches as well. How much do **you agree** or **disagree** that more local open space programs should use part of their money to help minimize the loss of farms and ranches? (Select one)

Strongly agree	1
Moderately agree	2
Slightly agree	3
Slightly disagree	4
Moderately disagree	5
Strongly disagree	6
Don't know	9

New Question:

12. An increasing number of Colorado cities and counties are using public open space lands and recreational areas (such as parks) for agricultural production. Such programs typically lease these lands to agricultural producers who raise crops or livestock. How much do **you agree** or **disagree** that more local open space programs and recreational areas should lease some of their land to agricultural producers to promote local food production? (Select one)

Strongly agree	1
Moderately agree	2
Slightly agree	3
Slightly disagree	4
Moderately disagree	5
Strongly disagree	6
Don't know	9

12a. How familiar are you with the activities/ programs of the Colorado Department of Agriculture? (Select one)

Very familiar	1
Somewhat familiar	2
Not very familiar	3
Not at all familiar	4
Don't know	9

12b. Can you list any specific programs that the Colorado Department of Agriculture operates? (Select one)

Yes	1
No	2
Don't know	9

ASK IF YES AT 12b

12c. Please give the names of the programs that you can list.

[TEXT BOX]

Now we will look at a few issues related to farming practices - things like the use of agricultural chemicals, treatment of animals, and care for the land.

13. How responsible do you believe agriculture in Colorado has been in protecting the environment? (Select one)

Almost always responsible	1
Usually responsible	2
Sometimes responsible	3
Almost never responsible	4
Don't know_	9

14. In your opinion, how safe is the food that Colorado farmers and ranchers produce? (Select one)

Almost always safe	1
Usually safe	2
Sometimes safe	3
Almost never safe	4
Don't know	9

15. In your opinion, how safe is genetically engineered food to eat? (Select one)

Almost always safe	1
Usually safe	2
Sometimes safe	3
Almost never safe	4
Don't know	9

16. How necessary do you think it is to use agricultural chemicals in order to produce enough food for people? (Select one)

Almost always necessary	1
Usually necessary	2
Sometimes necessary	3
Almost never necessary	4
Don't know	9

17. Do you believe that farm and ranch animals in Colorado are treated humanely? (Select one)

Strongly believe	1
Moderately believe	2
Slightly believe	3
Don't believe	4
Don't know	9

18. As we continue to think about current practices in agriculture, please tell us how you feel about the following statements. (Select one for each)

Strongly agree	1
Moderately agree	2
Slightly agree	3
~~Slightly disagree~~	~~4~~
Moderately disagree	4
Strongly disagree	5
Don't know	9

<Randomize>

The United States should increase its production of corn-based ethanol and crop-based bio-diesel as alternatives to petroleum based fuels.	1
The United States should invest in alternative energy technology that captures wind, solar and water-based energy.	2
Ranchers with permits to graze on public land treat that land appropriately.	3
Current agricultural practices in Colorado to conserve water and soil are effective.	4
Public funds should be used to help farmers and ranchers improve wildlife habitat and protect soil and water resources.	5
Developing and supporting local and regional food systems is important in addressing climate change concerns.	6

23. Water for growth is often transferred from agriculture. Providing water to agriculture can mean constraints on other uses of water. If it were a dry year, please rank **your top three** uses of water. (Type in a number from 1 to 3. Please use each number only once.)

<Randomize>

Lawns and landscaping	1
Rafting and fishing	2
Agriculture	3
In-stream flow levels	4
Other (specify)	5

Don't know <please make a separate check box and validate that DK can only be selected if no numbers are entered>

24a. Here is a list of sources where you might receive information about agriculture. How likely are you to trust information from the following sources? (Select one for each)
<Randomize>

Very likely	1
Somewhat likely	2
Not very likely	3
Not at all likely	4
Don't know	9

PN: please make sure first three codes below are rotated in a block so they are always shown in this order:

Colorado Department of Agriculture
United States Department of Agriculture
Other federal government agencies (EPA, FDA, US Forest Service, Bureau of Land Mgmt).
Food industry (processors, retailers, distributors)
News reports in the media
Farmers and ranchers themselves
University and research organizations (Colorado State University, University of Colorado, National Science Foundation)
Environmental organizations (Sierra Club, The Nature Conservancy)
Farm and ranch organizations (Farm Bureau, Rocky Mountain Farmers Union, Colorado Corn, Colorado Cattlemen's Association)
Social media (Facebook, twitter, blogs)
Other (specify)

25a. We are also interested in how you receive information about food quality, nutrition and safety.
How likely are you to trust information from the following sources? (Select one for each)
<Randomize>

Very likely	1
Somewhat likely	2
Not very likely	3
Not at all likely	4
Don't know	9

Colorado Department of Agriculture	1
United States Department of Agriculture	2
Other federal government agencies (EPA, FDA, US Forest Service, Bureau of Land Mgmt).	3
Food industry (processors, retailers, distributors)	4
News reports in the media	5
Farmers and ranchers themselves	6
University and research organizations	7
Environmental organizations	8
Farm and ranch organizations	9
Social media (Facebook, twitter, blogs)	10
Other (specify)	95
~~Don't know~~	~~99~~

Now we will ask you a few questions about your food purchases and travel related to agriculture.

26. Have you ever bought food directly from a: (Select all that apply)

<Randomize>

Roadside stand	1
Farmers' Market	2
Direct purchase from a farm or ranch	3
Community Supported Agriculture Subscription Service or Buying Club	4
Other (specify)	9 <anchor>

27. Please indicate your top three sources for purchases of fresh fruits, vegetables, meat and dairy products. (Please select three) PN: please validate that 3 choices are selected.

