

PURPOSE

In the Great Plains, as well as the United States, a shift is occurring in the way food is produced, distributed, prepared and valued by the public. In particular, specialty crops have been dramatically affected due to increased consumer demand for locally grown produce. This has led to engagement of new growers and development of small local businesses surrounding food production. Although the developing reinvigoration of specialty crop

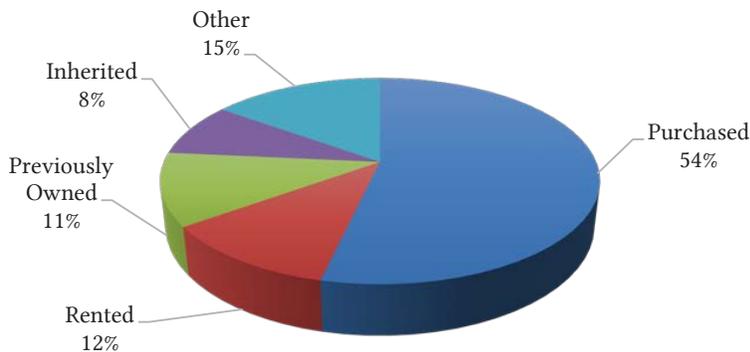
production is exciting for both producers and consumers of local food, it presents a number of challenges due to the lack of recent production history in the region. Kansas and surrounding states are unique in that our lack of specialty crop history reduces our ability to develop ourselves professionally through partnerships with industry and governmental funding agencies.

PRODUCTION

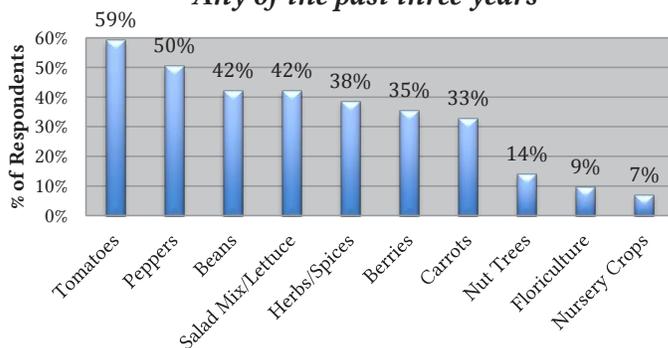
“I wanted to preserve our family farm, take on a challenging operation and bring something new to the community.”

-Kansas Specialty Crop Producer

Land Acquisition for Specialty Crop Operation



Specialty Crop Production Any of the past three years

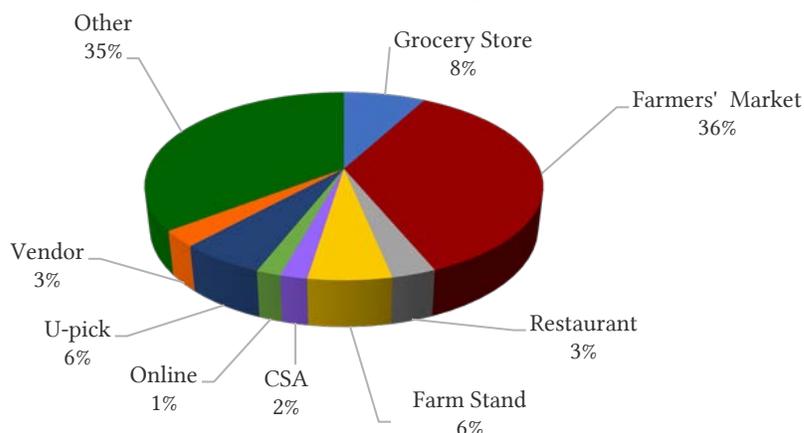


Size of Operation: 2015

Number of Acres	Percentage of Farms
1-3	63.33%
4-6	14.00%
7-10	4.67%
11-15	4.67%
16-20	1.33%
21-50	5.33%
51 or more	6.67%



Sales Method for Specialty Crops in 2015



Three-Year Average Income

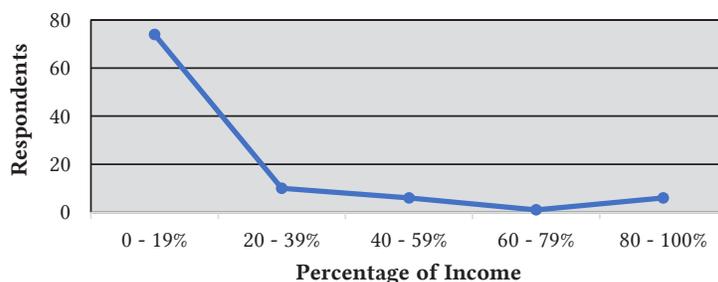
Income	% of Respondents
Less than \$1,000	30.32%
\$1,000 - \$9,999	30.97%
\$10,000 - \$49,999	24.52%
\$50,000 - \$74,999	2.58%
\$75,000 - \$99,999	3.23%
\$100,000 - \$249,999	3.23%
\$250,000 - \$499,999	4.52%

97 respondents provided income data

QUICK FACTS

- Specialty crops are grown in over half the counties in the state
- Forty-two percent of respondents seek some sort of expansion in the future
- Seventy-eight percent of operations were started after 2001

Percentage of Income from Specialty Crop Operation



CURRENT AND FUTURE BARRIERS

- Need for greater market access to scale into larger operations
- Inability to generate enough capital for expansion
- Inadequate research on specific growing conditions
- Average age of operators is 55 years old, necessitating tools for future plans
- Lack of labor and time to become sole income provider for families
- Opportunity for industry expansion

KEY POINTS

- Need for additional specialty crop data for Kansas
- Most farms are 1-3 acres
- Operations do not provide dependable income

