

Department of Agriculture
FY 2026-27 Joint Budget
Committee Hearing Agenda

Thursday, December 11

1:30 pm – 3:00 pm

1:30 – 1:35 Introductions and Opening Comments

Presenter: Commissioner Greenberg

- Slides 1-6

1:35 – 2:10 Agricultural Management Fund

Main Presenters:

- Jordan Beezley, Deputy Commissioner of External Affairs

Supporting Presenters:

- Kate Greenberg, Commissioner
- Jennifer Hughes, Chief Financial Officer and Budget Director

Topics:

- Orientation, Balance, and Trends: Page 1-3, Questions 1-3 in the packet, Slides 7-8
- Department Usage of the Fund: Page 3-5, Questions 3-7 in the packet, Slide 9

2:10 – 2:40 Budget Reduction Options

Main Presenters:

- Jordan Beezley, Deputy Commissioner of External Affairs

Supporting Presenters:

- Kate Greenberg, Commissioner

- Jennifer Hughes, Chief Financial Officer and Budget Director

Topics:

- Grant Programs: Page 5-7, Questions 7-12 in the packet, Slides 10-13
- Indirect Costs: Page 7-8, Questions 13-14 in the packet, Slide 13

2:40 – 3:00 General Questions

Main Presenters:

- Jordan Beezley, Deputy Commissioner of External Affairs

Supporting Presenters:

- Kate Greenberg, Commissioner
- Jennifer Hughes, Chief Financial Officer and Budget Director

Topics:

- Cash and Federal Funds: Page 8-10, Questions 15-18 in the packet, Slides 14-15
- Budget Changes: Page 10-13, Questions 19-20 in the packet, Slides 16-19

Agricultural Management Fund

Balance, Orientation, and Trends

1) [Sen. Kirkmeyer]: How much money is in the AMF? Does all that revenue come from the UPTPTF? How much comes from other sources?

The Fund Balance is \$4,788,053 (fund balance minus encumbered funds). The revenue in fund 22L0 is on average 90% UPTPTF funds, with approximately 4% in interest from the fund balance and 6% from interagency agreements.

Fund Balance	\$5,662,876
Encumbered Funds	\$ (874,823)
Total	\$4,788,053

2) [Rep Brown]: This fund is extremely unusual compared to other departments. Please provide an orientation to this fund.

- a. If known, provide a history of this fund. Why was it put into place, what were the discussions at the time, why did they choose the UPTPTF interest to support this?

The current funding structure (10% CO Tourism Office, 65% CDA, 25% CO State Fair) was established with the passage of HB08-1399. Prior to the allocation change in 2008, the funds within the “Unclaimed Property Tourism Promotion Trust Fund” were used to pay off the debt incurred by the Colorado State Fair for construction of the Events Center. The Unclaimed Property Tourism Trust Fund consists of proceeds from the sale of securities determined to be abandoned property. Interest earnings on this fund are credited to the Colorado Travel and Tourism Promotion Fund where the monies are appropriated per statute.

According to 35-1-106.9 C.R.S. “The Department shall use such moneys to fund agricultural efforts approved by the commissioner, including, but not limited to, funding additional employees necessary to implement and manage approved programs.” The fiscal note from HB08-1399 provides additional context on how the funds would be utilized initially. At the time, the Department planned to use the money as follows:

- **New Employee Costs** – employees to assist the Commissioner, provide expanded capabilities, further programs, and streamline systems;
- **Program Support** – grant funding for programs and support new activities towards department goals of strengthening and advancing Colorado's agriculture industry; ensuring a safe, high-quality, and sustainable food supply; and protecting consumers, the environment, and natural resources; and
- **Existing Employee Costs** –to support existing positions within the department

The restructuring shown below is from the official published fiscal note.¹ Current CDA staff were not party to the conversations that took place at the time HB08-1399 was passed. The appropriations report from 2008 says “As a result of securing a funding source from unclaimed property moneys, the Department has been able to fully subsidize the State Fair's operational deficit and backfill General Fund reductions made to the Distributions to Soil Conservation Districts and Matching Grants to Districts line items in the Conservation Board division in FY 2008-09 (\$200,000) and for FY 2009-10 (\$225,000) as a result of the state's revenue shortfall. Further, this funding stream offers the Department latitude in either backfilling existing programs should their appropriations be reduced, or funding new programs it is statutorily permitted to administer.”

Table 1: Allocation of Current Unclaimed Property Tourism Fund Interest					
Fiscal Year	Available Funds*	Purpose	Current Law	Under HB08-1399	Difference
FY 2008-09	\$3,300,000	Tourism	\$1,743,420	229,342	(1,514,078)
		Agriculture	0	1,490,723	1,490,723
		State Fair	1,556,580	1,579,935	23,355
FY 2009-10	\$3,448,500	Tourism	2,898,500	344,850	(2,553,650)
		Agriculture	0	2,241,525	2,241,525
		State Fair	550,000	862,125	312,125

* FY 2009-10 based on a 4.5% investment earnings rate.

b. Including the annual uses approved and appropriated by the GA. How has this number changed in recent years?

The fund splits are unchanged: 10% to OEDIT, 25% to CSF, and 65% to CDA. The Commissioner's Office spending authority amount of “2,048,914” also remains unchanged since FY 2019-20. However, the obligated revenue that is letternoted in the long bill has increased since FY 2019-20 by \$1,076,923.

Obligated AMF <u>Revenue</u> FY 2019-2020		
Common Policy	\$155,231	See letternote in Commissioner's Office
Adult Agriculture Leadership Grant Program	\$300,000	See letternote in Commissioner's Office

¹ HB08-1399 Fiscal [Note](#) and Bill [Text](#)

Matching Grants to Districts	\$100,000	See letternote in Conservation
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Obligated AMF Revenue FY 2025-26		
Administrative Law Judge	\$10,835	Common Policy Allocation
PERA Direct Distribution	\$40,744	Common Policy Allocation
IT Accessibility	\$22,607	Common Policy Allocation
Worker's Comp	\$12,716	Common Policy Allocation
Risk Management	\$24,105	Common Policy Allocation
Lab Depreciation	\$203,337	Common Policy Allocation
Office Consolidation COP (305 Interlocken Payment)	\$205,287	Common Policy Allocation
CORE	\$3,048	Common Policy Allocation
Payment to OIT	\$150,096	Common Policy Allocation
Agriculture Workforce Development Program	\$300,000	See letternote in Markets
Indirect Cost Assessment	\$204,307	See letternote in Commissioner's Office
R01 (FY26) Animal Disease Traceability Appr	\$58,419	See letternote in Animal Industry
R02 (FY26) Soil Health Continuation	\$296,653	See letternote in Conservation (includes POTS estimate)
Matching Grants to Conservation Districts	\$100,000	See letternote in Conservation

- c. Include specific information about Commissioner-led annual uses and the amount that is expected to be discretionary, and has historically been discretionary.

After a review of the Long Bills since 2015, the amount that has been historically discretionary in the Commissioner's office has not changed (\$2,048,914). If the full amount has not been expended in a fiscal year, the unused spending authority has a one-year rollforward authority and thus the "discretionary" amount expended in one year could be higher, but that would mean prior years were lower than that amount. Please see the LFRI for more information on specific uses.

3) [Sen. Bridges]: What are the mechanisms for the distribution of interest from the UPTPTF?

The Treasury Department makes direct transfers to OEDIT, CSF, and CDA on a monthly basis.

Department Usage of the Fund

4) [Sen. Kirkmeyer]: Explain department uses of the fund.

- a. Does the department typically just fund capital projects with this fund, or do they take them to the Capital Development Committee?

CDA does not typically fund capital projects from this fund, bigger projects would require additional spending authority. CDA funds regular maintenance out of this fund when both cash and spending authority are available. Funding maintenance through this fund allows CDA to avoid requesting and utilizing the general fund for these purposes.

- 5) When the department says “more expensive capital projects down the line”, what do they mean exactly?

In responding to previous staff questions, CDA stated: “These funds also cover spending for facilities maintenance, including parking lot pavement improvements, which are required to preserve state assets and mitigate larger, more expensive capital construction requests down the line.” What was meant by this statement is that forgoing required maintenance and repairs such as pavement improvements, would compound into larger expenditures due to ongoing deterioration, potentially necessitating a budget request from the general fund.

- 6) *[Rep. Taggart and Sen. Kirkmeyer]*: How does current use of the fund compare to its statutory purpose?

The current use aligns with the statutory purpose. The exact statutory language is as follows:

35-1-106.9 (1) There is created in the state treasury the agriculture management fund. The fund consists of money transferred pursuant to section 38-13-801.5 (3), any money realized from the sale of the inspection and consumer services division facility and other real property associated with that facility that are all located in the Highlands neighborhood of Denver, Colorado, and any money realized from the sale of the warehouse and storage facility located at 5000 Packing House Road, Denver, Colorado. The department shall use such money to fund agricultural efforts approved by the commissioner, including, but not limited to, funding additional department employees necessary to implement and manage approved programs. Money may be used for direct assistance or grant assistance for conservation districts created pursuant to article 70 of this title 35. Money in the fund may be used for expenses related to the department’s office consolidation as authorized by House Bill 13-1234, enacted in 2013, and as authorized by House Bill 16-1460, enacted in 2016. Money in the fund is subject to annual appropriation to the department. Any money not expended or encumbered from any appropriation at the end of any fiscal year shall remain available for expenditure in the next fiscal year without further appropriation. All interest derived from the deposit and investment of money in the fund shall be credited to the fund and shall not be transferred or credited to the general fund or any other fund.

