



COLORADO AND THE EUROPEAN UNION: A PORTFOLIO



DENVER INTERNATIONAL AIRPORT: CONNECTIONS TO THE EUROPEAN UNION

Some say that what makes Denver a world class city is because we're one of the very few cities in the U.S. that hosts sports teams that participate in all four major leagues. Others might say we became world class when we got our first non-stop international flight at the Denver International Airport.

Denver International Airport currently has non-stop service to two destinations in Europe: Frankfurt and London. Airports and airlines measure customer demand with "Origination and Destination" (O&D) passengers. These are passengers who begin or end their trip in a designated city. They represent the true demand for an air service from a community. Each year, more than 600,000 O&D passengers travel between Denver and Europe—more than 1,600 per day.



These two airlines provide daily service to Frankfurt, Germany, averaging 525 passengers per day. Each year more than 65,000 O&D passengers travel between Denver and Germany.

British Airways has daily service to London, averaging 430 passengers per day. Each year more than 65,000 O&D passengers travel between Denver and London.

Denver does not have a non-stop flight to Paris, although it is a top priority for DIA to pursue. Airport officials use O&D demand to try to influence airlines for a new international service. They also include information about Colorado companies with international products.

International flights provide millions of dollars in economic impact to Colorado and contribute millions to our Gross National Product. List as many ways that you can think of that Colorado is effected by having international flights to the European Union.

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1. What's the advantage to Colorado's economy in having non-stop international flights?
 2. When airport personnel try to influence airline carriers to offer more non-stop international flights, what evidence do you think they use in their presentations?



Colorado Guard trains for deployment with Slovenians



By Army Pfc. Bethany Fehringer
Colorado National Guard
Sept. 7, 2010

Army Staff Sgt. Paul Bianchi, a driver and gunner with the Colorado Army National Guard waits for formation outside his barracks with some Slovenian soldiers who he has been training with at U.S. Army Garrison Hohenfels in Germany, Sept. 3, 2010. U.S. Army photo by Pfc. Bethany.)

LJUBLJANA, Slovenia

Eleven Colorado Army National Guard Soldiers will pair up with 90 Slovenian soldiers and deploy to Afghanistan this October to form an Operational Mentor and Liaison Team (OMLT). Their combined mission will be to train and mentor an Afghan National Army infantry battalion, better empowering it in the use of infantry maneuvers and tactics, so the ANA can ultimately take control of its military operations. Every Soldier on the Colorado team is a volunteer, Guard officials said.

The OMLT will deploy as one unit, with the Colorado Guardsmen falling in to the Slovenian chain of command. Despite the fact that most of the Colorado team members don't speak Slovenian, there's no apparent language barrier. "Many of them (Slovenes) have been learning English since they were in school," said Army 1st Lt. Christian Berringer, a platoon mentor. "There is no problem communicating with them."

Colorado National Guardsmen are no strangers to Slovenia, either. Aside from training together for their upcoming deployment, members of the Slovenian army and the Colorado Army National Guard routinely train together in each other's home countries as part of the National Guard State Partnership Program. Many Slovenians have participated in Colorado's special forces and infantry training.

"I really feel comfortable falling under their command," said Berringer. "The qualities I look for in a leader are the technical and tactical knowledge to make sound decisions, and also the compassion to make the right decisions for their Soldiers and the Slovene leaders really do display all of that." The Colorado National Guard and the Republic of Slovenia have become strong allies over their 17-year collaboration through SPP.

The National Guard State Partnership Program was established in 1993 in response to the radically changed political-military situation following the collapse of the Iron Curtain and the disintegration of the Soviet Union. State partnerships foster military-to-military, military-to-civilian and civilian-to-civilian cooperation. There are currently 62 State Partnership Programs.



Slovenia hosts exchange training with Colorado Guard

<http://www.ng.mil/news/archives/2010/09/091410-Slovenia-print.aspx>

By Capt. Michael Odgers, Colorado National Guard
(U.S. Army Photo by Capt Michael A. Odgers, Colorado National Guard)

Soldiers from Slovenian Army Special Operations and the Colorado Army National Guard's 5th Battalion, 19th Special Forces Group (Airborne), practice explosive breaching techniques during a three-week Joint Combined Exchange Training exercise in Slovenia in June 2010

LJUBLJANA, Slovenia

Surrounded by beautiful green tree-covered hills, the striking Southern Alps that are older than our nation itself, Soldiers of the Colorado Army National Guard's 5th Battalion, 19th Special Forces Group (Airborne) spent the first three weeks of June conducting joint combined exchange training with the Slovenian National Army's Special Operations teams.

