

<b>Title:</b>	<b>Colorado Young Producer Land Stewardship and Industry Leadership Educational Programs</b>		
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<b>Submitted By</b>	Terry Fankhauser	<b>Date Submitted to NIFA</b>	08/22/2013

**Program Code:** BFRDP

**Program Name:** Beginning Farmer and Rancher

**Project Director**

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**Recipient Organization**

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**Performing Department**

{NO DATA ENTERED}

**Co-Project Directors**

Gill, Rebeka

**Departments**

{NO DATA ENTERED}

**Non-Technical Summary**

There is a daunting global statistic that in order to keep up with the world's population growth, between now and 2050; the world must produce as much food as it has in the past 12,000 years (Godfray et al., 2010). If you couple that with the average age of a Colorado Cattlemen's Association (CCA) member being 55, one wonders from where our future source of food, fiber, and clothing will come. The Colorado Cattlemen's Association believes the answer lies with industry involvement from the next and future generations of farmers and ranchers. Over the years, the recurring theme among CCA membership and its local affiliates is the absence of young leaders. The Colorado Cattlemen's Association is extremely concerned about the world's increasing population and the average age of our members, so CCA's long-term goal is to enhance our leadership programs that encourage the involvement of the next generation of farming and ranching stewards. Statistics show that farming and ranching industries are an integral part of Colorado's economy. Colorado's agriculture and food industry contribute nearly 16 billion to the state's economy annually. In more than half of Colorado's counties, one in every ten jobs is tied to the agriculture and food industry. Nonetheless, increasing youth farming and ranching participation and leadership is a state-wide issue in Colorado. Some economic reasons for this range from Colorado's high property values, and the amount of investment capital needed; to the challenge that exists with generational transfers. Also, in some parts of the state, Colorado producers rely heavily on public lands grazing. This can be a difficult process at times because there are a number of organizations that believe grazing interferes with wildlife habitat. There is no doubt that the business of farming and ranching is rapidly changing here in Colorado and throughout the U.S. With less than two percent of America's population involved in production agriculture, CCA has seen the challenges that present themselves when it comes to the general public, legislation, and the regulatory arena. It is simply not enough to be a farmer or rancher anymore, as you must also learn to become an educator and an advocate for your livelihood. Young producers also need to understand their customer, which is the consumer. More and more, consumers want to know where their food comes from, how it is being grown, if humane practices are being implemented, etc. The Colorado Cattlemen's Association recognizes these changes and believes that young farmers and ranchers need assistance in order to succeed in today's business environment. Thus, CCA is host to the CCA Cattlemen's Leadership College and The Colorado Ranching Legacy Program. Both programs are designed to equip beginning farmers and ranchers with the tools they need to overcome issues whether they are financial, regulatory, etc. Unique opportunities can arise with the right type of knowledge and partnership. Providing the knowledge and presenting opportunities are the basis for the CCA Cattlemen's Leadership College and The Colorado Ranching Legacy Program.

**Accomplishments**

**Major goals of the project**

Colorado Cattlemen's Association Leadership College: The Colorado Cattlemen's Association has two leadership programs in which young producers can enroll. Both programs have similar missions, but each has different programmatic goals. The objective of the Cattlemen's Leadership College is to engage its young members in CCA activities in order to become industry leaders and advocates. The Cattlemen's Leadership College is a six-day training that is spread out over the course of six months. During this time frame, young producers get the opportunity to network with producers from across the state and gain access to an association that works for the best interests of the agricultural industry. The Cattlemen's Leadership College is in its second year. Each year we hold open eight spots for young producer members and two spots for collegiate members. Thus, we have had 20 participants complete the program. The Colorado Cattlemen's Association definitely feels this is an important program as the future of the agricultural industry is going to need to rely on strong leaders who are civically engaged and who can educate the public and "tell our story." The Colorado Ranching Legacy Program: The Colorado Ranching Legacy Program is a more in-depth educational and leadership program. This program is spread out over the course of two years. Unlike the Cattlemen's Leadership College, The Colorado Ranching Legacy Program is open to all young farmers and ranchers throughout the state of Colorado, and not just CCA members. The Ranching Legacy Program is a unique partnership between CCA, Colorado State University (CSU), and The Nature Conservancy (TNC). Participants enrolled in this program all have an interest in managing their own operation, but are looking for the means to do so. Thus, this program has been designed to expose program participants to experts in the areas of business management, conservation, and management practices as presented by the unique three-tiered partnership. The Colorado Ranching Legacy Program is currently in its first year. Four students enrolled in August 2009 and are set to complete the program in May 2011. It is a learning experience for all involved, but thus far has proved to be a positive one. This concept has generated interest and is looked at as a model for those states looking to start their own young farmer and rancher programs.

