

Consolidated Notes from Pet Food Sector Workshop
August 30, 2016

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

- **Plant a flag and proclaim Kansas the “Pet Food Capitol.”**
 - **Flag is here, it’s just not planted.**
- **Help current producers expand.**
 - **Incentives for expansion.**
 - Create a visual of what this looks like and proactively share it.
 - How did Kansas designate “Air Capitol of the World”?
 - Tell the story with marketing. Be proactive.
- Increase pet food production in Kansas by 10% by 2020.
- Attract new producers.
 - Research and development
- By 20xx Kansas will be recognized as...
 - x \$billion in economic growth
 - x number of new jobs
 - x number of industry coming to or expanding operations in Kansas
- Increase pet food production in Kansas by 10% by 2020
- Help producers with expansion.
- Kansas will be recognized
- Help current producers expand incentives for expansion

Identify Kansas’ advantages.

- **Central location in the country. KC Animal Health Corridor**
- **Ingredient source – beef, grain (corn, wheat, sorghum), animal renderings can all be locally sourced**
 - Knowledge base
 - Raw materials
 - Worth ethic
 - Quality and safe products
 - KSU Pet Food Program

Identify barriers to growth.

- **Supply chain – difficult source rabbit, venison, duck, potatoes, field peas**
 - **Consider backhauls/LTL networks to bring in**
- **Workforce – challenges finding and hiring qualified candidates**
 - **Skilled workers/PLCs**

- **Seamer mechanics**
- **Connect to high school/technical programs – show career paths**
- **Consumer trends – fastest growing segment is “grain-free”**
- Lack of four lane roads and infrastructure.
- Rail rates for single car shipments.
- Unrealistic FDA regulations
- Testing lab located in Kansas.
- Entry level housing
- Water resources and costs affect efforts to recruit new companies.
- Centralized source for packaging and labeling requirement help/assistance.
 - Need consumer education (grains: they are not bad)
 - Ancient grains
 - Alternative crops

Identify untapped opportunities and ideas for growth.

- **Incubator – equipment, expertise, venture capital, K-State**
 - **Invest**
- **Quality certification – pet food safety training and certification program**
 - **Non-credit/continuing education**
 - **Credit**
 - **AA/BA/Masters/PhD**
- **Industry organization – an organization to speak collectively for pet food manufacturers**
 - **Foundation**
 - **Who is the community of interest/practice lead?**
- Mapping and optimizing a Kansas/region based supply chain from raw materials/inputs through finished goods – help each other grow!
- Utilize additional support, like grants (STEP, etc.), for sustained options in growth.
- Traditional/nontraditional opportunities (animal health, bio, NBAF, etc.)
- Make KSU Pet Food Program the flagship of North American pet industry.
 - Investment needed

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

- **What is the best first step to bring in incubators?**
 - **Reply - need to declare that we are pet food capitol of the world and then market that we are in the middle of the pet food corridor. Once declared then that will bring in the incubators.**

- **In Fresno California they have an incubator on campus for water. We have food and feed here in Kansas, perhaps bring in some private funds and then have state support in having incubator on campus.**
- Marketing plan to tell our story.
- Role/involvement of state.
- Pet food forum
- Be bold; Declare and then build infrastructure.
- State provide incentives
- On-campus incubator
 - Ties into University piece (California)