The Colorado Guard has been a proud partner with Slovenia as part of the National Guard Bureau's State Partnership Program for more than 17 years. Slovenia is a European country bordered by Austria, Hungary, Croatia and Italy to the west, as well as a little slice of Adriatic coastline. It has been part of the European Union since May 1, 2004. Slovenia, while a Yugoslavian state, was the first to declare – and fight for – its independence in June of 1991. The 10-day war suffered only 18 deaths on both sides.

While the Cold War often leads Americans to associate this area with the Soviet Union and Eastern Europe, the Slovenian way of life has been more closely tied to that of the west. “Even though we were a communist country, my parents could travel to Paris far more easily than Moscow,” said a Slovenian special operations soldier. Yugoslavia was never a member of the Warsaw Pact, and until 2004, it wasn't a member of NATO.

Ljubljana is the capital. A city of less than 300,000, it's a modern city with historic roots. Modern streets and buildings surround 300-year-old buildings, and stone-lined sidewalks are filled with open-air cafés.. The radio dial is littered with both American and English pop music. Just like its partner state's capital of Denver, it has a majestic backdrop of snow-covered mountains.

This exchange training also provides the opportunity for Soldiers to learn from the host nation, sharing techniques and best practices. This collaborative exchange of ideas improves the capability of both nations. They will train together, deploy together and return home together. It also fosters good relations between the U.S. and the host nation.

With Slovenia on the World Cup roster for the first time, there was no lack of World Cup fever. If Slovenia was playing, it was easy to find a place to watch. You only needed to follow the sound of vuvuzelas playing across every café's television. The United States and Slovenia facing each other presented the perfect opportunity to build camaraderie – as well as a little rivalry. With a few seemingly underhanded contacts by the U.S. and a stream of yellow cards on the Slovenian side, friendly arguments ensued. A 1-1 tie as well as a complimentary round of Slovenian schnapps soothed any temporary disagreements.

Questions to consider:

1. Where is Slovenia? From this reading, are there any characteristics that Slovenia and Colorado share?
2. What do you consider to be the benefits of this unique Colorado to Slovenia relationship? Can you think of other benefits not mentioned in the reading?

Colorado Sunflowers in the EU



Sunflower seeds are an American original. Called either confection or non-oil, seeds are a delicious and nutritious snack or addition to your favorite food.

It is a native species to North America and was used by American Indians for an important, high-energy food source. Spanish explorers carried it with them to Europe. Russian agronomists were responsible for the first agricultural hybrids. These returned to the United States with Russian and German immigrants.

---National Sunflower Seed Association, <http://www.sunflowernsa.com/seed/>

In 2010 exports of Colorado Agricultural and food products were estimated at more than \$1.65 billion. Food and agricultural products from Colorado have been imported by more than 100 countries in the world. An estimated one of every three Colorado food and agricultural suppliers sells some of their product outside the U.S. (Colorado Department of Agriculture, World Trade Atlas).

Erker Trading Company based in Fort Morgan, Colorado is the marketing and sales division of three partner processing facilities. Alice Grain Company in Alice, TX, Erker Grain Company in Fort Morgan, CO, and Prairie Sunseeds in Souris, Manitoba Canada. Alice Grain and Prairie Sunseeds specialize in Confection Sunflower Seeds and Erker Grain Company specializes in Confection Sunflowers (black with white stripes), Black Oil Sunflower Seeds and Millet. Erker Trading Company then sells all of the products that the three partner processors produce and arrange for all of the logistics and money transfers.

Over the years, Erker Trading Company has developed a broad customer base in more than 30 countries with most of our products being sold in Spain, Turkey, Egypt and Jordan. In the world, the United States has become a world leader in the Confection Sunflower and Millet industries. The US grows, cleans and sells most of these products to the world with Spain and Turkey being two of the biggest markets for the US Sunflower Industry.