**What was accomplished under these goals?**

During the course of this grant cycle, there was a successful Cattlemen's Leadership College course completed each year. These programs were attended by over thirty individuals over the last three years. Each group met at least three times, for multiple days each time, and covered a variety of leadership subjects. They were able to network with a variety of professionals in the agriculture field. Those involved in the courses received detailed and specific training on how to become more engaged in the industry and how to be leaders going into the future. The major achievement from this program was that the majority of the participants in the Cattlemen's Leadership College are now actively engaged in the committee structure of the Colorado Cattlemen's Association as well as other leadership roles in Colorado. These individuals are following the training they received and are becoming leaders in the agriculture industry in Colorado and the US. It was observed that hands-on training was the most effective way to communicate leadership skills. The major outcomes from this course were that all participants successfully completed the courses and are implementing the skillsets that they learned from the program. The Colorado Ranching Legacy Program was also successful in meetings its goals. This program was developed to give the next generation of agriculturists the tools to be successful and return to the land. Over the course of the grant cycle, there have been over fifty individuals who have successfully completed the course. From those who participated in the program, all of them are actively engaged in production agriculture and have stated that they are utilizing the tools that were taught to them through this program. Two of the participants from the 2012-2-13 program were able to purchase ranches and raise their own cattle and crops as a result of the resources they were provided with in this program. Multiple participants communicated that the tools that they learned from the Colorado Ranching Legacy Program allowed them to manage their assets more effectively through the drought that Colorado experienced in 2012. It was determined that using classroom teaching followed by hands-on demonstrations was the best method for communicating the subject matter. It was also determined that by providing both university research along with real-life experience, the participants were more apt to utilize the information presented.

**What opportunities for training and professional development has the project provided?**

Through both the Colorado Ranching Legacy Program and the Cattlemen's Leadership College, mentoring was incorporated in a major way. Participants in each program were exposed to leaders and other successful individuals in the agriculture industry. The network base that was developed for the participants also continued to grow via the speakers and other individuals brought in to speak to the groups. Those who are involved with the Colorado Ranching Legacy Program and the Cattlemen's Leadership College were encouraged to set up one-on-one meetings with those contacts to further enhance the mentoring and these meetings were facilitated by the project directors.

The entire course work through all of the programs was keyed at enhancing the professional development of all of those involved. The participants in these programs have attended regional conferences in order to expand their professional network as well as share ideas to be more productive in the agriculture field. These conferences bring in speakers who encouraged them to think "outside the box" in order to be more successful with their given scenarios. Both programs also sought out the most qualified and respected experts, given the subject matter to be covered, to come and speak to the groups. These highly respected speakers have been well received by the participants in the programs and have stay engaged with the individuals who were involved, especially in the Colorado Ranching Legacy Program.

**How have the results been disseminated to communities of interest?**

Through the grant cycle, we have held practicums in different locations throughout the state. By holding these practicums in different locales, we were able to broaden the base for the number of participants that are impacted through our work. We also gave periodic updates in state trade media outlining the efforts through all the different areas of this program. There has been a substantial amount of inquiries about the program as a result of these state wide articles. We also rely on participants to take the information that they have learned back to their communities in order to share with their neighbors. This has been extremely beneficial as we have seen many peers of the participants show interest in involvement in the program into the future. We have also worked closely with the Colorado State University Extension Service in order to make sure that the county agents in each county were aware of our efforts and can share that with the proper people in the areas.

