

*Kansas*  
**AGSUMMIT**  
GROW SMARTER. GROW STRONGER. GROW KANSAS.

## RECAP FROM SESSION

# AG EQUIPMENT MANUFACTURING & SALES

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### Priorities:

- Increase export opportunities and international presence for potential foreign customers to meet with Kansas equipment manufacturers.
- Increase opportunities for expansion and start-up of equipment manufacturing and sales companies in the state of Kansas.

### Concerns:

- Limitations in highlighting Kansas ag manufacturers to outside buyers/end-users.
- Many smaller manufactures have a fear of exporting — i.e. shipping, money transfer, accessing markets, developing contacts.

### Successes:

- Pandemic has created changes in ag sales/service protocols that have resulted in increased efficiencies.
- Virtual field trips for ag education students providing an “insider’s” view of ag sales and manufacturing.

## RECAP FROM SESSION

# AG TECHNOLOGY

### Key takeaways:

- To ensure the “next big idea” has an opportunity to be created, youth engagement must be fostered and supported: formal education, summer camps, virtual events and mentored by local business leaders.
- There is a continued need for programs and incentives to grow businesses and provide local support for entrepreneurs.

### Highlights:

- Discussion emphasized the importance of workforce creation experiences in ag entrepreneurship – internships, projects, mentoring, etc.
- Speakers shared successful stories from great youth programs, including Youth Entrepreneurship Challenge, Camp Destination Innovation, Dickinson County CEO (Creating Entrepreneurial Opportunities), K-State Polytechnic Campus Youth Programs.

## RECAP FROM SESSION

# ANIMAL HEALTH

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### Highlights:

- Panelists discussed challenges in the veterinary medicine field, including the economic climate, the impact of mergers/acquisitions, the need for business management/planning for CVM graduates, and advice for succession planning.
- Emphasized the priority of having a sufficient supply of veterinarians with a long-term interest in serving rural Kansas in large/mixed animal practices.
- The animal health industry has seen several successes, including changes to KSU-CVB admission requirements and expanded educational opportunities for vet med students including the addition of Food Animal Certification for graduates wishing to practice in food animal sector.

## RECAP FROM SESSION

# BEEF

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### Expanding priorities to address:

- The lack of packing capacity and marketing systems that result in more equitable margin distribution throughout the beef production system.
- Conservation of water for long-term health of beef industry.
- Increased research and communication of the beef sustainability story.

### Barriers for the beef sector:

- Lack of packing capacity/marketing disruptions.
- Talent/workforce availability.

### Key issues:

- Industry needs more harvest capacity.
- Consumers are going to want more “bells and whistles”: sustainability story, source verified, animal care, traceability (will add value to the U.S. marketplace).

### Industry objectives:

- Grow global demand for U.S. beef.
- Make traceability a reality in the U.S. beef industry.

## RECAP FROM SESSION

# CORN

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### Highlights:

- Utilizing the U.S. Department of Agriculture Biofuels Infrastructure Partnership grant reduces the financial burden for stations to offer E15, aiming to see 50 percent of Kansas fuel stations with readily available E15.
- The EPA ruling in April of 2019 allowed the sale of E15 year-round “nationwide” which helped.
- Still need to focus on education on ethanol as an environmentally friendly fuel and increased acceptance of E15 fuels.
- Education on the international level is important for continued adoption of distiller’s dried grains with solubles as a feed ingredient.
- Continued focus on transportation is important, especially on more efficient transportation of corn and value-added products to end users and export markets.

## RECAP FROM SESSION

# COTTON

### Highlights:

- Acres of cotton planted in Kansas continues to increase. Although the market for cotton went down due to the pandemic, it has recovered some.
- A cotton production assessment system established by U.S cotton producers and industry organizations provides a mechanism by which U.S. cotton producers can assess and verify their current production practices and measure their progress toward long-term sustainability goals.
- Research is being done at the national level to identify crop management strategies that optimize profitability for cotton growers, while maintaining/improving environmental sustainability.
- Participants discussed the threat of boll weevils, which are difficult and expensive to control. Kansas is currently working toward creating a planning committee to address this threat.

## RECAP FROM SESSION

# DAIRY

### Highlights:

- Discussion reaffirmed the critical need for a new milk processing facility, to keep more processing in Kansas and to spur economic growth.
- A panel of dairy owners discussed operational changes that have been required over the last year, and what the future looks like for the dairy industry. Other topics included:
  - ▶ Opportunities for direct to consumer sale.
  - ▶ Critical need for federal immigration reform with a focus on long-term visas for agricultural workers.
  - ▶ Value of a dairy beef processing facility for cull cows and fat dairy beef.
- Over the last 10 years, Kansas has seen an increase of 53 percent in milk production while the average US total increase in milk production was 13 percent.



## RECAP FROM SESSION

# EQUINE

### Recap/Successes:

- Dramatic increase of participation in the equine sector summit session in 2020 was noticed.
- Session speakers represented venture capital operations, Kansas Parks & Agritourism, Animal Health, Coalition of Horse Councils, and Kansas Arena Venues.

