

Ongoing professional dialogue to analyze and prioritize ideas within the pet food industry. Potential topics would include value-added products, specialty ingredients, marketing, consumer trends, investors, research, etc., and would build upon the Pet Food Forum held in Kansas City.

ACTION ITEMS:

- Focus on value-added products, specialty ingredients, consumer trends, marketing, etc.
- Incorporate new ideas into the state association's efforts.
- Consider a pet food innovation center.

Effective array of “soft” incentives (e.g. mentorships, internships and training on interaction with financiers) to ensure that companies have access to the best information, workforce and financing to economically grow and thrive in Kansas communities and bring pet food products to market. The need for physical space for small-scale product development also exists.

ACTION ITEMS:

- Find small spaces for start-up companies.
- Distribute resources and information through seminars, webinars, industry outlets, etc.
- Research investment forums conducted in other states.
- Research Iowa Entrepreneurship Internship program.
- Combine with marketing objective.
- Work to establish tax incentives.

Low Priority Outcomes ---

Facilities to meet the needs identified by the industry, to possibly include incubators, manufacturing facilities or distribution centers.