Supermarket and supercenter (e.g., Safeway, Wal-Mart, Costco)	1
Health/Natural Supermarket (e.g., Whole Foods)	2
Convenience/corner store (smaller stores with limited selection, e.g., Seven-Eleven, Walgreen's, Dollar Store)	3
Farmer's Market	4
Food Co-op	5
Roadside stand	6
Community Supported Agriculture Subscription Service or buying club	7
Direct from farm or ranch	8
Specialty food store (gourmet, ethnic, deli)	9
Gardening and growing food myself (community gardens, backyard chickens)	10
Other (please specify)	<anchor>

New Question:

27a. When you shop for fruits, vegetables, meat and dairy products, what does local mean to you? (Select one)

Product is produced in Colorado	1
Product is produced in the county where you live	2
Product is produced within 400 miles of where you live	3
Product is produced within 250 miles of where you live	4
Product is produced within 100 miles of where you live	5
Other (please specify)	6
Don't know	9

28. When you shop for fruits, vegetables, meat and dairy products, how important are the following factors in your decision? (Select one for each)

Very important	1
Somewhat important	2
Not very important	3
Not at all important	4
Never consider this issue	5

<randomize>

Knowing the country of origin of the product	1
The price	2
Freshness of the product	3
That it is locally grown	4
That it is organically grown	5
It is a Colorado Proud product	6
That it has proven health benefits	7
That it caused minimal environmental impact	8
That it was produced without pesticides, hormones or antibiotics	9
That the farm or ranch passed a food safety inspection	10
That it supports maintaining local farm or ranch land	11
That farmers received a fair share of economic returns	12
That it supports the local *economy*	13
That farm/ranch labor was treated fairly in terms of pay and working conditions	14
That farm/ranch animals were treated humanely during production and harvest	15

29. How important is the presence of ranches, farms, and agriculture to the quality of life in Colorado? (Select one)

Very important	1
Moderately important	2
Slightly important	3
Not important	4
Don't know	9

New Question:

30. How likely are you to participate in any of the following farm or ranch related recreation or education activities on your next trip within Colorado?
(Select one for each).

Very likely	1
Moderately likely	2
Somewhat likely	3
Unlikely	4
I would never participate	5

Activities on farms or ranches:	
Hay rides / sleigh rides / horseback riding	1
Farm or ranch stay (guest ranch, Bed & Breakfast, get-a-way)	2
Bird watching, wildlife viewing, photography, painting	3
Outdoor recreation (hunting, fishing, snowmobiling)	4
Special events (weddings, retreats, family reunions)	5
Agritainment: corn maze, pumpkin patch, petting zoo, u-pick.	6
Educational tours and activities	7
Food-based activities:	
Harvest and food festivals	8
Farm dinners	9
Farmer's markets	10
Winery tour, visit and/or tasting	11
Heritage activities:	
Historical museums and sites (ag history, pioneer cabin sites)	12
Rodeo or livestock based activity (Stock Show, county fair)	13
Other (specify)	14
~~None of the above <mutually exclusive>~~	~~99~~

New Question:
ASK IF 1, 2, 3 OR 4 TO ANY OF Q30
31a. How many times per year do you typically participate in farm or ranch related recreation or education activities?
(Select one)

Three or more times per year	1
Twice per year	2
Once per year	3
Less than once per year	4

New Question:
ASK IF 1, 2, 3 OR 4 TO ANY OF Q30
31b. How do you get information for planning a farm or ranch recreation or education trip?
(Select all that apply)

<randomize>

Based on past experience/ Been there before	1	
Recommended or referred through social media contacts (Facebook, Twitter, blog)	2	
National travel web sites (Travelocity, Orbitz, Expedia, etc.)	3	
Personal Web & media search (Google, etc)	4	
Colorado Tourism Office (website, brochures, email promotions)	5	
Visitor / Welcome Center	6	
Travel-based magazines and books	7	
Direct mailings from tour operators or businesses (coupons)	8	
Billboards and signage	9	
Travel association (AAA, AARP, etc)	10	
National and state park brochures/websites	11	
Recommendation from friend or family/ word of mouth	12	
Other (please specify)	95	<anchor>
None of the above	99	<mutually exclusive> <anchor>

New Question:
ASK IF 1, 2, 3 OR 4 TO ANY OF Q30

31c. Why do you participate in farm or ranch related recreation or education activities? (Select all that apply)

<Randomize>

To learn more about agriculture	1	
To teach a friend or family member about agriculture	2	
To support Colorado farmers and ranchers with tourism dollars	3	
To participate in Colorado's heritage	4	
To do something different or unique	5	
Because I established an interest in a farm or ranch through purchasing their foods	6	
Other (please specify)	95	<anchor>

34. Do you have any other comments? (Please be as specific as possible. If nothing comes to mind, type NA)
[TEXT BOX]

That is the end of the survey. Thank you so much for participating. The results of this study will be described in the media in November 2011 or you may contact the Colorado Department of Agriculture. If you have any questions about the Colorado Department of Agriculture or would like further information, please visit our website: www.colorado.gov/ag.

Appendix B- Question 2 Verbatims

Question 2. What is the first thing that comes to your mind when you hear the word agriculture?

a tractor plowing a field
agriculture
big farms
big farms/fields
cattle
cattle
cattle
cattle and farm land
cattle and farming vegetables
Cattle ranching.
Cattle, Monfort
CORN
Corn
Corn
corn
corn
corn
corn and cattle
Corn and wheat
corn fields and cow farms
corn fields,and cows
corn,
corn, potatoes
corn, wheat, oats, garden crops
cotton
cows
cows
Cows
Cows
Cows
cows
cows and hay
Crop fields.
Crop growing
crop producing farms
crops
Crops
crops
crops

crops
crops
crops
crops
crops
Crops
crops
crops
crops
crops
crops farming
crops growing and being distributed thru stores and also animal products raised and distributed.
crops grown for consumption
crops grown for food
crops of corn, wheat , soybeans, farms in the mid west, farm animals , barns, peace and quiet
Crops, farming
Crops, such as corn, wheat, vegetables, etc.
CSA - community supported agriculture. Biodynamic, sustainable vs. mono-cropping or big agribusiness.
csu
Dealing with farms, and the work done on them for food and dairy.
dying art food or poison?
Earth, green, vegetation
Energy and food production.
Family Farm
farm
Farm
farm
farm
farm
farm
farm
farm
farm
farm
farm
Farm
farm
farm & ranch life
farm and food
Farm animals
farm animals
farm crops
Farm crops (Corn & Sot Beans)

