Identify Kansas’ advantages.

- Climate and natural resources make Kansas suitable to grow certain specialty crops.
- High interest from potential growers and existing growers.
- Central location for distribution and transportation/infrastructure.
- It (normally) rains during the growing season.
- Local Food and Farm Task Force efforts to identify local food and specialty crop initiatives.
- Relatively low cost of land compared to traditionally highly concentrated specialty crop areas (California).
- Think marketing opportunities.

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

- Identify small- and large-scale specialty crop producers who many want to expand in Kansas.
- Beginning Farmer Program Funding – recruitment of young people into farming through specialty crop production (University of Wisconsin).
- Increase Tier 2 production/marketing while ensuring robust Tier 1 marketing channels.
- Double Kansas output – 4% to 8% growth in production.
- More acreage of all specialty crops.
- Expand view of specialty crops to include high-value, large scale production (compete with California).
- Increase gluten-free grain production and hops for craft beer market.
- Training and education
- Increased jobs
- Consider a Kansas Vegetable Initiative to assist with producer recruitment.

Identify barriers to growth.

- Lack of land grant funding (i.e. too few extension specialists)
- Lack of involvement with any organized specialty crop association limits education and marketing.
  - Limits resources
  - Limits organization on a large scale
- From field to market – grower has to make money
- Distribution logistics, including cold storage.
  - Aggregation
  - In-state processors
- Difficulty in recovering from drift damage
- “We’ve never done that before” attitude
- Access to an adequate workforce required to harvest most specialty crops.
• Fear of change
• Lack of research (e.g. varietal trials, Research and Extension specialists)
• Urban vs rural – urban growth, planning/zoning restrictions
• Underutilization of federal resources.
• Greater leveraging of educational research and extension resources.
• No part-time labor and access to small equipment.
• Aerial sprayers don’t even know about Drift Watch!
• Need to support small growers that want to grow.

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

• Increase small food processing plants to process excess local production
• Local food hub coops
• Coops for specialty equipment or agency rentals
• Industrial hemp
• Veterans
• Increase consumer awareness of direct-sales outlets
• Investigate specialty crop checkoff programs as potential funding source.
• Tax to fund research, growth, etc.
• B&B license for wineries
• Agroforestry
• Continue to engage with Western Growers Association.

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

• More support for KSU (post-secondary)/KSRE to educate Kansans.
• Production, processing, marketing
• Tier 2 expansion – marketing
• Educate consumers on availability
  • Support CSA
  • Focus on promoting Kansas grown and seasonality
• Marketing = brokerage system/open new markets/coops
• Labor force – lack of to harvest
  • Row crop vs specialty crop differences
• Full service cooperatives for specialty crops
• We are not thinking big enough (expand thought process)