



SUMMARY

NEXTGEN AGRIBUSINESS ECONOMIC DEVELOPMENT STRATEGY

Denver and the Front Range have an unique opportunity to contribute to future global food, water, and animal and human health needs – through technology and market solutions. The National Western Center area will be the point of leverage bringing together partners in innovation, advanced technology, academic institutions and the private sector.

Responding to global food challenges will require innovative responses that impact food quality, quantity and cost:

POPULATION GROWTH & URBANIZATION

By 2050, we will add **2.2 Billion** additional people, and **66% of global population will reside in urban areas**, disconnected from where food is traditionally grown.

ARABLE LAND

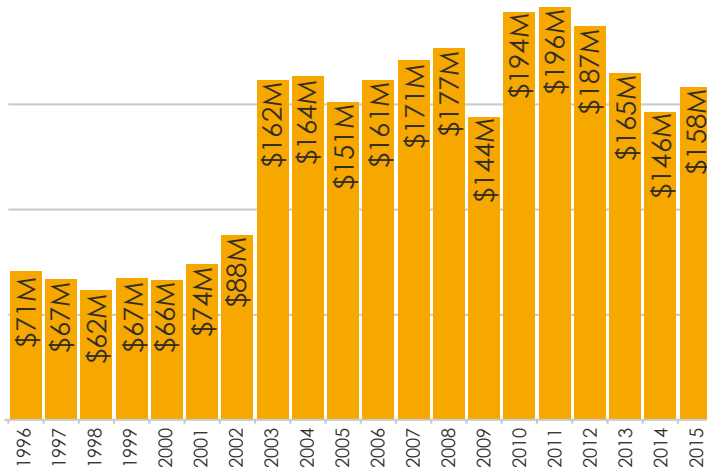
Since 1970, a steady decrease in arable land per capita has created pressure to increase crop yields.

WATER RESOURCES

Today, several countries are already facing potable water scarcity – both on a seasonal and year-round basis. **Looking forward, water will be the limiting global resource.**

Key insights from the 2014 Colorado State University Study, *Emergence of an Innovation Cluster in the Agricultural Value Chain Along Colorado's Front Range* include:

- 1 The Front Range has one of the highest regional concentrations of publicly-funded agricultural R&D in the nation
- 2 Colorado's formal R&D activity in agriculture and food (as measured by patents and research papers) has grown at 2x to 4x the state economy



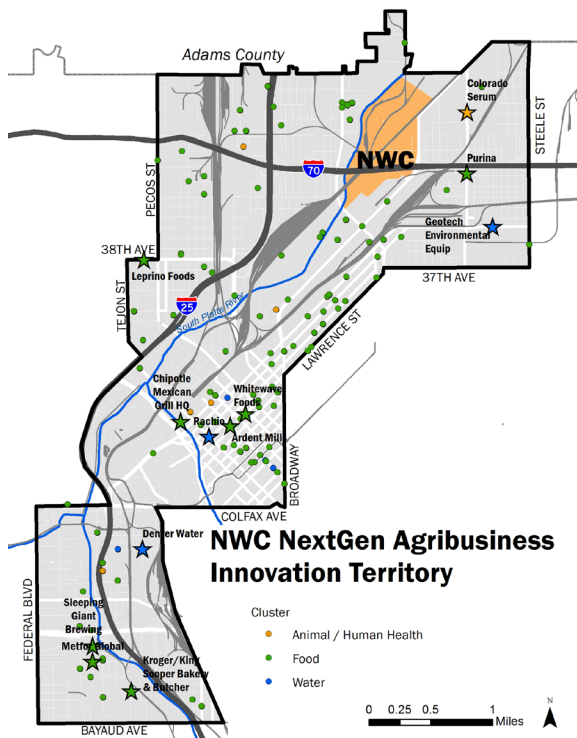
USDA CURRENT RESEARCH FUNDING, COLORADO

Denver's NextGen Study advances prior analysis with a focus on innovation and market opportunities. Key findings include:

- The Front Range has experienced dramatic ag tech employment growth adding **18,500 jobs** over the past decade (the **4th fastest among the top 20 metros** by population).
- The Front Range has benefited from a sustained increase in basic and applied ag tech research, **rising from \$70M to \$175M** annually (total increase of \$1.2B since 2002).
- Significance of technology, animal & human health, water and food to the Front Range economic future.