farm fields
farm food source
Farm fresh tomatoes
farm grown vegetables
farm land
farm land
Farm land for food products and feed for livestock
farm or ranch
farm wheat and corn
Farmers
farmers
Farmers
farmers and ranchers
farmiing
farming
farming
Farming
farming
farming
Farming
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Farming
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farming
farming
FARMING
farming
FARMING
Farming
farming
farming
farming
farming
farming - corn, wheat, soybeans
Farming & Feeding
farming and animal raising.
FARMING AND ANIMALS
farming and cows and corn
Farming and figuring out the best way to produce the most quality product
Farming and food
farming and food
Farming and growing food
farming and hard work
Farming and producing food
farming and ranching
farming and ranching
farming and ranching
farming and ranching
farming and ranching
farming and ranching
farming and ranching
farming and ranching for food
Farming and ranching. The raisinng of crops and animals
Farming fields
farming food
farming for food
farming in masses
farming livestock peaches
farming livestock, corn, fruits and vegetables
farming potatoes and ranching or raising cattle
farming to grow food
Farming to produce food.
Farming to provide food for sale to communities

farming, corn growing tall, families growing food to sell to markets, cattle grazing, etc.
farming, corn, cows, etc
Farming, cultivating crops; ranching, raising livestock for food
farming, dry wheat farming, livestock raising, gardening
Farming, gardening, and having farm animals to make milk and beef, or pigs for pork
farming, growing crops for food
Farming, growing own fruits/vegetables, raising livestock
farming, hard work
Farming, livestock
farming, raising crops and animals
Farming, Ranching and water
Farming, ranching, maintianing the land
Farming, ranching.
farming, ranchng, farm-fresh produce, beef cattle, hogs, chickens, growing produce and herbs at home
Farming, research, markets
Farming, with the land, not against it. Planting
Farming.
Farming.....growing food
farming/ranching/raising food products
Farmland
farmland, crops,dairiesn & livestock fresh products
Farmng
Farms
farms
Farms
farms
Farms
farms
farms
farms
farms
Farms
Farms
farms
farms
farms
Farms
farms
farms
farms
farms
Farms
farms
Farms - corn & wheat, cows

farms and crops
farms produce and gardens
farms that grow food (wheat, beans, corn etc)
farms where large quantities of crops are produced
Farms with crops for animal consuption
farms, food, animals, wheat, corn
farms, growing food
farms, produce
farms, ranches
farms, ranches
Farms.
fields
fields and farming
fields of amber grain
Fields of monoculture plants until the earth curves away.
fields of vegetables and grain
Fields with crops and cattle in roomy pastures.
flowers and manure
food
food
food
Food
food
food
food
food
food
food
food
Food
Food
Food
food
Food
Food
food
Food
food
food
food
food
food
food
food

food
food
food
food- corn, wheat, grain, fruit
food crops
food growing
food grown for eating
food on the table
Food production
Food Production
Food source
food source
Fresh meats and produce
fresh produce
fresh sustainable food
Fresh veggies!
garden
gardens, farm animals
gorwing produce and food
Government subsides
Grandparents
Grass hay
great produce
Growiing food
growing
Growing and farming foods
growing corn
Growing corn .. wheat .. etc.
growing crops
growing crops
GROWING CROPS
growing crops etc. animals
Growing crops of some kind
Growing crops.
growing food
growing food
growing food
Growing food
growing food
growing food
GROWING FOOD
growing food
growing food
growing food

growing food or raising animals for food
growing food or raising animals for food
growing food products
Growing food!
growing food, raising animals for human use
Growing food.
growing items on a field or farming in an effort to grow or raise food items for use
Growing plants
growing produce and raising animals to eat
Growing products to eat and growing animals that graze on the land
growing stuff
growing things
growing vegetables, raising farm animals
grrowing crops
Hay
healthy food
Horses
Hunger
I lived in a small town on the western slope of Colorado that grew lots of fruits.
I think of farms, single family farms, huge fields of corn, wheat, and other crops like that, wide rural settings.
I was raised in a small town that depended on farmer's and their families to breath life into the community
Importance of a safe, clean water supply.
Irrigation
It means the growing of our food stuffs, such as beef, lamb, poultry, pork, and growing our vegetables, fruits and grains. Also, the management of those particular resources.
Knowfarm work
Large farming areas for food or by products
large farms
large farms
Large farms that produce food to be distributed to local and national retailers.
large plot of land growing corn
livestock
livestock
Livestock
livestock such as dairy cows, beef, chickens vegetables for humans - garden or acreage plants for livestock (alfalfa, oat hay, etc) equipment such as tractors, reapers, and such 4-H Clubs
locally grown food
Marijauna
Natural way of living and growing our own food and animals
Nature, produce, farms, ranches
Northeast Colorado - Dairy and Wheat Farmers
nothing
organic food

Outdoors
people growing and producing food products for human consumption
Pesticides
plants
plants
plants
plants
plants and animals
plants, animals, food
plants, animals, land, water, taking care of, study of
Plants, crops
Plowing a field, growing a crop.
potatoes
problem with water in CO, too much water for farming in the midwest
produce
produce
produce
produce
producing food
producing fruits, vegetables, grains for bread, etc. - horticulture
Raing crops nd animals to feed the people
raising crops
Ranches, animals, livestock, crops
Ranches,Farms
ranching and farming
Right Wing Republicans
Rural
rural farming and lifestyle.
Rural farming area
San Luis Valley
Stripping the land, detriment to the environment, mono-cropping, not sustainable
sustainable farming
The first thing I think of is farming and farms.
The growth of products for consumption that have been planted in the soil.
the ingredients to make food and the growing therein
The people who farm--hard-working, proud of what they produce and dedicated to their work and their lifestyle
The science of growing things, plants and animals
the USDA
There is lots of it where I live.
too many corp farms and not enough local independent farms
Vegetable farms Fruit Farms Livestock Animal Farms
vegetables
vegetables
vermont dairy farm.

warm milk with cream on the top and picking home grown vegs
water
Water.
weather
wheat
Wheat
wheat
wheat and cattle
wheat fields
Wheat Fields
wheat fields, corn fields, cows, horses. tractors
Wheat fields.
wheat harvest
wheat, corn, cattle
work
WORKING THE LAND

