

APPENDIX 5

Producer & Purchaser Cultivation Event

December 6, 2013

Healthy Weld 2020 and Weld County School District 6 co-sponsored a producer and purchaser cultivation event during a regularly scheduled Northern Colorado (purchasing) Cooperative meeting. Each group was able to meet in a speed dating-style format and cultivate future business connections.

A copy of the Cultivation Event flyer and post-event survey results are attached.

Northern Colorado Producers & Purchasers Marketplace Networking Event

What: A marketplace networking opportunity for Northern Colorado producers and purchasers who are interested in sourcing Colorado products.

This 'cultivation event' is intended as an introduction to farm to school and wholesale purchasing opportunities for producers in the Northern Colorado region.

- Meet potential buyers and introduce your farm and available crops offerings,
- Describe farm transaction performance capabilities (deliveries, payments, etc)
- Determine how your current farm operations match the needs of the local markets.
- Learn:
 - What projected crop needs for 2013 in time to plan crop schedules
 - Specific buyer purchasing needs and expectations
 - Current Food safety documentation required to complete the transaction
 - How to meet food safety requirements through upcoming resource opportunities

Who is Attending:

Producers:

Leffler Family Farms
Cozy Cow Dairy Isabelle Farm
Berry Patch Farms
Cooksey Farms
Ray Domenico Farms
Ela Family Farms
Sakata Farms
Full Circle Farms

Purchasers:

Weld Food Bank
Food Bank for Larimer County
LoCo Food Distribution
Northern Colorado CO-OP school districts from:
Fort Lupton
Greeley
Platte Valley (Kersey)
Poudre (Fort Collins)
Thompson (Loveland)
Gilcrest
Keenesburg
Windsor
St. Vrain Valley (Longmont)
Laramie/Cheyenne, WY

Product Categories Represented:

Producers:

Produce
Dairy
Beans, corn, grains

Purchasers:

Produce
Dry goods, including grains, beans, etc.
Meat

When: December 6, 2012

Where: Greeley, Colorado

Time: 8:30am-10:30 am

There is no charge to attend this event, but you must register. For more information and to register, go to <http://cultivationevent12-6-12.eventbrite.com> or contact Andrew Glendenning: aglendenning@co.weld.co.us or 970-304-6470 x 2381.

Sponsored by:



2012 Cultivation Event - Healthy Weld 2020

Q1. After this event, how would you rate your knowledge of Farm to Marketplace opportunities?

Answer Options	Response Percent	Response Count
A. Expert	13.3%	2
B. Intermediate	73.3%	11
C. Novice	13.3%	2
D. None at all	0.0%	0
	answered question	15
	skipped question	0

Q2. How Comfortable do you feel in participating in a local sourcing program?

Answer Options	Response Percent	Response Count
A. Very Comfortable	53.3%	8
B. Comfortable	33.3%	5
C. Unsure	13.3%	2
D. Not comfortable	0.0%	0
	answered question	15
	skipped question	0

Q3. Following this event do you intend to participate in a local sourcing program?

Answer Options	Response Percent	Response Count
A. Yes	93.3%	14
B. No	0.0%	0
C. Not sure	6.7%	1
D. Not applicable	0.0%	0
Comments		1
	answered question	15
	skipped question	0

I'm not the sole decision maker

Q4. What other technical assistance would you find beneficial?

Answer Options	Response Percent	Response Count
A. Food safety/documentation requirements	33.3%	5
B. Navigating Farm to Institution procurement practices	33.3%	5
C. Additional networking opportunities	66.7%	10
D. Better understanding of local marketplaces in general	26.7%	4
	answered question	15
	skipped question	0

Q5. For future networking opportunities, what would be most helpful to ensure successful networking?

Answer Options	Response Percent	Response Count
A. One-on one sessions between individual buyer and provide	33.3%	5
B. Sessions oriented by product catagory	20.0%	3
C. Open-format similar to that of a Mixer	20.0%	3
D. Speed dating-style	60.0%	9
<i>Comments</i>		1
	answered question	15
	skipped question	0

This was good

Q6. If future networking opportunities were made available, what frequency would be most beneficial?

Answer Options	Response Percent	Response Count
A. Annually	20.0%	3
B. Quarterly	53.3%	8
C. Monthly	13.3%	2
D. No preference	20.0%	3
<i>Comments</i>		3
	answered question	15
	skipped question	0

Or bi-annually

Or semi-annual

Or bi-annual 2x's per year

Q7. Would you participate in another event like this in the future?

Answer Options	Response Percent	Response Count
A. Yes	100.0%	15
B. No	0.0%	0
	answered question	15
	skipped question	0