



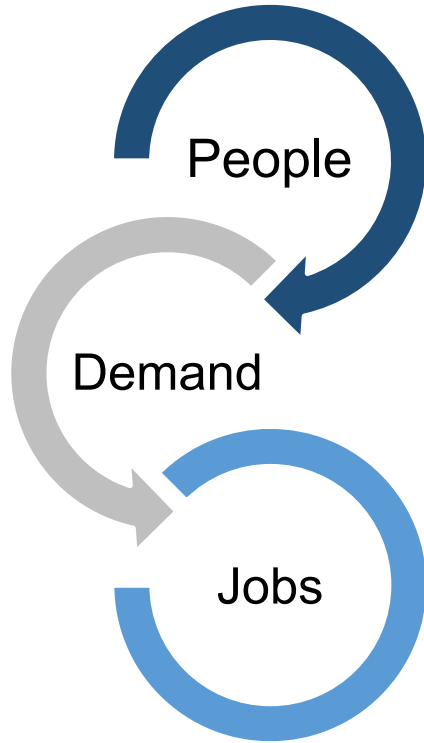
Preparing for Colorado's Demographic Future

Kate Watkins, PhD
State Demographer

In the Game
April 1, 2025
Greeley, Colorado



People and the Economy



“Jobs are people”

“Houses are where those jobs go to sleep”



Key Population Trends



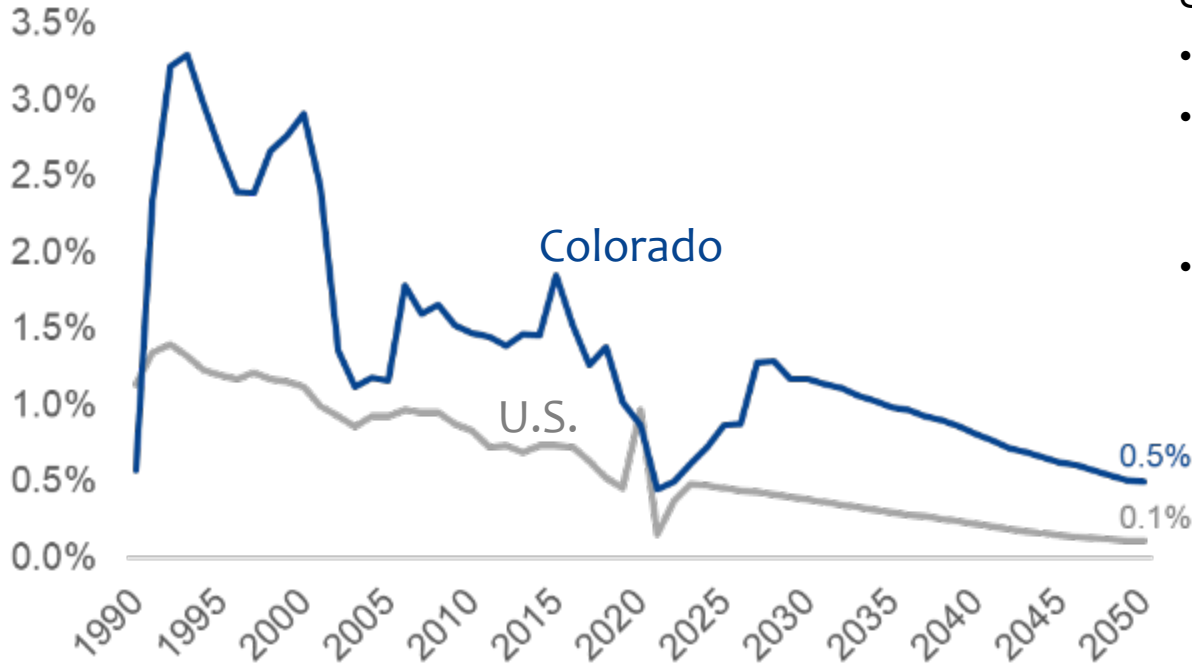
- Lower fertility rates = Fewer births
- Aging = More deaths
 - Slower population growth
- Net migration a key population growth driver
- Increasingly more diverse



Population growth rates are slowing



Annual Population Percent Change



Slowing U.S. Population Growth

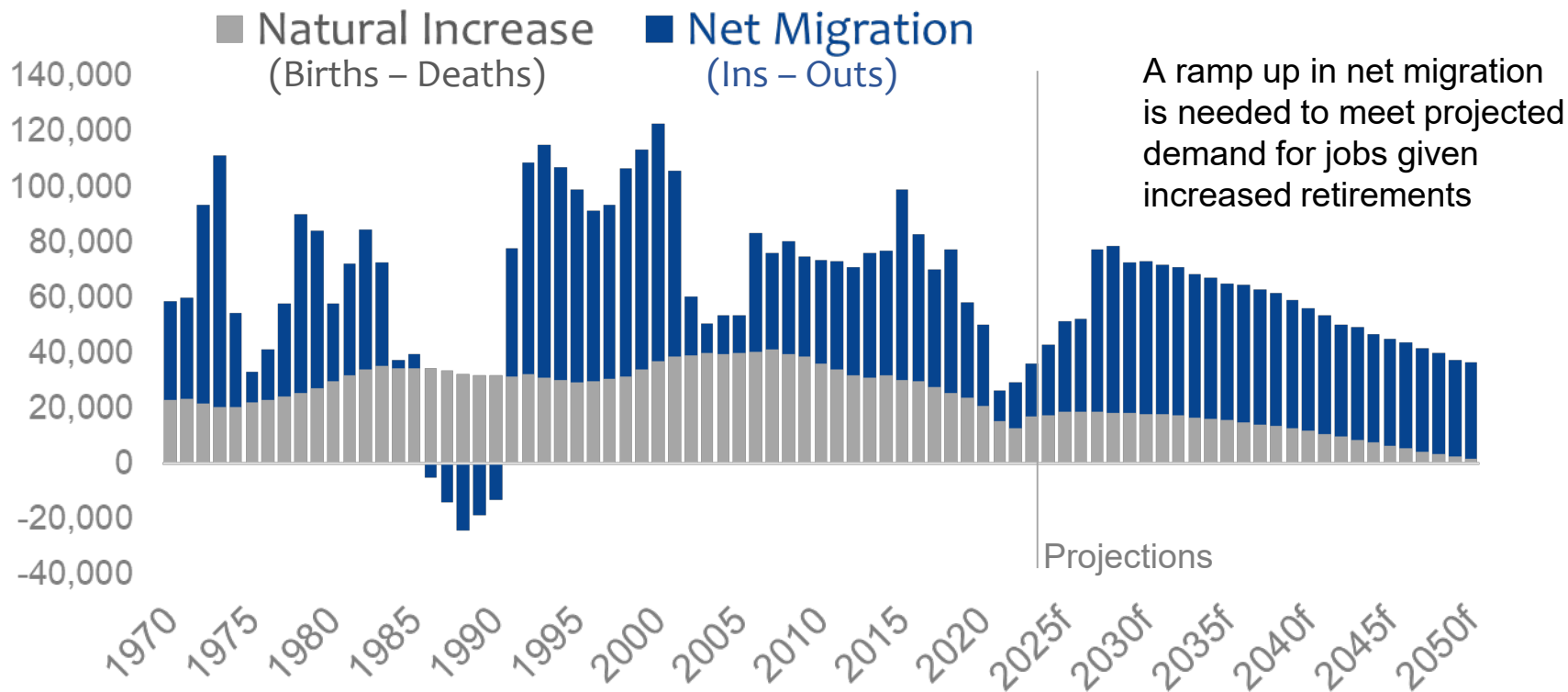
- Several states are shrinking
- U.S. expected to enter natural decline (more deaths than births) in 2038
- Slower U.S. growth will impact Colorado's growth



Source: State Demography Office, vintage 2023 estimates and projections; U.S. Census Bureau population projections, main series 2022-2100.

Colorado Components of Population Change

CO

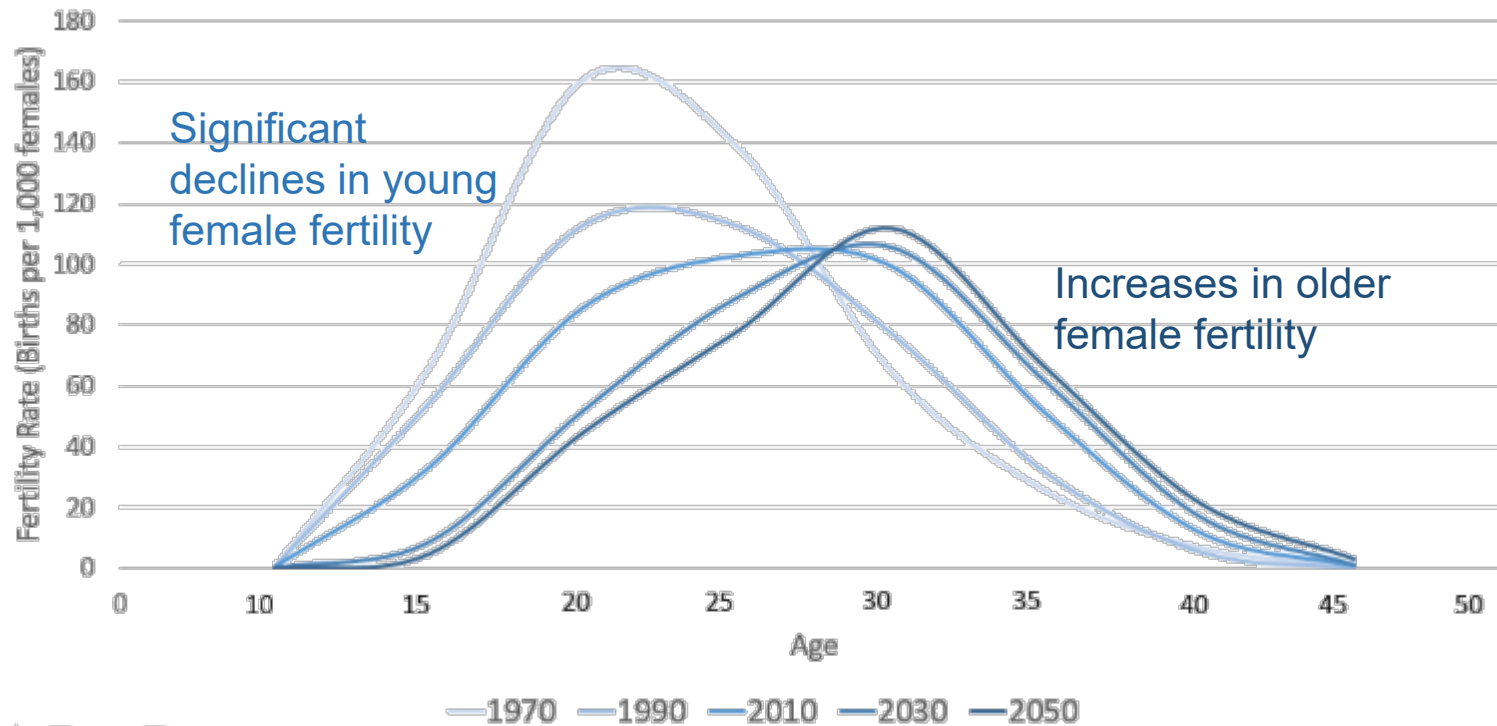


Source: State Demography Office, vintage 2023 estimates and projections.

Fertility rates continue to decline

CO

Colorado Fertility Rate by Age

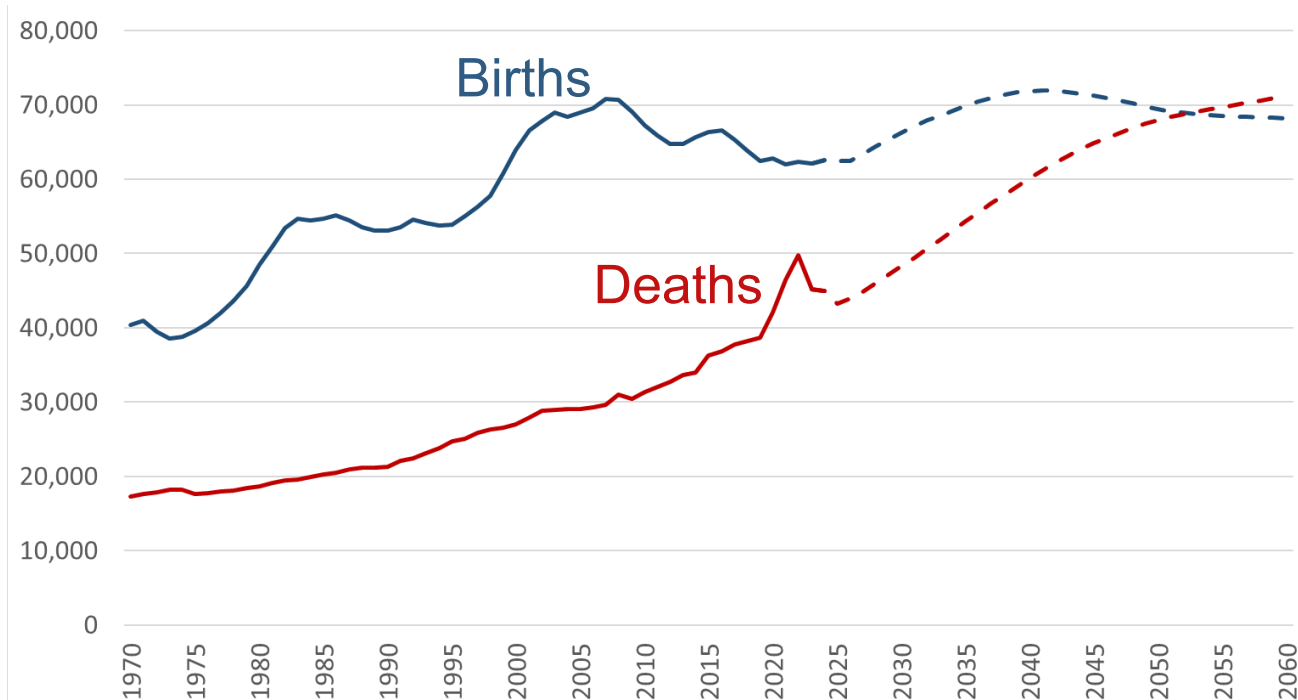


Source: Colorado Demography Office vintage 2023 estimates and projections; Colorado birth estimates from Colorado Department of Public Health and Environment, 2024.

Colorado deaths expected to overtake births in 2053

CO

Colorado Births and Deaths



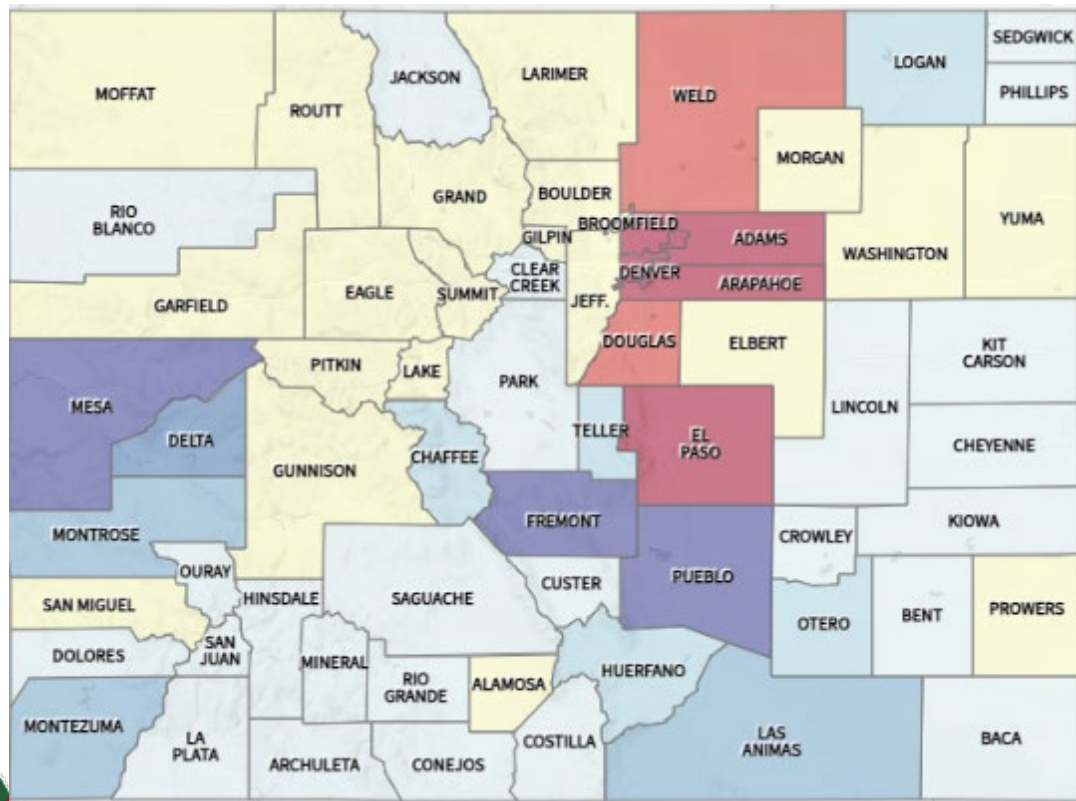
- Births expected to increase as Millennials reach peak fertility age
- More deaths due to population aging
- Colorado enters natural decline in 2053 vs. the U.S. in 2038