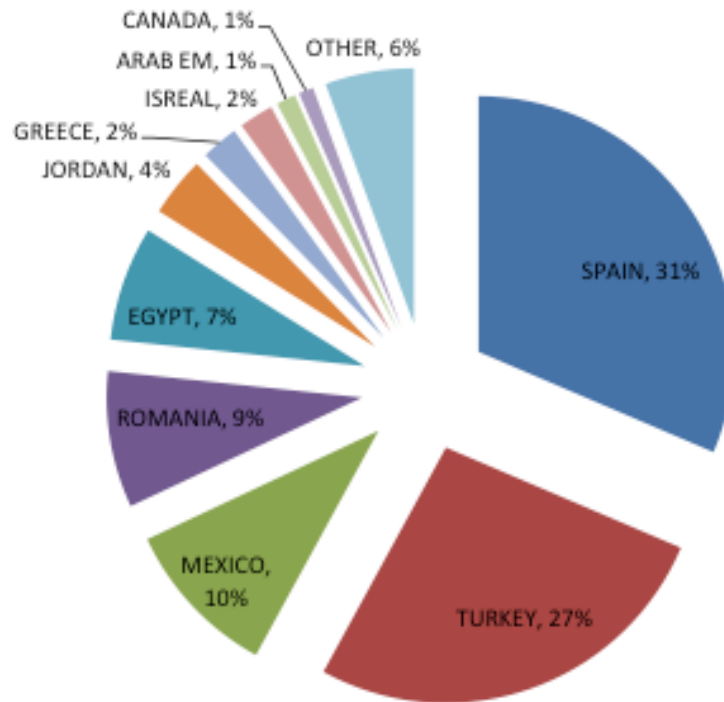
With the assistance of the National Sunflower Association, NSA, and the NSA Confection Committee all of the US Sunflower Processors promote and sell their products around the world, with a majority of these products going to the European Union. Together, all of the US Sunflower Processors and the NSA have secured their spot in the European Union as the leading supplier of Confection Sunflowers to European Union citizens

In Spain, the US provides over 53% of the Confection Sunflower Seeds consumed in the country with China and Argentina Confection Sunflowers supplying a significant portion. China and Argentina are fierce competitors in the world Confection Sunflower market, but many consumers would rather work with the US. The US Confection Sunflowers are a better tasting product and US Companies are more trustworthy and provide a consistent quality.

The European Union and Spain, in particular, play a large part in the economy of Colorado and the US Sunflower industry by purchasing the majority of the products. The European

Union has been a great partner in developing the US Confection Sunflower industry and the growth of Confection Sunflower production in Colorado.

United States Confection Inshell Sunflower Exports



Statistics provided by Erker Trading Company and the National Sunflower Association

1. Sunflowers are grown on our eastern plains. How does this article connect that part of our state to Europe?
2. Who were the first Americans to grow sunflowers and use its seeds for food? How did Europeans influence this product?

*Many thanks to Nick Erker, Erker Trading Company, Fort Morgan, CO and Tim Larsen, Senior International Marketing Specialist, Colorado Department of Agriculture.



So what's the story with Crocs?

Corporate Headquarters: Niwot, Colorado
350 employees

It all started in June 2002 when three Boulder, Colorado, friends set sail on a vacation from Mexico to Miami. Somewhere along the way, one of the friends presented a clog-like shoe prototype to his sailing buddies. The friends reacted with hesitation about the clog with holes all over—what's with that? But the minute they put the shoes on their feet, they were sold—and they knew others would be, too.

They decided to develop and market an innovative type of footwear called Crocs. Originally, Crocs were intended as a boating and outdoor shoe.

But Crocs quickly became an all-purpose shoe for both comfort and fashion. All Crocs feature what we call Croslite—a proprietary closed-cell resin material that represents a substantial innovation in footwear. The Croslite materials means we can produce a soft, super-comfy, lightweight, non-marking, and odor-resistant shoe at an affordable price for our customers. Lots of adjectives and lots of happy feet around the world!

In Europe, Crocs are manufactured in Italy (Mexico and China are also manufacturing sites.) Crocs are currently sold in more than 125 countries around the world and offers 120-plus styles, ranging from retro-sneakers to post-workout recovery footwear to heels (which are really comfortable). Our customers—all 10 million of them around the world—tell us the Crocs footwear is ideal as casual wear, as well as for professional and recreational uses such as boating, hiking and gardening. You can also find our customers chatting about Crocs shoes on YouTube, Facebook and Twitter (<http://blogs.crocs.com/>). Our Crocs.com web site also lets customers shop our fantastic product line at any time, from anywhere—and in several languages.