Please see the question 2a for further context on the statutory purpose.

- a. Are capital construction projects really “agriculture efforts and staff”?

Agricultural efforts in this context are the programs and services offered by the department, including the employees who operate them. Agricultural efforts i.e., CDA's programs and services, require offices and physical assets to function. Additionally, this fund was used for the office consolidation as provided for in HB13-1234. CDA believes that maintaining the office, a state asset, is both fiscally responsible and important for the safety and welfare of staff.

7) *[Rep Taggart]*: What is driving the nearly \$2 million decrease in projected fund balance, as indicated in the cash fund report? It appears that the balance has been growing?

- a. Is there a large expenditure? A large drop in revenue? What does the department know that is causing this?

The \$2 million decrease is the net effect of the revenue transfer transactions in the financial system to programs within the allowable statutory authority, which states, "the department shall use such money to fund agricultural efforts approved by the commissioner, including, but not limited to, funding additional department employees necessary to implement and manage approved programs." (C.R.S., 35-1-106.9) Revenue was transferred to ensure programs facing budgetary pressures received the necessary funding to maintain full service delivery and meet all mandated objectives. The table below shows the revenue transfers in detail.

Division/Program	Amount
State Fair	\$700,000
Brands	\$300,000
Agricultural Products Inspections	\$250,000
Animal Protection Fund	\$75,000
Agricultural Future Loans Program	\$500,000
Vet Vaccine Fund	\$75,000
Total	\$1,900,000

Budget Reduction Options

Grant Programs

8) *[Rep. Brown]*: Please provide a breakdown of grant programs within the department, including agrivoltaics, equine welfare, distribution to soil conservation districts, noxious weed management, and salinity control.

- a. Number of grants being offered each year

- b. Number of awardees.
- c. Average amount awarded.
- d. Amount appropriated vs. amount expended
 - 1) What happens with any excess.

[Link to Spreadsheet](#)

9) [*Sen. Amabile*]: Provide detail on the actual usage of the equine welfare grant dollars historically.

The FY25 Equine Welfare Assistance Grants facilitated critical improvements in infrastructure, direct animal care, and emergency readiness across the state. Funding for equipment and facility upgrades allowed Blue Rose Ranch to purchase a work truck for safe transport, Burro Base Camp to acquire a skid steer that reduced hay costs and funded additional rescues, and the Mustang Ambassador Program to repair shelters and increase sanctuary capacity. Direct care funds were equally vital; the Horse Protection League secured essential feed for their herd, while Colorado Horse Rescue, Humane Colorado, and Metaphorse utilized funds for veterinary and rehabilitative services that accelerated adoptions, treated equines who had abuse injuries, and engaged at-risk youth in animal care. On a broader scale, the Colorado Unwanted Horse Alliance distributed over \$50,000 to support 12 different organizations across Colorado, and the Jefferson County Horse Council provided emergency evacuation training that led to immediate successful rescues.

10) [*Sen. Bridges*]: How many of the agrivoltaics projects would have moved forward without receiving these grants? What is the actual impact of the grants? What does the State get out of having this program?

Grantees are required to submit a final report to CDA that includes an executive summary, final deliverables and metrics, and lessons learned. When relevant to the project, reports also include findings on the additional costs, revenue, or benefits of the use of agrivoltaics as compared to traditional photovoltaics. These reports are available to be viewed by the public and are housed in a [StoryMap](#) that is linked on CDA's Agrivoltaics [homepage](#).

Throughout the first two rounds of funding, grantees have also produced white papers, research posters, template contract language, and an interactive mapping tool. In addition to reporting outputs, this grant has also funded the construction of functional agrivoltaic systems. Including projects currently underway, this grant has funded the installation of three different solar arrays and the installation of monitoring equipment at four different solar sites to study the impact of solar panels on soil moisture, soil temperature, and other ecosystem metrics.

None of the 17 agrivoltaics projects funded by this would have moved forward without state funding. There are agrivoltaic projects that are developed without state funding (see Garnett Mesa), but the high-quality projects selected by the Agrivoltaic Review Committee are funded

specifically because they further the research and demonstration of this new design. The goal is that these demonstration and research projects will encourage more successful, privately funded projects to move forward.

11) [Sen. Kirkmeyer]: Why do we need grants to study the impact of solar panels on agricultural lands when we already have hundreds of acres with panels? What value does this grant program add?

The grant program is designed to help producers and solar developers better understand the impacts and benefits of co-locating solar with agricultural production. 95% of over-ground solar panels in Colorado are not over working agricultural lands. They are over land that is mowed or sprayed semi-annually for vegetation control or over gravel. Many of these lands were taken out of agricultural production and converted to solar production. CDA's goal with the program is to support and maintain agricultural production whenever possible while also supporting the State's policy of transitioning to renewable energy sources and a landowner's ability to obtain supplemental income through energy production.

Agrivoltaics means designing the solar array so that agriculture, either grazing or crop production, can continue underneath them. There are many benefits to this, including continuing agricultural operations and providing two sources of income from the same property. This approach also helps maintain county tax revenue. The grant exists to understand the conditions in which agrivoltaics will work specific to Colorado's climate, and what crops and production practices co-exist best with solar panels. Because it is different from a standard solar array, utilities and solar developers are often hesitant to involve producers. However, our grant continues to show a myriad of benefits, including reduced operations & maintenance costs for the utility.

12) [Sen. Amabile]: How many of the climate resilience projects would have moved forward without receiving these grants? What is the actual impact of the grants?

The grant evaluation committee reviews the grant applications to ensure that our funding is additive and supports projects that would not otherwise happen. Because the first grants were awarded in Aug, 2025, we do not know the full impact of the grants. We are requiring grantees to report on their grant outcomes, and to share their outcomes with their neighbors and community. We look forward to sharing the impact of our first round of grants starting in fall 2026.

Project examples include:

- A buried water cistern in Logan County to provide water during wildfire/grass fire response and as emergency water for livestock;
- Portable corral in Otero County so producers can quickly move cattle during weather events or emergencies;
- Irrigation improvements in Pueblo County needed to continue to irrigate with higher sediment loads caused by upstream fires and mudslides.

The demand for these climate resilience grants has been great. This year (calendar year 2025), over our two rounds of funding, CDA has received \$4.5 million in grant requests. We will have all the current funding encumbered by February 2026.

Indirect Costs

13) *[Rep. Taggart]*: Why is the department regularly overcollecting on indirect costs? Should appropriations be adjusted?

We assess a charge, up to the budgeted amount for each cash fund (an average of 5.5% unless statute dictates a specific percentage), to cover the reappropriated expenditures. It is important to note that the de minimis rate for indirect costs is 15% or the approved Negotiated Indirect Cost Rate Agreement (NICRA) rate of 27.22%; therefore, the department's indirect cost collection is substantially below both of the aforementioned rates. Senate Bill 13-109 established Fund 27G0 to mitigate or reduce the need for cash funds or the General Fund to compensate for the loss of federal indirect cost revenue. The department did not initiate the transfer of reserve funds until Fiscal Year 2019, with the intention of utilizing these funds in a year exhibiting a revenue undercollection, which did occur in FY2025.

The Emergency Indirect Cost Fund (27G0) is essential for the Department's fiscal stability, not a reflection of over-collection. Annually, the average sum deposited into this reserve equals 3.2% of total indirect costs collected. CDA's financial profile is heavily reliant on non-General Fund sources (63.8% cash funded and 6% federally funded), meaning our indirect cost collections can be variable based on the growing season and other external factors. Building and maintaining this reserve fund is solely for mitigating similar, high-impact financial risks and other emergency liquidity needs. CDA believes that the current balance demonstrates prudent fiscal management and responsible mitigation against systemic financial volatility, rather than over-collection from our fee base.

14) *[Staff-initiated]*: Explain in more detail what happened with the blockage of use of this fund. There was still revenue--or overcollection--for the year in question. So how was there also undercollection?

The department initially requested to use \$29,310.34 from Fund 27G0's spending authority through the Office of State Controller, necessitated by an inability to fully collect indirect revenue. This request was initially denied, as the department was told a supplemental request was required to obtain this spending authority, leading the department to seek an alternative solution at that time.

More recently, the department sought clarification from the Office of State Controller regarding the blockage of these funds. There was a misunderstanding on how to appropriately utilize the reserve funds. The issue has since been resolved. It is now clear that the Long Bill grants the department spending authority up to the Indirect Cost Assessment amount appropriated in the Commissioner's Section. Although the department had available spending authority within the

Indirect Cost Assessment line, the department lacked the ability to collect the full amount of revenue needed, thus the need to utilize the excess revenue in Fund 27G0.

