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
<table>
<thead>
<tr>
<th></th>
<th>Total Spend</th>
<th>Local Spend</th>
</tr>
</thead>
<tbody>
<tr>
<td>Denver County Jail</td>
<td>$3.5 M</td>
<td>$1.5 M</td>
</tr>
<tr>
<td>Boulder Valley School District</td>
<td>$3.5 M</td>
<td></td>
</tr>
<tr>
<td>Denver Public Schools</td>
<td>$20.0 M</td>
<td>$4.0 M</td>
</tr>
<tr>
<td>Greeley-Evans Weld 6</td>
<td>$4.0 M</td>
<td>$0.8 M</td>
</tr>
<tr>
<td>University of Denver</td>
<td>$3.3 M</td>
<td></td>
</tr>
<tr>
<td>Regis</td>
<td>$1.7 M</td>
<td>$200k</td>
</tr>
<tr>
<td>Children’s Hospital</td>
<td>$3.5 M</td>
<td>$100k</td>
</tr>
<tr>
<td>Longmont United</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Centura (SAH, OrthoColorado)</td>
<td>$1.4 M</td>
<td>$70k</td>
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<tr>
<td></td>
<td>$40.9 M/year</td>
<td>$6.7 M/year</td>
</tr>
</tbody>
</table>
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
Producer Meetings

Steamboat Springs, CO
December 17, 2018

Craig, CO
February 27, 2019

Nunn, CO
March 1, 2019

Fort Collins, CO
April 4, 2019

Gunnison, CO
December 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

Farmers Markets
- Local customers
- Customers searching for multiple goods
- Restaurants

Roadside Stand and Online Sales
- Loyal customers
- Targeted visitors/tourists

CSA
- Informal production contract with households

Direct Marketing
- Very small volume
- High value

Value-Based Food Chains
- Higher volume
- High value

Farm Direct to Wholesale
- Restaurants
- Institutions
- Specialty retail

Multi-Farm CSA
- Households/Buying Clubs
- Restaurants
- Specialty retail

Food Hubs
- Restaurants
- Institutions
- Specialty retail

Danger Zone
- Low volume
- Low value-added

Commodity
- Higher volume
- Low value-added

Traditional Distributor

https://dyson.cornell.edu/outreach/smart-marketing-newsletter/
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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Denver Department of Public Health and Environment
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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?