1. What languages are used in the Crocs advertisements?
2. Can you think of any other product that is so successful? Is the product from Colorado?
3. How important do you think the European market is to Crocs?



16191 Table Mountain Parkway
Golden, CO 80403
www.kongcompany.com



".....KONG is in for this study connecting Colorado to the EU. I'm a fifth generation Coloradan. Joe Markham, the founder of KONG, is also a Colorado native."

Rebecca Huston, KONG Company

The story of KONG begins with a German Shepherd named Fritz, his owner, and a Volkswagen van. Fritz, a former police dog, enjoyed chewing rocks. This activity wore down his teeth and frustrated his owner, Joe Markham.

One afternoon while working on his Volkswagen van, Joe noticed Fritz dining on rocks once again. Out of desperation, he started disassembling the van he was working on and threw parts near Fritz to see if he could be coaxed away from his destructive dinner. Radiator hoses didn't work--neither did anything else until he pulled off a rubber suspension part and tossed it to Fritz. Right away, Fritz was ecstatic. The KONG was born!

While Fritz invented the KONG, it was Joe Markham who saw the potential of this odd-looking toy. Markham refined the toy's design, developed a proprietary, super-strong rubber formula and began production in 1976.

KONG has long been recognized as establishing "the standard" for dog toy performance and quality. The legendary KONG toy has been enjoyed by millions of dogs, and praised by owners and trainers alike for unsurpassed durability and versatility. The world's top veterinarians, trainers and behaviorists have recommended the original KONG toy for over thirty years. Shelters and pet sitters use KONGs to keep dogs from getting bored and groomers use KONGs to keep dogs occupied while they groom.

Into Europe:

KONG started shipping domestically and gradually broke into the international spectrum. KONG opened a warehouse in the UK in 2008. The warehouse employs a sales/marketing, customer service, purchasing and warehouse team. KONG in the UK covers the distribution of all KONG products throughout the UK and the EU. Big markets for KONG are the UK, Germany, Benelux, France, Spain, and Scandinavia. We also sell to several other markets in Europe. KONG has a nice presence in the *Fressnapf* chain of stores mainly in Germany with more stores in several other European countries. *Pets at Home in the UK* also is a supporter of KONG products.

“Soy yo...



o tus zapatos preferidos”



www.KONGcompany.com

NEU
KONG
WOBBLER



Wackelbewegung schüttet
Futter und Leckerlies aus!



MADE IN USA

Ihr Hund wird Sie dafür lieben
www.KONGcompany.com

1. What are the languages used in these ads?
2. How would you rate the success of Kong Pet Toys?
3. Why do you think they are so successful in Europe?

The Purple Majesty: One Hot Potato



http://www.albert-bartlett.co.uk/products/cooking_with_purple_majesty

There's a legend about the introduction of the potato to the U.S. from our early history that involves Benjamin Franklin, our first Ambassador to France, attending a formal dinner in Paris where 20 different potato dishes were served. So began our love affair with potatoes. Another says that when President Thomas Jefferson served French fries in the White House, the vegetable was destined for success.

By all accounts, farmers began growing potatoes Colorado's San Luis Valley in 1875, making Colorado one of the oldest potato growing areas in the country. Surrounded by the Rocky Mountains, the San Luis Valley is the highest and largest alpine valley in the world. With irrigation provided by center pivot sprinklers, potatoes grow well here. The San Luis Valley produces 92% of Colorado's potatoes. Colorado is ranked in the top five potato producing areas nationally in acres and production.

For purple mountains majesty

Let's just say that "....For purple mountains majesty...." is not only a line from America the Beautiful -- which by the way was written by Katherine Lee Bates after being inspired by the view from Pikes Peak—its also the name of a fabulous potato from the San Luis Valley and through the efforts of the Potato Breeding Program at Colorado State University, is one hot potato in the United Kingdom.

Dr. David G. Holm Professor of Horticulture (Potato Breeding) at Colorado State University, San Luis Valley Research Center, developer of the Purple Majesty, describes the potato: "One of the special attributes of **Purple Majesty** that sets it apart from other potatoes is its deep purple skin and flesh pigmentation. Based on extensive research, these pigments have been associated with increased levels of antioxidants and potentially desirable anti-cancer health attributes."