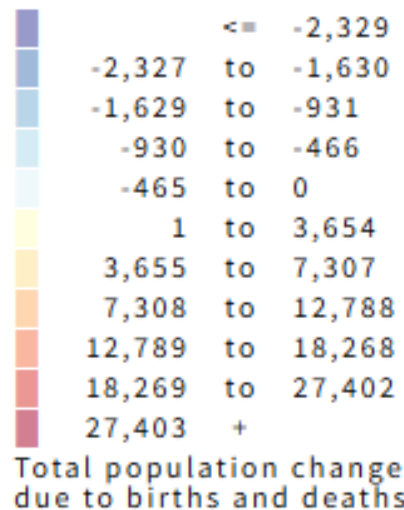
Source: Colorado Demography Office vintage 2023 estimates and projections.
<https://demography.dola.colorado.gov/assets/html/netmighist.html>

Natural change, 2020 to 2030

CO



From 2020 to 2030,
35 counties expected to
experience natural decline

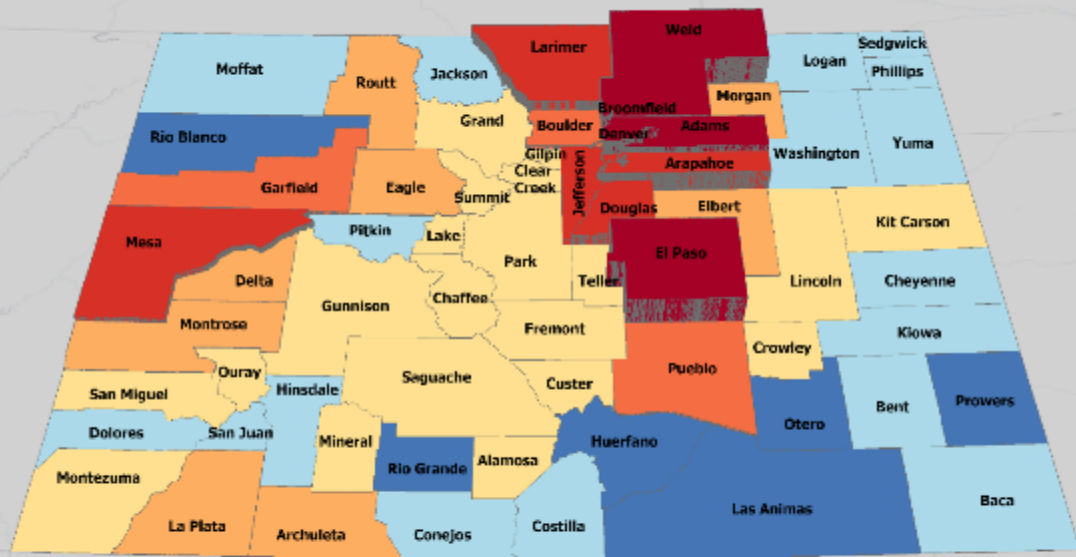


Source: State Demography Office, vintage 2023 estimates and projections.

Colorado's long-term forecast

CO

Projected Population Change
2020 - 2050



Source: Colorado State Demography Office

October 2021

Statewide of increase 1.5 million people between 2023 and 2050

1.4 million along the Front Range (90%)

- 768,800 Denver-Boulder (50%)
- 339,177 North Front Range (22%)
- 260,500 South Front Range (27%)

Net migration to the state is needed to support this growth

Source: State Demography Office, vintage 2023 estimates and projections.

Why Aging Matters

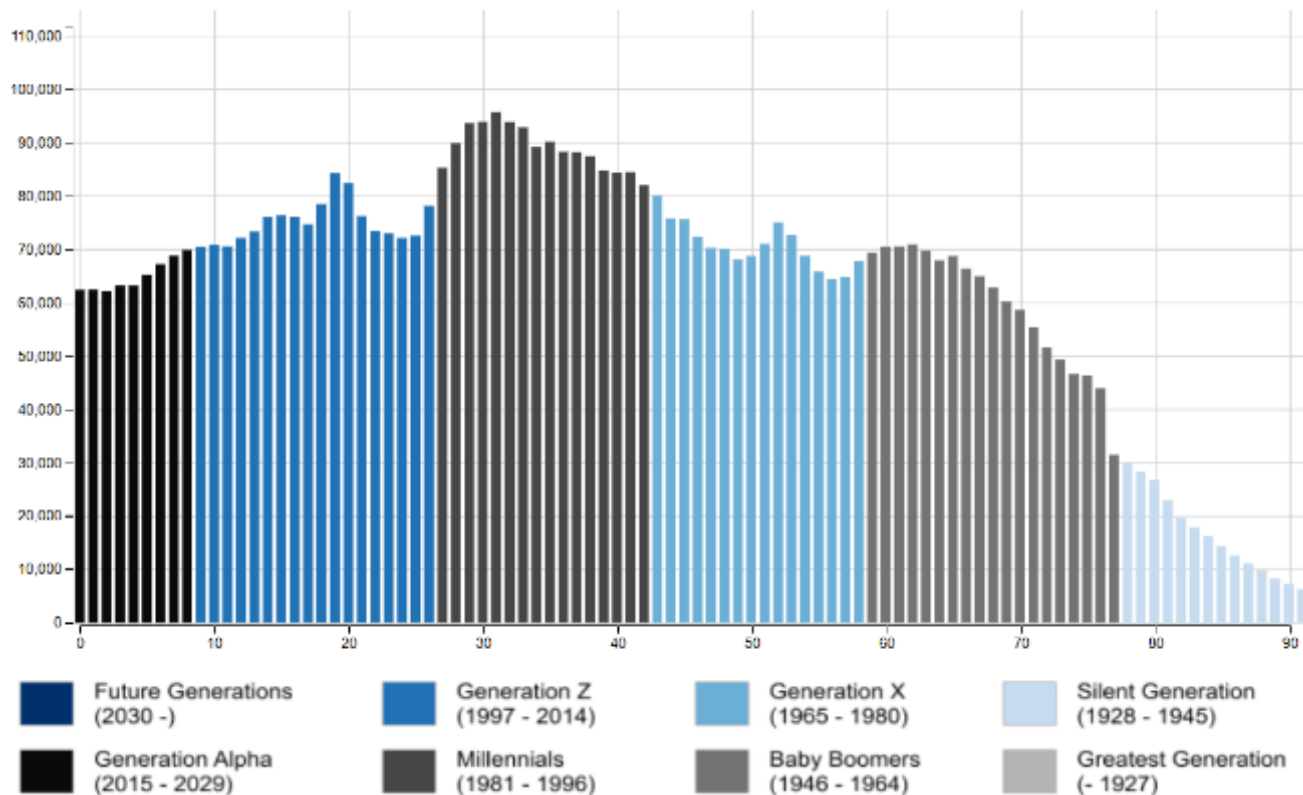
- Lower labor force participation mean **more competition for talent**
- **Shifts in demand** for goods and services
- Supply and demand for **housing** (near-term pressure)
- **Income** sources and amounts evolve as we age
- Downward pressure on federal, state, and local **government tax** revenue; upward pressure on **government expenditures**



Colorado's population by age and generation

CO

2023

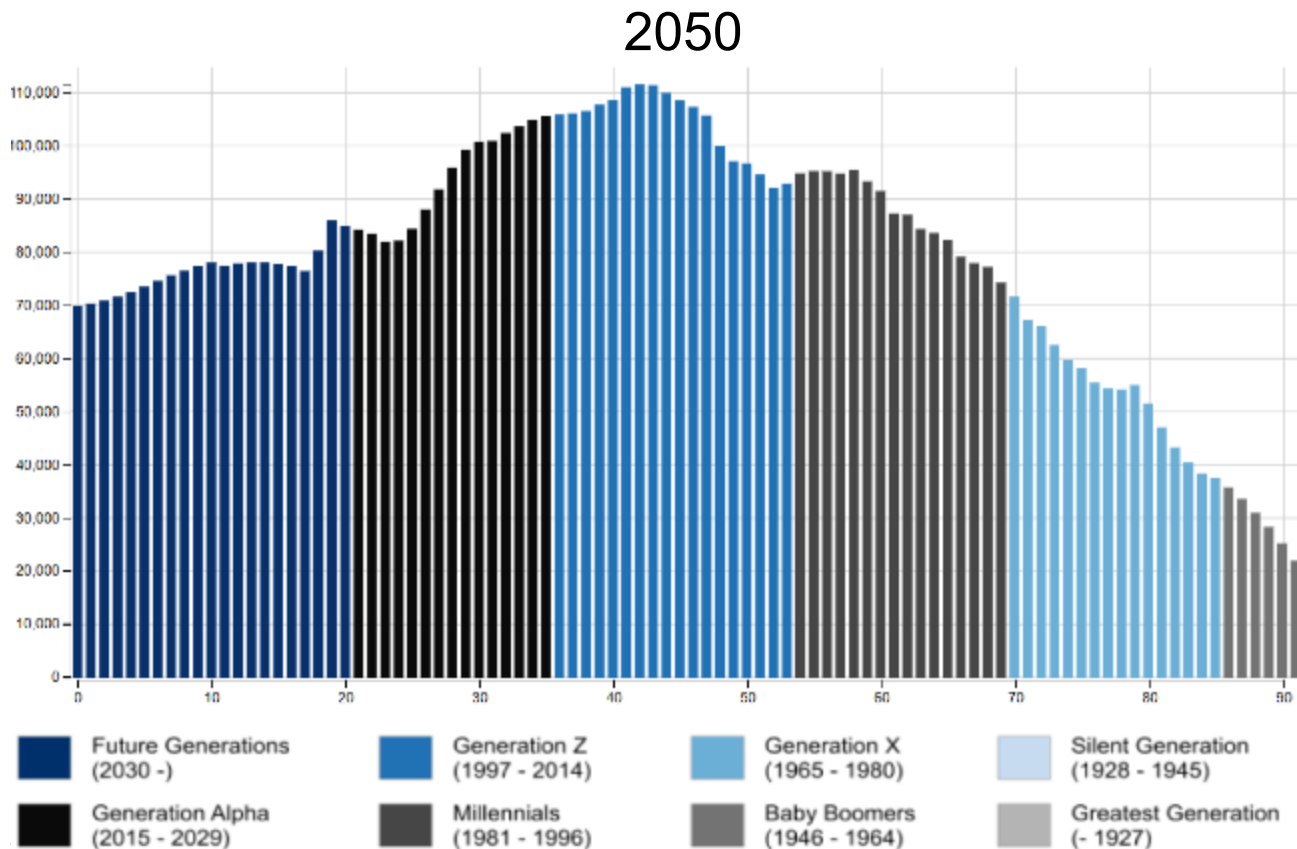


View animated changes in populations over time:
<https://gis.dola.colorado.gov/Age-Animation-Bars/>

Source: State Demography Office, vintage 2023 estimates and projections.

Colorado's population by age and generation

CO

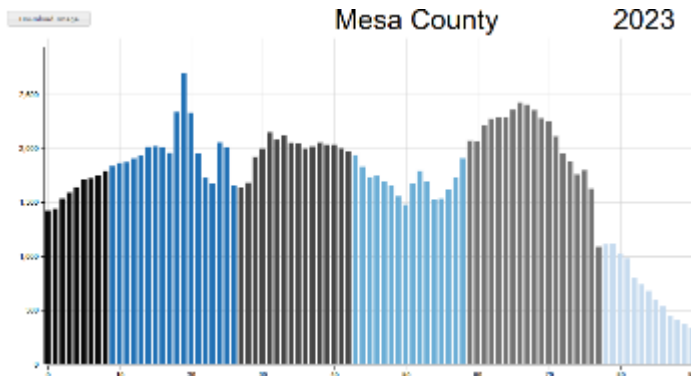
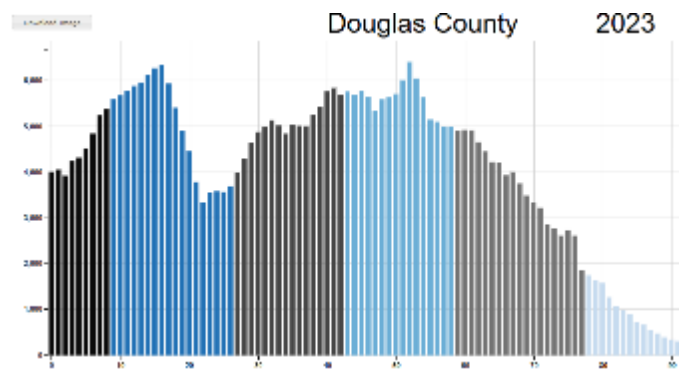
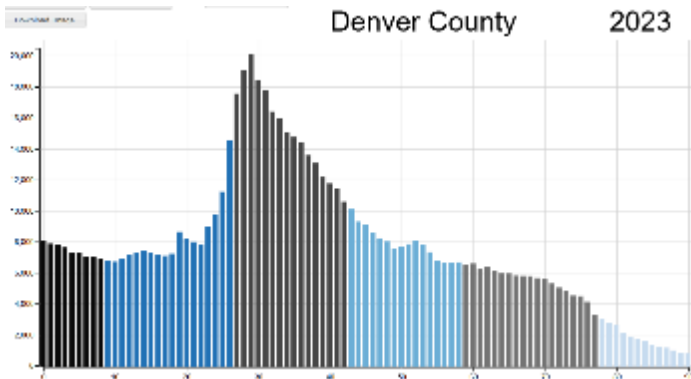
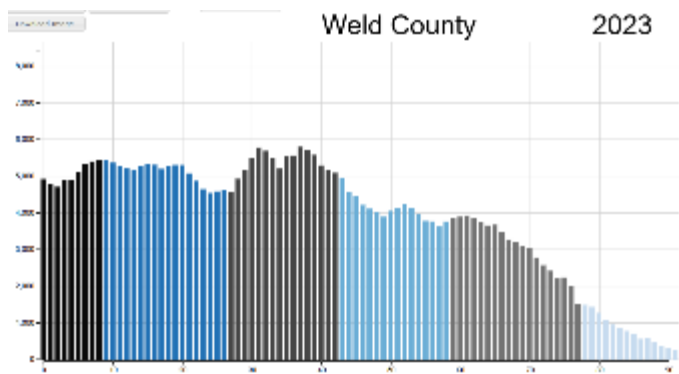


View animated changes in populations over time:
<https://gis.dola.colorado.gov/Age-Animation-Bars/>

Source: State Demography Office, vintage 2023 estimates and projections.

Every county has a unique age composition

CO



- Generation Alpha (2015 – 2029)
- Generation Z (1997 – 2014)
- Millennials (1981 – 1996)
- Generation X (1965 – 1980)
- Baby Boomers (1946 – 1964)
- Silent Generation (1928 – 1945)

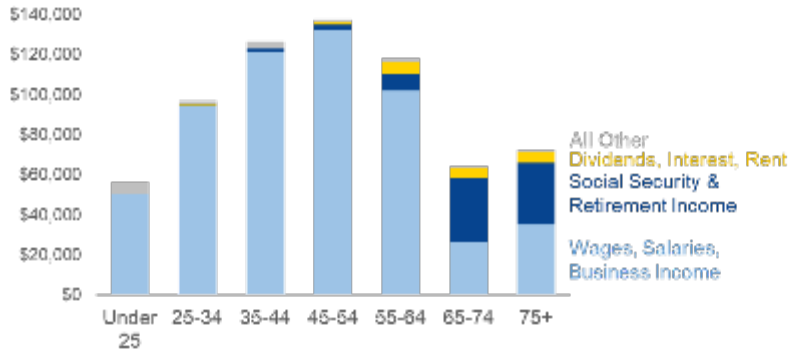


Source: State Demography Office, vintage 2023 estimates and projections.
Interactive visuals available at: <https://gis.dola.colorado.gov/Age-Animation-Bars>

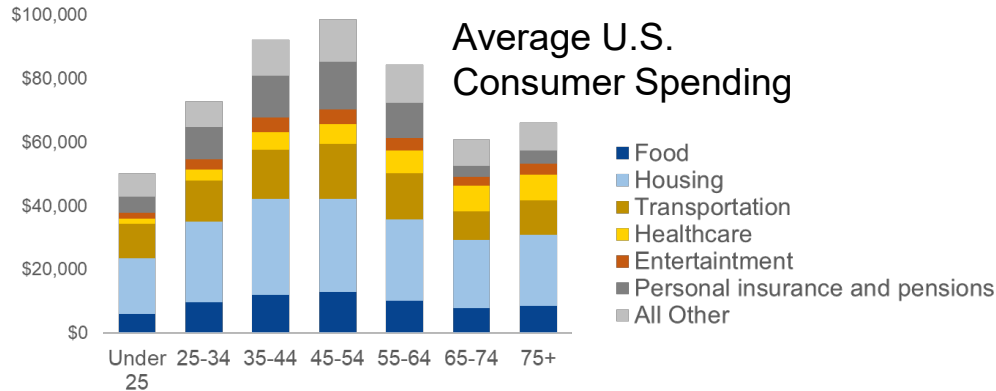
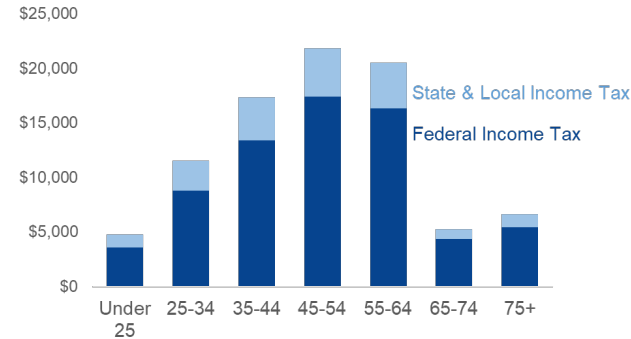
Income and spending rises and then falls with age



Average U.S. Income



Average U.S. Income Tax



Aging will...

