



## ***“Voice of the Western Slope Since 1953”***

*A coalition of individuals, businesses and local governments*

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### **06-3 AG 4**

#### **Colorado Agricultural Products, Promotion of**

**WHEREAS** CLUB 20 believes that Colorado producers can deliver quality, price, performance, customer service, and timely delivery to establish a sustainable market relationship; and

**WHEREAS** CLUB 20 recognizes the importance of agriculture to the Colorado’s rural economy, environment, and lifestyle; and

**WHEREAS** CLUB 20 recognizes that many other states currently have state purchasing preference laws or regulations; and

**WHEREAS** CLUB 20 supports a program that makes it easier for consumers, retailers and Colorado State institutions to identify and purchase Colorado products;

**WHEREAS** Enterprise zones have been a very useful tool for economic development on the Western Slope; and

**NOW THEREFORE BE IT RESOLVED** that

- CLUB 20 supports creating a state procurement preference for Colorado producers of agricultural products when the cost and quality of such products are equal to alternative products produced out-of-state; requiring new enterprise zones to be located in rural areas; and creating an interim committee to study potential new markets for agricultural products.
- CLUB 20 supports all efforts to promote the sale and consumption of Colorado agricultural products in domestic and export markets, including state and private efforts.
- CLUB 20 strongly supports efforts to create a more effective form of communication and public education to enhance a general understanding of the importance of agriculture to the Colorado economy, environment, and lifestyle.

*Adopted March 31, 2006*