Dr. Holm tells the story of its introduction to Europe

"The Colorado Certified Potato Growers' Association had a display of different potato cultivars at the Produce Marketing Association tradeshow. Representatives from Albert Bartlett, a leading provider of fresh potatoes in the UK, saw the display and then through follow-up visits to Colorado decided to introduce it to Europe. Initially this was done by sending tissue-cultured plantlets of Purple Majesty to Europe—the way to work with EU importation restrictions on fresh potatoes. Subsequently Albert Bartlett produced minitubers from the disease-tested plantlets that they imported. The minitubers were then distributed to seed growers for commercial production for the consumer. Initial sales of **Purple Majesty** began in fall 2010. Part of their marketing campaign included promoting their use around Halloween as a 'ghoulish' treat. "

So far the introduction of **Purple Majesty** in the UK has proven to be one hot potato. Evidence? The food reviewer from the *London Daily Mail*: "Purple Majesty is set to change how the public view potatoes. Until now they have always been viewed as white, reliable - and predictable. But no longer. We believe Purple Majesty could become the prince of potatoes, heralding the start of a long purple reign. "

And from the *New York Times* food reviewers: “There’s a new potato in town, and not only is its flesh a rakish shade of purple that even a Prince might find a little loud, but it’s also really good for you. The potato was developed last year by Colorado growers using natural cross-breeding techniques that somehow resulted in a superspud containing freakishly high amounts of antioxidants. The Greenmarket’s Alex Paffenroth introduced the variety at Union Square a few months ago, and since then, earthy chefs like Bill Telepan and Gramercy Tavern’s Michael Anthony—who likes them for their intense flavor and whose recipe follows—have become big fans.”

Benefits to Colorado

The economic impact of Purple Majesty on the economies of the San Luis Valley and Colorado are hard to estimate. Purple Majesty is the primary purple-fleshed cultivar grown in the United States. Albert Bartlett has exclusive rights in several European countries and other parts of the world for the production and sales of Purple Majesty. Royalties collected from them will be returned to Colorado State University to support potato breeding and other potato research in the San Luis Valley and on-campus. Colorado potato growers directly benefit from this additional research support. Further, growers benefit from the sales of seed and commercial potatoes they produce in the US and Canada.

1. Colorado is fortunate to have a number of university research programs. How does research at Colorado universities benefit people in Colorado and Europe?
2. What could be the reasons why Colorado potato growers don’t export directly to Europe?
3. In what ways do potato growers benefit from the sales of the Purple Majesty in Europe?

Special thanks to:

Dr. David G. Holm, Professor of Horticulture (Potato Breeding) at Colorado State University, San Luis Valley Research Center, Center, CO



Purple Majesty potatoes contain higher levels of the antioxidant anthocyanin,

A purple potato that growers claim is healthier than the standard variety is going on sale in UK supermarkets. The Purple Majesty has a distinctive deep colour and contains up to 10 times the level of antioxidant, anthocyanins, compared with white potatoes.

It was developed at Colorado State University from a traditional variety. Despite its appearance, the potato now being grown by Perthshire producer Albert Bartlett after two years of trials, is not genetically modified.

Potatoes originate from the high reaches of the Andes and come in thousands of varieties, with many having developed deep red and purple colouring. The trials found that the Purple Majesty could be grown in Scotland.

'Positive effect'

An initial crop of 400 tonnes of the variety will go on sale in Sainsbury's stores across Scotland and the south-east of England this week, with a larger yield expected next year. Albert Bartlett, which has its headquarter in Airdrie, has been working with Queen Margaret University in Edinburgh and the Scottish Crop Research Institute to determine what health benefits there could be from eating the potato.

Dr Catherine Tsang, who took part in research, said: "Our research specifically looked at Purple Majesty potatoes which, unlike white potatoes, contain a natural pigment called anthocyanins.

"It's this pigment that gives the potato the purple appearance, but more importantly, it possesses antioxidant properties, which are maintained even after cooking." She added: "We're all aware of the stories about red wine having a more positive effect on the heart than white wine, due to their higher levels of antioxidant. Dr. Tsang said anthocyanins contained antioxidant properties which some studies had suggested could have a positive effect on blood vessels and reducing blood pressure." However, other studies have found little evidence of the conclusion.