- Shift consumer activity
- Impact our labor markets
- Impact our tax base

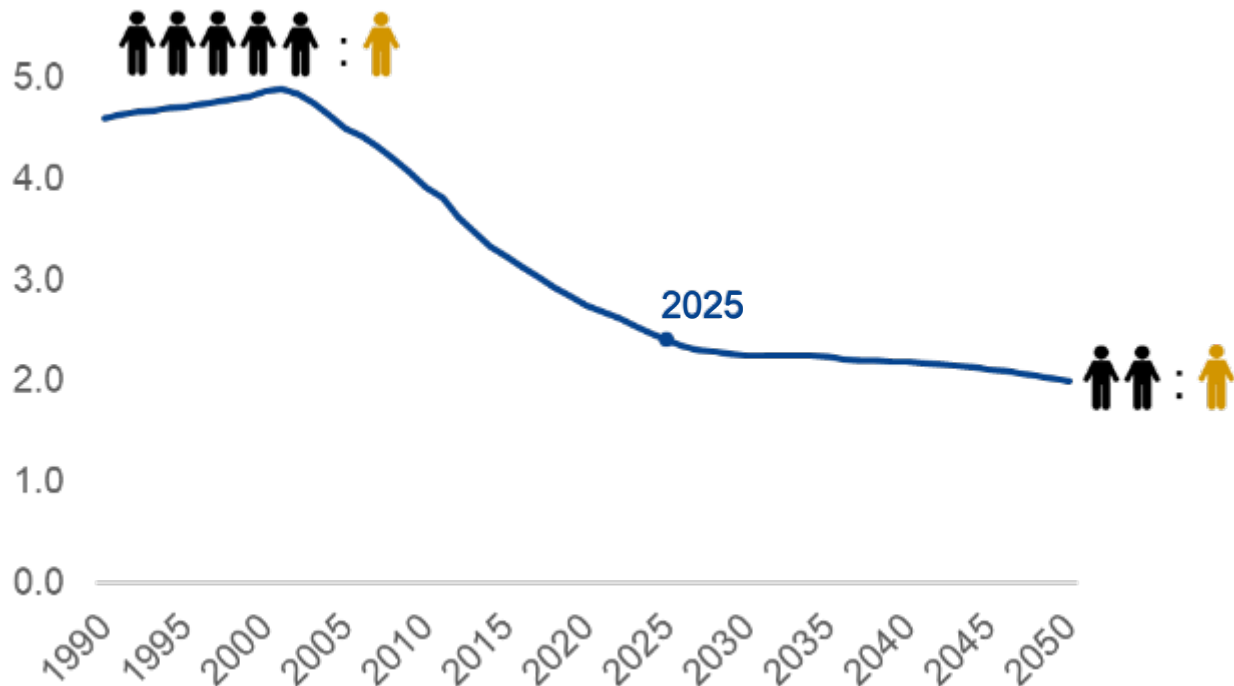


Source: U.S. Bureau of Labor Statistics, 2023 Consumer Expenditure Survey.

Workers vs. Retirees in Colorado

CO

Ratio of those Age 25 to 54 to those 65+



Economic impacts of aging will depend on several factors, including:

- Wealth, retirement saving, spending patterns
- Labor force participation among those 65+

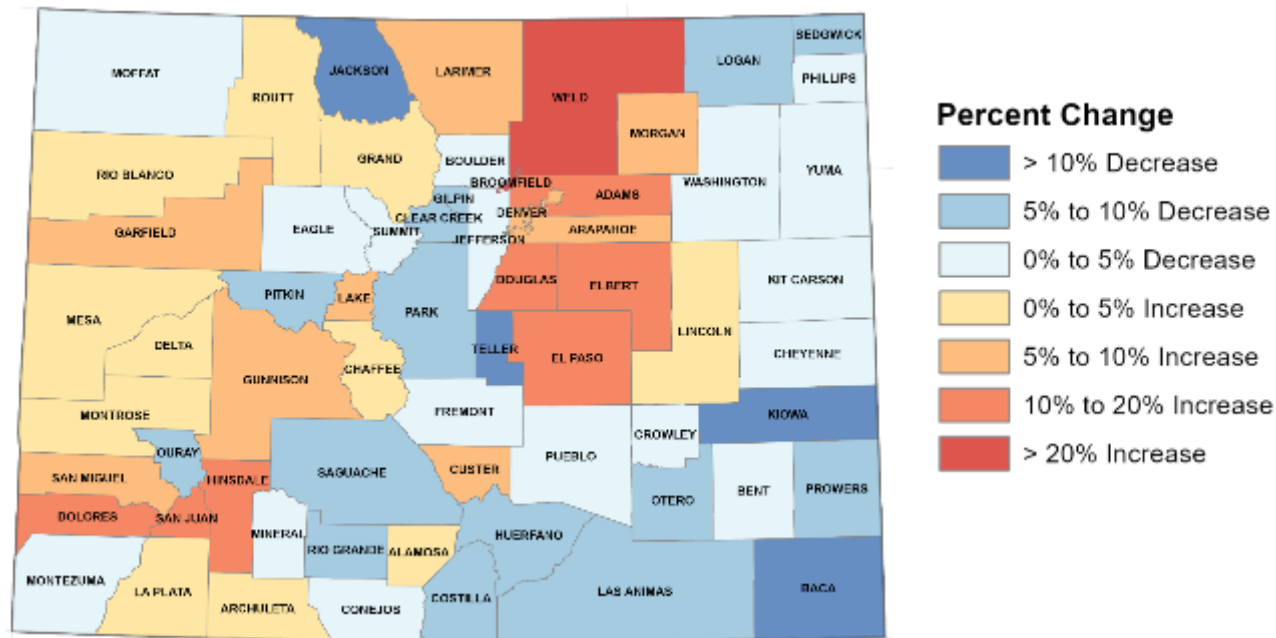


Source: State Demography Office, vintage 2023 estimates and projections.
<https://demography.dola.colorado.gov/assets/html/population.html>

Declines in the traditional working age population expected in half of Colorado's counties

CO

Change in 16 to 64 Year Old Population, 2020 to 2030

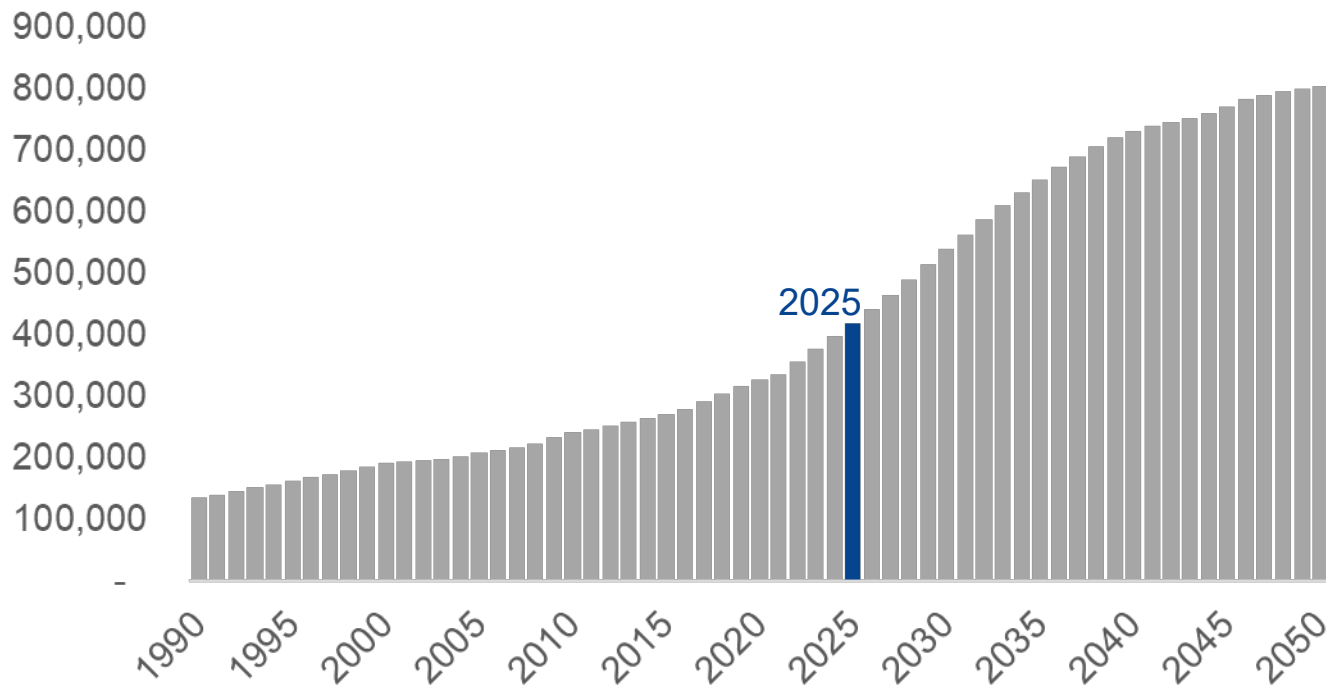


Source: State Demography Office, vintage 2023 estimates and projections.
<https://demography.dola.colorado.gov/assets/html/population.html>

The 75+ population is the fastest growing cohort

CO

Population Aged 75+



Health issues and need for assistance tend to increase at age 80+

230,000 new 75+ year olds expected over the next 10 years (56% increase)

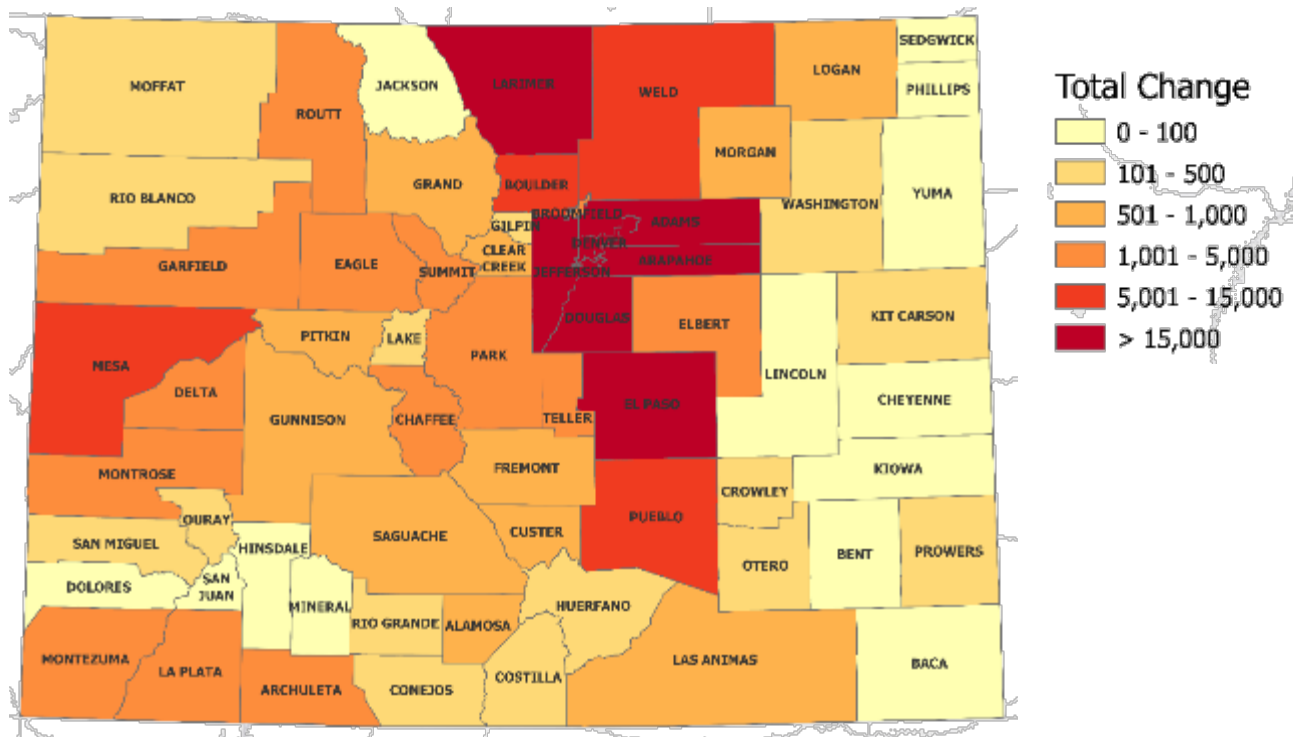


Source: State Demography Office, vintage 2023 estimates and projections.
<https://demography.dola.colorado.gov/assets/html/population.html>

Change in the Age 75+ Population

CO

Forecast Change in 75+ Year Old Population, 2020 to 2030



Source: State Demography Office, vintage 2023 estimates and projections.
<https://gis.dola.colorado.gov/AgeMap/>

Strategic Growth *and* Strategic Aging

- How do we meet the needs and wants of our aging populations?
- How can we better leverage the talents of our aging populations?
- How do we grow economies (or rethink economic growth) when our population and labor force shrinks?
- How might we better leverage technology?

There's no better time than now to plan for the future.



Questions?

Kate Watkins

kate.m.watkins@state.co.us

demography.dola.colorado.gov



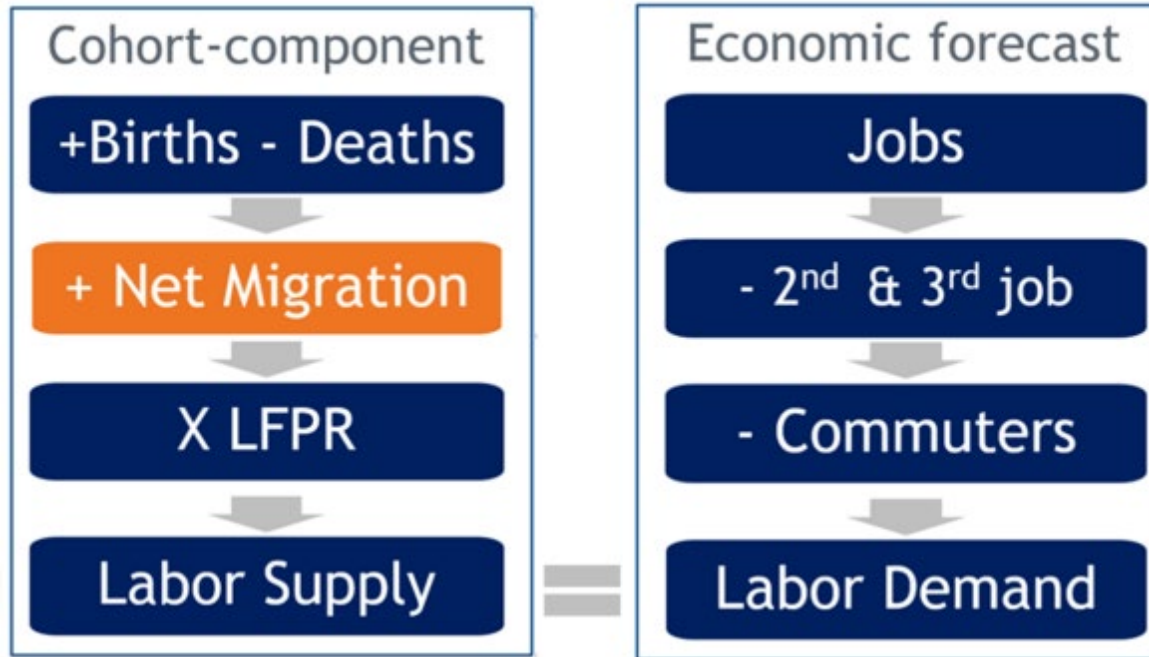
COLORADO

Department of Local Affairs

Slides for Q&A



Colorado Population Forecast Methodology



Differences between supply and demand
resolved by net migration

U.S. growth is important

Jobs are people

Age matters

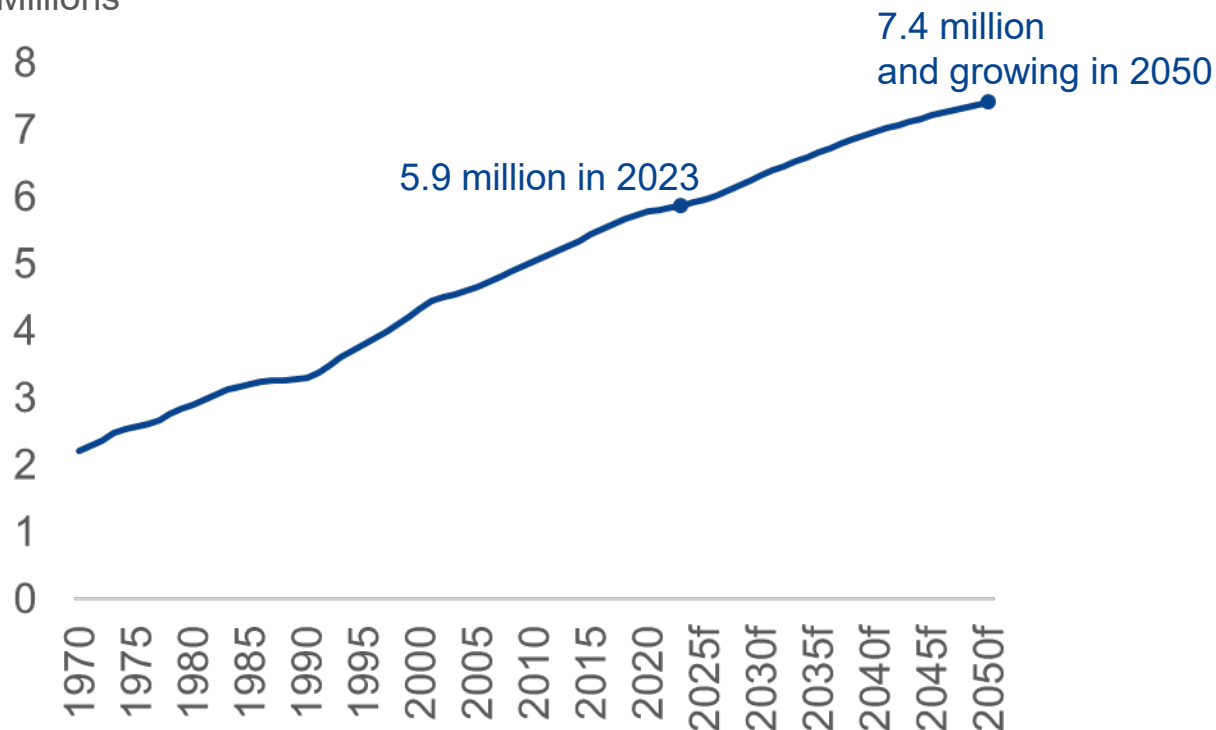
Job demand and
expected retirements
drive migration