Appendix C- Question 3a Verbatims

Question 3a. What products can you name that are grown or raised in Colorado?

a little bit of everything. corn, potatoes, sugar beets and as a wild guess, plain old beets.
Alfalfa Hay, Pinto Beans, Sugar Beets, Silage Corn, Onions, Potatoes, Dried Corn, Peaches, Sweet Corn, Wheat, Barley, Sorgum, Cherries, cucumbers, Apples
alfalfa, corn, wheat, peaches, melons
alfalfa, wiheat, sugar beets, potatoes, corn, cantaloupe, watermelon, apples, peaches, grapes
All Vegetables
Alot
animals such as cattles and chicken, and fruits such as tomatoes, potatoes, and cantaloupes, and many kind of vegatables
apples
apples, oranges, peaches, corn, other vegetables
apples, peaches, cantalope, corn, wheat, shugar beets, cattle, hay, alfalfa, pigs, horses
apples, peaches, melons, beans, beets, plums, cherries, lettuce, corn, chard, kale, kohlrabi, grapes (wine mostly), dairy products (from cows and goats), poultry, beef, pork
apples,peaches,corn,melons
Apples,peaches,pears,plums,corn,beef,pigs,wild game,wheat,turnips,squash,tomatoes,cucumbers,
apples,peaches,tomatos, cucumbers,melons
barley, veggies,
Beans, cantaloupe, sugar beets, corn, alfalfa, onions, apples, potatoes, beef, squash,
beans, corn, peas, cantaloupe
beef
beef buffalo cantaloupe peaches
Beef Corn Melons Peaches Grapes
Beef cattle, vegetables, poultry
Beef Cherries peaches corn wheat alfalfa soybeans cataloupe sunflowers
beef cows corn cantalope peaches
beef, corn, apples, peaches, pigs, chicken
beef, dairy products, onions, corn
beef, dairy, corn and other vegetables
beef, grain, hay,
beef, kinwa, lentils, tomatos, melons. corn. apples, pears, peaches.
beef, lamb, pork, buffalo wheat, corn, tomatoes, sugar beets, peaches, pears, plums, apples, cantelope, watermellon
Beef, lamb, pork, corn, wheat, potatoes, buffalo, alfalfa, hay crops
beef, melon
beef, milk, produce
Beef, pork, all kinds of vegetables, chickens
beef, pork, corn, cantaloupe, cherries, beets
beef, pork, lamb, chicken, corn, cabbage, carrots,potatos, beans Just about any product you can name
Beef, Pork, lAMB, GAME, PRODUCE, FRUIT
Beef, pork, lamb, poultry, peaches, cherries, apples, wheat, hops, barley, melons (all types), corn,

beans, potatoes, onions, and squash. All types of vegetables and trout!

beef, sheep, goats, bison, corn, melons, peaches, other fruits, a variety of vegetables

beef, sheep, vegetables, fruits

beef, wheat, sunflowers, soybeans, peaches, cherries, apricots, sheep, grapes, corn, barley, lettuce, melons

beef, wool, sugar beets, hay, cantaloupe, wheat, corn

Beef,corn,lettuce

beef,sugar beets,corn,peaches

beets, apples, peaches, cantalope, watermelon, pears, corn, pork, beef,

Beets, corn, barley, beef cattle, peaches, Republicans, hops, grapes, wheat, potatoes, sunflowers, alfalpha, kentucky bluegrass,

beets, corn, peaches

beets, potatoes, wheat, corn, wine, lettuce, carrots, peas, beans, pumpkins, chile

Beets, Sugar Beets, Wheat, Corn, Milo, Soybeans, Greenbeans, Tomatoes, Cauliflower, Broccoli, Watermelon, Onions, Mushrooms, Leeks, Herbs, Carrots, Cabbage, Lettuce, Spinach, Potatos, Kale, Turnips, etc

beets, wheat, hay, barley, corn,canteloupes

By CSA share: carrots, lettuce, kale, collards, bok choy, onions, garlic, celery, beets, herbs, cucumbers, summer and winter squashes, fennel, tomatoes, greens, potatoes, beans and many other garden crops. Plus, wheat, corn, alfalfa, barley, rye, flowers, soybeans.

cantalope corn peaches

cantalope, apples, wine (grand junction), potatoes

Cantalope, corn, peaches, wine, hay

cantalope, corn, peppers, apples, peaches, cattle, hogs, horses

CANTALOPE, CORN, POTATOES, PEACHES

Cantalope, corn, variety of vegetables

cantalope, potatoes, corn, greenbeans, eggplant

Cantalope, potatoes,corn,

beets,peaches,apples,waterlelons,spinich,lettus,sorgam.grapes.wheat,barley,turf lawn,squash,peppers,strawberrysect.

cantalopes, tomatoes grapes, and sweet corn

Cantaloup, sugar beets, corn, sweet corn, tomatoes, pumpkins, cabbage, alfalfa.

cantaloupe corn

cantaloupe corn wheat beef

Cantaloupe Peaches Corn Cows

cantaloupe, milk, wine,peaches,corn,wheat

cantaloupe, peaches, corn

Cantaloupe, Peaches, Tomatoes, Milk

cantaloupe, peaches, wheat, beets, beans, onions, corn, lettuce grapes, peppers, barley, tomatos

Cantaloupes Corn Lettuce Sugar Beets Soybeans

Cantaloupes, watermelons, peaches, chilis, corn, all farmers market food, wheat & other grains.

