


Denver's Food Vision and Good Food Purchasing



Laine Cidlowski, Food Systems Administrator, City of Denver



“Governments have few sources of leverage over increasingly globalized food systems, but public procurement is one of them.”

Olivier de Schutter

Former UN Special Rapporteur on the Right to Food (2014)

Denver Food Vision: Vibrant



PRIORITIES

Promote Denver as an epicenter for the regional food economy

Support the creation, expansion, and success of food businesses in Denver

Spur innovation and entrepreneurship across food and agriculture industries

2030 WINNABLE FOOD GOALS

- Increase size of the Denver food economy by \$500M (from \$6.9-7.4B per year)
- Attract \$100M of new capital to Denver food businesses
- 25% of all food purchased by public institutions come from Colorado



Good Food Purchasing Program

- Local Economies
- Environmental Sustainability
- Valued Workforce
- Nutrition
- Animal Welfare



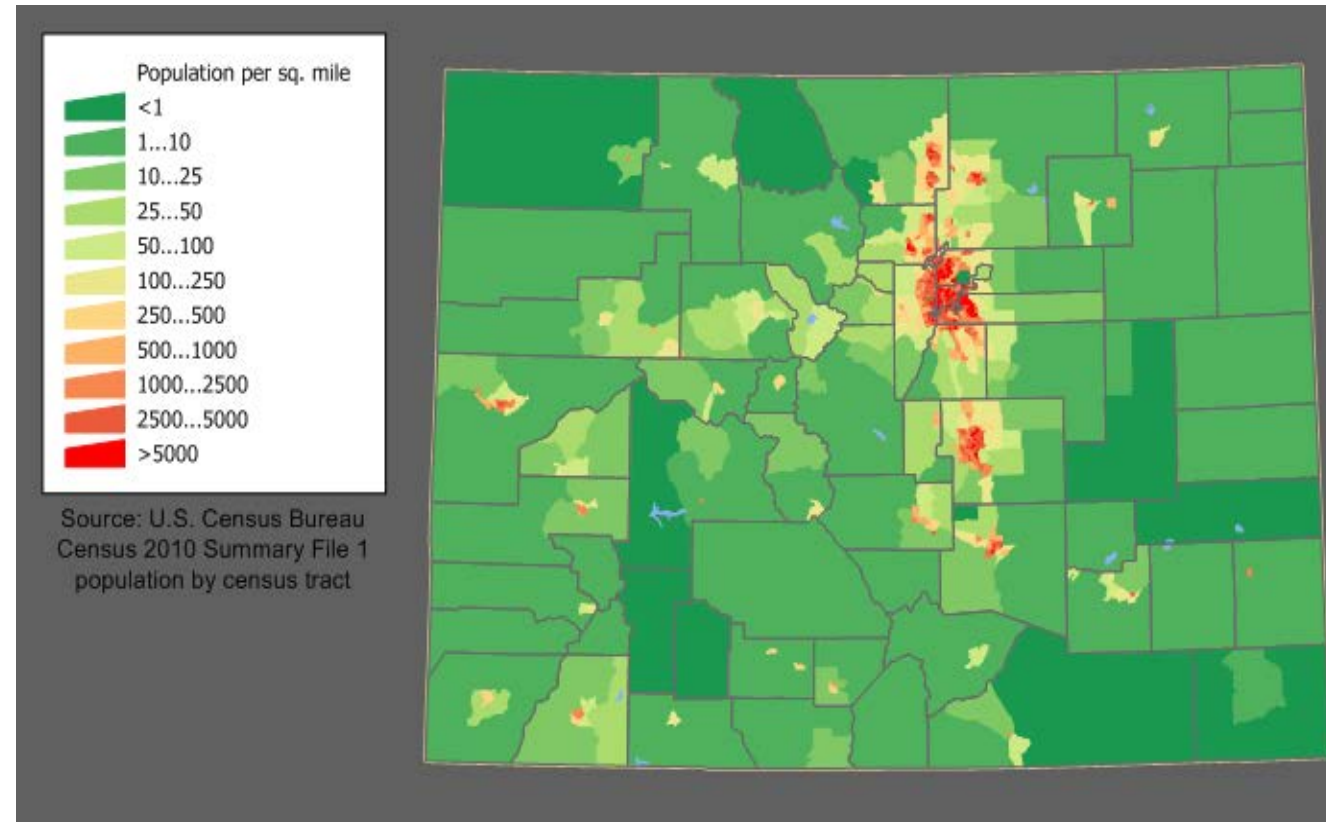
Selected Denver and Metro Area Total and Local Spend on Food