Furthermore, there was no overcollection in Fiscal Year 2025. The money in question was derived solely from interest revenue transferred from the Treasury, not a transfer of revenue from the CDA.

General Questions

Cash and Federal Funds

15) [Sen. Kirkmeyer]: Provide detail on sources, revenues, and expenditures for cash funds labeled “various sources” in the budget request schedules, notably the Schedule 4’s.

Revenues and expenditures are not recorded in Fund VSCF (various sources of cash). The cash fund labeled various sources can only be used during the year to reclassify lines recorded as VSCF to other cash funds. It only provides the department a mechanism to move spending authority between the cash funds within the department based on consumption, but only within the bounds of the appropriation in the Long Bill. The various sources of cash are all identified in the Schedule 9 where the revenue and expenditures are recorded. In accordance with the Colorado State Fiscal Procedure Manual, all activity (revenues, expenditures etc.) must be removed prior to the end of the fiscal year. Below is a table pulled from CORE, the state’s financial system showing that there is no activity (revenue, expenditures) in the fund.

Fund VSCF Activity			
Row Labels	2016	2024	Grand Total
Expenses	\$ -		\$ -
Revenue		\$ -	\$ -
Grand Total	\$ -	\$ -	\$ -

Data Source: State CORE Financial System

16) [Sen. Amabile]: What do the federal funds in the Department of Agriculture go towards? Discuss the sources and uses of the Department’s federal funding.

See spreadsheet - Federal Funds [Here](#).

17) [Rep. Sirota]: How much of the money generated through lost livestock actually gets returned to the owner?

Since FY 2017-18, 10.35% of the funds collected in the enterprise fund has been returned back to the owners, but only if they are able to prove rightful ownership of the estray livestock.

Rightful ownership may be proven by, but is not limited to, a signed and authorized ownership affidavit or an inspection certificate.

a. What does the Brands Division use this money for, if it is not returned?

If funds are unable to be distributed to the owner within the statutory six-year timeframe, those funds are transferred to the Brand Division. Being a 100% cash funded enterprise, the funds help offset the administrative costs of managing estray livestock and seeking to provide reimbursement to the rightful owners.

18) *[Rep. Brown]*: Why do we treat cows--or other lost livestock--any differently than other unclaimed property?

Livestock are living creatures who need round-the-clock, expensive care. The state government does not have the resources to provide the care required to hold onto lost livestock, thus those animals are sold at auction. Proceeds from these sales are then held in trust for six years in case the rightful owners can prove ownership. "If no such proof has been submitted within the six-year period, the board may expend the proceeds pursuant to [the State Board of Stock Inspection Commissioners Act]." See 35-41-102, C.R.S. Funds not claimed after the six year statutory period are reverted to the Brands Division.

Budget Changes

19) *[Rep. Brown]*: Why have there been such large increases in General Fund in the Commissioner's Office, Agricultural Markets, and Agricultural Services?

a. What specific programs drive these changes?

b. What specific legislation added to this growth?

[Please See Spreadsheet GF Increases Tab](#)

20) *[Rep. Taggart]*: Please provide an org chart showing where all the departmental FTE are, before and after the re-org.

The Department isn't being reorganized; the long bill is being updated to match the existing organizational structure of the Department in order to provide additional transparency on division-level appropriations. The update to the long bill does not change the total number of FTE or where those FTE reside within the Department. Each division within Agricultural Services (Animal Industry, Plant Industry, Inspection and Consumer Services, and Conservation) has historically operated as its own distinct division; there is no change, thus there is no additional FTE or costs associated with this update to the long bill. Table 3 reflects the FTE being moved in the re-org, which shows the net effect to be zero.

Table 1: Current Long Bill Structure

Group	Description
(1) Commissioner's Office and Administrative Services	
(2) Agricultural Services	<ul style="list-style-type: none"> • Animal Industry Division • Plant Industry Division • Inspection and Consumer Services Division • Conservation Services Division
(3) Agricultural Markets Division (A) Agricultural Markets	
(3) Agricultural Markets Division (B) Agricultural Products Inspection	
(4) Brand Board	
(5) Colorado State Fair	
(6) Conservation Board	
(7) Division of Animal Welfare	

Table 2: Proposed Long Bill Structure

Group
(1) Commissioner's Office and Administrative Services
(2) Animal Industry Division
(3) Agricultural Markets Division - (A) Agricultural Markets
(4) Brand Board
(5) Colorado State Fair
(6) Conservation Services - (A) Program Costs
(6) Conservation Services - (B) Conservation Board

(7) Division of Animal Welfare
(8) Plant Industry Division
(9) Inspection and Consumer Services Division

Table 3:

Long Bill Section- Remove FTE	FTE
B01A (A) Commissioner's Office and Administrative Services	-2.5
B02A (A) Agriculture Services	-154.1
B03A (A) Agricultural Markets	0.0
B03B (B) Agricultural Products Inspection	-34.5
B06A (A) Conservation Board	-5.2
Grand Total	-196.3
Reallocate FTE	FTE
B02A (A) Animal Health Division	22.0
B06A (A) Conservation Services Division	28.6
B06B (B) Conservation Board	5.2
B07A (A) Division of Animal Welfare	0.0
B08 (A) Plant Industry Division	57.3
B09A (A) Inspection and Consumer Services Division	48.70
B09A (B) Agricultural Products Inspection	34.5
Grand Total	196.3
Net FTE Moves	0.0

a. Provide detail about the labs division. Where do those FTE show up in Long Bill line items?

In the [Schedule 14A](#), most lab positions include titles such as “PHY SCI RES/SCIENTIS,” or “LABORATORY TECHNOLOGY” they are dispersed throughout the Department and can be found in the following divisions; Animal Industry, Plant Industry, Inspection and Consumer Services Division, and Conservation Services. They are not in Markets, Brands, State Fair, the Conservation Board, or the Commissioner’s Office. The Division and programs that utilize the services of the Laboratory Division provide the FTE and funding for the Division.



Joint Budget Committee Hearing

Who We Are

Our mission is to strengthen and advance Colorado agriculture; promote a safe and high-quality food supply; protect consumers; and foster responsible stewardship of the environment and natural resources.

Our vision is that Colorado agriculture be strong and vibrant, a key driver of the state's economy, and recognized worldwide for its safe and abundant supply of high-quality food and agriculture products.

Our core values are Respect, Professionalism, Partnership, Service, and Proactivity.

