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City and County of Denver - North Denver Cornerstone Collaborative

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Colorado Cattlemen's Association Joining Forces with the National Western Center

Partnership will help advance agribusiness hub at the future center

DENVER –The North Denver Cornerstone Collaborative (NDCC) and the Colorado Cattlemen's Association (CCA) announced today a partnership that will advance the vision for the National Western Center (NWC) by engaging the broader agriculture industry in key planning efforts; and transform the NWC into a local, regional, state and international epicenter for agribusiness.

"Creating valuable partnerships with deeply connected organizations like the Colorado Cattlemen's Association that focus on agribusiness are critically important to the National Western Center vision," said Kelly Leid, Executive Director of the NDCC. "The CCA is a national leader in the beef industry and they understand the history, challenges and opportunities of our state's agribusiness issues. They will be a great resource as we advance the NWC master plan and promote our intent to create an agricultural campus that brings experts together to discuss, research, pilot and implement global food solutions and drive new jobs into the economy."

The CCA, which was founded in 1867, has been an advocate for Colorado's beef industry for nearly 150 years, currently serving more than 12,000 beef producers in the state. Its operations were previously at the National Western Complex, but they currently have their headquarters in Arvada. The partnership will explore having the CCA return its headquarters back to the NWC site and co-locate agriculture production and agribusiness organizations that advance the vision of the NWC. The partnership also calls for exploring additional space needs for future growth of the organization's portfolio. The CCA is committed to making a financial investment in the NWC, focused on facilities.

“The CCA is excited to explore future opportunities that will elevate our advocacy on behalf of the beef industry,” said Robert Patterson, President of the CCA. “The vision of the new National Western Center supports our organization’s goals and we look forward to contributing our resources, knowledge and expertise to put Denver on the map for agribusiness innovation.”

The NWC master plan calls for a variety of broad-based collaborations that will activate the campus all year. Collaborations in areas such as food and food production, agriculture and livestock were recommended in the plan.

Colorado’s livestock and products bring more than \$3.7 billion in economic benefit to the state. Cattle and calves account for 75 percent of that income. In 2011, Colorado ranked 10th in the United States in total cattle produced. Today, Colorado is home to 11,600 farms with cattle and calves, 206 feedlots, and 24 USDA certified processing plants.

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About the North Denver Cornerstone Collaborative (NDCC)

An initiative of Mayor Michael B. Hancock, the North Denver Cornerstone Collaborative (NDCC) is a coordinated effort between six redevelopment projects in a vibrant community that includes Globeville, Elyria and Swansea. These projects have a unique and historic opportunity to rebuild a connected community and energize a gateway to downtown Denver. Projects include:

- Globeville & Elyria – Swansea Neighborhood Plans
- National Western Center
- Brighton Blvd. Corridor Redevelopment
- River North (RiNo)
- I-70 East Reconstruction
- RTD Station Development for the East, Gold and North Metro Lines

For more information, visit www.denvergov.org/NDCC.

About the Colorado Cattlemen’s Association (CCA)

CCA is committed to serving as the principal voice and advocate for Colorado beef production by ensuring a dynamic and profitable industry that promotes growth and opportunity for future generations. Working as natural resource stewards, to advance the viability of beef production, while enhancing the role of beef in a healthy lifestyle.

For more information, visit www.coloradocattle.org.