cantelope

Cantelope

cantelope corn cattle sheep lettuce beets onions potatoes wheat soy milo hay hogs

cantelope peaches corn soy buffalo beef

cantelope, corn, wheat,

cantelope, corn, chilis
cantelope, peaches
Cantelope, peaches, cherries, hay, apples, beef, sheep,
Cantelope, swee corn
Cantelopes, potatoes, peaches, cherries, beef, chicken, buffalo, sheep, llamas, sugar beets, wheat, oats, hay, pinto beans, sweet corn, field corn
canteloupe, corn, tomatoes, beets
canteloupe, peaches, tomatoes, corn, wheat, beef, buffalo,sheep,peppers,chiles
Carrots Peaches Tomatoes Alpaca Cows Apples
catle, sheep, corn, hay,
cattle
cattle peaches corn
Cattle Sheep hay, dairy potatoes peas lettuce, tomatoes, berries chili, melons,corn ,peaches,goats, pigs
cattle sheep goats llamas alpacs vegetables fruits fruit trees feed crops
cattle, alfalfa
Cattle, Buffalo, corn, peaches, chilis
CATTLE, CORN, MELONS, WINE GRAPES, BEANS, TOMATOES,
cattle, corn, peaches, raspberries, spinach, onions, potatoes, cantaloupe, watermelon, apracots, pears, cherries, mushrooms, pumpkins, sweet peppers, varieties of chili peppers, squash, cucumbers, lettuces, herbs, garlic,
Cattle, corn, peaches, tomatoes, cherries
cattle, corn, wheat, alfalfa, lettuce, cantaloupe, peaches, pears, grapes, potatoes,
Cattle, corn, wheat, melons, other grains.
cattle, corn,buffalo, chicken, lamb,tomatoes, cantaloupe,honeydew, watermelon,peaches, grapes, cherries, plumbs,apples,pears, lettuce,
Cattle, Horses, Sheep, Goats, Pinto Beans, Potatoes, Celery, Corn, Watermelons, Cantalope, Peaches, Onions, Peppers, Wheat, Alfalfa,
Cattle, peaches, corn
Cattle. Wheat. Corn. Hay. Apples.
cherries, corn, tomatoes, peaches, beef, bison
corm melons squash peaches and apples
Corm, potatoes, cattle, horses, sugar beets.
corn
corn
corn
corn
corn
corn
corn
Corn
corn
corn
CORN
corn
corn

corn
corn beets potatoes wheat onions
corn cabbage potstoes peaches watermellon
Corn Cantaloupe Peaches Cherries
corn cantaloupes tomatoes watermelon peaches and too many others to mention
corn canteloupe peaches plums tomatoes grapes for wine cattle
corn cows sheep pigs peaches beets cabbaged lettuce
corn grapes peaches cantaloupe watermelon carrots onions apricots green beans cabbage
Corn Sugarbeets Beef
corn wheat oats potatoes melons
corn ,cantalope, squash, chilies, spinach, wheat
Corn and wheat
corn onions beans beets carrates
corn peaches cantaloupe wheat
corn watermelon wheat,marijuana,potatoes
corn wheat barley dairy cattle sheep soy sunflower chickens beets
Corn wheat barley hay soybeans cantalope melons tomatos
corn wheat canalope
corn wheat peaches
corn, alfalfa, tomatos, canteloupe, peaches, wheat, apples, grapes, peppers
Corn, Alfalfa, wheat, sunflowers, sugar beets,onion,potatos
corn, alfalfa.,wheat, grain , cattle, sheep, chickens, assorted fruits and vegetables
Corn, Beans, Eggs, Chicken, Cows, Cantaloupe
corn, beans, soybeans, melons, beef, mutton, chickens, pigs,
corn, beef, chicken,
corn, beef, potatoes
corn, beets, cantaloupe, beef,
corn, beets, melons, grapes
corn, beets, potatoes, lettuce, chard, tomatoes, canteloupe, mushrooms, green beans, onions
corn, beets, wheat,
corn, bison
Corn, cantalope
Corn, cantalope, lettuce, beans, mushrooms, peaches
corn, cantalope, watermelon, chili peppers, tomatoes, onion, peaches, grapes.
Corn, cantalope, wheat, sunflower, peaches, apples, cherries
Corn, cantaloupe, hay, beef, bison, wool, mutton
corn, cantaloupe, peaches,
corn, cantaloupe, peaches, apples, hay, alfalfa, sun flowers
Corn, Cantaloupe, peaches, carrots, potatoes, mushrooms, squash, cattle, pigs, sheep, goats, sunflowers, apples, chickens, llamas, horses, tomatoes, celery, cabbage, broccoli, cauliflower, parsley, onions, strawberries, lettuces, radishes, cucumbers, peppers, cherries, chard, spinach,
corn, cantaloupe, peaches, wheat
Corn, cantaloupe, wheat, squash, spinach, grapes, peaches, apples, apricots, plums
corn, cantelope, strawberries, cattle, tomatoes, peaches, cherries
Corn, cattle

corn, cattle, wheat, milo, alfalfa, melons, potatoes, peppers, beans, tomatoes, apples, peaches, dairy (cows & goats)
corn, cotton, peaches, tomatoes, potatoes
Corn, cows,
corn, dairy, alpaca fiber,
corn, fruit, cattle, sheep, alfalfa, hay, wheat, chickens, goats, vegetables
corn, grain, peaches, melons
Corn, grape fruit.
corn, green beans, zucchini, green chili
corn, green chili peppers, cantaloupe, corn, pumpkins, beef, hogs, honey dew melons
corn, hay, and wheat
corn, hay, peaches, cantalopes, squash, carrots, lettuce, apples
corn, hay, peppers, pumpkins, cattle, sheep, swine, etc.
corn, lettuce, asparagus, tomato, squash, gourds,peaches, grapes
Corn, lettuce, radishes.
corn, livestock
corn, melons
corn, melons, beans, beats, cattle, lamb, pigs, chickens, etc.
corn, melons, hay, peaches, beans, clover
corn, melons, onions, cattle, buffalo, peaches,
corn, melons, peaches, cherries, apples
corn, melons, sugar beets, wheat, apples, peaches, cherries, tomatoes
corn, melons, tomatoes, soy beans, all manner of fresh produce and beef cattle
corn, oats, barley, sugar beets, cantelope, chili peppers, tomatoes, peaches, pears, apples, apricots, cherries
corn, onion, spinach, peaches, cantalope, beef, lamb, bison, pig
corn, onions, beans, milk, poultry, beef, pork, potatoes, wheat, barley, alfalfa,
corn, onions, cantaloupe, peaches, radishes
corn, onions, lettuce,watermelon, cantalopes, strawberries
corn, peach, cow,
corn, peaches
corn, peaches
corn, peaches canteloupe beets vegetables wheat grapes
corn, peaches,
Corn, peaches,
corn, peaches, cantaloupe
corn, peaches, cantaloupe, cattle, milk, sugar beets
Corn, peaches, cattle
corn, peaches, cattle
Corn, peaches, cattle (beef)
Corn, peaches, cattle, hogs, sheep, fresh produce.
Corn, Peaches, Grapes, Soybeans, Canteloupes, cattle, wheat
Corn, peaches, marijuana, cantaloupe
corn, peaches, melons, beef, yak, pumpkins, alfalfa
Corn, peaches, milk, apples,

