



POULTRY

The poultry industry is relatively small and less known than more traditional livestock production in Kansas. Kansas is home to some innovative and high-value egg laying and poultry genetics companies, which opens the door for expansion in the poultry sector. Several thousand farms across the state raise chickens, turkeys, and waterfowl, but due to low annual production, the vast majority are not large enough to be considered commercial industry.

Poultry operations require relatively less land than other livestock, and Kansas is home to abundant poultry feedstock supplies. Other factors contribute to Kansas' appeal to the poultry industry, including effective freight and warehouse infrastructure and strong leadership in education and policy relating to the poultry sector. Kansas has shown leadership in proactive preparation for possible disease outbreak events.

Along with the numerous advantages Kansas offers the poultry industry, several challenges exist as well, which pose potential barriers to growth. The lack of in-state processing facilities means poultry farms have to ship out of state for processing, which adds expense to the bottom line. Several issues could improve the outlook for poultry production,

including some relating to water use, shipping efficiencies and international trade. Because poultry is still a growing sector in Kansas, potential producers may be hesitant to invest in what they may see as an uncertain or simply unknown sector in the state.

To realize the potential growth in the poultry industry, key Kansas partners must continue to provide input and discussion to develop a long-term growth strategy. Continued efforts are being made to increase public education, industry outreach, and active collaboration between public and private stakeholders. This cooperative effort toward investment in the poultry strategic growth plan will result in long-term success for the poultry industry in Kansas.

Status

The poultry industry in Kansas is ranked 35th in the nation in terms of egg and poultry meat sales according to the latest Census of Agriculture. According to a Kansas Department of Agriculture IMPLAN economic model, the estimated direct impact of the poultry and egg production and poultry processing sectors is \$118.6 million in output and 193 jobs. Including indirect and induced effects, the total impact of the sectors on the Kansas economy reaches \$205.7 million in output and 515 jobs.

Compared to more traditional livestock production in Kansas the poultry industry is relatively small. According to the 2017 Census of Agriculture, Kansas is home to more than 4,000 farms that raise poultry, including chickens, turkeys, waterfowl, and game birds. Kansas is home to innovative and high-value egg laying and poultry genetics companies. Southeast Kansas is home to broiler turkey production, while a majority of the state's egg production arises from one company in central Kansas.

Readily available feedstock (corn, soybeans, and sorghum) and land resources paired with relatively small land requirements, short-term return on investment of poultry facilities, and a pro-business climate make Kansas a prime location for the poultry industry to expand.

Successes

- Response efforts led by KDA during the 2015 highly pathogenic avian influenza outbreak not only created effective outreach and education programs for backyard flock owners, but also kept the 2023 HPAI outbreaks to a minimum compared to previous outbreaks and compared to the impact felt in other states.
- In an effort to increase communication about the poultry industry to Kansas communities, and to dispel misconceptions that give the industry a bad reputation, a K-State Research and Extension poultry specialist has been working with many communities across the state to better understand all aspects of the poultry industry (e.g., layers, broilers, turkey, etc.).
- The Governor of Kansas signed a bill passed by the state legislature in 2018 which set into statute specific guidelines related to animal conversion units, poultry facilities, and confined feeding facilities.
- The USDA issued a statement deciding not to impose additional regulatory requirements for organic producers and handlers effective May 13, 2018.
- On April 2, 2018, The Poultry Federation via organizational communications sent an update entitled "Opening Doors for Future Poultry Farms in State" to all members, stakeholders and subscribers notifying them of the Governor's signing of SB 405.
- Since joining The Poultry Federation in 2017, a major poultry business development opportunity has surfaced in Kansas. This poultry integrator project gained interest from 42 communities in the state, with 17 of these communities completing proposal packets for site selection consideration.