



This community grant is intended to provide growers in the 4-Corners region with educational opportunities.

For More Information Find Us Here:

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DIVERSIFYING REVENUE WITH VALUE ADDED PRODUCTION AND MARKETING OVERVIEW

Value added production (VAP) can diversify income if the producer has the necessary skills to navigate financial, food safety and marketing issues.

This project will address regulatory requirements, budgets, product development, packaging, labeling and advertising for VAP by hosting two seminars. It will also offering required Cottage Food Bill certification in local communities and market research assistance. A VAP re-

source guide will be developed including consumer information.

Specialized skills like product development and production are more difficult for a grower to obtain. We'll host listening sessions to engage community businesses that could convert local product to value added items. Along with increased production comes increased labor demands so listening sessions will address feasibility of labor cooperative and local processing that could serve both fruit and vegetable production.

RESOURCES—

The Food Corridor Website: <http://www.thefoodcorridor.com/>

Online marketplace for food businesses to connect with available commercial food assets.

Colorado Cottage Food Act Information

<https://www.colorado.gov/pacific/cdphe/cottage-foods-act>

<http://cofarmtomarket.com/>

New Mexico Cottage Food Information

<http://forrager.com/law/new-mexico/>

Pricing your Baked Goods

<http://www.pricingbakedgoods.com/>

Labor Issue Listening Session

Saturday, February 3rd– Cortez, CO

More information coming soon

FACE BOOK PAGES—

www.facebook.com/HTPSouthwest

Growers share their experiences growing in over 50 high tunnels in our region.

<https://www.facebook.com/groups/ColoradoCottageFoodProducers/>

Group that provides a information and resources for Colorado Cottage Food Producers.



VALUE ADDED PRODUCT SAMPLING

Do you have a product that needs feedback?

We will be at the **December 9th Durango Farmer's Market from 9 am until 2 pm** doing product testing. If you provide the product, we'll get feedback from potential customers.

Email us at theoldfortathesperus@gmail.com or call Beth at 970-385-4574 for more information.



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VALUE ADDED PRODUCTION

WORKSHOP

Wednesday, December 13th from 1 until 5 pm
Mt. Lookout Grange; 680 Grand Ave; Mancos, CO
Register at www.tinyurl.com/oldfortmarketplace

COTTAGE FOOD BILL TRAINING

In conjunction with Western Risk Management Education program, we'll be offering farmers the opportunity to complete the required Cottage Food Bill training free of charge. Contact the LaPlata County Extension office for their next date. Just mention the Old Fort at Hesperus when you register.

Check us out online! www.facebook.com/HTPSouthwest

Special THANKS to the community partners who make it all possible!



WESTERN
EXTENSION
RISK MANAGEMENT
EDUCATION

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