

Consolidated Notes from Pork Sector Workshop

August 30, 2016

What does growth look like to you? What should our industry goals be?

- Increase value/unit
- Go green/natural/antibiotic free (ABF)
- Efficiency (i.e. health) – if the pigs are healthy you will have increased pounds
- Grow – special (i.e. genetics)
- More pounds of pork from the same facilities
- Need to upgrade facilities
- Lipid composition (healthy herds)
- Increase the number of sows, be in the top 5
- Increase the number of hogs marketed, be in the top 5
- Regional specialty within the state (i.e., sows in central Kansas)

Identify Kansas' advantages.

- State's topography offers natural biosecurity
- World renowned consultants, veterinarians, and research leaders
- Readily available feed sources
- Kansas GOLD™ environmental firm
- Packing/slaughter is concentrated on fringes. Improves overall biosecurity
- Available workforce in Southwest Kansas
- Location – transportation is easy to packing plants in surrounding states
- Low hog density
- Farms are diverse in operations
- Sales tax exemptions for facilities (including new builds)

Identify barriers to growth.

- Nutrient management (nitrogen and phosphorus)
- People
- Corporate farming law
- Proactive vs reactive information to consumers
- Public perception of the swine industry
- Immigration and visa challenges
- The “work smarter, not harder” mentality taught in schools killing workforce
- Need mandatory traceability
- Access to an abundant and reliable water supply
- Rural infrastructure (roads, bridges, lack of high speed internet)
- Cost of electricity
- Lack of feed mills in some areas of the state

- Aging industry workforce
- Lack of large-scale processing facility

Identify untapped opportunities and ideas for growth.

- Genetic – seedstock production
 - Need to continue to increase
- Large feed grain supply
- Identify the pork niche for Kansas
 - Direct to consumer – internet based marketing of specialty breeds
 - Branded pork programs
- Veterans
- Value-added processing
- Small farms
- Utilizing renowned veterinarians
- Increase exports of live animals

What do we do next? What's our action plan?

- Increase value/unit
- Get rid of corporate farming law
- Educate the public on modern pork production
- Work on marketing pork to the millennial and older generations
 - Share easy recipes
- Workforce is essential
 - Immigration and visa challenges need to be resolved
- Take advantage of our natural biosecurity
- Renowned vets – research facilities should be scaled similar to the industry
- Genetic seedstock production
- Develop traceability system in Kansas
 - Kansas #2 state for in-bound animals
- Increase permits for sow operations in Central Kansas
- Entry point into industry
 - Small farms and large farms are all important to the industry