The National Western Center will become the "Front Door" for Colorado ag tech – we have a strategy that bridges the next 10 years, leveraging the site's rich history to expand academic and industry connections and advance an emerging ag tech cluster within the Front Range innovation community.

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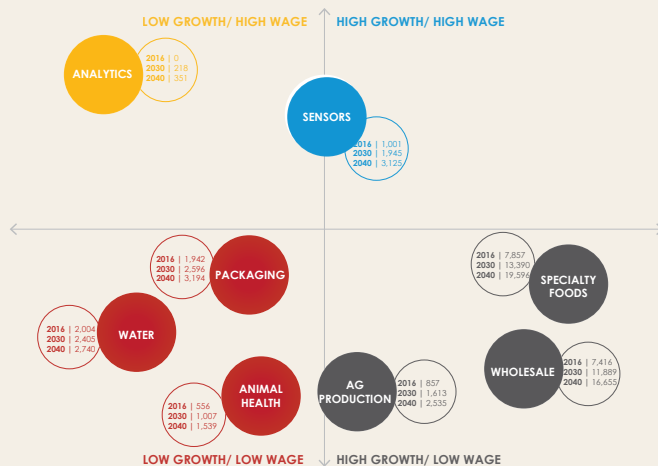


The NWC area will be the place where “accidental collisions” occur, innovation happens, and talent concentrates – sustaining Denver as one of the nation’s fastest growing economies. The NWC innovation strategy is anchored by key precepts:

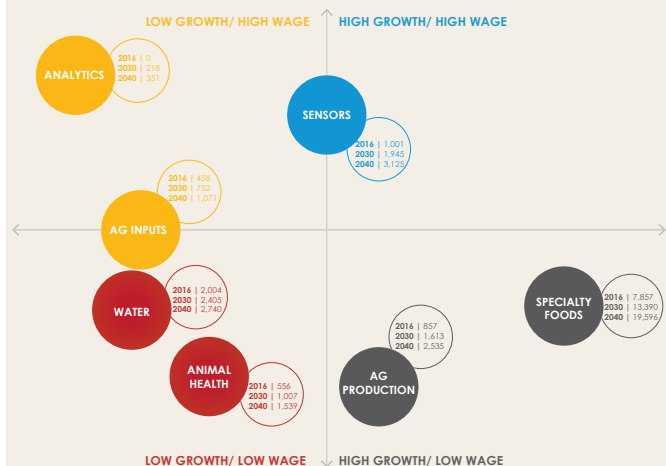
- Federal, University, and private R&D funding drives an increasingly knowledge-based, technology-driven economy.
- Innovation drives the need for “accidental collisions” between people.
- Companies know they must be in the right locations to compete for talent.
- Denver and Front Range Ag-Tech firms are already actively shaping a global food innovation agenda.

Front Range differentiators include **strengths in human health and cattle & dairy** to expand animal health opportunities, Colorado’s **leadership in water management and savings** recognized by innovative approaches such as the Colorado State Water plan, our **global connections through DEN** and our fully e-connected economy, our highly educated, productive workforces, and professional services and support strengths including finance, intellectual property (including Denver’s USPTO office), and data/cyber security.

SPECIALTY FOOD: END MARKET



ANIMAL AND WATER: END MARKETS



The NextGen 2.0 Agribusiness economic development strategy responds to a growing need for food, resource and health-related innovations. Our sub-cluster focus includes:

- Precision agriculture/smart farming
- Water quality and reuse
- Genomics – animal and human health
- Food processing & vertical farming
- Food waste and energy

CORE STRATEGIES OF THE NWC ECONOMIC DEVELOPMENT VISION

Support creation of 80,000 new jobs across the Front Range by 2030, of which 20,000 will be near NWC; focusing and sustaining business growth and job creation in the region’s agribusiness innovation cluster

Leverage global connectivity and a global ready workforce to meet the demands of addressing future food and resource quality and quantity challenges

Create an innovation ecosystem that is leading, inspiring, creating, and educating in the pursuit of global food, animal & human health, and water solutions