corn, peaches, potatoes, sunflowers, sugar beets, barley, wheat, cantalope, tomatoes
corn, peaches, sunflowers, many vegetables plus cattle ranching
corn, peaches, tomatoes, cucumbers, various types of squash, cattle, dairy cows, pigs,
corn, peaches, tomatoes, wheat
Corn, pees, fish, cows, buffalo
corn, potatoes, cantalope, beans, watermelon, peaches
corn, potatoes, peaches, watermelon, cantaloupes,squash, green beans, apples, cherries, apricots, plums, cucumbers, chard,
Corn, potatoes, sunflowers, beet.
corn, pumpkins, squash, lettuce, kale, chard, tomatoes, celery, herbs, cucumbers
corn, soy beans, sunflowers, sugar beets, peaches, cantaloupe, apples, millet, potatoes, onions, peppers
Corn, soy, wheat, beets, potatoes, millet, rye, oats, grass hay, alfalfa, beans
Corn, sugar beets, meat (beef, lamb), alfalfa, wheat
corn, sugar beets, soybeans, cattle
corn, sweet corn, beets, grasses
corn, tomatoes, peaches
Corn, vairious vegetables
corn, watermellon, cantelope, wheat, onions, potatos, sugar beets,
corn, watermelon, cantalope, wheat, cows, goats.sheep, pigs, hay, straw, beets, tomatoes
Corn, Wheat, Sugar Beets, , Barley
corn, wheat, alfalfa
Corn, wheat, alfalfa, apples, peaches, broccoli, lettuce, carrots, grapes, beef, pork, chicken, bison, elk, fish or many kinds....
Corn, Wheat, Alfalfa, Milo
Corn, Wheat, Alfalfa, peaches, soy,
Corn, wheat, barley, cattle, sheep.
Corn, wheat, beans, beets, hay, vegitables
corn, wheat, beans,grapes,peaches,apples,pears, cherries, apricots, plums
corn, wheat, beets, tomatoes
corn, wheat, cattle, sugar beets,
Corn, wheat, hay, vegetables, fruit, grapes, cattle, hogs, sheep
Corn, wheat, melon, onion, apricot, green beans
corn, wheat, milo, sunflowers, millet, soy beans, peaches, sweet corn, cows, pigs, chickens
corn, wheat, peaches apples, alfalfa, grapes, cattle, sheep, pigs, chickens, buffalo
corn, wheat, peaches, cabbage, beats, collard greens, onions, green beans, broccoli
Corn, wheat, peaches, soybeans,
Corn, wheat, potatoes, tomatoes barley
corn, wheat, soybeans, sunflowers
corn, wheat, soybeans, sunflowers, barley, hops, vegitables, melons, fruit, beef, lamb, shep, pigs, chickens, turkeys
Corn, wheat, soybeans, sunflowers, melons, lettuce, tomatoes and other seasonal vegetables
Corn, Wheat, Soybeans, Tomatos
corn, wheat, soybeans, watermelons, grapes, fruit,
corn, wheat, sugar beets, alfalfa, beans, oinions, fruit

corn, wheat, sugar beets, beef, lamb, peaches,
corn, wheat, sweet corn, cantaloupe, watermelon, barley, oats, sugar beets, all kinds of vegetables, cows (for beef and milk), chickens, turkeys, sheep (also wool), pigs, peaches, apples, apricots, grapes, pears, plums
Corn, Wheat, Vegetables
Corn, wheat,Alphalpha,winter wheat. Cabbage,lettuce.
Corn, winter wheat, apples, cantalope, peaches
corn, winter wheat, sugar beets, rye, barley, hay, peaches, cherries
corn, winter wheat, sun flowers, watermelons, cantaloupe
corn,beans
corn,beets,beans,onions,potatos
CORN,CANTALOPE,TOMATOES,SPINACH,
corn,fruit
corn,melons,potatoes,peaches
corn,watermelon,cantelope,peacahes,apples,cherries,
corn,wheat
Corn,wheat, melons, beef, hay.
Corn,wheat,onions,barley,melons
Corn.., Beef.., various vegetables.. fruits
corn-cantaloupe-beans-eggplant-strawberries-potatoes-grain-tomatoes
cow (beef), corn, marijuana, beer
Cow, corn, peach, potato,
cows
Cows!
Cows, corn, various vegetables.
dairy
dairy, poultry, swine Peaches, apples, potatoes, sweet corn, onions, broccoli and lettuce to name a few
dairy, wheat, corn, cattle
dont know
fruit vegtables most produce,dairy organic vegtables and fruits
fruit, corn, melons, potatoes, beef, wheat
Fruit: Peaches, cantalope Cattle: Beef and Buffalo
fruits and vegetables cattle bison wheat chickens turkeyd
fruits, veg., meat
fruits, vegetables, cattle
grapes, cantaloupe, peaches, tomatoes, squash
grapes, peaches, dairy products (milk, cheese, yogurt), cows/beef, llamas, corn (specializing in sweet corn), wheat (many varieties), potatoes, tomatoes, melons, lamb, pigs/pork, trees, sod, apples, pumpkins, cucumbers, herbs
Grass hay, alfalfa hay, corn, soybeans, wheat, sugar beets,
green beans, corn,
hay
HAY, CORN, CANTELOPE, PEACHES,
Hay, Corn, Cherries,All Veggies

