

Nancy B. Kramer, Project Coordinator  
Northwest Colorado Products Program

As the Community Agriculture Alliance develops our Northwest Colorado Products (NWCP) program, it is exciting to discover all of the creative and talented producers in the region. An August 5, 2007 Steamboat Pilot & Today article introducing our program, referenced the national trend to purchase agriculture products closer to home, sighting safety, flavor and environmental factors as influences in people's decision to support local and added valued products. Our local and value added products program is also viewed as an avenue to diversify our economic development matrix in the valley. This is evident in the scope of producers, both agriculture and non-agriculture. From horse hair hat bands to wine syrup, our new program is discovering a new industry in our midst.

And what about the community benefits? Expedient growth in the Northwest Colorado region has revealed a notion that our character and sense of community is at risk. This inclination should remind all of us that we, members of this community, are responsible for preserving our identity, culture and values. A variety of avenues exist to help us in this effort; numerous museums and heritage centers, stunning historic preservation projects and cultural heritage tourism initiatives that promote authenticity and differentiating characteristics of all of our Yampa Valley towns. AND NOW WE CAN ADD LOCAL-VALUE ADDED PRODUCTS !

*The mission of the Northwest Colorado Products Program is to establish and maintain a market for products and services that promote products that originate in Northwest Colorado.* Even in our fledgling state, our accomplishments support a successful future of the economically and community based program:

- Branding and member collateral design and production
- Web presence at [www.communityagalliance.org](http://www.communityagalliance.org)
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- Membership program with added valued benefits established
- Special Events opportunities for product showcasing – Ranch Rendezvous, Downhill Cowboy, Hayden Spring Fling, Fall 2008 Local Merchandise Mart
- Co-host and post forum facilitation of What's in Our Foodshed; *Examining the demand and potential of growing product for the locals marketplace.*

If you are a producer, retailer or want to know more about the Northwest Colorado Products program and how you can participate in this regional economic opportunity, contact Nancy Kramer, Program Coordinator at the community Agriculture Alliance office 879-4370 or log on to [www.communityagalliance.org](http://www.communityagalliance.org)