Commissioner's Office
24 FTE

Kate Greenberg
Commissioner

Animal Health
21 FTE

Dr. Maggie Baldwin
State Veterinarian

Animal Welfare
18.1 FTE

Joe Stafford
Director

Brand Inspection
59 FTE

Todd Inglee
Brand Commissioner

Colorado State Fair
26.9 FTE

Andrea Wiesenmeyer
General Manager

Conservation Services
32.2 FTE

Evanne Caviness
Director

Inspection and
Consumer Services
81.7 FTE

Mark Gallegos
Director

Laboratory Services
FTE in Various Divisions

Eric Petty
Director

Markets
10.9 FTE

Amanda Laban
Director

Plant Industry
58.3 FTE

Wondirad Gebru
Director



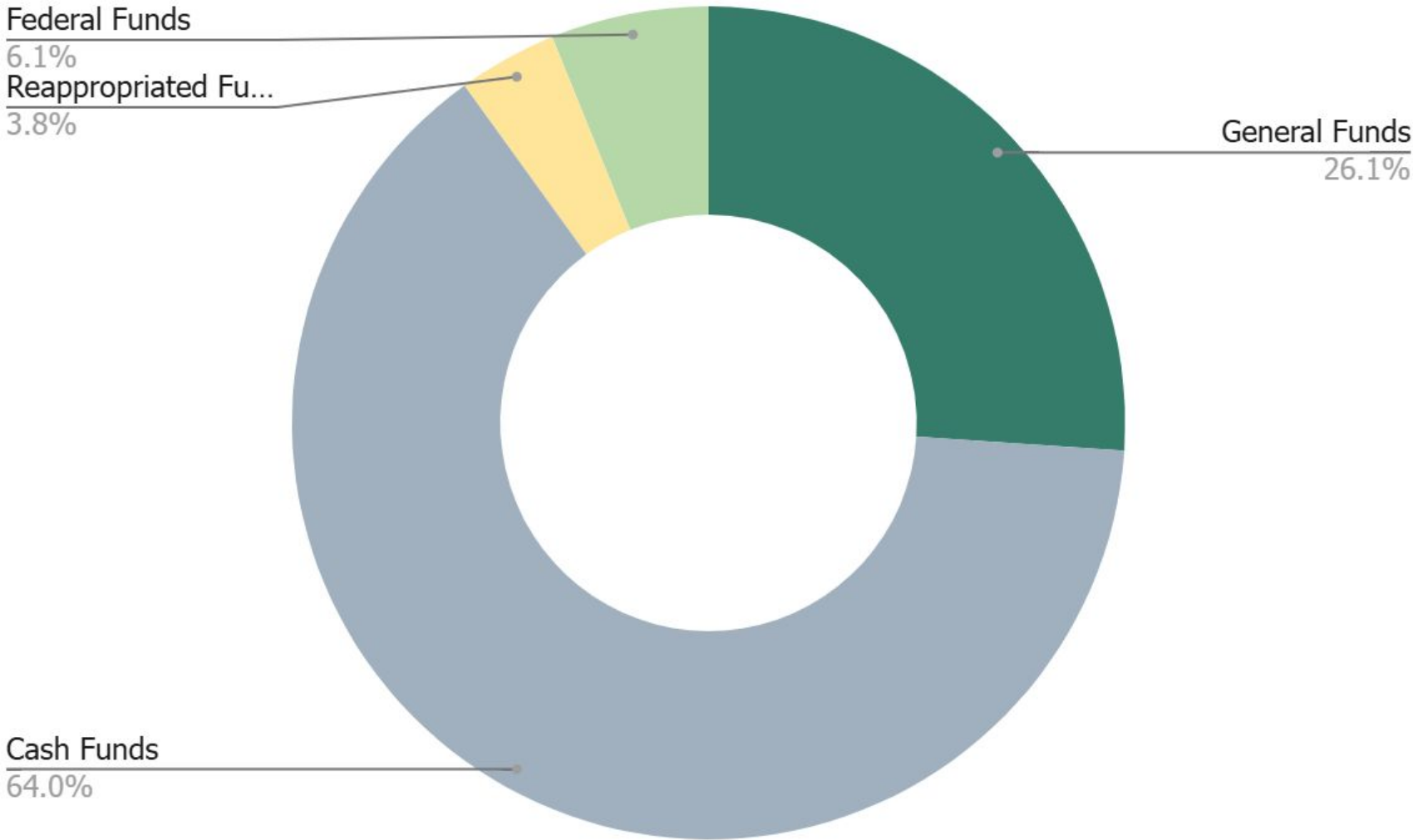
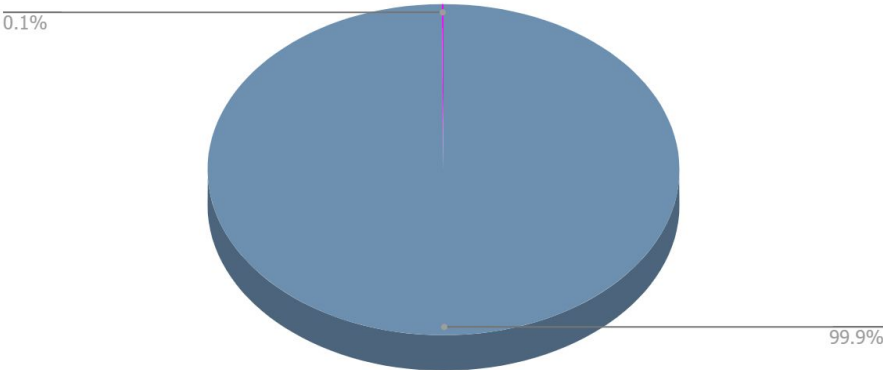
Multi-year Strategic Plan and Wildly Important Goals

CDA's FY25-27 WIGs

1. Expanding National and International Market Access for Agricultural Businesses
2. Developing Agricultural Leaders
3. Advancing the Colorado Water Plan
4. Supporting Ranchers Through Our Non-lethal Predator Conflict Reduction Program
5. Providing Education on Animal Mistreatment and Livestock Theft

FY 2026-27 Request

Department's Share of Statewide General Fund



Total Funds
\$79,844,265
332.7 FTE

FY 2026-27 Budget Summary

R01

Personnel Cost Realignment

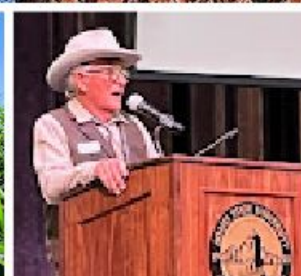
CDA has conducted an evaluation of staffing plans and analyzed vacancy savings data to identify areas in which the department is able to reduce general fund expenditures and maintain existing cash funds and cash fund spending authority. This includes an ongoing reduction of \$236,502 from the Commissioner's Office and \$120,054 from the Plant, Health and Environmental Protection Fund.

R02

Agrivoltaic Rollforward

The Department of Agriculture requests an additional year of spending authority for agrivoltaics grants, as these projects function similarly to capital construction initiatives and require extended timelines for implementation.





Communities We Serve



Agricultural Management Fund

Orientation/History of the Fund

- Current Fund Balance: \$4,788,053
- Per HB08-1399: 65% CDA, 25% CO State Fair, and 10% CO Tourism Office
- “The Department shall use such moneys to fund agricultural efforts approved by the commissioner, including, but not limited to, funding additional employees necessary to implement and manage approved programs.” 35-1-106.9 C.R.S.
 - New Employee Costs
 - Program Support
 - Existing Employee Costs

Department Usage of AMF

- **Obligated - \$1,632,154 (Common Policy or Letternote)**
 - **Ag Workforce Development, Animal Disease Traceability, Soil Health, Conservation Districts**
- **Commissioner's Office - (\$2,048,914 Spending Authority with 1 year roll-forward)**
 - **Supports programs, services and needs across the department**
 - **Breakdown of spending provided to JBC in an RFI (Page 31 of staff briefing)**
- **Revenue Transfers (Use existing program spending authority)**
 - **State Fair, Brands, Ag Product Inspections, Animal Protection, CAF Loan and Vet Vaccine Fund**

A large tractor is shown in silhouette, pulling a long, multi-span irrigation system across a field. The scene is set during sunset or sunrise, with a warm, orange glow across the sky and the silhouettes of mountains in the background. The tractor is moving from left to right, and the irrigation system consists of a long horizontal pipe supported by several vertical spans. The field in the foreground is dark and appears to be a crop field.

BUDGET REDUCTION OPTIONS FROM JBC STAFF

Grant Programs

Equine Welfare

- House Bill 24-1458, provided three years of grant funding
- Grants facilitated critical improvements in infrastructure, direct animal care, and emergency readiness across the state
- Proactive approach to reduce the number of abuse and neglect cases that have strained BAP and local law enforcement resources

Grant Programs

Agrivoltaics

- Agrivoltaic Review Committee are funded specifically because they further the research and demonstration of this new design
- Designed to better understand impacts/benefits of co-locating solar with agricultural production aligning with CDA's goal to support and maintain agricultural production whenever possible

Climate Resilience

- First Grants Issued Aug 2025, grantees are required to report on their grant outcomes and share with the community
- Demand is great, over \$4.5 million in requests

Reduction Options Presented by JBC Staff

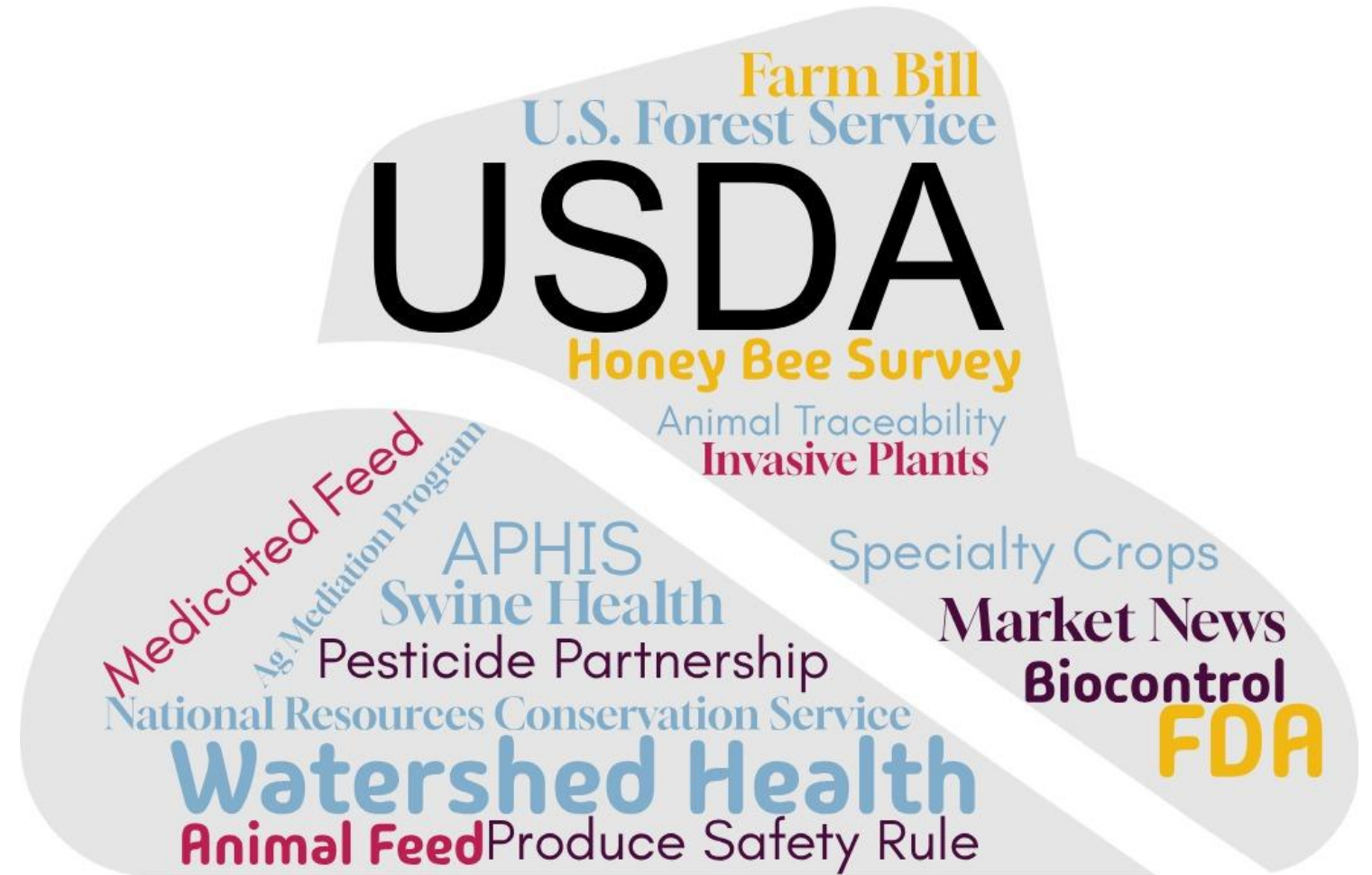
- **Brand Estray**
 - Funds in this account are held for owners
- **AMF**
 - Is a relatively volatile fund source that impacts programs, services and staff throughout the Department and is necessary for emergency expenses
- **Indirect Cost Excess Recovery**
 - Maintaining a balance is necessary to meet the purpose of this fund