Colorado's Population

CO

Millions



Average Annual Growth by Decade

1970s	68,000	2.7%
1980s	40,000	1.3%
1990s	104,000	2.8%
2000s	71,000	1.5%
2010s	73,000	1.4%
2020s	54,000	0.9%
2030s	65,000	1.0%
2040s	45,000	0.6%

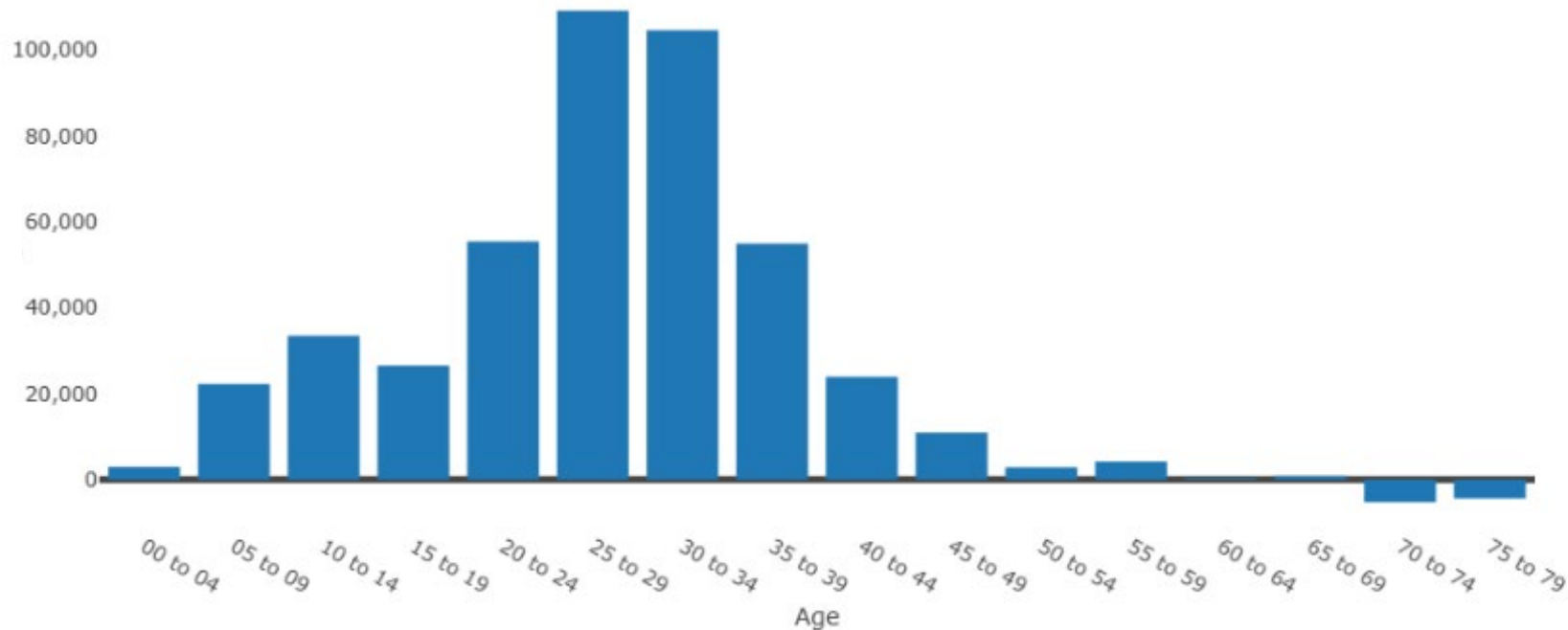


Source: State Demography Office, vintage 2023 estimates and projections.

Colorado Net Migration by Age

CO

Net Migrants, 2010 to 2020

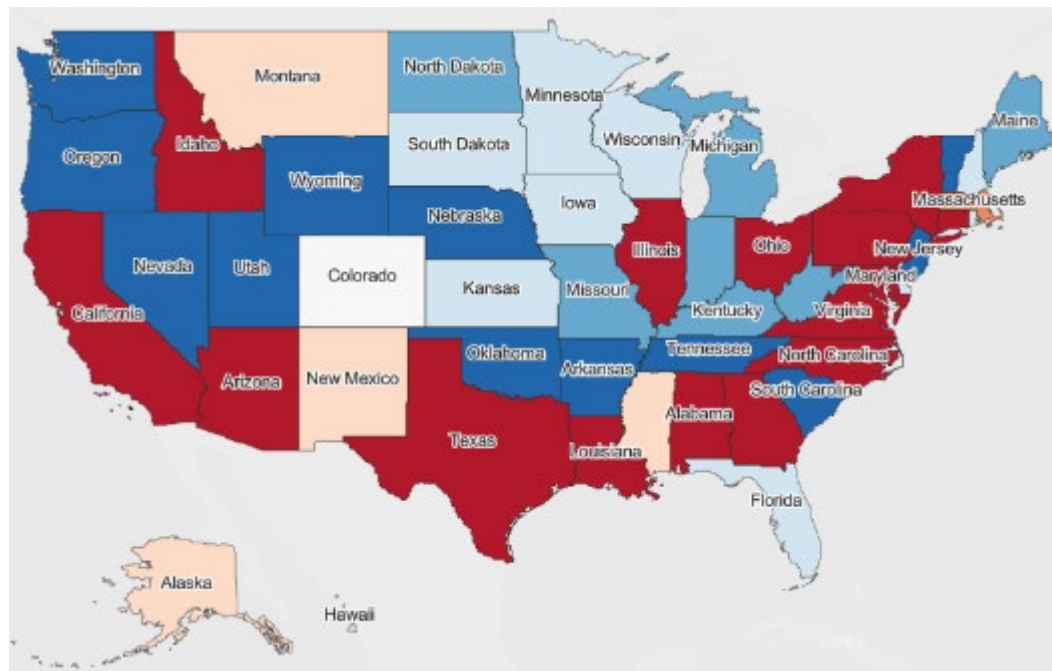


Source: State Demography Office analysis of U.S. Census Bureau 2020 and 2010 data.
<https://demography.dola.colorado.gov/assets/html/netmigcomp.html>

Where do they come from? Where do they go?

CO

2023 Net Migration to Colorado



In	#
Texas	32,150
California	26,148
Florida	12,786
Arizona	12,378
North Carolina	10,351

Out	#
Texas	25,369
California	14,784
Florida	13,264
Arizona	8,344
Nevada	8,064

Net	#
California	11,364
Texas	6,781
North Carolina	5,958
Virginia	4,795
Arizona	4,034



Source: U.S. Census Bureau, 2023 American Community Survey 1-Year Estimates.
https://gis.dola.colorado.gov/State_Migration/

-631,104 to -100,000
 -99,999 to -50,000
 -49,999 to 0

1 to 50,000
 50,001 to 100,000
 100,001 to 500,000
 500,001 to 1,357,842

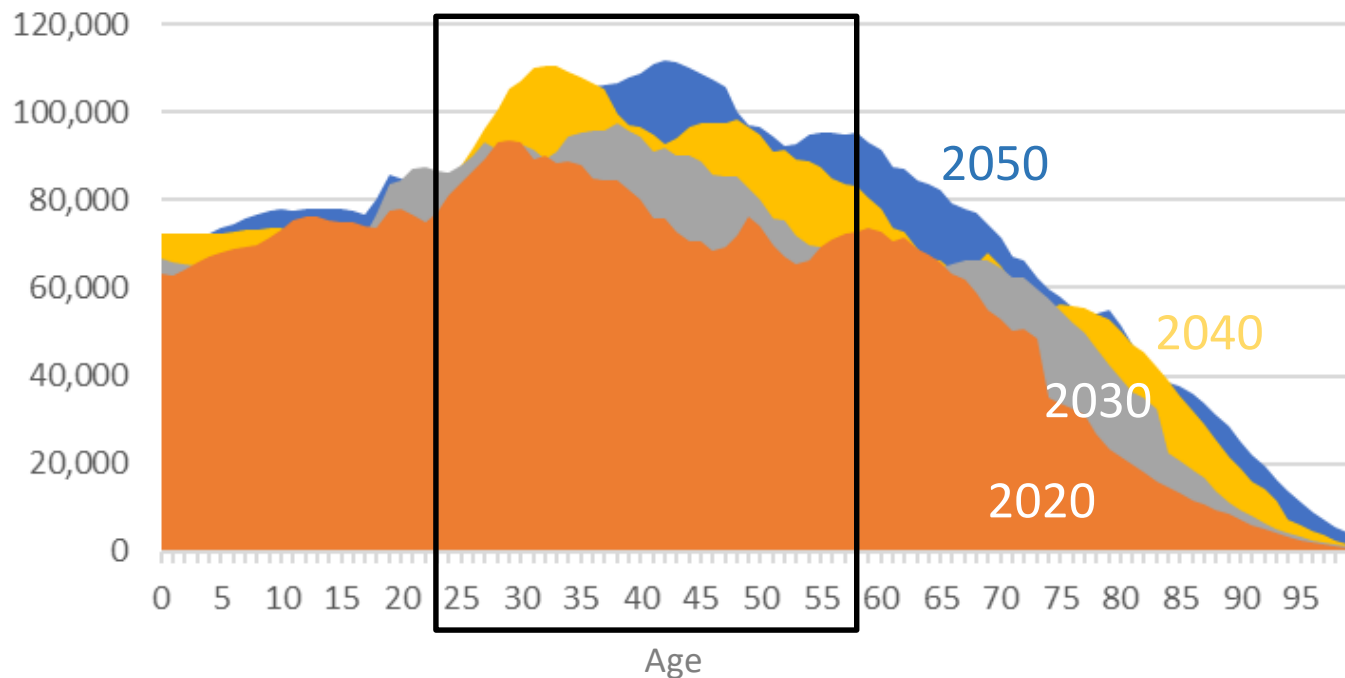
Aging Matters



Colorado's population by age over time

CO

Population



Populations aged 25 to 54 projected to grow through 2050

However, we need positive net migration to support this growth



Source: State Demography Office, vintage 2023 estimates and projections.
<https://demography.dola.colorado.gov/assets/html/population.html>

Aging and the Economy



Housing & Wealth

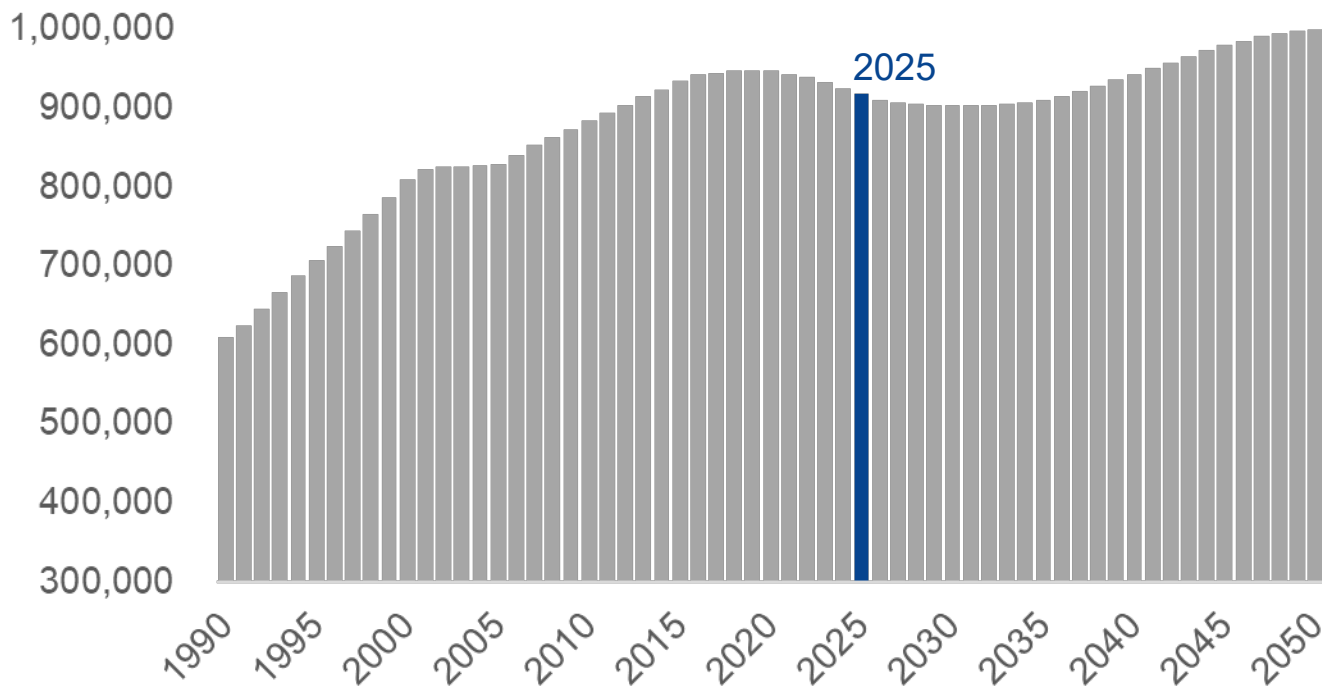
- Slower growth among young adults moving forward (less demand for housing?)
 - Retirees aging in place
 - 82% of those 65+ are homeowners
 - Living longer
 - Moving less
 - 42% of those 65+ live alone
 - More demand for rehab/re-model to age in place?
- } Pressure on the housing stock
- Housing transition and wealth transfer
 - Age 80-84 primary age group aging into needing care or moving into care communities
 - What will happen to these homes?
 - Where will wealth be transferred?