hay, corn, tomatoes, potatoes, mushrooms, alfalfa, cabbage, beets, carrots, peaches, pears, cherries, squash, lettuce, many kinds of peppers, garlic, cattle, sheep, hogs, chickens, broccoli, strawberries, maze, sugar beets,
Hay, corn, wheat, apples, peaches, pears, apricots, cherries, garden vegetables, potatoes, tomatoes, onions, etc.
lamb, buffalo, wheat, chicken, beef
lettuce corn pumpkins
lettuce, broccoli, potatoes, corn, peaches, apples, apricots, ,onions, milk beef, wheat
livestock cattle fruits vegetables wood
livestock, animal fodder, crops for human consumption
locally, many diff kinds of produce such as corn, cantelope, lettuces, spinach, onions, etc. Milk, some cheeses, other dairy, etc. Beef, lamb
many things
melon, cattle, peaches, alfalfa
melon, corn, beef, tomatoes
melons
melons
melons green chilli corn onion
melons, chili, onions, sugar beets, potatoes, beans,
melons, corn, sugar beets, beef cattle
Melons, sugar beets, lettuce, corn
melons,tomatoes,greens
milk, cheese, beef, pork, chicken, bison, produce, flowers
na..just moved here
none - but I know lot of fruits & veges are
not sure
ocrn
Olathe corn, palisade peaches
oletha
onions, peaches, corn, cantelope,apples
ONIONS, POTATOES, CORN, CANTELOPE
onions, wheat, corn, carrots, sugar beets, cabbage
palisade peaches, olathe corn
peaches
Peaches
peaches
peaches
peaches
Peaches
peaches corn cantloupe
peaches apples wine grapes
Peaches Beef Corn
peaches cantelope chiles corn
peaches corn
peaches corn

peaches grapes cantalope
peaches and cantelope (?)
peaches grapes apples corn tomatoes alfalfa wheat pears cattle buffalo pigs chickens turkeys
peaches, corn, wheat, beef, lamb, hay,
Peaches, Apples, cantalope, Cherries, Plums, Sugar Beets
peaches, apples, corn, cattle, pork, eggs, chicken
peaches, apples, corn, pigs, cows, chickens, melons
peaches, beef, cantaloupe
peaches, beets, peppers, cherries, apples
Peaches, Cantalope
peaches, cantalope, cows, pigs, wheat
peaches, cantalopes
Peaches, cantaloupe,
peaches, cantaloupe, corn
Peaches, cantaloupe, lettuce, cucumbers, radishes, onions, corn
peaches, cantelope, chickens, eggs, herb, vegetables
Peaches, Cantelope, Corn, Soy Beans, Beef
Peaches, cantelope, watermellons, sugar beets, wheat, alfalfa, grapes, apples, soy beans, sunflowers, sweet corn, feed corn, cabbage
peaches, cattle
Peaches, Corn
peaches, corn
peaches, corn, beef, watermelons, muskmelons,
peaches, corn, beets
peaches, corn, cantaloupe
Peaches, corn, cantelope, sugar beets, beef (livestock), others when season is right
peaches, corn, cows, pigs
Peaches, corn, dairy, buffalo
Peaches, corn, lettuce, asparagus, tomatoes
Peaches, corn, lettuce, cherries, squash, cantaloupe, beef cattle, soybeans, wheat, alfalfa, cabbage, tomatoes, green beans, peas, probably lots more
peaches, corn, potatoes
peaches, corn, wheat
peaches, grapes
peaches, grapes, apples corn, wheat, sugar beets, soy
Peaches, Grapes, Corn, Apples, Cabbage, Potatoes, Tomatoes, Beats, Lettuces
Peaches, grapes, corn, cattle
peaches, melon, corn, grapes, lamb, beef, pigs
Peaches, melons, corn
peaches, milk, meat
peaches, onions, all types of veg. pork, beef
peaches, potatoes, melons, pumpkins
Peaches, potatoes, pears, melons, corn
peaches, pumpkin, corn, apples, cantaloupe, watermelons, squash
peaches, Rocky Ford melons, Olathe sweet corn, grapes for wine

Peaches, sweet corn, wheat,
peaches, tomatoes, cantaloupe, honeydew melons, corn, grapes, squash, cattle, sheep, llamas, bison, elk, deer, free range chicken, eggs, peppers
peaches, tomatoes, grapes (for wine), wheat
peaches, watermelon, beef, corn, wheat
peaches, watermelons, beans, cantelope, grapes, potatroes, wheat, corn
peaches,melons, corn
peaches,potatoes,corn,grapes,watermelons,cantalope,sugar beets,apples,plums,cherries, peachscantalope
Peppers, corn, wheat, vegetables, fruit. Several paces grow grapes for wine in the state.
Peppers,tomato,corn
potatoes
potatoes peaches corn apples cherries
potatoes spinach peaches apples melons corn
Potatoes and Cantelope
potatoes and peaches
potatoes apples and peaches and corn
potatoes carrots
potatoes, apples, beef
potatoes, corn, beans
potatoes, corn, peaches, watermelon, hay, cows, apples, chokecherries,
potatoes, corn, sugar beets, alfalfa, wheat, mushrooms
POTATOES, CORN, WHEAT
potatoes, lettuce, beef, sheep, hogs, barley, wheat, quinoa, peaches, pears, apricots, apples, corn, hay/alfalfa, soybeans, canola
Potatoes, Melons, Chilis,
potatoes, onions, cabbage, sugar beets, fodder, wheat, corn, cattle, pork
Potatoes, onions, celery, green beans, beets, pumplkin,melons, peaches, cherries,rubber lettus, radish,peas, corn apples apricots
potatoes, peaches, apples, corn, wheat, apricots,
potatoes, squash, beets, chard, pumpkins, kohlrabi, beans, tomatoes, corn, peaches, apples, cherries, pears, cabbage, brussels sprouts, broccoli, cauliflower, radishes, turnips, eggplant, sunflowers, honey, lettuces, bees, llamas, beef, cows, eggs,
potatoes, squash, tomatoes, peaches
potatos, peppers, cantalope, cucumbers, tomatoes, wheat, hay, watermelons, peaches, plums.
produce and livestock
produce, cows
Rocky Ford Montfort
Rocky ford canalope and watermelon, food raised from colorado
Rocky Ford Cantaloupe, Olathe sweet corn, all manner of berries (Berry Patch Farm in Brighton, CO), beef, apples on the western slope, etc.
Rocky Ford Cantaloupe, Palisade Peaches, beef, wheat, corn, Hatch green chiles, chicken
rocky ford cantelope corn tomatoes lettuce squash
rocky ford cantelope, olathe corn
Rocky Ford Canteloupe, Watermelon, Peaches, Cherries
Several different fruits,veggies,Sugar Beets,