	Total Spend	Local Spend
Denver County Jail	\$ 3.5 M	\$1.5 M
Boulder Valley School District	\$ 3.5 M	
Denver Public Schools	\$ 20.0 M	\$4.0 M
Greeley-Evans Weld 6	\$ 4.0 M	\$0.8 M
University of Denver	\$ 3.3 M	
Regis	\$ 1.7 M	\$ 200 k
Children's Hospital	\$ 3.5 M	\$ 100 k
Longmont United		
Centura (SAH, OrthoColorado)	\$ 1.4 M	\$ 70 k
	\$ 40.9 M/year	\$ 6.7 M/year

Rural – Urban Linkages Drive Food Systems Development Strategies

Denver County had 12 farms in 2017.

- 3 were <\$1,000 in sales
- 5 were between \$1,000-\$2,499
- 1 was between \$10,000-\$19,999
- 2 were between \$50,000-\$99,999



Urban Food Policies that Support Farmers, Ranchers, Regional Economies



Land, water,
agriculture

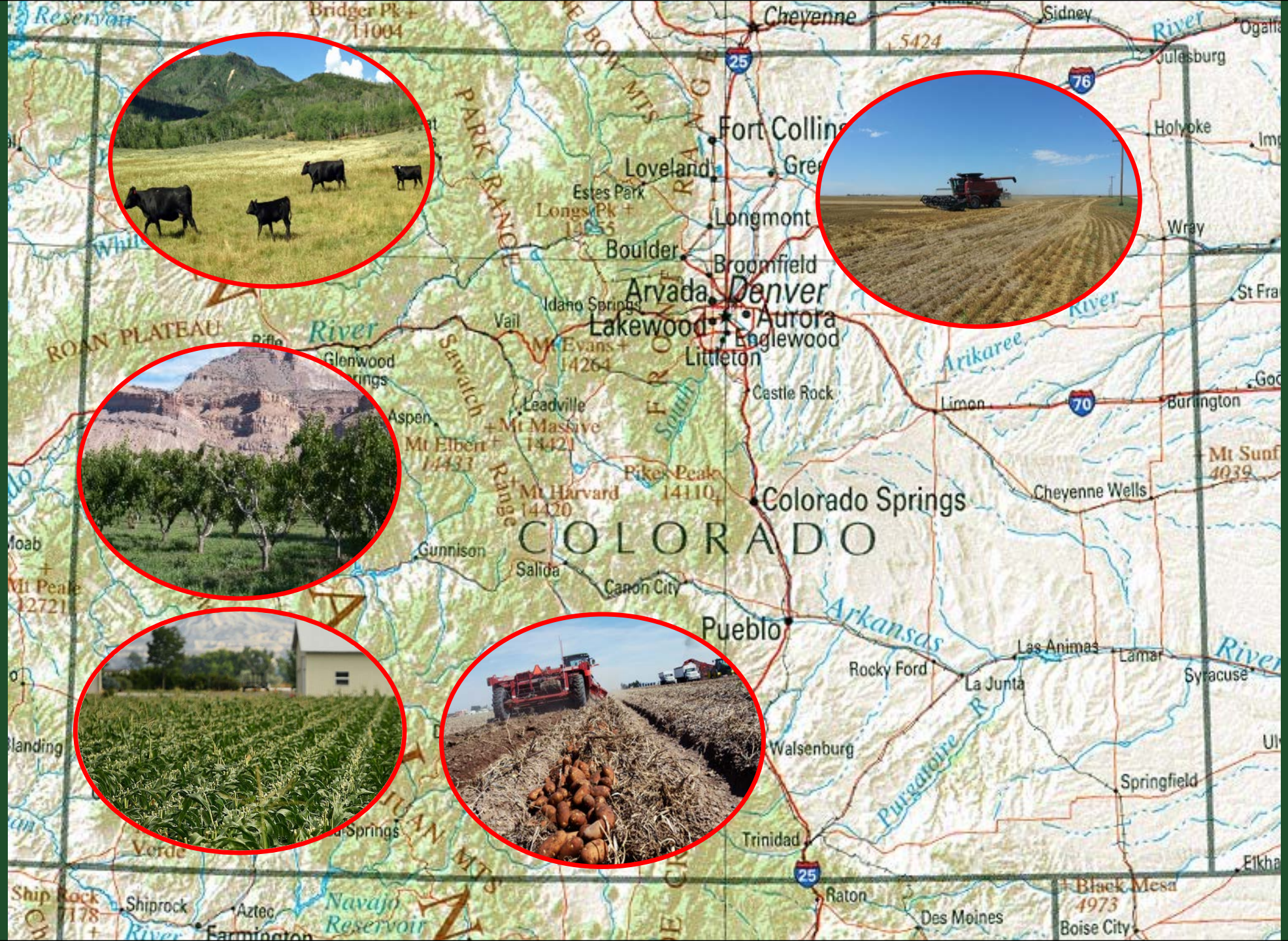


Manufacturing,
distribution,
retail



Individuals,
households





Partners



CAMP COLORADO ASSOCIATION
OF MEAT PROCESSORS



QUALITY AT ITS PEAK



AGRICULTURAL
EXPERIMENT STATION
COLORADO STATE UNIVERSITY