General Questions

Federal Funds

- Fed Funding - Grants and Cooperative Agreements
 - **Sources**
 - USDA
 - AMS, APHIS, FDA, NRCS
 - **Uses**
 - Animal Disease Traceability
 - Pesticide Partnership
 - Biocontrol



Budget Changes



Increases in General Fund

Legislative Increases

- 10 bills added new programs, funding and 13.8 FTE

JBC Decision Items

- Added funding and 16.7 FTE

Long Bill Update

- Aligning long bill with current structure of the Department
 - There is no change to the department, the change is how the legislature structures the long bill.
 - Provide additional transparency into CDA Budget
- Laboratory Services funding and FTE are located within the other Divisions
 - The Laboratory provides services to many divisions and does not have separate funding, rather its funding is tied to the specific programs in which utilize the services.

Questions?

Kate Greenberg
Commissioner of Agriculture
kate.greenberg@state.co.us

The finest depictions of Colorado's agriculture come to CDA by those who work in this field and those who appreciate it.

For more than two decades, the Department of Agriculture has been sharing images taken by photographers of all skill levels submitted through our yearly **Best in Show** photography contest.



Question #8						
General Funded Grant Program Name	Grant Funding Appropriated	Expended	Average Annual # of Grants	Number of Awardees	Average Amount Awarded	Excess / Notes
Agrivoltaic Grants	\$300,000	\$300,000	5	5	\$65,000	None: The appropriation was reduced to \$300K beginning in FY 2025-26. The first two years of the program funded more, larger projects
Renewable Energy Efficiency and Climate Resilience Grants	\$500,000	\$341,364	15	15	\$22,758	The excess of FY26 funds (approximately \$160,000) will be encumbered in Jan, 2026 with the current grant applications. We received >1.5M of applications this fall
Noxious Weed Grants	\$450,000*	\$622,000	24	24	\$26,000	*Note: The Noxious Weed grant appropriation was reduced in FY 24-25 from \$700,000 to \$450,000. FY 25 requests exceeded \$1.6 million. If funds are returned to the Noxious Weed Managment Fund they are granted out the following cycle. The second cycle occurs in March.
Workforce Development Grants - Internship	\$300,000	\$301,540.00	55-60	45 awardees, 66 awards	\$4,568	Note: Internships are granted on the calendar year, businesses can be awarded multiple internships. The additional \$1,540 was rollfward from unspent funds in the previous cycle.
Workforce Development Grants - Leadership	\$200,000	\$200,000	6-7	7	\$23,000-25,000	None.
Distributions to Soil Conservation Districts	\$483,767	\$483,767	73	73	\$6,600	This is the only direct funding conservation districts receive, there is never any excess. 100% is allocated, paid and used by the conservation districts that are in statutory good standing (ie submitting annual budgets to DOLA, audits to OSA, etc.) The CDs leverage this direct funding \$30 locally to each \$1 state money.
Matching Grants to Districts Grant - General Fund	\$225,000	\$225,000	45	45	\$5,000	This is 100% spent each year, it is the state's 5% match to partner producer technical assistance positions (45 across the state) that the Feds pay 75% and local conservation districts pay 20%.
Equine Welfare Grants	\$200,000	FY25: \$198,128.40 FY26(first quarter): \$94,108.12	10	10	\$10,000-\$50,000	
Salinty Control Grants						There are no salinty control grants. The amount on the long bill is informational only and CDA no longer recieves federal grant funding for salinty control.

Question #16					
Federal Agency	Program Name	Start Date	End Date	Federal Total	Description
Reclamation	BOR Salinity Financial Assistance Grant 2021	10/1/2021	9/30/2026	\$535,934	BOR Salinity Financial Assistance Grant 2021
EPA	FFY24 EPA Pesticide Partnership Grant	10/1/2023	9/30/2025	\$989,222	FFY24 EPA Pesticide Partnership Grant
EPA	FFY26 EPA Pesticide Partnership Grant	10/1/2025	9/30/2027	\$513,569	FFY26 EPA Pesticide Partnership Grant
FDA	Maintenance of the Colorado Animal Feed Regulatory Prog FFY26	9/20/2025	6/30/2026	\$224,787	Maintenance of the Colorado Animal Feed Regulatory Prog FFY26
FDA	FDA Laboratory Flexible Funding Model (LFFM)	9/25/2025	9/30/2026	\$220,000	FDA Laboratory Flexible Funding Model (LFFM)
FDA	Implementation of FDA Produce Safety Rule	7/1/2021	6/30/2026	\$2,272,165	Implementation of FDA Produce Safety Rule
NFWF	Watershed Health and Resilience Partnerships in CO	1/2/2023	4/30/2027	\$4,000,000	Watershed Health and Resilience Partnerships in CO
NFWF	Soil Health Technical Assistance in the Republican River Watershed	9/1/2021	3/1/2026	\$298,467	Soil Health Technical Assistance in the Republican River Watershed
AMS	Pesticide Data Program 2025	1/1/2025	12/31/2025	\$74,000	Pesticide Data Program 2025
AMS	Country of Origin Labeling Retail Review	4/1/2022	4/1/2026	\$136,000	Country of Origin Labeling Retail Review
AMS	MARKET NEWS Service	7/1/2024	9/30/2029	\$50,000	MARKET NEWS Service
AMS	Resilient Food Systems Infrastructure	5/25/2023	5/24/2027	\$4,155,660	Resilient Food Systems Infrastructure
AMS	Specialty Crops Farm Bill 2023	9/30/2023	9/29/2026	\$799,209	Specialty Crops Farm Bill 2023
AMS	Specialty Crops Farm Bill 2022	9/30/2022	9/29/2025	\$824,248	Specialty Crops Farm Bill 2022
AMS	SCBGP 2021 Application HR 133	9/30/2021	9/29/2025	\$1,084,218	SCBGP 2021 Application HR 133
AMS	Specialty Crops Farm Bill 2024	9/30/2024	9/29/2027	\$823,399	Specialty Crops Farm Bill 2024
AMS	Specialty Crops Farm Bill 2025	9/30/2025	9/29/2028	\$813,875	Specialty Crops Farm Bill 2025
APHIS	CDA Bio-Control Invasive Weed - Knapweed	5/1/2024	10/31/2025	\$119,113	Biological Control of Hoary Cress and Yellow Star Thistle
APHIS	CO FY25 BC Hoary Cress and Other Weeds	5/1/2025	4/30/2026	\$119,115	Biological control of hoary cress and yellow starthistle - increasing numbers and distributing distributing agents for these two weeds.
APHIS	Regional YST Biocontrol	9/1/2023	8/31/2025	\$104,999	The primary purpose of this project is regional suppression of yellow starthistle, one of the worst weeds in the western US, infesting over 20,000,000 acres primarily in CA, OR, WA, ID and NV. In Cali
APHIS	FY25 CWD D3 CO Predictive Genetics	9/30/2025	9/29/2026	\$400,000	FY25 CO Farmed Cervid Chronic Wasting Disease management and response activities
APHIS	FY25 CO LIVESTOCK HPAI	11/18/2024	11/17/2025	\$114,916	FY25 High Path Avian Influenza (HPAI) Livestock State Response Activities Cooperative Agreement with USDA Veterinary Services
APHIS	CO 2024 NADPRP Agriculture Incident Safe	9/2/2024	6/1/2026	\$95,251	Farm Bill. Agriculture Incident Safety Officer Training Curriculum Development
APHIS	CO US Swine Health Improve Plans (SHIP)	4/1/2025	3/31/2026	\$9,000	CO US Swine Health Improve Plan (SHIP) FY25 Veterinary Services ASF Initiative
APHIS	Animal Traceability 2025	4/1/2025	3/31/2026	\$158,736	Veterinary Services Initiative - FY25 Animal Disease Traceability (ADT) activities.
APHIS	Animal Health Umbrella Program 2025	4/1/2025	3/31/2026	\$192,980	Veterinary Services Initiative - FY25 Animal Health National Surveillance and Response activities.
APHIS	CO Combined Surveys Signed PAL 2025	5/1/2025	4/30/2026	\$74,979	CAPS combined survey agreement
APHIS	FY25 PPA Grape Commodity Survey	5/1/2025	2/28/2026	\$19,806	FY25 PPA Grape Commodity Survey
APHIS	PD Infrastructure 2025	5/1/2025	4/30/2026	\$87,717	PD Infrastructure 2025
APHIS	Karnal Bunt Survey FY25	3/1/2025	2/28/2026	\$1,416	Karnal Bunt Survey FY25
APHIS	CO FY25 PPA Honeybee Survey	5/1/2025	4/30/2026	\$13,800	CO FY25 PPA Honeybee Survey
APHIS	FY25 PPA Stone Fruit Commodity	5/1/2025	4/30/2026	\$38,079	FY25 PPA Stone Fruit Commodity
FSA	CO Agricultural Mediation Program FY 25	10/1/2024	9/30/2025	\$145,628	CO Agricultural Mediation Program FY 25
Forest Service	Russian Knapweed Bio-control_Parasitoids	7/29/2021	6/30/2025	\$59,400	Russian Knapweed Bio-control_Parasitoids
Forest Service	FY23 US FOREST SERVICE INVASIVE PLANT	5/4/2023	12/31/2025	\$106,000	FY23 US FOREST SERVICE INVASIVE PLANT
Forest Service	FY24 US FOREST SERVICE INVASIVE PLANT	8/28/2024	12/31/2026	\$100,000	FY24 US FOREST SERVICE INVASIVE PLANT
Forest Service	FY25 US FOREST SERVICE INVASIVE PLANT	9/1/2025	12/31/2027	\$100,000	FY25 US FOREST SERVICE INVASIVE PLANT
Forest Service	FY25 US FOREST SERVICE INVASIVE PLANT	12/13/2022	12/31/2025	\$255,000	FY25 US FOREST SERVICE INVASIVE PLANT