School Age Population

CO

Population Aged 5 to 17



Declines in the school age population expected to slow as more Millennials reach peak child bearing age

Trends differ significantly across regions of the state, with declines expected to continue in several areas, strong growth in others

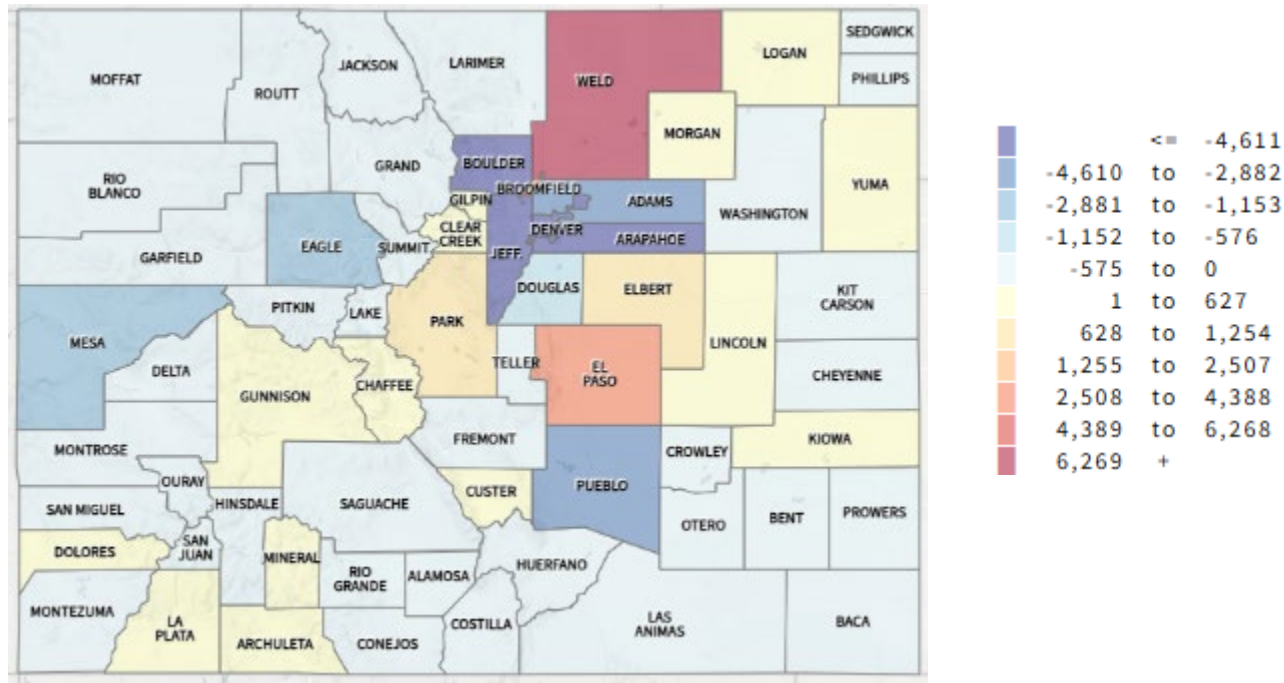


Source: State Demography Office, vintage 2023 estimates and projections.
<https://demography.dola.colorado.gov/assets/html/population.html>

Change in the School Age population

CO

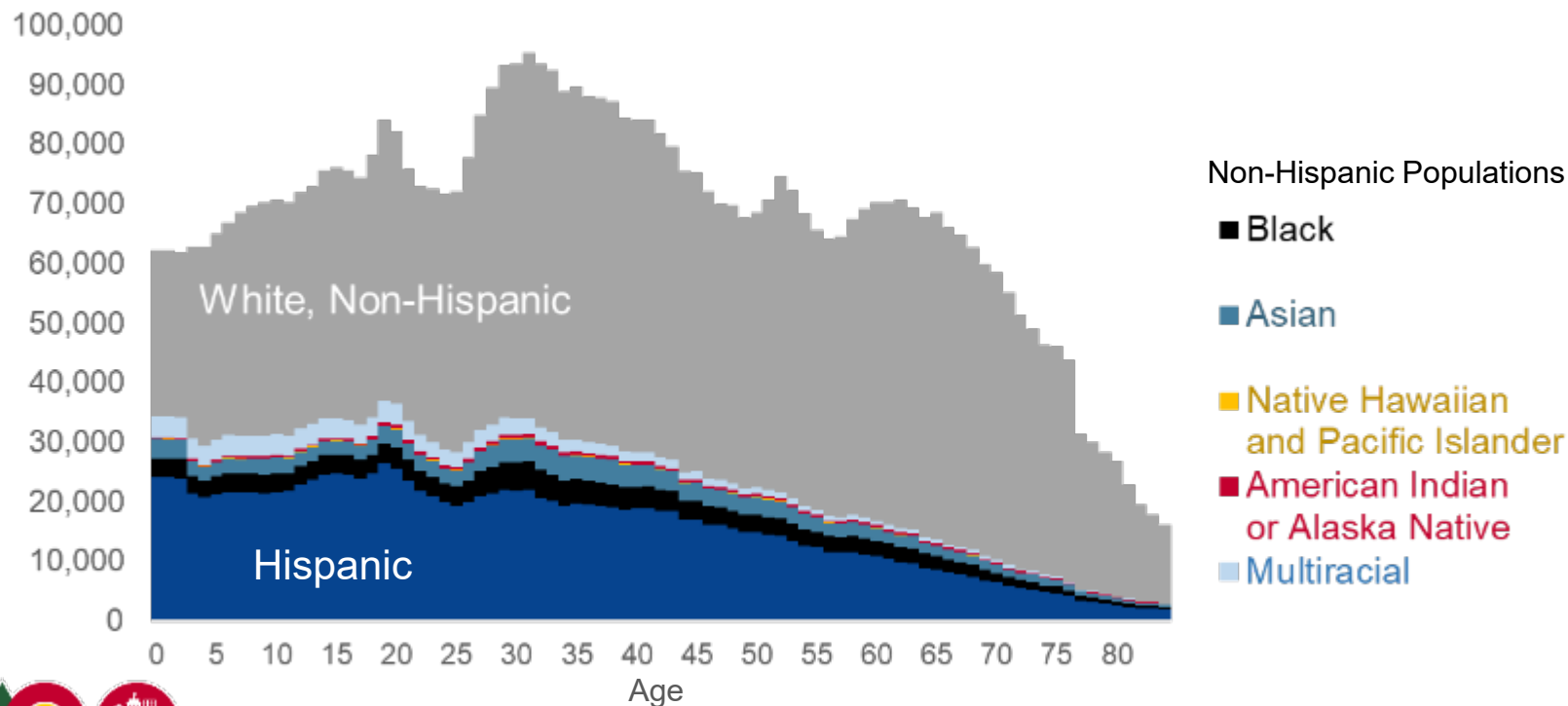
Forecast Change in Age 5 to 19 Population, 2020 to 2030



Source: State Demography Office, vintage 2023 estimates and projections.
<https://gis.dola.colorado.gov/AgeMap/>

Colorado's population will become more diverse with age

2023 Colorado Population by Age, Race, and Ethnicity

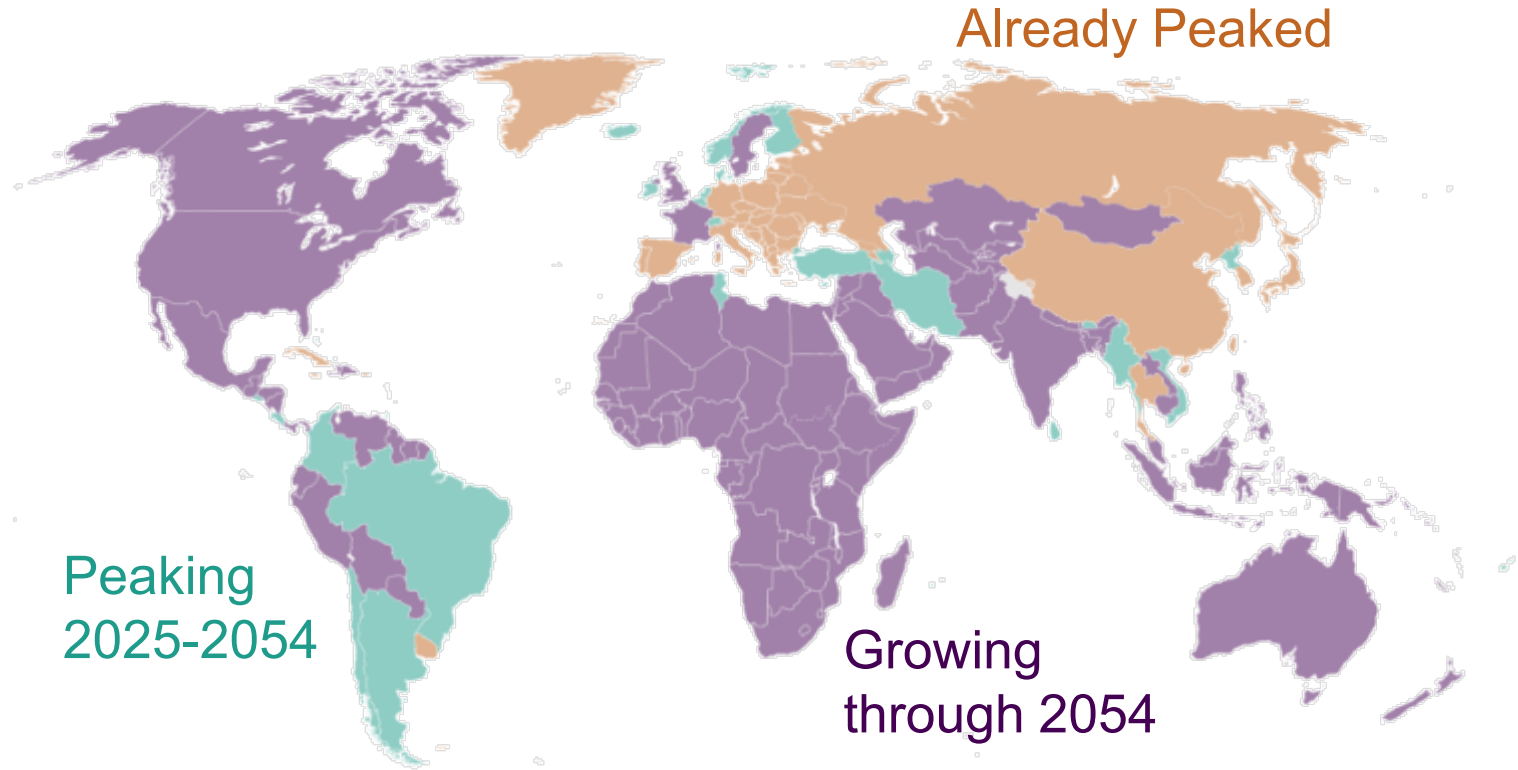


Source: State Demography Office, vintage 2023 estimates and projections.

Global Trends



Growing, yet slowing

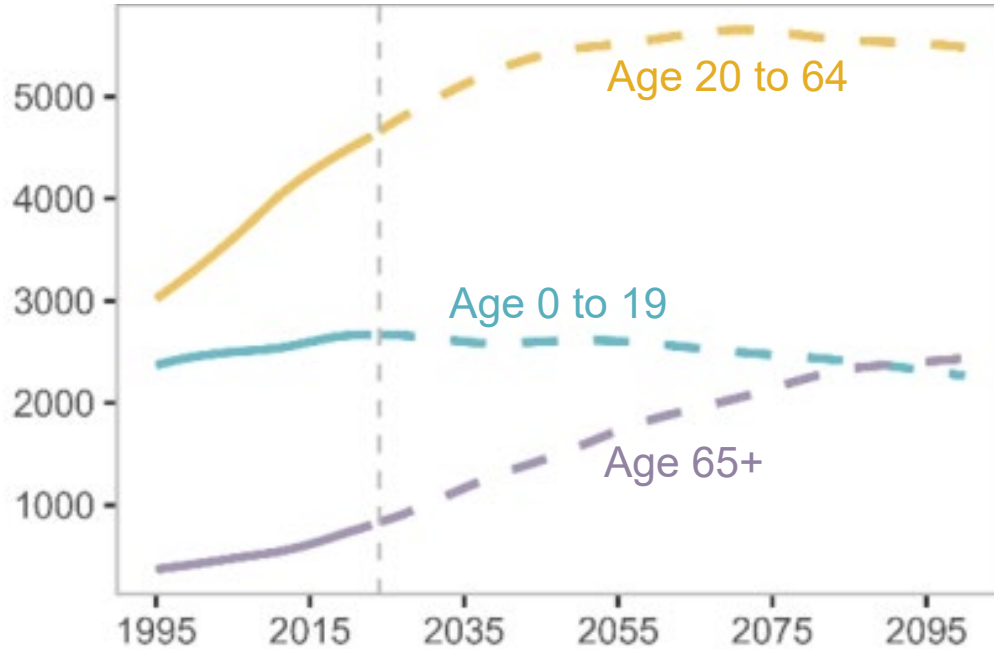


Source: United Nations *World Population Prospects 2024*.
https://population.un.org/wpp/assets/Files/WPP2024_Summary-of-Results.pdf

Slowing and Aging



World Population by Age



- Strongest growth in the 65+ population
- School-age population in decline
- Near-term rise in the working-age population



Source: United Nations *World Population Prospects 2024*.

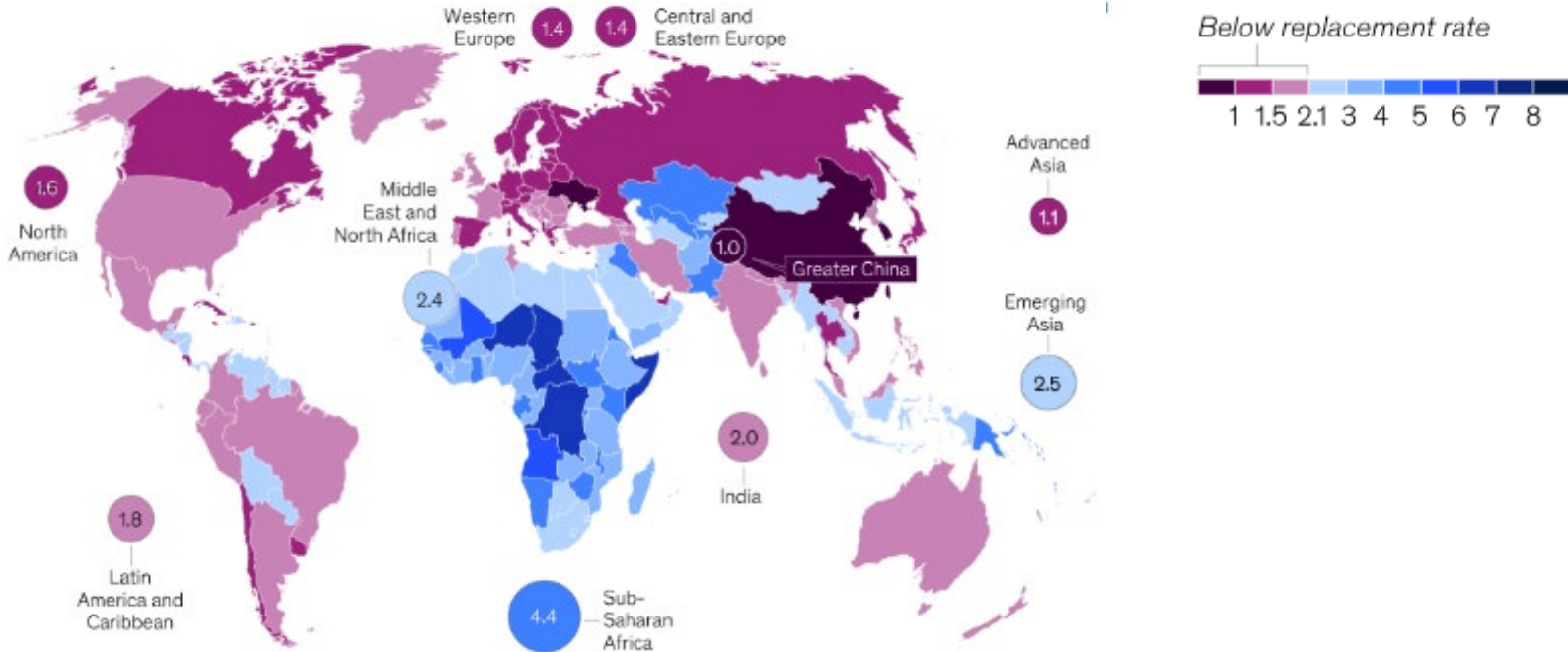
https://population.un.org/wpp/assets/Files/WPP2024_Summary-of-Results.pdf

Fertility rates are declining everywhere



Total fertility rate by country,
live births per woman

2023



Source: McKinsey Global Institute analysis of the United Nations *World Population Prospects 2024*.
<https://www.mckinsey.com/mgi/our-research/dependency-and-depopulation-confronting-the-consequences-of-a-new-demographic-reality>



Polco

Trends Affecting our Communities: Today and into the Future





**Shout
Out**

**What are the biggest trends affecting
our communities today?**



The National Community Survey (The NCS)

The NCS was developed by NRC
survey scientists @ Polco

A standard questionnaire administered
in approximately 110 communities
yearly across the nation

Opinions representing \geq 33 million
Americans

Inform budget, land use, strategic plan





GPAL (gee-pal, Government Performance Action and Learning) is the premier system for government performance data, analytics, and visualization, helping government leaders better understand their performance metrics and the factors that impact them.

400+ actionable indicators measuring community livability

Measures are a mix of public data, resident evaluations, and organization inputs

Data are standardized, benchmarked, and presented over time

Data dashboards and advanced data analytics assist in summary and action planning

Intentional alignment with the United Nations Sustainable Development Goals and the Social Progress Index



2

Polarization

‘Polarization’ is Merriam-Webster’s
2024 word of the year

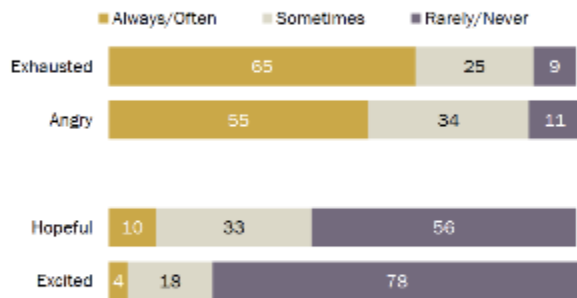
What was used or phrases would you use to describe politics in the U.S. these days? (open end)



Note: Click size indicates relative frequency of a word in responses to an open-ended question. Words with the same root are combined (e.g., "dislike" + "dislikes" = "dislike" shown). For more details, refer to the survey report, *Source: Survey of U.S. adults conducted July 10-16, 2020. "Awakened" defined as one of the pollster's Pollster's*

NEW RESEARCH CELL CENTER

% who ____ feel each of the following when thinking about politics these days



Source: Survey of U.S. adults conducted July 10-16, 2023.