### Key Interests:

- Polling determined interest in equine expos, new or renovated, throughout the state, to attract a wide range of horse events, from large world class to smaller.
- Critical need exists for completion of an in-depth survey.

### Industry Objectives:

- Defining horses as livestock for ALL state departments to recognize uniformly in statute interpretations and administrative regulatory guidelines remains high priority to the equine sector.

## RECAP FROM SESSION

# FEED & FORAGE

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### Highlights:

- Growers have seen success with increasing production with less water, although managing this critical resource continues to be a challenge.
- Alfalfa is holding more value nationally than other crops; pricing of forages is critical in a world where other grain commodities are so cheap.
- Growers see woody and invasive species in rangeland as a significant problem; multiple species grazing has helped, as has moving away from spring burning toward burning later in the year.
- Longevity of the dehydrated pellet industry is a success within the feed and forage industry.

## RECAP FROM SESSION

# FOOD PROCESSING & PET FOOD

### Highlights:

- Economic development/financial support is needed to either purchase or build new/expand food and meat processing facilities.
  - ▶ State-sponsored economic development incentives
  - ▶ SPARK funding
  - ▶ Maker space, start-up coaching and capital
- Recent events have produced an increased focus on meat processing within food processing sector.
- Critical need: an agriculture workforce able and willing to meet the demands of food, meat and pet food processing positions, especially skilled labor.
- A state trade association would benefit the industry.

## RECAP FROM SESSION

# PORK

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### Highlights:

- Bill Even of the National Pork Board was a special guest in the webinar.
- Participants indicated they want to see research to help better understand and address supply chain disruptions.
- The last few months highlighted the challenges of marketing disruptions/lack of packing capacity:
  - ▶ Capacity could still be a challenge this fall.
  - ▶ How do we maintain worker safety and health?

### Priorities:

- Development of critical tools to manage a disease outbreak and protect food safety.
- Focus on talent development and educational training for students.

## RECAP FROM SESSION

# POULTRY

### **Continuing focus:**

- Community acceptance and education/outreach of the poultry industry.

### **Success:**

- Positive stories were shared of progress that has been made sharing this message of Kansans in the poultry industry.

### **Barriers:**

- Agriculture workforce able and willing to meet the demands of food and meat processing positions.
- Community perception of poultry industry in lieu of a variety of benefits to the Kansas agriculture community.

## RECAP FROM SESSION

# SORGHUM

### Highlights:

- The sorghum industry needs more state and industry funding to invest in crop research.
- Sorghum struggles from loss of basis simply due to location of grain in relation to shipment and end-user delivery options.
- A fully staffed, fully seated, farmer-led Kansas Grain Sorghum Association & Commission strengthens the industry.
- Planted sorghum acreage increased in 2020 along with known movement of sorghum into international markets during the United States COVID-19 situation.

## RECAP FROM SESSION

# SOYBEANS & OTHER OILSEEDS

### Highlights:

- Education is a priority for the oilseed industry — including biodiesel, sunflower and canola oil, industrial hemp.
- Research funding would be a significant benefit for all oilseed sectors; variety development has contributed to past growth in acres and yield.
- There's a need for crush facilities and industrial hemp processing facilities.
- FDA guidance on industrial hemp products is necessary, and should be pressed for sooner rather than later, for the industry to grow.
- Infrastructure is key to expansion: water, power, transportation, storage, broadband connectivity.

## RECAP FROM SESSION

# SPECIALTY CROPS

### Highlights:

- Buying local has seen expanded emphasis over the past few months, and e-commerce has been a critical part of that customer outreach.
- Specialty crop growers continue to express a need for additional Extension specialists and increased specialty crop research.
- Industry also wants a Kansas specialty crop network to support mid- to large-scale food processors.
- Virtual educational programs about specialty crop practices would be valuable to producers.



## RECAP FROM SESSION

# SPECIALTY LIVESTOCK

### Highlights:

- Participants in the webinar discussed the challenges of veterinary care for specialty animals.
- There's a need for better diagnostic capabilities and dosage research for specialty animals.
- The specialty livestock industry looks forward to results of Sheep and Goat Survey which will be published soon.

## RECAP FROM SESSION

# WHEAT

### Highlights:

- How do we position Kansas by expanding facilities and capacity as our production increases and domestic/international competition increases? Transportation improvements would contribute to growth in the wheat industry, including additional shuttle train facilities and improved rail rate competitiveness.
- Research is needed to continually help advance the wheat sector in Kansas. Lots of progress has been made with the Kansas Wheat Innovation Center, Fields Forward Campaign, Kansas State University and others.
- Kansas is the largest producer of wheat in the U.S., with a lot of supporting infrastructure unique not only to the U.S., but also the world (for example: Kansas State University extension/research, USDA investment in research in Kansas, Kansas Wheat Innovation Center). How do we build on this?
- Continued work on free trade agreements and expanded market access for Kansas wheat farmers is essential.



## **Thanks to all of the panelists and moderators who helped with the 2020 Ag Growth Summit sector breakout sessions:**

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Florentino Lopez, United Sorghum Checkoff

# THANK YOU

for your continued support of the  
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**2020**

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