**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**

- 9 out of 10 people believe agriculture is very or moderately important to the quality of life in Colorado.
- 95% feel maintaining land and water in agricultural production is important.
- 77% agree agriculture provides food at a reasonable price.
- 69% agree current agricultural practices to conserve water and soil are effective.
- 83% believe food produced in Colorado is almost always or usually safe.
- 68% of Coloradans believe agriculture should be a top priority for water in a dry year.
- 84.5% agree developing and supporting local food systems is important.

**Top 5 Products Grown or Raised in Colorado**

<table>
<thead>
<tr>
<th>Coloradans' Perception</th>
<th>Actual Production</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Corn</td>
<td>1. Cattle</td>
</tr>
<tr>
<td>2. Peaches</td>
<td>2. Dairy</td>
</tr>
<tr>
<td>3. Melons</td>
<td>3. Corn</td>
</tr>
<tr>
<td>5. Cattle</td>
<td>5. Wheat</td>
</tr>
</tbody>
</table>

**Top 5 Sources Where Food Dollars Are Spent**

- Grocery Stores
- Wholesale Stores
- Health Food Stores
- Farmers’ Markets
- Home Gardening

83% buy Colorado products at least some of the time when shopping or eating out.

**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.

Read the complete results at [www.coloradoagriculture.com](http://www.coloradoagriculture.com)