Steamboat Springs, CO
December 17, 2018

Craig, CO
February 27, 2019

Producer Meetings



Gunnison, CO
December 2019



Nunn, CO
March 1, 2019

Fort Collins, CO
April 4, 2019



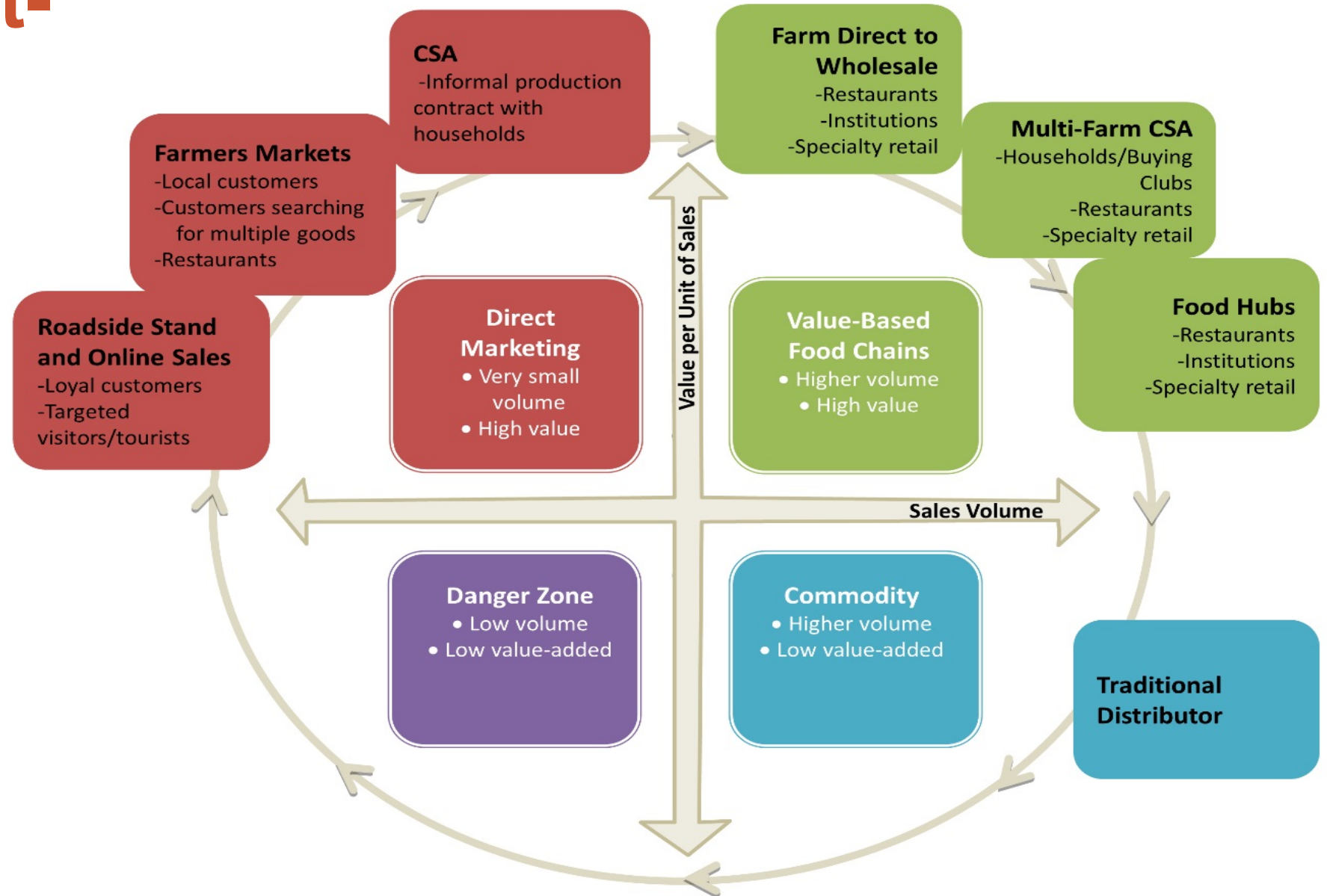
San Luis Valley, CO
February 5-7, 2019

Scenario Example: Beef

1. Colorado-source identified beef
2. Certified Organic, Colorado-grown and processed
3. Good Food Purchasing Program preference for 3rd party environmental stewardship certifications
4. Less and better meat