Forest Service	Bipartisan Infrastructure Law Invasive Plant Management Program	7/1/2024	12/31/2028	\$200,000	Bipartisan Infrastructure Law Invasive Plant Management Program
Forest Service	2025 Invasive Plant Capacity	8/1/2025	7/31/2030	\$431,921	2025 Invasive Plant Capacity
Forest Service	FY22 US FS INVASIVE PLANT - Disaster Supplement	7/14/2022	12/31/2025	\$300,000	FY22 US FS INVASIVE PLANT - Disaster Supplement
Forest Service	Good Neighbor Invasive Plant Mapping FY26	8/25/2025	6/1/2030	\$50,000	Good Neighbor Invasive Plant Mapping FY26
Forest Service	Crew Noxious Weed Management	7/24/2024	10/10/2028	\$100,000	Crew Noxious Weed Management
Forest Service	Rearing Methods for Yellow Starthistle Rosette Weevil	5/25/2022	6/30/2027	\$110,202	Rearing Methods for Yellow Starthistle Rosette Weevil
NRCS	Farm Bill 2020	9/30/2020	3/29/2026	\$6,379,133	Facilitating and expanding outreach and education about natural resource conservation to Colorado's landowners.
NRCS	Technical Assistance for IRA Workload	9/21/2023	8/30/2028	\$4,050,000	To support Partnership employees providing technical assistance for IRA workload.
NRCS	NRCS Soil Health Program (CIG)	1/31/2022	1/14/2026	\$2,420,146	Colorado Soil Health Program: Supporting producers and conservation districts to improve drought resilience and water utilization.
USDA	Rural Energy for America Program (REAP) Technical Assistance	10/1/2023	9/30/2025	\$300,000	Rural Energy for America Program (REAP) Technical Assistance
USDA	Rural Energy for America Program (REAP) Technical Assistance 2025	10/1/2024	9/30/2027	\$250,000	Rural Energy for America Program (REAP) Technical Assistance 2025
HHS	Medicated Feed 2021	9/15/2021	9/14/2026	\$202,878	Colorado Animal Hoof Inspection Contract
AMS	USDA Transition to Organic Partnership Program	1/1/2025		\$145,000	USDA Transition to Organic Partnership Program
U of Oregon	Managing Yellow Starthistle Using a New Biocontrol Agent	10/13/2023	10/12/2026	\$64,030	Managing Yellow Starthistle Using a New Biocontrol Agent
CEO	Solar Siting Study IA	6/11/2024	6/30/2026	\$140,000	Solar Siting Study IA
CDPHE	Soil Health Practices	10/18/2021	12/31/2025	\$529,331	Soil Health Practices
DOI	Brand Inspections	6/13/2025	5/31/2026	\$14,200	THE PURPOSE OF THIS PURCHASE ORDER IS TO ESTABLISH A VEHICLE TO PROVIDE PAYMENT TO THE COLORADO STATE DEPARTMENT OF AGRICULTURE, COLORADO BRANDING BOARD FOR BRAND INSPECTIONS
				\$35,817,528	

Question #19						
Commissioner's Office	FTE	Agriculture Markets	FTE	Agricultural Services	"Division"	FTE
HB21-1242 (Create ADCRO Office)	1.0	SB 18-042 Ag Workforce Development Program	0.3	FY 2018-19 R-01 Federal Lands Management Resources	Conservation	1.0
FY2022-23 R-01 Agriculture Emergency Coordinator	1.0	HB22-1380 ARPA Community Food Access Program	2.0	SB19-158 Sunset Pet Animal Care And Facilities Act	ICS	2.0
HB22-1308-Ag Workforce Services Prgm	1.0	R-01 Climate Drought-Smart Agriculture Marketing Specialist	1.0	FY2019-20 R-01 Biological Pest Control	Conservation	1.0
FY2023-24 R-02 Commissioner's Office Support	1.0	HB23-1008 Food Accessibility Tax Credit	3.0	SB21-087 Agricultural Workers' Rights	Plant Industry	1.0
SB24-055 Agricultural & Rural Behavioral Health Care	0.5	FY 24-25 R07- Next Gen/Ag Leadership	0.7	FY2022-23 R-02 Enhancing Resources for Bureau of Animal Protection	Animal Industry	2.0
				SB22-206 Disaster Preparedness and Recovery Resources	Conservation	1.0
				FY2023-24 R-06 Animal Health and Welfare	Animal Industry	2.0
				FY2023-24 BA1-Ag Water Advisor	Conservation	1.0
				FY2024-25 R01-Ag Emergency Management	Animal Industry	1.0
				FY2024-25 R09- Workforce Services	ICS	1.0
				FY2024-25 BA01- Wolf Re-introduction	Animal Industry	3.0
				FY 2024-25 R03-Renewable Energy Adaptation & Development	Conservation	1.0
				FY2024-25 SB24-1249 Tax Credit Agricultural Stewardship Practices	Conservation	2.0
		*Note: 1380 term limited, transitioned into 1008 positions				

Department of Agriculture
FY 2026-27 Joint Budget
Committee Hearing: Post-hearing Responses

Common Questions (Written-only Response)

1. Can you please outline a detailed plan for shifting 5.0 percent of General Fund salaries to cash and/or federal fund sources. Please include the following information:
 - a. A list of positions and associated funding that can be shifted to cash/federal fund sources without any action from the General Assembly.
 - b. A list of positions and associated funding that can be shifted to cash/federal fund sources but would require legislation to do so.
 - c. What other changes could be made – programmatic or otherwise – that would allow your department greater flexibility to use cash/federal fund sources in place of General Fund for employee salaries?

State agencies are already incentivized to maximize non-GF fund splits for all positions. Where costs can be billed directly to a non-General Fund source, the department is already billing those fund sources. If an agency cannot bill a fund source directly for general support and administration (e.g. accounting, budgeting, leadership positions), costs are billed through indirect cost plans (internal or statewide). In many instances, the indirect cost model is the most efficient way to recover these expenses. Finally, state agencies must be able to draw a line between the work that individual positions execute and the funds that support that activity - the executive branch cannot just choose to fund an employee with federal funds or cash funds based on desire. There must be a business reason.

2. How many hires have been made between the August 27, 2025 hiring freeze executive order and the end of December 2025? Why were these positions hired (e.g., because the position was posted beforehand; an exemption, etc.)? Please provide job classification, division, and fund source (General Fund vs. other funds) for each position hired.