"Americans' Dismal Views of the Nation's Politics"

PEW RESEARCH CENTER

Many Americans have grown to distrust or dislike those from the “other side” even if their actual policy views aren’t extremely opposed.

Campbell, David. Why Social Science? 2024

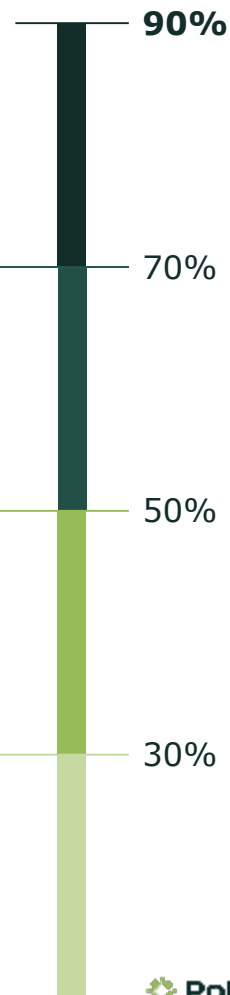


Impacts of polarization on local governments

- Resident trust of local government (73%)
- Resident engagement with local government (70%)
- Resident animosity, hostility or combativeness towards government employees (70%)

- Council interactions (63%)
- Election or appointment of highly partisan officials (50%)
- Ability to resolve community issues effectively (39%)

- Internal workforce issues (29%)
- Demographic shifts (people moving out) (18%)
- Ability to provide public services (13%)



From Division to Unity

1. Encourage Dialogue from a Broad Group of Community Stakeholders
2. Promote Local Media and Reduce Misinformation
3. Focus Conversations on Outcomes and Local, Practical Issues
4. Increase Trust in Government
5. Leverage Technology for Community (Not Conflict)
6. Promote Constructive Dialogue



Telosa



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Polarization and Community 2.0

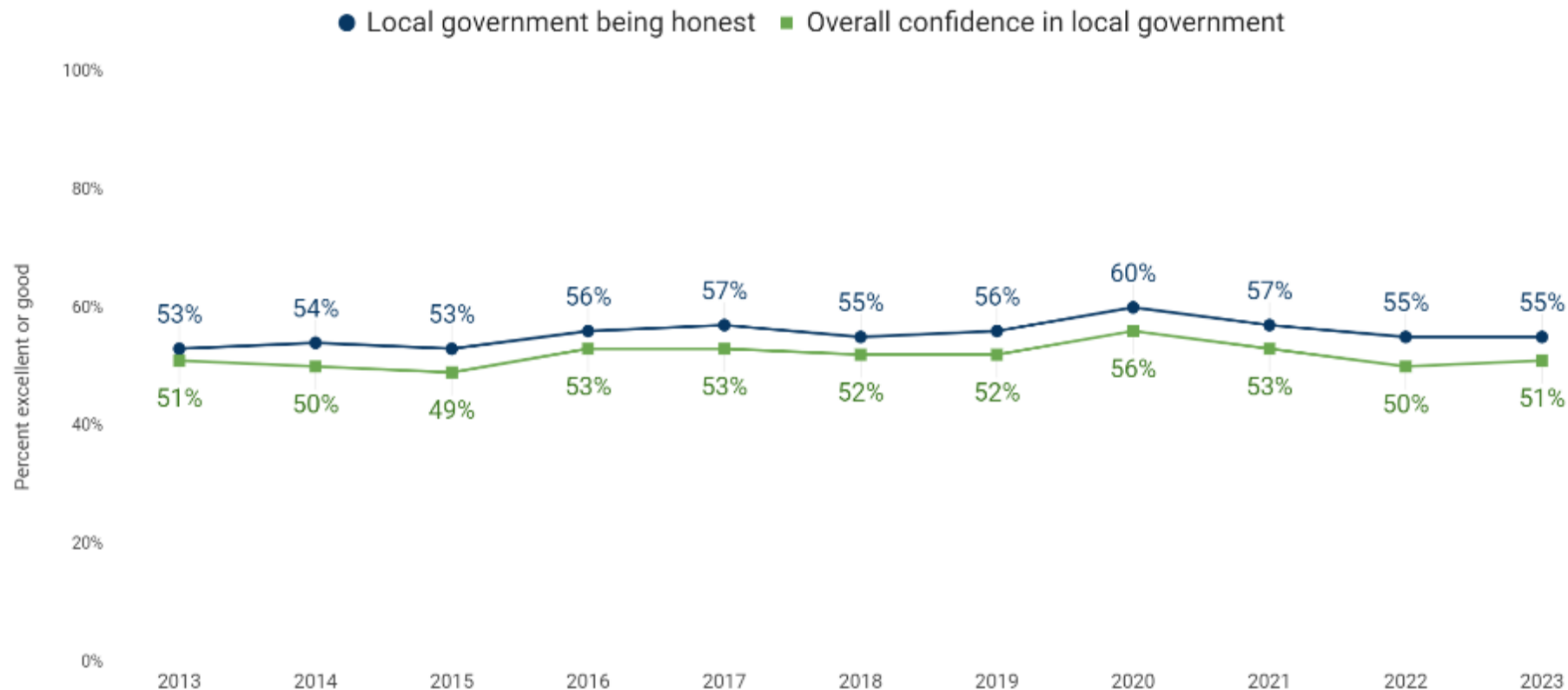
% who say they trust the government to do what is right just about always/most of the time



Notes: Circle size indicates relative frequency of a word in response to an open-ended question. Words with the same root are contained (e.g., "blame" + "blamey" + "blamey words" shown). For more details, refer to the survey report.



Local Government Trust



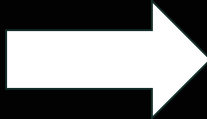
Reasons for Mistrust



- Poor Performance/Incompetence
- Large global shocks (2008 recession, COVID 19)
- Political polarization
- Misinformation, disinformation and echo chambers
- Decreasing economic mobility while Increasing economic inequality
- Racial disparities
- Corruption and perceived corruption Lack of Transparency



Government: From Vending Machine to PotLuck



- Residents pay taxes
- Select their services
- Expect to get what they paid for

- Everyone brings something to the table
- The quality of the system depends on collective contributions

Then kick the machine when the service is not provided as expected!

3

Technology, AI and Data Driven Decision Making

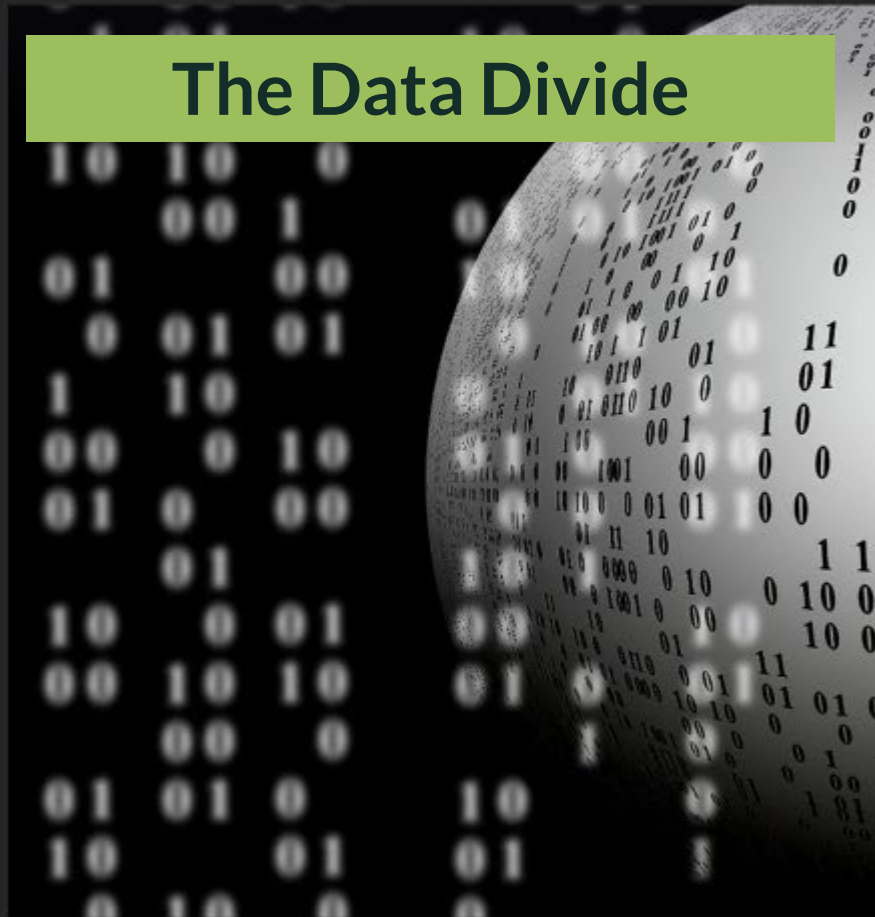
"Big data is the new oil"

The companies, governments, and organizations that are able to mine this resource will have an enormous advantage over those that don't.

Jeff Bertolucci, Information Weekly



The Data Divide





Hey Polly, can you help me...

Planning

- Create a strategic plan
- Create a downtown economic development plan

Budgeting

- Create an outcome based budget
- Engage residents in the budget process

Resource Generation

- Write a grant application for safe streets
- Develop a meeting agenda for the Chamber of Commerce to ask for support in our new redevelopment project

Policy Generation

- Draft a new policy for short term rentals
- Write a Short Term Rental policy justification to present to council?

Constituent Engagement

- Create a resident engagement plan
- Identify resident priorities to include in our parcel redevelopment work
- Gauge resident support and interest in new activities in the downtown

What are the benefits and challenges of adopting a STR policy:



Pros of Adopting a Short Term Rental Policy

1. Regulation & Compliance:

- Provides clear rules for property owners and renters, reducing disputes.
- Ensures compliance with zoning, health, and safety standards.

2. Revenue Generation:

- Allows municipalities to collect occupancy taxes, fees, and licensing revenue.
- Can stimulate local economies by attracting tourists who spend on dining, entertainment, and services.

3. Community Protection:

- Helps mitigate noise complaints, parking issues, and disruptions in residential neighborhoods.
- Sets occupancy limits and code enforcement to maintain neighborhood character.

4. Fairness to Hotels & Long-Term Rentals:

- Levels the playing field by ensuring STRs contribute to tax revenues like hotels.
- Helps prevent excessive STR conversions that could reduce available long-term housing.

5. Safety & Accountability:

- Mandates safety requirements (e.g., fire codes)
- Creates accountability measures such as requiring local contacts or property managers.

Cons of Adopting a Short Term Rental Policy

1. Enforcement Difficulties:

- Monitoring compliance and enforcing violations can be resource-intensive.
- Owners may operate illegally without proper permits or reporting.

1. Impact on Housing Market:

- Excessive STRs can reduce long-term housing availability and drive up rental prices.
- Investors may buy up residential properties primarily for STRs, affecting affordability.

1. Resident Opposition & Complaints:

- Homeowners may resist STRs due to concerns over noise, transient guests, etc.
- Some HOAs and neighborhood associations may outright ban STRs.

1. Legal & Regulatory Complexities:

- Striking a balance between property rights and community concerns is challenging.
- State and local laws may conflict with municipal STR policies.

1. Administrative Costs:

- Developing, implementing, and maintaining an STR policy requires staffing and funding.
- Municipalities may need technology solutions

How can your community use this project/or a downtown redevelopment project to help build community and trust in organizations?





Thank You!

polco.us



**Data and Engagement Tools
for City Leaders:**

A self-guided demo

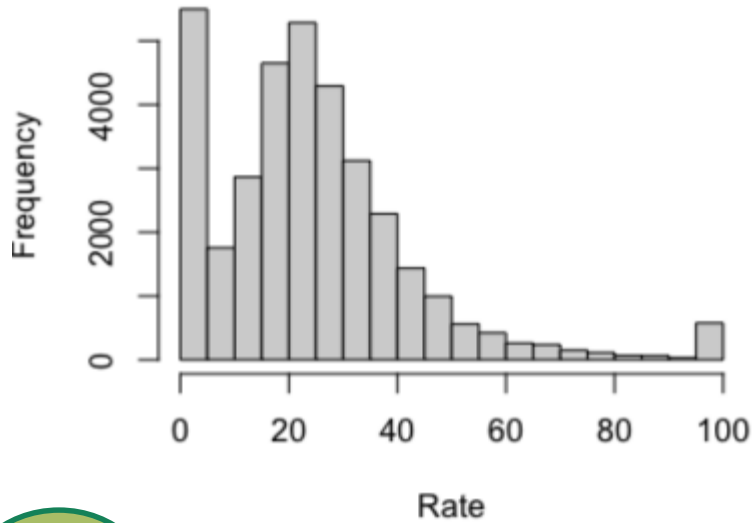


Extra slides

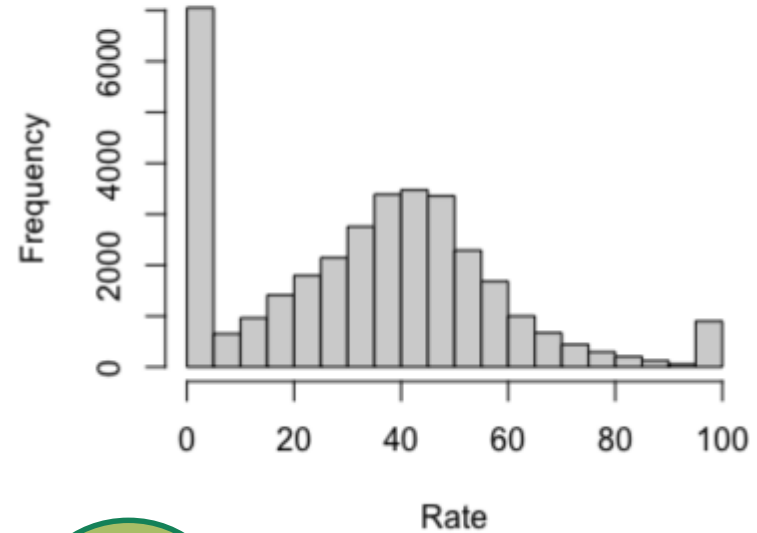


The Housing Crisis

Housing burden (owners)



Housing burden (renters)



24%

of homeowners are housing cost-burdened

33%

of renters are housing cost-burdened

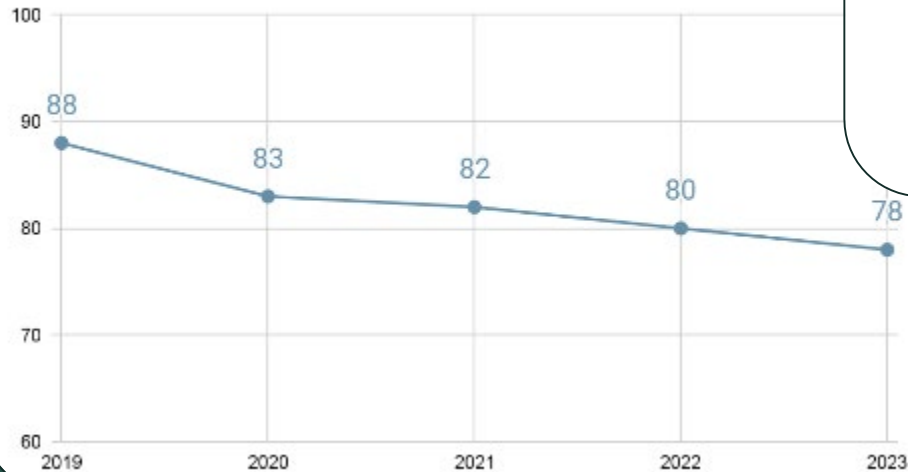
Availability of Affordable Quality Housing by Tenure (Rent or Own Housing Unit)



