**Action Team – Interview and Data Collection Form**

**Action Team Member:**       Elise Backinger

**How Might We:**  Educate the community re agricultural lands etc….

**Data Source:**

            Name:            From Famine to Food Mecca

            Contact: <http://en.mfvm.dk/the-ministry/>

            Add Contact to Envision Contacts?    N

**Insights:**

How we can learn from Denmark through Divergent Thinking, Cooperation & Branding

When I thought of Denmark, I initially thought I would research best practices at Legos. However, after doing deeper research into Danish history, I found what I believe is some core information relating to our topic. In the 1800’s there was severe famine in Denmark. Now Denmark creates a food surplus. This change of events was created by food producers coming together in cooperation and branding their products with pride from Denmark.

Discovering this information caused me to shift slightly from my strong view that citizens of Chaffee County need to be educated about what our ranchers do. I still believe this is a viable avenue to pursue. However, I now also believe ranchers need to work together to create an image of quality products coming out of Chaffee County. This is where support from Envision marketing people can help.

**Any reports or maps or web links the team should read/review?**

Colorado State Bill SB18-042

Young and Beginning Farmers Interim Study Committee