Scale: Right-sizing food business models



Roles

University

- Research
- Connector to Farms
- Supply Chain Development

Food Policy Council

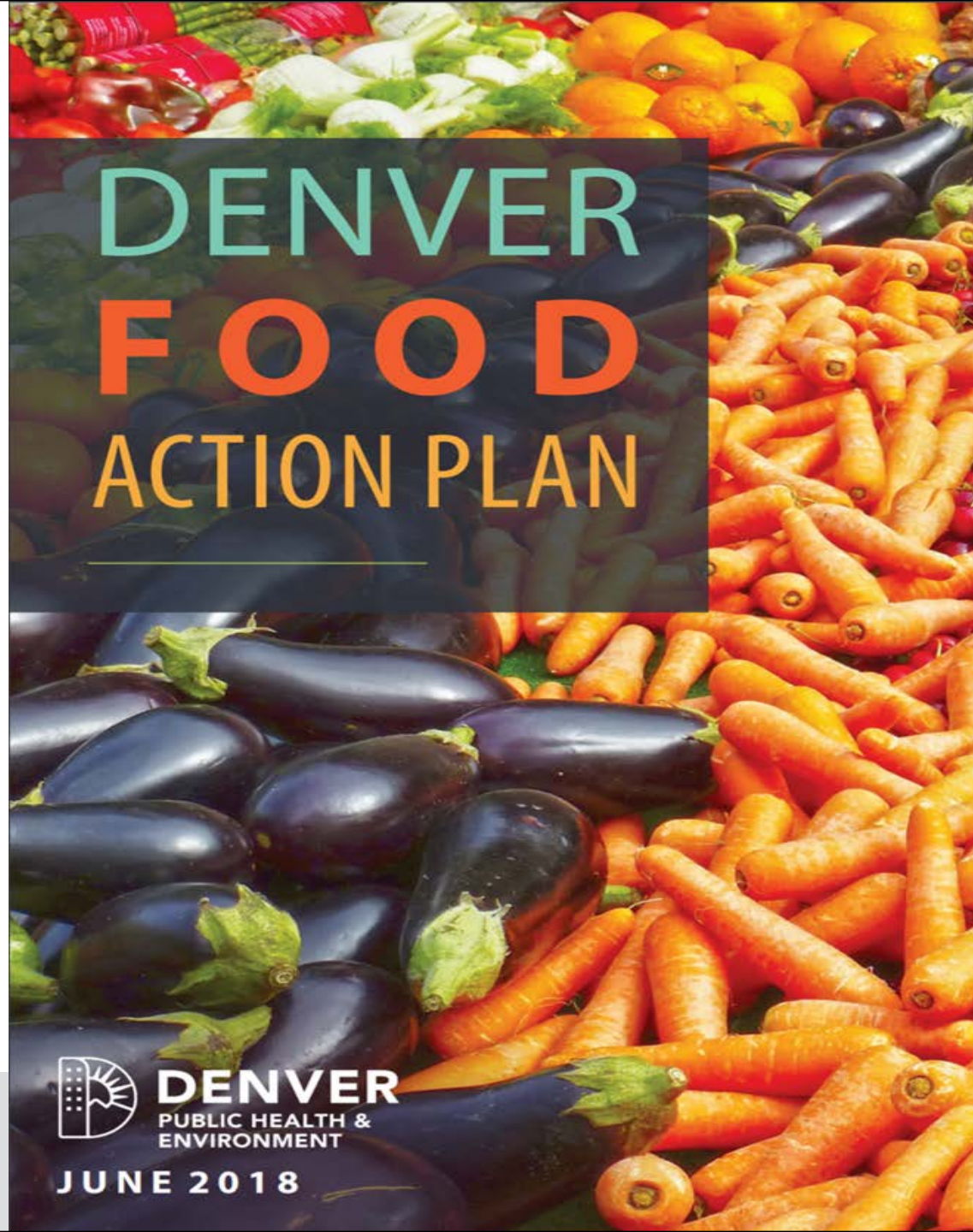
- Mayoral Advisory
- Coalition Building
 - Labor
 - Environment
 - Animal Welfare

City of Denver

- Support SFPC with Data Requests
- Connector to Buyers
- Food Summit
- Producer Advisory Committee

Supportive Policies

- Colorado Healthy Hospitals Compact
- Healthy Food for Denver Kids – local 10%
- CO State local school food incentive
- New public markets





What does GFPP look like for Denver?

- Increased amounts of CO grown products
- Mobilized food service workers
- Smaller environmental footprint
- Changes in food service contracts
- GFPP in all city food procurement policies

What's Next

- Producer Advisory Committee
- Food Summit Planning Committee
- Buyer Institution Research
- Baseline Assessment
- Food Environment Research
- National GFPP Conference
- Develop a two-year timeline

