

CONTACT: Roxanne DeMarco  
Community Development Director  
First Southwest Community Fund  
970-731-6952  
roxanne.demarco@fswb.com

### USDA Visits Colorado Quinoa, Rural Business Development Grant Recipient

*First Southwest Community Fund recently received a Rural Business Development Grant for Colorado Quinoa.*

ALAMOSA, COLO., (October 2nd, 2018) – Last month, Sallie Clark, the State Director of the US Department of Agriculture (USDA) visited [Colorado Quinoa](#). First Southwest Community Fund, a 501c3 nonprofit (FSWCF), applied on behalf of Colorado Quinoa for the USDA Rural Business Development Grant.

The Rural Business Development Grant, issued through the United States Department of Agriculture, is an extremely competitive grant. Applications for the grant must demonstrate economic need in the area, job creation and consistency with local priorities.

The grant was awarded this summer, and with the grant money, Colorado Quinoa plans to hire seven new full time employees, increase processing capacity safely and efficiently, expand their online sales, and research more sustainable and efficient agricultural practices.



*Pictured: Roxanne DeMarco, Paul New, Sallie Clark (State Director of USDA), and Sheldon Rockey.*

The New Family brought Quinoa production to North America, and Mosca, Colorado, in 1982. Because quinoa uses between 30 to 50 percent less water than most other crops, the arid desert and high elevation of the San Luis Valley (7,500 feet and the highest elevation of farming in the United States) is a unique location for quinoa production, much like its South American origins of Bolivia and Chile. In 2015 the New family and White Mountain Farms partnered with Rockey Farms to create Colorado Quinoa. With steady growth, Colorado Quinoa is ready to expand sales beyond the San Luis Valley.

For more information on this grant and potential 2019 grant opportunities for your rural Colorado business, please contact First Southwest Bank's Community Development Director, Roxanne DeMarco, [roxanne.demarco@fswb.com](mailto:roxanne.demarco@fswb.com). As always, funds are subject to Congressional approval.



CONTACT: Roxanne DeMarco  
Community Development Director  
First Southwest Community Fund  
970-731-6952  
roxanne.demarco@fswb.com

### **About First Southwest Community Fund**

As a 501c3, First Southwest Community Fund supports the dedicated entrepreneurial spirit of rural Colorado, by investing in the people, culture, and ideas that fuel innovation and financial knowledge in our community, with an emphasis on areas of greatest need. First Southwest Community Fund achieves this by providing low-cost business and agricultural lending, supporting educational programs that prepare people to participate in the mainstream economy, enhancing early learning and development opportunities, and augmenting technology and other public amenities. Please find more information about First Southwest Community Fund at [fswcf.org](http://fswcf.org).

### **About First Southwest Bank**

Serving the San Luis Valley and rural Colorado for more than 100 years, First Southwest Bank offers personal and business banking at their seven branches, with an emphasis on businesses supporting rural communities. First Southwest Bank and their employees actively live-in and give back to our communities, volunteering with more than 40 local organizations, and donating to 115. As a CDFI bank, First Southwest Bank is focused on cultivating valuable relationships, investing in economic and social doers, and fostering a well-lived rural culture. More information about First Southwest Bank is available at [fswb.com](http://fswb.com). Member FDIC, Equal Housing Lender

###