

Consolidated Notes from Specialty Livestock Sector Workshop

August 30, 2016

Main Points

- Increased Consumer Demand
- Take talk of specialty livestock mainstream
- More extension
- Get more young people involved in the industry
- Mobile Processing Units
- Increased Economic Incentives

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

- Maximize value-added opportunities of specialty livestock products.
- Increased consumer demand for specialty livestock products while also recruiting additional producers through enhanced education efforts.
- Take the conversation about specialty livestock opportunity livestock mainstream
- Enhance Education efforts

- K-State Research and Extension in my experience if you talk about things people see it more as a valuable opportunity.

Identify Kansas' advantages.

- Abundant land and feed resources
- Access to high-quality genetics and champions of the industry
- Logistical, financial and transportation benefits due to central location.
- Supplying products locally and globally

Identify barriers to growth.

- Industry perception
- Lack of in state specialty livestock research, extension and veterinary experts
- Lack of supporting infrastructure
- Labor
- Shears and young people entering

- We need to somehow get our young people in the production side. We've got to have somewhere to go with that stuff before we can actually start growing the industry.
- "We have a lot of opposition in the urban counties for growth and urban people don't like agritourism growth. So this industry."
 - "I'm all for agriculture tourism but safety of people come first."

- “My wife and I use Frontier Farm Credit for cattle loans but have never used them for goats, so I’m not sure how you would get a loan.”
- “Because of a lack of research in Kansas we don’t know about water, range and production management and no one to tell them that.”

Identify untapped opportunities and ideas for growth.

- EXTENSION TAKE THE LEAD - Main take away
- Taking advantage of the increased demand for local foods and agritourism experiences
- Increased economic development incentives for specialty livestock processors
- Education on the reduced resource requirements for entering the industry
- “Well about 5 or 6 years ago in Bronson, the poultry sold their poultry equipment across state-line so where can we go to get the specs to get a mobile unit to get the process 200 poultry or rabbits?”
- K-State - What we do in pet food is secondary products, we are importing millions of rabbits. I find it ironic that most of those materials are traveling thousands of miles to get here when we could be producing it. Full size slaughter facilities in New Zealand process deer every day and if we had those facilities we could evolve.
- Support of numerous small scale marketing left
- We provide \$1500 of sheep to youth to kids who want to be in the industry and in the second third and fourth year they pay it back and it helps them get into the industry. We’ve awarded nine of those.

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

- Increase specialty livestock presence at KSU, if they are known as the best they will get research funds.
- On farm workshops where producers tell their story.
- Specialty livestock checkoff to promote the industry.
- Increase networking between producers and end users.
- Increased consumer education
- Often university research is funded by big companies who are interested in large animals where they make money with large stream animals. We need to be in the niche and be in the best to make a name for ourselves so that we can get research, have money and expand our market.
 - Timeline - Difficult to assess, could be 10 years.
- Ideas: Looking for success stories in producers to share stories. Have on farm workshops. Where do you find those who are interested to tell the story to make the industry more mainstream? Media to make the avenues more mainstream.

- Combine marketing “checkoff” money from specialty livestock from KSRE, KDA for funding to promote the industry
- Who? Extension and the university have been key so far. Department of Ag
- Timeline - Should start tomorrow and never stop
- Problem is that funding charges everything and funding is hard to find
- Most of livestock in state would be end user and producer relationship and increase relationship between the two. The most well attended function at the Minnesota State Fair is Minnesota cooks and it’s just where everyone gets together and cooks and that’s something that we need to do.
 - Have sheep and goat auctions at cattle auctions to have a market
- Consumer education is a priority. Promote growth. Producers are responsible for promoting the industry. Huge cuts have been taken in the agriculture industry and have affected the ability to educate people.
- Identify players as producer groups, lack of funding is issue. Bring people in for 1 to 2 day workshops with KDA and Extension - Vet specialties.