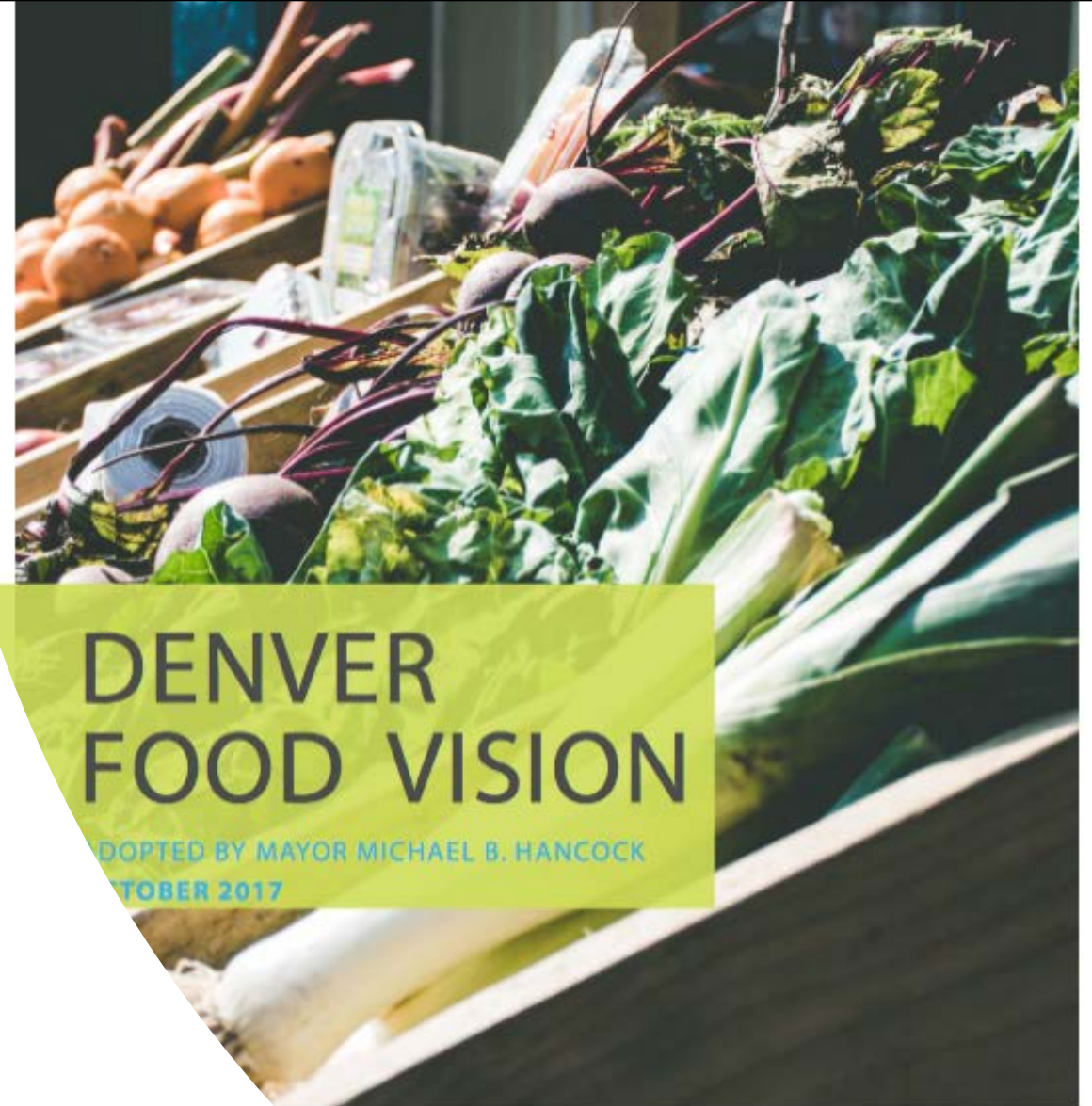
Questions?

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Discussion: Comprehensive Purchasing Policy

- Why: What are the values of your community?
 - Climate?
 - Local?
 - Health?
- Who do you need to convince?
 - Leaders?
 - The public?
 - How do you change the policy specifically?
 - What are your local obstacles or champions?