PHOTO BY: TRAVIS HARVEY

HOW COLORADANS FEEL ABOUT THE STATE OF AGRICULTURE & FOOD

THE COLORADO DEPARTMENT OF AGRICULTURE CONTINUES TO BE ONE OF THE MOST TRUSTED SOURCES ON AGRICULTURAL ISSUES

people believe agriculture is very or moderately important to the quality of life in Colorado



feel maintaining land and water in 95% agricultural production is important



agree agriculture provides food at a reasonable price



69% agree current agricultural practices to conserve water and soil are effective



or usually safe

5 % believe food produced in Colorado is almost always

agree)% developing and supporting local food systems is important





of Coloradans believe agriculture should be a top priority for water in a dry year

PRODUCTS GROWN OR RAISED IN COLORADO

Coloradans' Perception











Actual Production













TOP 5 SOURCES WHERE FOOD DOLLARS ARE SPENT

Grocery Stores • Wholesale Stores • Health Food Stores • Farmers' Markets • Home Gardening



buy Colorado products

at least some of the time when shopping or eating out





7.5 out 1

people believe "local" means shopping for fruits, veggies, meat, dairy and other food products from within Colorado

PRICE AND FLAVOR

are the top two motivating factors for Coloradans when buying and eating more Colorado Food & Agricultural products



This data features key findings from the 2016 Survey on Public Attitudes about Colorado Agriculture, conducted by the Colorado Department of Agriculture in collaboration with Colorado State University.