5

Climate Resilience

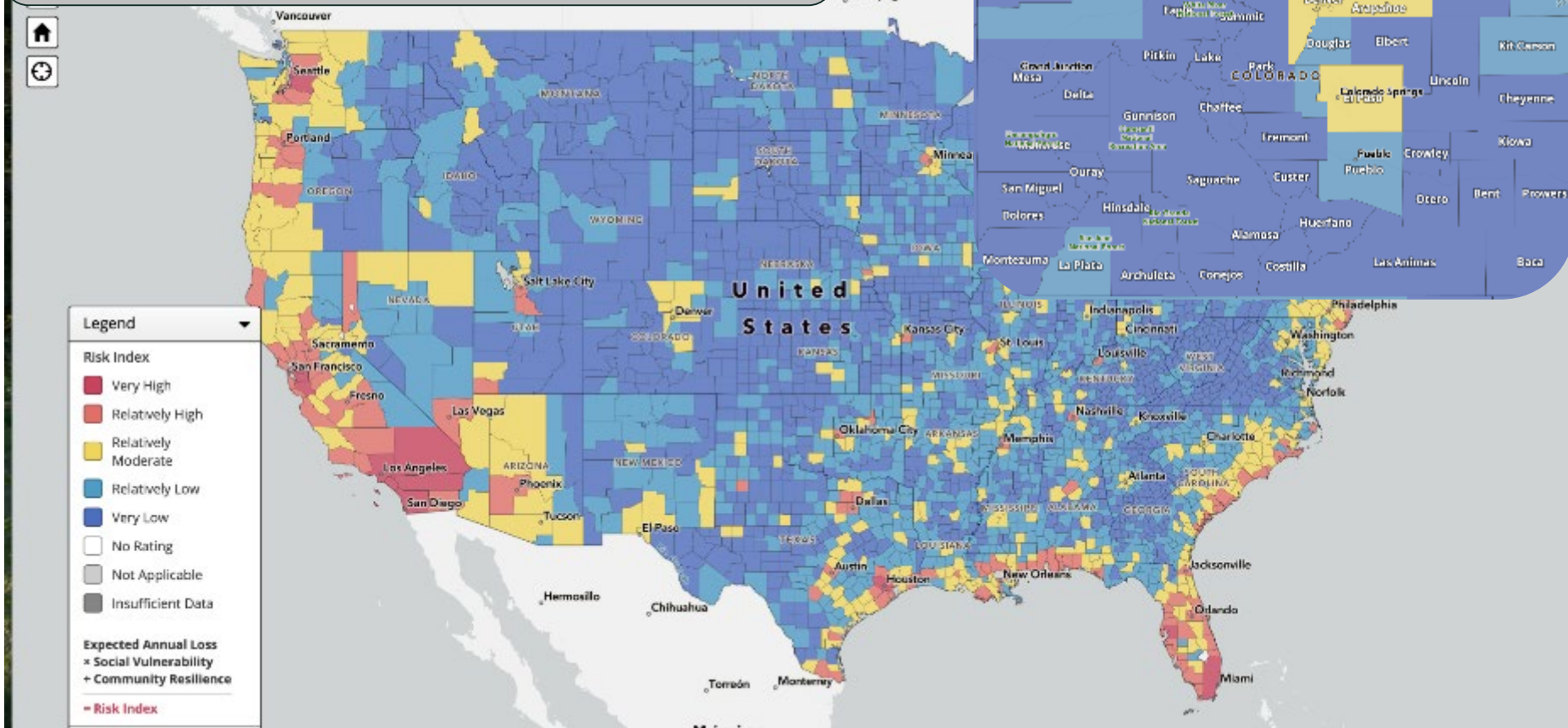
Safety from Fire, Flood or Natural Disaster



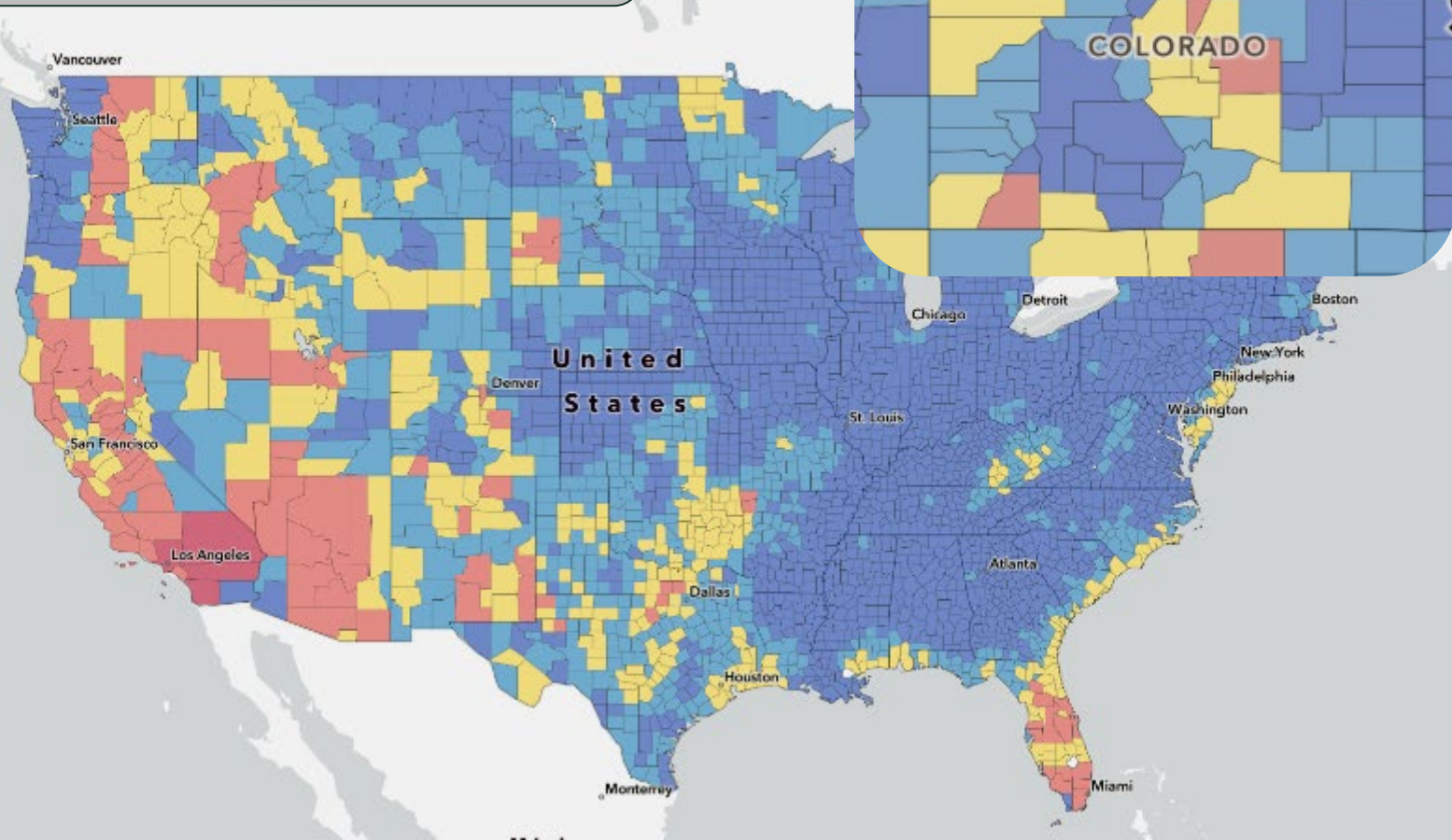
Emergency Preparedness



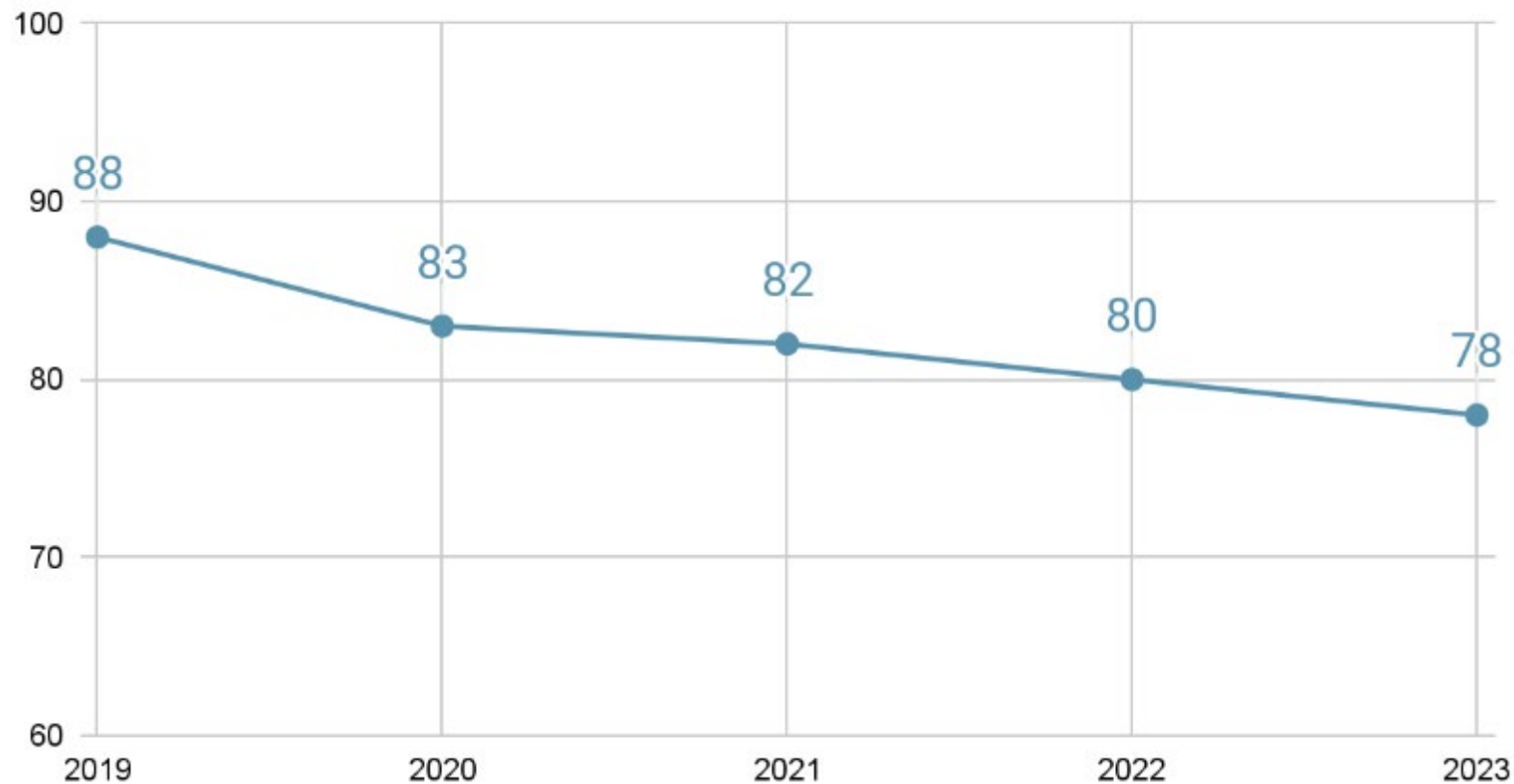
FEMA Natural Risk Hazard Index



Wildfire Hazard



Safety from Fire, Flood or Natural Disaster



Planning your Future your Data: The Economy, Business and Food Landscape



Dr. Dawn Thilmany, Professor and Director
Dept of Ag and Resource Economics, NW Rocky Mountain Food Center and REDI
February 2025



FOOD SYSTEMS
COLORADO STATE UNIVERSITY
EXTENSION



REDI@CSU
Regional Economic Development Institute

Inflation is top of Mind

Consumer Price Index (CPI)

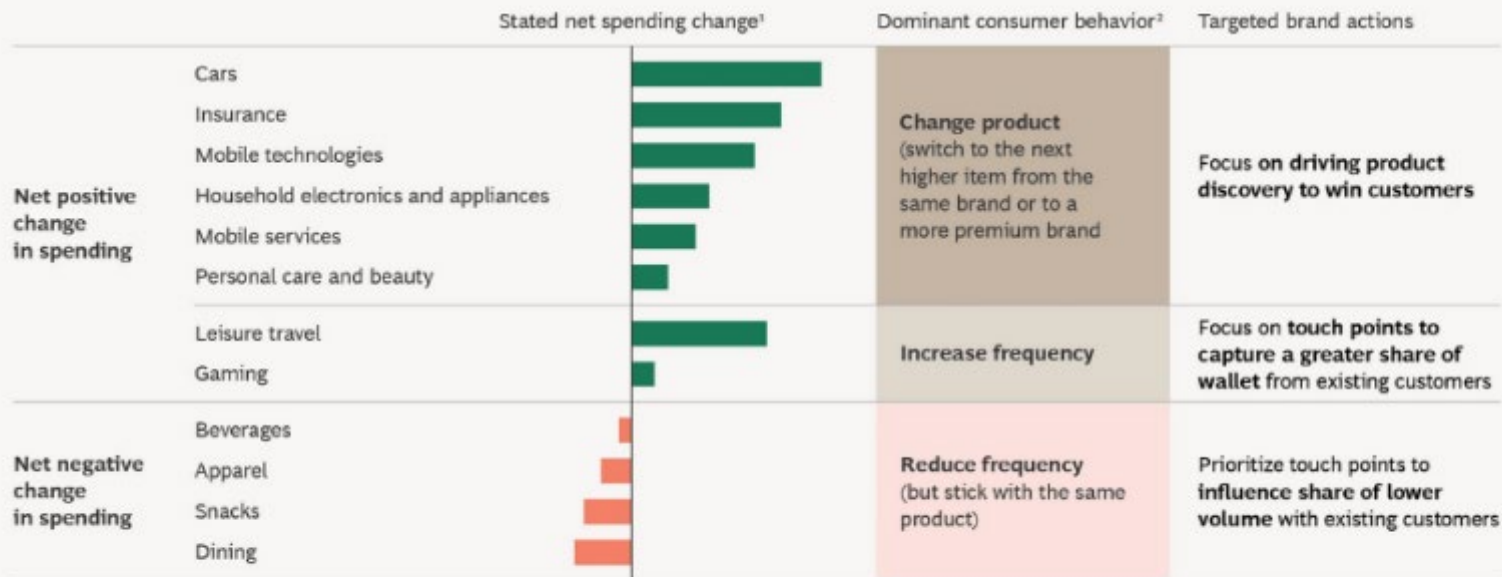
- ❖ Unchanged from November 2024 to December 2024
 - ❖ Up 2.9% from December 2023.
 - ❖ Food prices were 2.5% higher than in December 2023.
- **In 2025, prices for all food are predicted to increase 2.2%**
- **Food-at-home prices are predicted to increase 1.3%,**
- **Food-away-from-home prices are predicted to increase 3.6%**



Food Prices Could Rise by Up to 5% in 2025

Responses to Inflation.....

Brands can take targeted actions to benefit from how consumers behave ...



Source: BCG CCI Global Consumer Radar, September 2024, n = 23,130.

¹In the past six months, how much has your total household spending changed compared with the prior six months?² (% consumers increasing spending minus % consumers decreasing spending.)

³You said you are spending more or less on [category] today compared with six months ago. What did you change?

Colorado jobs to grow....but more slowly

November YoY Percent Change in Total Nonfarm Employment (SA)

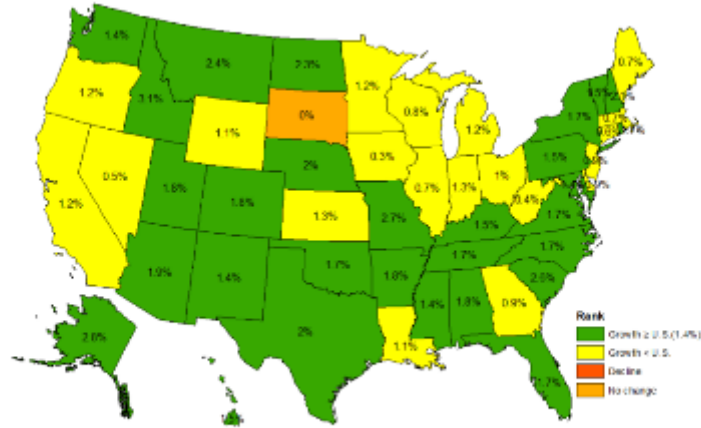
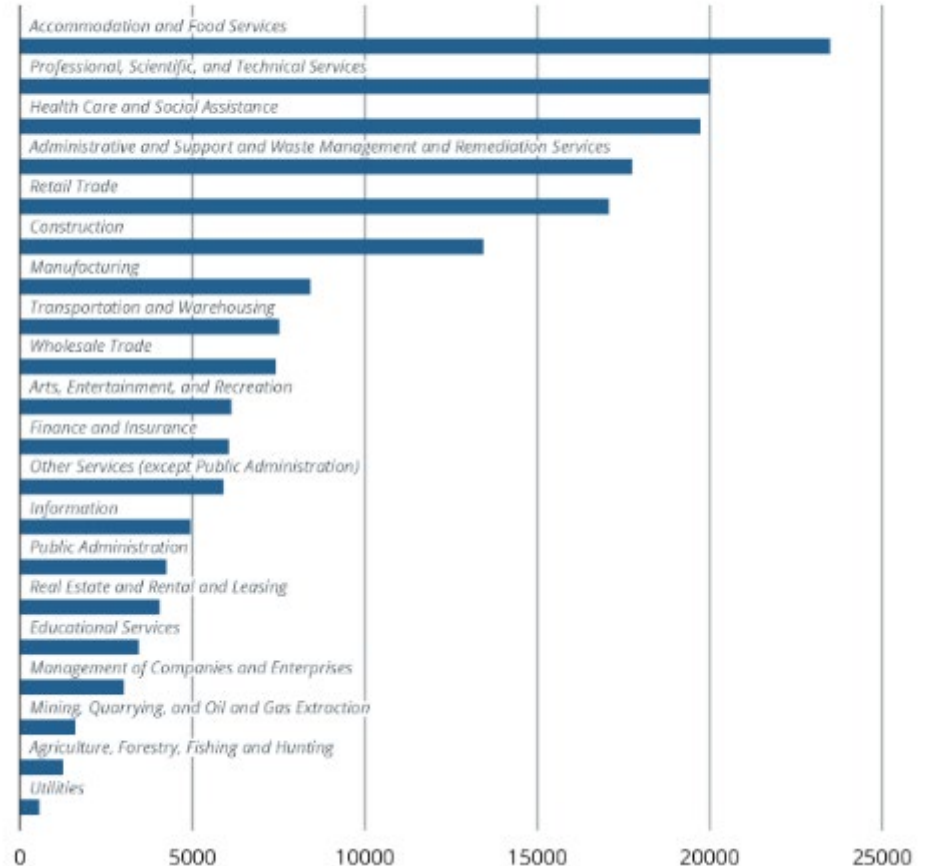


Figure 1: Number of Hires by Sector in Colorado: 2023, Q2

Source: U.S. Census Bureau, Center for Economic Studies, LEHD

Table alternative for Figure 1: Number of Hires by Sector in Colorado: 2023, Q2.



