



# BEEF

The beef cattle sector is the single largest sector in the Kansas agriculture industry and is recognized nationally and globally for raising healthy cattle and producing high-quality beef. Kansas has the third largest number of cattle on ranches and feedyards and has a significant role in the nation's beef processing as well. Resources to support beef cattle are plentiful in Kansas, from the abundant feed supply to the pastureland to the efforts to conserve the water supply. The beef industry in Kansas includes leaders throughout the supply chain, as well as in research, health, marketing and advocacy. Agriculture-related education is a source of strength in the state. The beef cattle industry is well respected on a state and national level which has led to strong support from state and federal policy makers and agriculture agencies.

In addition to concerns of weather and fluctuating prices, challenges facing the beef cattle industry threaten to prevent its continued success. A number of local, state and federal policies have the potential to directly affect the beef industry, from transportation to environmental regulations and international trade. Fluctuating land prices, changes in land use, and generational transfer add to the challenges the

industry must continue to address. The ability to access markets — either physically or electronically — is critical to future success in the industry. There is a need to continue improving infrastructure to deliver products and information. The workforce required to maintain successful beef operations involves issues of education and immigration which adds complexity to operation management and sustainability, especially as the industry continues to become more competitive.

As the beef industry adapts to meet consumer demands, it must identify goals for strategic growth based on competitive advantages of raising and feeding cattle and processing beef in Kansas. Coordination between public and private leaders within the industry will direct efforts toward navigating the barriers which could prevent growth. A focus on workforce education, industry communication and policy development will assist in identifying opportunities to expand or grow the Kansas beef cattle sector. Collaboration will be key to developing a long-term growth strategy for the Kansas beef cattle industry, a strategy that not only builds upon earned brand equity and the tradition of this industry, but that encourages growth and future prosperity for the Kansas beef cattle community.

# Status

The beef cattle sector has been and continues to be the single largest sector in the Kansas agriculture industry, with cattle and calves generating \$9.85 billion in cash receipts in 2022, which accounted for 46% of Kansas agricultural cash receipts that year. Not only does Kansas have the third largest number of cattle on ranches and feedyards at 6.25 million head on January 1, 2023, the state also has a significant footprint in the cattle processing sector. In 2022, Kansas produced nearly 6.1 billion pounds of red meat or about 11% of the nation's total.

According to a Kansas Department of Agriculture IMPLAN economic model, the estimated direct impact of the *beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming* sector is \$11.6 billion in output and 19,881 jobs. Including indirect and induced effects, the total impact of the sector on the Kansas economy reaches \$24.4 billion in output and 73,752 jobs. An additional model shows the impact of the *animal, except poultry, slaughtering and meat processed from carcasses* sectors on the Kansas economy. These sectors have a direct output of \$17.4 billion and account for 46,033 jobs. In total, the sectors contribute \$27.7 billion in output and 92,229 jobs.

The beef industry is also recognized nationally and globally for raising healthy cattle and producing the beef which consumers demand. In 2022, exports of beef and beef products from Kansas totaled over \$1.95 billion and ranked first among states (GATS, 2022). Beef and beef product exports from Kansas have accounted for between 17–19% of total U.S. beef exports for each of the last five years. As the global middle class continues to grow, it is expected that global demand for protein will also increase, adding more value to cattle raised in Kansas. For calendar year 2022, the U.S. Meat Export Federation estimates that exports have added a record \$448 per head of fed slaughter.

# Successes

- Kansas leads the nation in foreign animal disease preparedness throughout the beef supply chain. As of June 2023, 33 feedyards and 10 dairy operations have completed individual Secure Beef Supply Plans or Secure Milk Supply Plans and more are in progress. A Secure Food Supply webinar series focused on biosecurity plans and disease response has been well received and helps keep producers thinking about their plans.
- Utilizing a blend of social media, traditional and digital television, traditional and digital radio, YouTube and sports marketing, Kansas Beef Council (KBC) advertisements were seen and heard over 30 million times in 2022 and 20 million times in the first half of 2023. In addition, KansasBeef.org generated over 1.3 million page views in 2022.
- The pandemic hyper-accelerated the widespread adoption of e-commerce grocery shopping. Recognizing the growing trend of e-commerce, KBC helped fund multiple campaigns with national-level retailers to meet consumers where they're shopping. The 2022 campaign resulted in nearly \$40 of beef sales for every \$1 invested. Additionally, the KBC funded market research identified consumers looking for healthy and delicious meal options. KBC created a toolkit featuring heart-healthy beef recipes from Beef. It's What's for Dinner., that have been certified by the American Heart Association.
- Kansas law was passed that will require producers of alternative meat products that use meat terms to include a disclaimer indicating the product does not contain meat on the label in a prominent and conspicuous font size in close proximity to the meat term. Without such disclaimers, the product will be considered misbranded.
- KDA worked in close collaboration with state and federal agricultural partners as well as local emergency management, ensuring that the victims of recent wildfires had help with their immediate needs along with assistance as they begin the long process of recovery. A Recovery Resources website was developed for information on everything from hay donations to animal welfare guidance to materials for accessing USDA relief funds.
- The CattleTrace pilot program became U.S. CattleTrace, a nonprofit membership organization. With additional states and industry partners, U.S. CattleTrace is now a multistate initiative to advance disease traceability, with members in 23 different states. As of June 2022, auction markets represented in the organization market over 2 million head of cattle yearly and feedyard members have a one-time capacity of 2.2 million head.