The department hired a total of 31 positions during the hiring freeze. Of those positions, 23 were positions posted prior to the start of the hiring freeze, 3 were positions that

qualified under broad exemptions (this includes one federally funded position and two positions that are fully funded through TABOR-exempt funding sources), 5 were positions that were approved through the exception process.

The broad exemption categories from the hiring freeze were:

- non-administrative 24/7;
- non-administrative public safety; and
- fully federally funded positions.

For a specific exception, employees had to meet at least one of the following criteria:

- a position that is essential to the day-to-day function of the state;
- a position that is critical to a department's wildly important goal(s) (WIGs); or
- a position in a unit or work group that was experiencing significant vacancies.

The following table/attached spreadsheet provides position specific information that is responsive to this request.”

Job Classification	Division	Fund Source	Rationale
ADMINISTRATOR III	Conservation Services Division	Federal Funds	Broad exemption
GRANTS SPECIALIST III	Conservation Services Division	Federal Funds	Posted prior to hiring freeze and broad exemption
LIF/SOC SCI RSRCH/SCI II	Conservation Services Division	Federal Funds	Posted prior to hiring freeze and broad exemption
ADMIN ASSISTANT II	Plant Industry Division	Cash Funds	Posted prior to hiring freeze
TEMPORARY AIDE	Brand Board	Cash Funds	TABOR-exempt funding source
TEMPORARY AIDE	Brand Board	Cash Funds	TABOR-exempt funding source
TEMPORARY AIDE	Agricultural Products Inspection	Cash Funds	Exception
TEMPORARY AIDE	Agricultural Products Inspection	Cash Funds	Exception
TEMPORARY AIDE	Agricultural Products Inspection	Cash Funds	Exception
TEMPORARY AIDE	Agricultural Products Inspection	Cash Funds	Exception
TEMPORARY AIDE	Agricultural Products	Cash Funds	Exception

	Inspection		
TEMPORARY AIDE	Colorado State Fair	Cash Funds	Posted prior to hiring freeze
TEMPORARY AIDE	Colorado State Fair	Cash Funds	Posted prior to hiring freeze
TEMPORARY AIDE	Colorado State Fair	Cash Funds	Posted prior to hiring freeze
TEMPORARY AIDE	Colorado State Fair	Cash Funds	Posted prior to hiring freeze
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TEMPORARY AIDE	Colorado State Fair	Cash Funds	Posted prior to hiring freeze
TEMPORARY AIDE	Colorado State Fair	Cash Funds	Posted prior to hiring freeze
SEASONAL WORKER	Colorado State Fair	Cash Funds	Posted prior to hiring freeze
SEASONAL WORKER	Colorado State Fair	Cash Funds	Posted prior to hiring freeze

3. Can you please detail the Department's Indirect Cost Plan

Appendix B: Indirect Cost Assessment Methodology

Description of Indirect Cost Assessment Methodology

The Department of Agriculture's indirect cost assessment methodology is calculated based on three components: an "*Indirect Cost Pool*", an "*Indirect Cost Base*", and an "*Indirect Cost Rate*".

The *Indirect Cost Pool* is based on the estimated personal services, operating, utilities, and CORE operation items for the requested budget year in the Commissioner’s and Administrative Services Office and program costs for the Animal Health Division. For the FY 2026-27 request, the Department’s *Indirect Cost Pool* is \$2,537,611, as shown in the **Table 1** below.

Table 1 Department of Agriculture Indirect Cost Pool		
Division	Line Item	FY 2026-27 Request
Commissioner's Office and Administrative Services	Personal Services	\$2,057,192
	Operating	\$248,420
	Utilities	\$190,000
	CORE Operations	\$9,248
Animal Health Division	Program Costs	\$32,751
Total		\$2,537,611

The *Indirect Cost Base* is set equal to the *Indirect Cost Pool*, or the amount of indirect costs the Department needs to collect.

The *Indirect Cost Rate* is initially set at 15.0 percent (based on the de minimis rate) for most cash funds in the department. Statutory caps on indirect cost rates are in place for the Brand Board and Alternative Livestock (3.6 percent cap), and Agricultural Products Inspection (5.0 percent cap) on cash funds. Indirect costs for the Colorado State Fair are assessed at a lower rate (1.5 percent) because it uses very few Department resources. The Department’s plan also includes approximately \$517,000 collected from federal sources. The Department adjusts the *Indirect Cost Rate* over time to ensure that collected indirect costs are exactly equal to the *Indirect Cost Base*. **Table 2** summarizes the Department’s *Indirect Cost Base* by division.

Table 2 Department of Agriculture Indirect Cost Base	
Division	Base
Comm's Office	\$204,739
Animal Health	\$44,176

Ag Markets	\$46,255
Brand Board	\$282,096
CO State Fair	\$164,353
Conservation Services	\$497,419
Div Animal Welfare	\$97,184
Plant Industry	\$663,940
ICS, Inspect and Cons Services	\$380,018
ICS, Ag Prods Inspection	\$157,430
Total Indirect Cost Base	\$2,537,611

Table 3 identifies the amounts by Fund Source.

Table 3			
Department of Agriculture Indirect Cost Assessment Request			
Division	Total Funds	Cash Funds	Federal Funds
Comm's Office	\$204,739	\$204,739	\$0
Animal Health	\$44,176	\$44,176	\$0
Ag Markets	\$46,255	\$28,035	\$18,220
Brand Board	\$282,096	\$282,096	\$0
CO State Fair	\$164,353	\$164,353	\$0
Conservation Services	\$497,419	\$178,225	\$319,194
Div Animal Welfare	\$97,184	\$97,184	\$0
Plant Industry	\$663,940	\$663,940	\$0
ICS, Inspect and Cons Services	\$380,018	\$380,018	\$0
ICS, Ag Prods Inspection	\$157,430	\$157,430	\$0
Total FY 2026-27 Indirects	\$2,537,611	\$2,200,197	\$337,414

CDA's Advertising and Marketing Spending

CDA has three programs that make advertising and marketing purchases, the Colorado Proud Program, the Colorado Wine Industry Development Board and the Colorado State Fair. CDA has answered the following set of questions for all three programs within the Department.

1. Please provide a breakdown of your department's total advertising budget for the current and prior fiscal year. Specifically:
 - a. What is the total amount budgeted and expended on advertising and media placement type?
 - b. How are those advertising dollars allocated across different media types (e.g., television (national/local/cable), radio (terrestrial vs streaming), SEM, digital (display, YouTube), connected TV, social media, print, outdoor, etc.)?
 - c. How much of that spending is directed to Colorado-based or local media outlets? How is the media currently purchased?
 - d. What performance metrics or evaluation tools does the department use to measure the effectiveness of these advertising campaigns? What are the goals of the campaigns, and what key performance indicators are measured for success?
 - e. If any portion of advertising is managed through third-party vendors (or 'partners';) or media buying firms, please provide any available data or reporting from those companies on campaign performance and spending. How often do the departments discuss media placements with these vendors?
 - f. Monthly or quarterly reporting - how is reporting delivered?

Colorado Proud

1. Please provide a breakdown of your department's total advertising budget for the current and prior fiscal year. Specifically:

CDA's advertising and marketing budget within the Colorado Proud program, the state's premier branding and marketing program, established in 1999 to identify and promote food and agricultural products grown, raised, or processed in Colorado. By utilizing the recognizable "Colorado Proud" logo on packaging and retail displays, the program creates a direct link between local producers and conscious consumers. This visibility helps drive market demand for Colorado commodities, ensuring that the state's farmers and ranchers can better compete in both local and global marketplaces. Ultimately, the program serves as a powerful economic engine, fostering brand loyalty and keeping agricultural dollars circulating within the state's economy.

The following answers are for the Colorado Proud advertising and marketing budget.

a. What is the total amount budgeted and expended on advertising and media placement type?

Used through a 3rd party vendor. Prior Fiscal Year: \$105,000 Current Fiscal Year: \$102,000

b. How are those advertising dollars allocated across different media types (e.g., television (national/local/cable), radio (terrestrial vs streaming), SEM, digital (display, YouTube), connected TV, social media, print, outdoor, etc.)?

For the FY25-26 fiscal year, the Colorado Proud program executed a digital marketing campaign to increase awareness with Colorado consumers:

- 46% of the budget is dedicated to social media,
- 34% supported a pilot program with Instacart,
- 10% was used to execute a digital campaign (programmatic display and video)
- 10% is allocated to public relations efforts to build brand awareness, credibility, and trust by securing non-paid placements with statewide media (e.g., magazines, newspapers, news stations, etc.)

Due to budget constraints and an emphasis on generating awareness among young millennial audiences, we are currently not advertising on television, radio, print, or outdoor/out-of-home platforms.

c. How much of that spending is directed to Colorado-based or local media outlets? How is the media currently purchased?

All of Colorado Proud's advertising dollars are invested in digital platforms, and we use targeting parameters to reach Colorado audiences statewide based on location, age, and lifestyle interests.

While Instacart is the only platform in the FY25-26 media mix that does not currently offer geolocation targeting, the digital campaign focuses on promoting Colorado Proud-verified products primarily sold in Colorado.

