Identify Kansas’ advantages.

- Solid foundation throughout the entire beef production community (cow-calf production, stocker operations, robust feeding sector, processing)
- Semi-arid climate is suitable for cattle production year-round
- World renowned leaders throughout each step in the production chain
- Abundant feed grain supply
- Plentiful grassland, especially now
- Land availability
- World class genetics
- Cow/acreage ratio

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

- Maximize value-added opportunities by use of best management practices, marketing opportunities and more
- Enhance targeted consumer and influencer engagement efforts related to beef production practices, beef nutrition and beef safety in order to grow consumer trust
- Increased consumer confidence (transparency and traceability)
- Proactive vs. reactive communication to consumers — target to varied audiences
- Next generation engagement, interest and support for the industry
- Find better methods of price discovery in consumer–driven model
- Invest in animal friendly technologies to be effective/efficient/defensive
- Higher return on assets — growth
- Ensure adequate biosecurity
- Legislative awareness of the industry/ freedom to operate from unnecessary regulation
- International opportunities — grow opportunities & keep those markets open
- Continued flow of educated workforce
- Diversification of industry
- Program to connect young producers with industry leaders

Identify barriers to growth

- Independent nature of the cattle industry can result in distrust among different segments of production chain
- The lack of traceability system inhibits growth potential and could potentially create animal health threats
- Challenge to find land for expansion — high land prices, increase of urban and suburban absentee landlords (competition for land from gov’t, farming)
• Lack of quality pasture available because of cash rented land (over-grazed, weeds, cedars)
• Perception that regulation “fixes” problems/challenges
• Workforce (skilled and unskilled) recruitment and retention
• Stop telling our kids there is NOTHING to do in our rural communities (parents and producers)
• Dispense of dollar income in different industries vs. cost of entry and return
• Traditional mindset — tendency to do things the way we’ve always done it
• Federal funding for market access
• No cash market anymore
• Programs to connect young entry producers with resources (land and cattle) — transition clearing house and the price of entry into a cattle operation without a generational opportunity
• Adaptation to changing extreme weather and climate
• Declining water supply in western half of state
• Increase in consumer knowledge about our product
• Opportunity (benefits) for increased grazing
• Laws limiting business ownership
• Flint Hills burning restriction — water and pollution of
• Technology options for cow/calf producers — record keeping (info management)
• Current market — high inputs lower return
• Tendency for beef producers to proceed individually (organic, grass fed, conventional) on issues, rather than working with a unified voice for marketing
• Price discovery in transition — struggling to shift from how used to determine value of fed cattle to value based more on carcass composition/value to consumers
• International markets for beef genetics — other countries negotiating free trade agreements — we’re losing $$$ to other countries

**Identify untapped opportunities and ideas for growth.**

• Explore opportunities for research related to feed intake and feed efficiency, including research on sorghum
• Be a leader in development of an industry-driven and accepted animal traceability system
• Increase opportunities for niche and/or alternative marketing options for high-quality cattle
• Innovation in retail product to become more economically & consumer friendly (flat iron was a long time ago)
• 40% of veterans (1,500,000) and transitioning military (800,000) want to farm — train them and place them!
• Explore the role of cattle water use and efficiency  ➔ part of sustainability in Kansas
• Farm/ranch level sustainability practices — genetics, range, nutrition, reproduction, physiology
• Utilize existing weather monitoring networks to improve management decisions — water resources — air quality
• Consumer interest to know more, we’ve got a great story to tell gate-to-plate.
• Engage economic development teams in each county to promote business development and marketing
• Use local companies for byproducts, i.e. pet foods
• Local food hub coops to support smaller farm operations
• Expand Wi-Fi access — high speed — especially in RURAL Kansas
• Identify value to the cost gap between beef and pork/chicken — why beef is more expensive
• Increase demand for Kansas beef products (live animals, semen, embryos, and beef) internationally

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

• **Traceability**
  • Explore opportunities for an industry & market driven traceability system to create premiums to incentivize participation
  • Bring together all segments of the industry to have discussions regarding the development of a traceability system (in farming “red and green” talk — why can’t we?)
  • Challenges to overcome regarding traceability:
    • Precedent of a mandatory/government run system doesn’t work
    • Commodity product — how does it work for ground beef?
    • Producer education
    • Smaller business
    • More value
    • Training
    • Not having animals traceable in future
    • Needs to be market driven — still a lot of work to be done on cow/calf operations
    • Set standards
    • Grow animal production — what part of the process start
    • Cost — Starts on the farm, but several people involved before slaughter, so when does traceability come in? Producer/rancher should not bear entire burden of cost when several are involved.
    • But cost for the $2 tag/technology can’t be the limiting factor
    • Develop a set of standards that can lead to traceability (e.g., herd mgmt., marketing opportunities); spread out cost of traceability
    • Potential participation incentive if traceability is related to access to a foreign market — some won’t have market access because their animals are not traceable
    • Use previous industry-driven improvements as an example
      • BQA foundation was to move injection sites — while moving injection sites has provided return on investment in the long-term, it wasn’t immediate.
• Potential change in language in how we engage with consumers and influencers
  • Putting a face to Ag
  • Educating consumers — think about “engaging” w/consumers, instead of “educating” them; put a face to agriculture
  • Education of health industry — eating beef advantageous for pregnant women
  • Change language from “educate” consumers to “engage” consumers — assumes less about consumer
  • Communication — respect independent nature of producers and traditional values while working together across industry segments
  • Respect independent values
  • Working together — uniformity of beef — diverse industry, come together
  • Educational programs (starting younger)

• Opportunity with engagement
  • Traditional mindset
  • Market driven program
  • BQA — value of carcass
  • Tech. is endless

• Workforce
  • Workforce problems—be more intentional about making industry a “welcoming” industry
  • Veteran workforce — engage Veteran Workforce Coalition in farming/ranching opportunities
  • Further develop opportunities to work with community colleges and technical schools
  • Encourage more diversity in beef industry workforce (from cow-calf through retailer stages)
  • Work with other sectors to find and hire qualified candidates
  • Push for immigration reform

• Education
  • Start agricultural education younger (middle school & high school) in the classroom
  • Education of kids/young adults about beef production, nutrition, etc.
  • Incorporate job/industry need information into education at this level (you could do XXXX in the beef industry…)
  • Incorporate ag elements into “STEM” (Science, Technology, Engineering, Math) programs/workshops
  • Establish a contest for facilitators/producers of educational conferences to encourage more ag and STEM learning opportunities (Look at Cal-Poly)
• Focus educational outreach in the medical field so doctors are aware of the health benefits of beef and are confident/comfortable encouraging patients to incorporate beef in a healthy diet
• Youth education: STEM summer camps for MS/HS students — get more ag-related education into that program? Have a contest to see who has the best STEM workshop that includes agriculture? Cal-Poly has good program.

• Improve opportunities for local marketing of beef products
• Growth of entire ag industry needs expanding markets and expanded access to markets (have expanding supplies)
• Continue improving product quality in order to meet consumer demand for uniform products
• Engage with industry about opportunities to continually improve — can’t continue to grow industry with a “traditional mindset”
• Shouldn’t be encouraging producers to make money on poor cows but rather finding new ways to educate about production opportunities