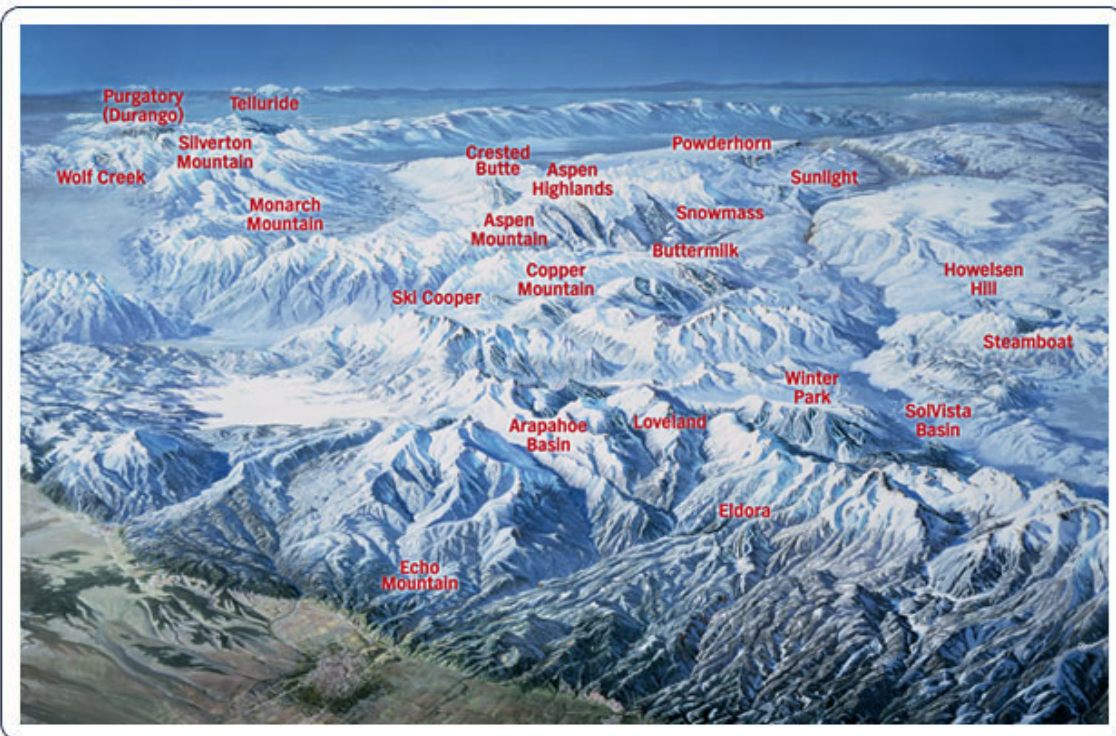
SKI COUNTRY USA: A MOUNTAIN FOR EVERYONE



In just November 2010 international visitors spent an estimated \$11.7 billion on travel to, and tourism-related activities within, the United States—\$1.6 billion more (16 percent) than was spent in November 2009. In contrast during that same month, U.S. residents spent \$8.8 billion traveling abroad in November, an increase of 6 percent when compared to November 2009.

According to Nicolas Barrancos, Senior International and Marketing Manager, Colorado Ski Country USA, "Skiing is a \$3 billion industry in Colorado, with an estimate 12% of that money coming from international visitors to our resorts. Colorado's top markets are the UK and Australia (representing about 40-45%), followed by Canada, Germany and Mexico (30%). Other emerging European markets are: Netherlands; Sweden; Switzerland; Russia; Iceland; Norway; Czech Republic and Croatia.

Colorado Ski Country USA (CSCUSA) is the marketing, communications and public policy arm for 22 ski and snowboard resorts in Colorado. Overall, CSCUSA is here to spread the good word about Colorado's exceptional skiing and snowboarding.



<http://www.coloradoski.com/page/resorts>

1. Go to the Colorado Tourism Office website: <http://www.colorado.com/Default.aspx>
This page is translated into how many languages?
2. How important do you think tourism is to our state's economy?

The State of Travel and Tourism, 2010.

<http://tinet.ita.doc.gov/pdf/state-of-travel-and-tourism-Nov-2010.pdf>



Ads used courtesy of Colorado Ski Country USA from the German showing of "Wintervention," 2010 Warren Miller film. The film company is located in Boulder, CO.