Sugar Beets Peaches Sweet Corn
sugar beets, alfalfa, corn
Sugar Beet's, Animal Feed, Saleable Produce, Fruits and Vegetables
sugar beets, carrots, potatos, cabage, green beens, corn, maze, wheat, alphalfa, lettice, beets,
sugar beets, corn, cantalope, peaches, pears, apricots
Sugar Beets, Corn, Wheat, Cattle
sugar beets, hay, grain, all kinds of vegetables, fruit
sugar beets, millet, wheat, corn, alfalfa, peaches, watermelons, cattle (beef), pigs (pork), sheep (mutton), chickens, all kinds of garden vegetables
sugar beets, olatha corn, asparagus, cantelopes, peaches,
sugar beets, wheat, beef, sheep, corn, pumpkins, wine
sunflowers, corn, grapes
sweet corn onions tomatoes peppers
sweet corn, apples, lettuce
sweet corn, corn fed to cattle, wheat, peaches, pears, carrots, cabbage, lettuce, onions, potatoes, sugar beets, tomatoes, cucumbers, squash, wine grapes,
sweet corn, tomatoes, potatoes, beets,onions peaches,strawberries
sweet corn,corn,soybeans,hay,tomatoes and other truck farm produce
that's a long list!! Really?!
tomatoes
tomatoes
tomatoes,onions,carrots,multitude od vegetables.cattle,lamb,ostrich,sheep,buffalo
tomatos, corn,wheat, peaches,
Tomatos,peas
turf, peaches
vegetable
vegetable, cattle
vegetables
vegetables
vegetables fruit
vegetables (corn, squash, broccoli, tomatoes, chilis, potatoes, beans, peas, lettuce, pumpkins, etc.) sunflowers, alfalfa, beef, pork, poultry, buffalo,
Vegetables(tomatoes,corn, cucumbers, etc0; hay; apples; peaches; corn; strawberries, grapes, cattle, horses,
vegetables, & fruits
vegetables, corn, wheat, sugar beets, fruit
vegetables, wheat, corn
vegetables,fruits,wines,beef,hogs,sheep,wools,hay,grains,sugar beets,horses,dairy cows,wild game
watermelon, cantalopes, potatoes, red, green, yellow peppers, corn, sunflower seeds,
watermelon, cantaloupe
watermelon, melon, cattle, hogs, chicken, pumpkins
wheat
Wheat
wheat peaches
Wheat corn, tomatoes, beans, cantaloupe

wheat oats sugar beets surgum tomatoes grapes cherrys corn
wheat beets corn alfalfa
wheat corn beets vegatables
wheat corn cows pigs chickens
wheat corn melons beef chilies
wheat corn rye cattle hogs
wheat, barley, beef , pork, poultry, eggs, corn, soybeans, milo, peaches, apples
Wheat, Barley, Hay, sugar beets, corn, melons, grapes
Wheat, Barley, Hops, Alfalfa, Corn
wheat, barly, corn, sugar beets, alfalfa, lettuce,potatoes
wheat, cantalopes, corn, beef
wheat, cattle
wheat, corn
Wheat, corn ,sugar beets
wheat, corn, alfalfa, sugar beets, millet, oats, barley, beans, carrots, cabbage, cane sunflowers, etc.
wheat, corn, beets
Wheat, Corn, Beets, Squash, Green Beans, Tomatoes, Pumpkins, Chile Peppers
wheat, corn, cattle, horses,
wheat, corn, lettuce, spinach, pumpkins, onions, peaches, apples, milk, beef, chickens, turkeys, eggs, hay, alfalfa
wheat, corn, peaches, hay
wheat, corn, potatoes, sugar beets, veggies, cherries, peaches, apples, grapes, squash, cabbage, beef, milk products, lamb, cheeses
Wheat, corn, soy beans, hay, peaches, plums, cherries, cantalope, watermelon, cucumbers, potatoes, onions, cabbage, honey, tomatoes, cattle, pigs, horses, sheep.
Wheat, Corn, Sugar Beets, Apples, Peaches, Cherries, Barley, Milo, Potatoes, Pinto Beans,
Wheat, corn, sugar beets, onions, potatoes, peaches, sweet corn, apples, grapes, melons, tomatoes, beans, sunflowers, hay
Wheat, Corn, Sugar Beets, Sunflowers, Soybeans, truck garden items. Alfalfa, grasshay.
wheat, corn, sunflowers, cattle, sheep
wheat, corn, vegetables, peaches, apples, flowers, cantalope,
Wheat, Onions, Sunflower, potatoes, Corn, Beef, Lamb
Wheat, Peaches
wheat, peaches
wheat, peaches, cantalope
Wheat, sorghum, field corn, sweet corn, alfalfa, barley, oats, and maize. Also, watermelon, cantaloupe, and various truck farm crops.
Wheat, soybeans, corn, peaches, grapes
wheat, sugar beets, corn, beans, mellons, fruits, vegetables livestock
wheat, sugar beets, grapes, peaches, plums, cherries, apples, squash, cantelopes, soy beans?, corn?
Wheat---corn--watermelons--cantaloupe--apples--peaches--potatoes
wine peaches apples fruits, vegetables beans dairy wind turbines nasa crafts
Wine, grapes, cheese, potatoes, corn
wheat corn hay hershey milo alfalfa sheep cattle sugar beets

Appendix D- Question 4a Verbatims

Question 4a. Do you agree or disagree that agriculture provides food at a reasonable price in Colorado?

food prices are too high nationwide
about average
obamanomics, EVERYTHING IS TWICE AS HIGH AS IT WAS BEFORE NOV 2008 Except jobs and wages and housing
much of it is shipped out to other states