**What do you plan to do during the next reporting period to accomplish the goals?**

{Nothing to report}

**Participants**

**Actual FTEs for this Reporting Period**

Role	Faculty and Non-Students	Students within Staffing Roles			Computed Total by Role
		Undergraduate	Graduate	Post-Doctorate	
Scientist	0	0	0	0	0
Professional	1	0	0	0	1
Technical	0	0	0	0	0
Administrative	0	0	0	0	0
Other	0	0	0	0	0
Computed Total	1	0	0	0	1

**Target Audience**

Target Audience:

The goal of the programs was to target young farmers and ranchers who will serve as the next generation of thought leaders within the industry as well as stewards of the lands in Colorado. The demographics of the individuals served by this project equate to approximately 50% males and 50% females. A majority of the participants came from rural areas where economic disadvantages are prevalent.

Efforts:

We used a multitude of different approaches to deliver science-based knowledge to all of the participants that we have interacted with. The information presented to the individuals who were involved in this program was delivered through a combination of classroom instruction, workshops, practicums, and extension and outreach. By utilizing the different medians for delivering the education I believe that those who were involved in the course were more apt to retain the information presented to them. By doing some hands-on activities and using real-life examples participants were able to implement the information and witness it being used in action. We also used a variety of resources to present the information; from university professors, practicing lawyers, industry professionals, and agriculture producers.

**Products**

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2010	YES

**Citation**

Gill, B. 2010. Collegiate Connection, Cattle Guard, Volume V (Issues IV): 20-21.

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2011	YES

**Citation**

Bader, A. 2011. 2011 Cattlemen's Leadership College. Cattle Guard, Volume VI (Issue III): 17.

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2010	YES

**Citation**

Gill, B. 2010. 2011 Leadership College Seeking Applicants. AG Journal. November 5: Page 11.

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2011	YES

**Citation**

Gill, B. 2011. 2011 Cattlemen's Leadership College. Ag Journal. January 21: Page 14

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2011	YES

**Citation**

CCAs quarterly publication is the Cattle Guard. Gill, B. 2011. Colorado Ranching Legacy Program. Cattle Guard, Volume VI (Issue IV):22

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2011	YES

**Citation**

Gill, B. 2011. 2012 Kirk Hanna Cattlemen's Leadership College. Cattle Guard, Volume VI (Issue IV): 28

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2012	YES

**Citation**

Murnin, D. 2012. Colorado Ranch Practicum. Cattle Guard, Volume VII (Issue III): 6,7,11

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2012	YES

**Citation**

Murnin, D. 2012. Colorado Ranching Legacy Program - Colorado Ranch Practicum. Cattle Guard, Volume VII (Issue II): 24

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2012	YES

**Citation**

Gill, B. 2012. 2012 Kirk Hanna Cattlemen's Leadership College Seeking Applicants. Ag Journal. September 23, 2012

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2012	YES

**Citation**

Murnin, D. 2012. Colorado Cattlemen's Association Newsletter. The Fence Post. April 2, 2012

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2012	YES

**Citation**

Lischeske, G. 2012. Colorado Ranching Legacy Program. Lost Creek Guide, Volume 8 (Edition 16). September 15, 2012.

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2012	YES

**Citation**

Murnin, D. 2012. Ranchers are the Future. Cattle Guard, Volume VII (Issue IV): 22

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2012	YES

**Citation**

Murnin, D. 2012. 2013 Kirk Hanna Cattlemen's Leadership College Seeking Applications. Cattle Guard, Volume VII (Issue IV): 22.

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2013	YES

**Citation**

Murnin, D. 2013. Ranchers are the Future. Cattle Guard, Volume VIII (Issue I): 26.

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2013	YES

**Citation**

Murnin, D. 2013. Registration Open for the Colorado Ranching Legacy Program, Ranch Practicum Series. Ag Journal. April 3, 2013

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2013	YES

**Citation**

Murnin, D. 2013. The 2nd Annual Colorado Ranching Legacy Program Open for Registration. Cattle Guard, Volume VIII (Issue II): 22.

Type	Status	Year Published	NIFA Support Acknowledged
Other	Published	2013	YES

**Citation**

Murnin, D. 2013. Young and Beginning Rancher Program off to a Great Start. Ag Journal. July 10, 2013

**Other Products**

{Nothing to report}

**Changes/Problems**

{Nothing to report}