<https://cwdc.colorado.gov/resources/colorado-talent-pipeline-report>

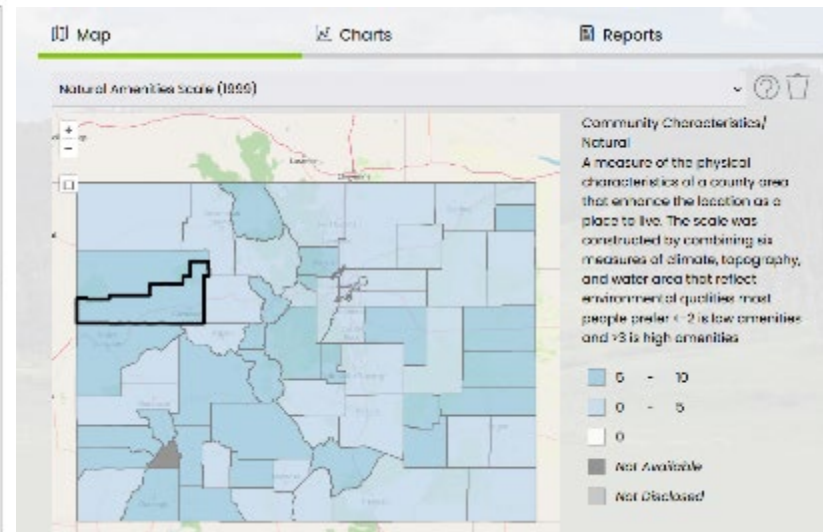
Mapping Your Community's Wealth

Assets and Community Capitals

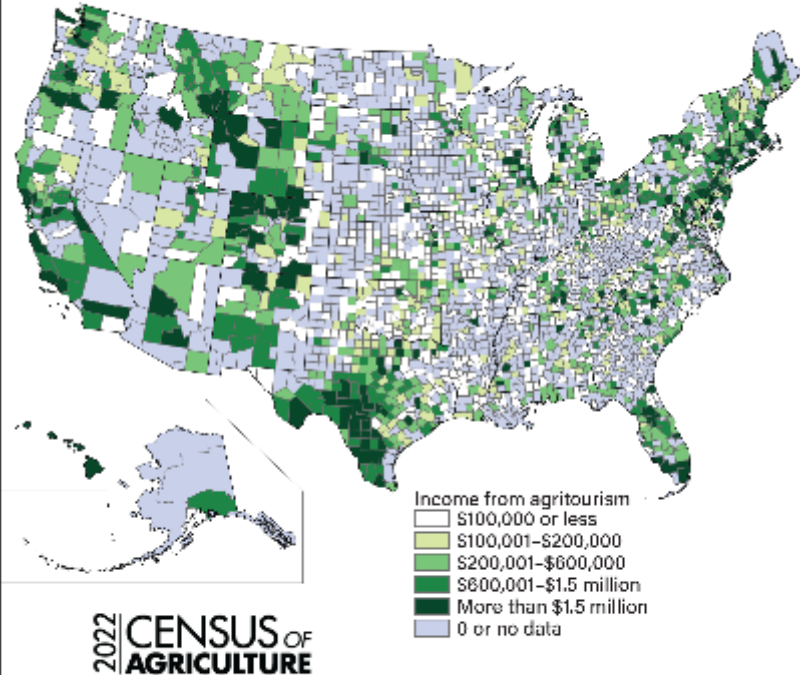
The foundation of the wealth creation framework is the recognition that all communities and regions have assets on which to build. The wealth creation framework, as introduced by **WealthWorks** and its network, begins with understanding and inventorying assets, using eight capitals.



Communities can use these capitals to inventory assets, design strategies, and measure impacts.



<https://co.foodsystemsmap.org/>



Note: Some counties in Alaska and Hawaii have been consolidated into agricultural regions.

Source: USDA, Economic Research Service using data from USDA, National Agricultural Statistics Service, 2022 Census of Agriculture.

CHARTS of NOTE

Leveraging Natural Resources and Ag Legacy

- In 2022, U.S. farms and ranches generated \$1.26 billion in income from agritourism services, an increase of 12.4 percent from 2017 after adjusting for inflation,
 - USDA's 2022 Census of Agriculture.
- About 57 percent of counties reported agritourism income, with the median county income at \$161,000.

Understand your Current Capacity

Quick-Start - Create Your Own One-Pager

You can create your own one-page report for a County of interest. Click on the button to the right to visit the Report Generator.



Explore Capacity Areas



Human Capital

[Learn More](#)



Financial

[Learn More](#)



Industry

[Learn More](#)



Infrastructure

[Learn More](#)



Institutions &
Partnerships

[Learn More](#)

(Click on a capacity area to view an overview of the area and a breakdown of its unique indicators.)

<https://disgeoportal.egs.anl.gov/EDCI/?page=Institutions-%26-Partnerships-Card>

Another Online Tool

Parachute/Garfield County

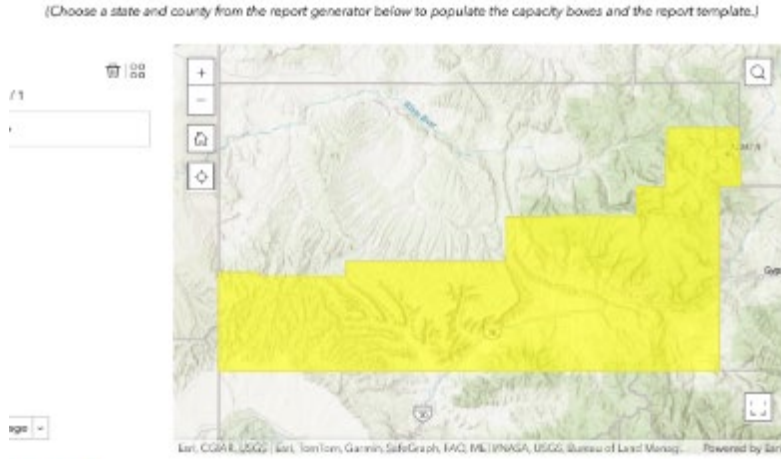
Institutions & Partnerships Capacity

The EDCI provides a data-driven estimation of capacity, including relative strengths and potential areas for growth or maturation across five capacity areas composed of 53 unique indicators.

Jump to another capacity area:



Return to Report Generator:



download a spreadsheet containing all of the EDCI indicators, [please click here](#).



EDCI Report for: Garfield, Colorado

Garfield, Colorado

Institutions & Partnerships, Limited (National Percentile: 0.27)			
Indicator	National Percentile	Value	Change Over Time
% County Budget as Grants	0.46	0.48	down
Cultural Centers Establishment Ratio	0.03	0.30	up
Workforce Training Establishment Ratio	0.38		
Non-Profit Per Capita	0.39	0.30	no change
Business Per Capita	0.29	0.30	no change
Local Government Employees Per Capita	0.07	0.07	up
College Graduates Per Capita	0.57	1	no change
Donation to Non-Profit University Center	0.16	0.08, 1984-85	up
Membership Organization Establishment Ratio	0.57	0.01	up
County with an EDCI?	0.61	1	no change
Economic Development Organizations Ratio	0.14		



Food Market Dynamics



Figure 1 Food and beverage manufacturing start-ups (dependent variable), 2013–15

“AgriCulture” drives food business start ups (Low et al, 2021)
 ‘AgriCulture’ variables include direct sales of food, organic sales, and a continuum of crop enterprise choices.

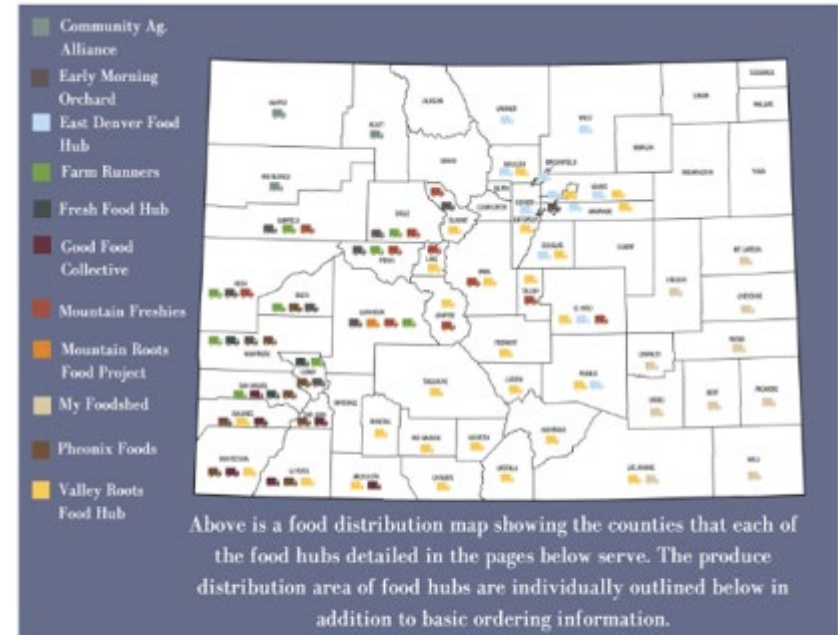


Figure 5. Food Hub Service by County (Source: Nourish Colorado. 2024. Colorado Food Hubs. Available at <https://guidebook.nourishcolorado.org/2024/02/02/know-who-sells/>)

Center purpose & design

The USDA Regional Food Business Centers (RFBCs)

are established to drive economic opportunities across their region, creating a more diversified and resilient food system.

RFBCs are designed to:

- Create opportunities for targeted, region-specific solutions.
- Maximize locally driven investment impact.
- Complement and support other USDA programs.
- Collaborate with USDA Agricultural Marketing Service to ensure ongoing, regionally appropriate support and coordination.

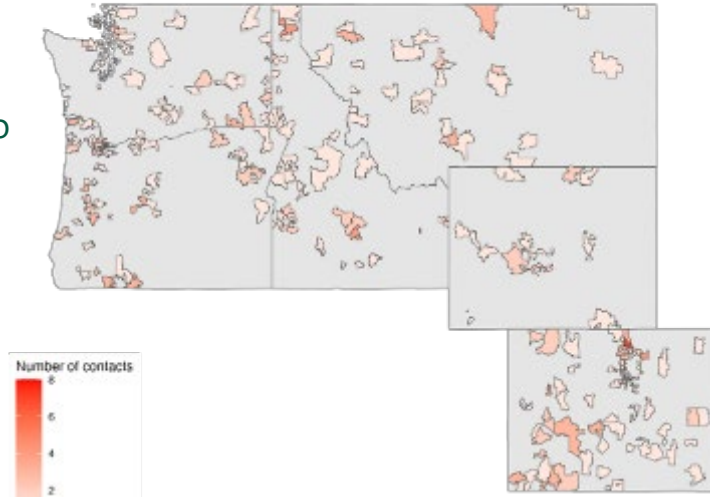


Center activities support

Coordination - Act as regional hubs coordinating across geographic areas, with USDA, other federal, state, and tribal agencies with relevant resources, regional commissions, and the other Regional Food Centers. They also conduct outreach to underinvested communities and businesses.

Technical Assistance - Provide direct business technical assistance to small- and mid-sized food and farm businesses (producers, processors, distributors, and other businesses within the food supply chain) and food value and supply chain coordination.

Capacity Building - Provide financial assistance through business builder subawards up to \$100,000 to support projects focused on emerging regional needs and businesses that are working towards expansion and other investment.



Dr. Dawn Thilmany, Professor
 USDA Northwest Rocky Mountain Food Business Center Director
 Dept of Ag and Resource Economics
 NW Rocky Mountain Food Business Center, <https://nwrockymountainregionalfoodbusiness.com/>
 Co-Director, Regional Economic Development Institute, <https://csuredi.org/>
 CSU Food Systems Institute Affiliate, <https://foodsystems.colostate.edu/>
 Local Food Economics Community of Practice, co-lead, <https://localfoodeconomics.com/>
 Colorado Food Systems Advisory Council, Member

Dawn.Thilmany@colostate.edu

278 Nutrien, DARE, CSU

970-215-5502

@DawnTM

<https://www.linkedin.com/in/dawn-thilmany-654131a>

<https://scholar.google.com/citations?user=6eMunYkAAAAJ&hl=en>



Colorado In-Demand Industries

Table 3: In-demand Industries in Colorado

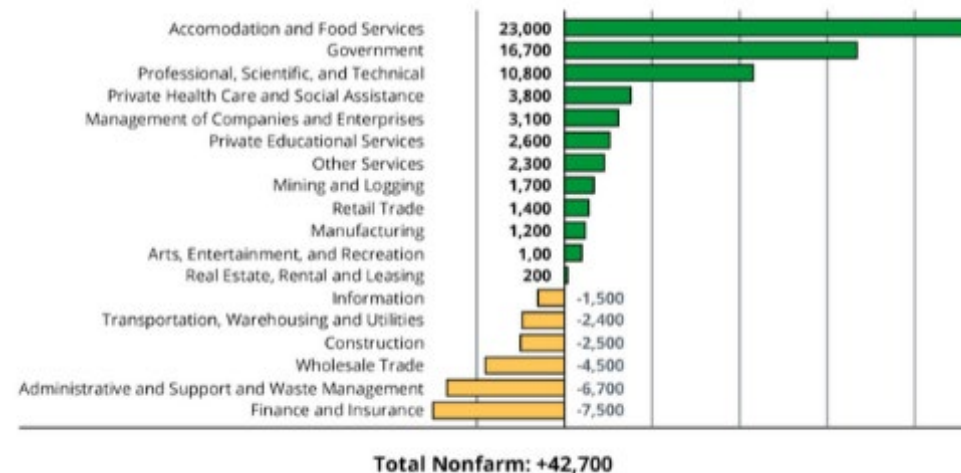
Source: Colorado Department of Higher Education (CDHE) Return on Investment Report, 2023; Integrated Postsecondary Data System (IPEDS); CDHE, Office of Labor Market Information, CDLE, 2023.
Supplemental data for Table 3: In-demand Industries in Colorado.

Industry	Current Employment	Current Average Annual Wage	5-year Forecast Employment Growth	5-year Forecast Annual % Growth
Health Care and Social Assistance	377,324	\$65,721	35,378	1.9%
Professional, Scientific, and Technical Services	312,348	\$117,534	26,645	1.7%
Retail Trade	286,433	\$42,395	6,925	0.5%
Accommodation and Food Services	286,282	\$31,620	30,598	2.1%
Educational Services	232,216	\$70,730	13,598	1.2%
Construction	224,094	\$70,730	12,244	1.1%
Administrative and Support Waste Management and Remediation Services	174,893	\$58,047	10,152	1.2%
Manufacturing	159,654	\$82,840	5,743	0.7%

Figure 7: Change in Job Growth by Industry Sector, August 2022 - August 2023

Source: Office of Labor Market Information, CDLE, 2023.

Table alternative for Figure 7: Change in Job Growth by Industry Sector, August 2022 - August 2023.



MARKETING AND PRODUCT BRANDING

Elevating Colorado Products
in Food Markets

Respondents care more about **WHERE** their food is grown,
instead of **HOW** their food is grown



MARKETING CLAIMS THAT INFLUENCE FOOD PURCHASES

#1

Grown or raised
in Colorado



#2

Colorado Proud



MORE THAN
90%

believe farmers markets, farm stands
and CSAs are very supportive of
Colorado farms and CO Proud, and
2/3 purchase some of their food there



would buy more Colorado
products if available,
branded and affordable

Pueblo Chilis' growth in
awareness and placements in
stores/restaurants is one
successful example of
origin-based marketing



COLORADO
Department of Agriculture



COLORADO STATE
UNIVERSITY

Changes in the retail landscape

- Pandemic
- E-commerce
- Emphasis on fresh
- Prepared foods/meal solutions/grocerants



The pandemic drove record supermarket sales as consumers were forced to eat more meals at home.

That drove **accelerated acceptance of online grocery shopping**, bringing 5 years of anticipated growth in a span of just a few months.

Grocers that up until then had little or no web presence were forced to offer **online shopping, pickup or delivery to meet the demand from people hesitant to shop in person**, despite grocery being declared an essential business during the pandemic.

Grocers have **invested aggressively in the fresh perimeter** to enhance the shopping experience. Despite inroads by e-commerce, fresh areas remain a draw for in-person shoppers.

While the pandemic stalled in-store dining, grocers pivoted to offer **restaurant-quality meals in pre-packaged formats** (grab & go, heat & eat).



- Colorado Department of Human Services (CDHS) Local Food Purchase Assistance Program (LFPA) through \$12.5 million in federal funds
- CDHS Food Pantry Assistance Grant Program (FPAG) through \$4.5 million in state funds
- Colorado Department of Education (CDE) Local Food for Schools Cooperative Grant Program through \$2.6 million in federal funds
- CDE Local Food Pilot Program (LFPP) through \$1.5 million in state funds

Increasing Portfolio of Federal and State Purchasing Programs