Identify Kansas’ advantages.

- Excellent native vegetation for livestock
- Strong ranching culture
- Strong livestock industries (beef, pork, dairy, etc.)
  - We need to make sure we have a lot of ruminants to feed
- Land availability
- Climate

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

- Increased profitability per ton or acre
- Increase forage sorghum/sorghum silage production
- Increase hay production, be in top 5 in nation
- Need “political will” to invest here/leadership
- Decrease use of “water intensive” annual forages

Identify barriers to growth.

- Lack of research funds allocated to forage
- Approval/acceptance of genetic technology
- Changing CRP rules to allow more grazing/hay opportunities
  - Extend dates of use
  - Allow use of fertilizer on CRP
- Unwillingness to grow alternative crops (i.e. teff)
- DOT regulations strangling profitability (i.e. requiring tags for pickups and trailers)
- Economic control of weeds, insects and pests
- Loss of rangeland production to invasive species
- Urban sprawl
- Regulations (herbicide and pesticide regulations)
- Need water efficient perennial forage or alternate water efficient forages
- Non-GMO marketing — (for example, Dannon)

Identify untapped opportunities and ideas for growth.

- Increase forage diversity
- Decrease DOT regulations to increase profitability
- End users can hedge corn and soybeans, no commodity exchange for alfalfa
- Capitalize on irrigation efficiencies for prolonged production in declining aquifer areas (i.e. dragline, subsurface irrigation)
  - Look at alternate water efficient feed/forages in water sparse areas
• Increase hay exports
• End user can hedge corn and beans — should be able to do the same for forages
• Commodity association for alfalfa

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

• Research — program for forage (legislation)
• Checkoff (producer groups)
• Get a feed/forage producer on Sorghum board
  • There is funding for research, but there needs to be a voice. Forage not currently represented
• Cost share for operation to compress hay for export
• Increase extension
  • There’s currently a disconnect between research and producers’ actual practices. Increase education of producers through the extension program
• Have a plan for boom/bust years (i.e. grazing stalks, that is hurting forage prices)
• Industry split low/high quality — increase research on high quality feed and forages
• Funds for research — create a research program for forages — would need to have state and national reps involved — may take 5 years
• Start collecting check-off dollars for alfalfa (legislature)
• CRP evaluate regulations
  • If you can hay, you should be able to fertilize (state/FSA)
  • Extend dates of use
• Decrease DOT regulations; look at height restrictions especially
• Crop insurance for forages
• How do you evaluate product? How do you know what you have when buying and selling?
  • Need funding for testing/evaluation of forages for quality