Philosophy Communication purchases media through the respective media platforms' ad managers (e.g., Meta, Instacart, YouTube, TikTok) to set campaign objectives, define audiences, set budgets, monitor performance, and optimize accordingly.

d. What performance metrics or evaluation tools does the department use to measure the effectiveness of these advertising campaigns? What are the goals of the campaigns, and what key performance indicators are measured for success?

Goals are set for each statement of work, for example:

- Increase our followers across all Colorado Proud consumer-focused social media platforms by 5,000 followers
- Increase website traffic to ColoradoProud.com by 5% compared to the previous year by or on the encumbrance Expiration Date
- Conduct a small pilot program for Colorado Proud product promotion on Instacart to be able to provide a detailed report of ROI and consumer response versus non-local products
- Increase our membership by 100 more members compared to the previous year by or on the encumbrance Expiration Date
- Of those 100 new members over the next fiscal year, 30% of those members voluntarily designate as military service or veterans, and/or non-white
- Conduct the annual consumer and member surveys in the same manner as the previous year.
 - Provide a detailed report of the data collected from both surveys (consumer and member) before or on December 1st, 2025
 - Maintain current consumer awareness from the previous year's consumer survey
- Promote Colorado Proud School Meal Month and include the following:
 - Maintain participation numbers from the previous year
 - Create digital resources for participating districts, schools, and communities by or on July 31st, 2025
 - Create and execute social media posts and calendar for the month and participants before and during October 2025
 - Submit a proclamation to the Governor's office for Colorado Proud School Meal Month by or on July 31st 2025

e. If any portion of advertising is managed through third-party vendors (or 'partners';) or media buying firms, please provide any available data or reporting from those companies on campaign performance and spending. How often do the departments discuss media placements with these vendors?

Please find these reports from the [prior](#) and [current fiscal year survey results](#) and another [current fiscal year marketing campaign](#).

These reports share that:

- Instacart pilot program generated \$475K in sales.
- Colorado Proud School Meal Month grew 10.2% (representing participation from 361,297 students, 688 schools, 3 school districts)
- Colorado Proud Social Media Platforms grew by 3,972 followers since July 1st, 2025.
- Awareness grew by 1% from March 2025 to October 2025.
- Colorado Proud website traffic increased by 21% over 2024.

Our vendor uses a research firm to collect baseline data and then utilizes that information to move the needle or best use funds to achieve metrics, benchmarks, and goals.

The Colorado Program consumer marketing effort is managed with the support of Philosophy Communication for strategic planning, audience insights, creative development, campaign execution and reporting.

Philosophy Communication works directly with native media partners to implement advertising campaigns on platforms such as Instacart, Meta, YouTube, and TikTok.

A full report on FY25-26 performance can be found here:

- [Colorado Proud FY25 Consumer Awareness Campaign Results.](#)

Highlights from the FY25-26 campaign include:

- Colorado Proud's awareness campaign on Instacart drove 911K impressions and \$475K attributed sales.
- Awareness of Colorado Proud among 24- to 35-year-olds rose 8% from spring to fall 2025, with overall awareness steady at 68%.
- Colorado Proud's social media presence is growing, with nearly 4,000 new followers in FY25.

f. Monthly or quarterly reporting - how is reporting delivered?

Bi-weekly updates, quarterly updates, at the end of each completed project, and yearly.

Colorado Wine Industry Development Board

1. Please provide a breakdown of your department's total advertising budget for the current and prior fiscal year. Specifically:

All Colorado Wine Industry Development Board (CWIDB) spending is non-General Fund. CWIDB receives revenue from the three development fees outlined in CRS 44-3-503(1)(c) and (1)(d). Additionally, revenues from fees for seminars, workshops, trainings, events, and the Governor's Cup wine competition can be collected to help offset the costs of those activities.

- A. What is the total amount budgeted and expended on advertising and media placement type?

FY25 Expenditures:

\$175,000 contract with marketing and public relations vendor. Services include brand re-development, public relations, website maintenance, and event support. Did not include paid media placements.

\$37,471 for Governor's Cup wine competition (offset with \$15,855 in entry fees).

\$33,762 for Colorado Uncorked (offset with \$39,130 in ticket sales).

\$5,000 for VinCO sponsorship

\$3,250 for Trade Tasting event (sponsorship with Slow Wine)

\$0 for printing (stickers, etc)

\$2,000 for additional events

FY26 Budget:

\$49,980 contract with public relations vendor. Services limited to public relations and event support. Does not include paid media placements.

\$32,517 for Governor's Cup wine competition (offset with \$13,640 in entry fees).

\$39,248 for Colorado Uncorked (offset with \$37,340 in ticket sales).

\$5,000 for VinCO sponsorship

\$3,250 for Trade Tasting event (venue costs)

\$2,000 for printing (stickers, etc)

\$0 for additional events

- B. How are those advertising dollars allocated across different media types (e.g., television (national/local/cable), radio (terrestrial vs streaming), SEM, digital (display, YouTube), connected TV, social media, print, outdoor, etc.)?

None of the above expenses were paid advertising, but general marketing activities.

- C. How much of that spending is directed to Colorado-based or local media outlets? How is the media currently purchased?

Our PR vendor targets earned media opportunities with local influencers and media. We have no paid media in our budget.

- D. What performance metrics or evaluation tools does the department use to measure the effectiveness of these advertising campaigns? What are the goals

of the campaigns, and what key performance indicators are measured for success?

Goals and metrics are increasing social media followers, website traffic, and general consumer awareness of Colorado wine.

- E. If any portion of advertising is managed through third-party vendors (or 'partners';) or media buying firms, please provide any available data or reporting from those companies on campaign performance and spending. How often do the departments discuss media placements with these vendors?

CWIDB contracts for public relations services with Campstories LLC (PO,BMAA,202600001224), but there are no paid media services with Campstories.

- F. Monthly or quarterly reporting - how is reporting delivered?

Weekly, bi-monthly, and annual reports are provided to the CWIDB and CDA via email and financial reports at regular Board meetings.

Colorado State Fair

1. Please provide a breakdown of your department's total advertising budget for the current and prior fiscal year. Specifically:

- G. What is the total amount budgeted and expended on advertising and media placement type?

Total Marketing/Advertising budgeted spend in FY25 - \$499,750

- H. How are those advertising dollars allocated across different media types (e.g., television (national/local/cable), radio (terrestrial vs streaming), SEM, digital (display, YouTube), connected TV, social media, print, outdoor, etc.)?

- Marketing Agency - \$143,191
 - i. Includes radio and TV commercial production, strategy, media buying, graphic design, public relations, social media management, account management, media trade
- Placed Media
 - i. Out of Home/Print - \$48,600
 - ii. Targeted OTT - \$56,300

- iii. Streaming Audio - \$10,000
 - iv. Broadcast TV - \$85,000
 - v. Hispanic TV - \$18,037
 - vi. Hispanic Radio - \$6,059
 - vii. Radio - \$33,500
 - viii. Digital - \$54,450
 - o Printing - \$18,000
 - i. Includes State Fair daily guides, signage, posters, etc
 - o Misc Rentals - \$6,500
 - i. Includes rentals for media trailer and media golf carts during the State Fair
 - o State Fair Photographer - \$4,500
 - o Email Marketing/Subscriptions - \$6,000
 - o Other operating expenses - \$8,000
 - i. Includes supplies, conference registrations
- I. How much of that spending is directed to Colorado-based or local media outlets? How is the media currently purchased?

100% of paid media is directed to Colorado-based outlets or local media outlets. Some in-kind media trade was done with outlets in Northern New Mexico. One billboard purchased was located in Raton, NM but placed through a company based in Colorado. Media is purchased through an agency with consultation from the Colorado State Fair staff.

- J. What performance metrics or evaluation tools does the department use to measure the effectiveness of these advertising campaigns? What are the goals of the campaigns, and what key performance indicators are measured for success?

State Fair internal metrics included:

- o 80% or more guests have an average length of stay of more than four hours
- o Net Promoter Score of CSF guests is 40 or higher
- o Y-T-Y growth in number of survey responses for both customers and exhibitors

Marketing agency evaluation and metrics included:

- o Deepening the media mix to maintain broad reach while targeting more rural and Spanish-speaking markets
- o Extend earned media reach to engage more Denver and rural media, as well as expand into southern Colorado and northern New Mexico

- Increase attendance year-over-year
- Increase website traffic
- Social media growth and engagement
- PR: 50 interviews before/during Fair

K. If any portion of advertising is managed through third-party vendors (or 'partners';) or media buying firms, please provide any available data or reporting from those companies on campaign performance and spending. How often do the departments discuss media placements with these vendors?

Marketing report with data and campaign performance is [attached](#)

The media placements were discussed frequently with the department. The strategy and media buys are all approved by the department before placement.

L. Monthly or quarterly reporting - how is reporting delivered?

Most reporting is delivered in fall, after the conclusion of the State Fair. The media placements all occur in June-September so no media reporting is necessary at other times.
