

Growing Kansas agriculture... *together*

Kansas

AG GROWTH

GROW SMARTER. GROW STRONGER. GROW KANSAS.

Documents compiled from the 2016 Kansas Ag Summit: **Outcomes only**



GROWING KANSAS AGRICULTURE

Agriculture is Kansas' largest industry and economic driver. Sixty-six agriculture and food sectors combine to provide nearly \$65 billion in total economic contribution to the state, approximately 43 percent of the total economy. The industry employs over 234,000 people, nearly 13 percent of the Kansas workforce. If food retail is included, the economic contribution rises to over \$74 billion, about 50 percent of the state's economy, and employs nearly 20 percent of the workforce.

In Kansas, there are 46,137,295 acres of land. Farmland accounts for 88.9 percent of all Kansas land. More than 21 million acres in Kansas are harvested for crops and over 16 million acres serve as pastureland for grazing animals. In addition to growing crops and raising livestock, the Kansas agricultural sector includes renewable energy production, food processing, research and education, agribusiness, technology, entrepreneurship, and many value-added enterprises. Between Columbia, Missouri, and Manhattan, Kansas, sits the single largest concentration of animal health interests in the world. Kansas farmers and ranchers make a global impact, exporting nearly \$4.7 billion in agricultural products. The top five exports include wheat, beef and veal, soybeans, feed and forage, and corn.

Clearly, the success of the Kansas economy is directly linked to the success of the agriculture industry.

To grow the Kansas economy, the agriculture industry must grow.

Strategic industry growth requires communication, coordination and collaboration. In 2016, more than 300 meetings were held with agriculture industry leaders to discuss the opportunities in and the barriers to economic growth. In the light of depressed commodity prices, Kansas farmers, ranchers and agribusinesses face an abundance of challenges, but industry leaders clearly expressed the need to continue to look forward and plan for short- and long-term expansion of the state's agriculture industry.

In August 2016, the Governor's Summit on Agricultural Growth was held in Manhattan, Kansas, bringing together nearly 400 leaders from across industry sectors under one roof to talk about barriers, challenges, opportunities, growth goals and next steps.

The Summit was hailed for its ability to bring all industry sectors together in one place with one goal — growing Kansas agriculture.

This document summarizes the desired outcomes identified within each industry sector conversation. All content is based on the direct input of agricultural stakeholders during the pre-meetings, Summit and subsequent meetings.

table of contents

6	Ag Equipment Manufacturing and Sales	26	Pet Food
8	Ag Technology and Entrepreneurship	28	Pork
10	Animal Health	30	Poultry
12	Beef	32	Sorghum
14	Corn	34	Soybean and Oilseed
16	Cotton	36	Specialty Crop
18	Dairy	38	Specialty Livestock
20	Equine	40	Unmanned Aerial Systems
22	Feed and Forage	42	Wheat
24	Food Processing		



KANSAS ADVANTAGE

As the nation's agriculture industry positions itself for growth in order to meet the needs of a growing population with changing demands, Kansas is well-suited to be the home for **strategic agricultural growth**.

The Kansas **climate** is highly conducive to effective and efficient livestock production and provides for good growing seasons and harvesting conditions.

Kansas **transportation** systems, including high quality roads and rail systems, provide easy access to markets and make moving people and goods in the state simple and reasonable.

The foresight of agriculture leaders has resulted in environmental regulatory standards allowing production agriculture and **environmental preservation** to work hand-in-hand.

Kansas was four decades ahead of its peer states in passing legislation that **protects animal agriculture** and minimizes the threats of activist groups by not being a ballot initiative state.

Business-friendly tax exemptions, long-standing property tax policy, being a Right to Work state, and a business-friendly regulatory culture make Kansas **a great place to start and own a business**.

Kansas is the home to Kansas State University — the first land-grant university in the U.S. — and Fort Hays State University. These institutions, along with the other Regents universities, community colleges, technical schools and high school agricultural education programs, are all key partners in **growing the workforce** needed to serve Kansas agriculture.

The long-term availability of water in Kansas is dependent on local leadership, responsible use, management and policy development, all which have been greatly enhanced in recent years by the **innovative water policies** in the Governor's *Vision for the Future of Water Supply in Kansas*.

Kansas is represented by **leaders** in state and federal government who understand and respect the importance of agriculture.

Kansans embody the **pioneer spirit** that brought their forefathers to an uninhabited prairie to seek their fortunes in a new land. The values of **hard work, family, faith, community, perseverance, entrepreneurship and achievement** have stood the test of time in Kansas.

Those values and that same pioneer spirit that converted Kansas from a vast sea of grassland into a major producer of our nation's food supply live on today as we proactively **pursue new and innovative opportunities to grow agriculture**.

GROW SMARTER...



CHALLENGES & OPPORTUNITIES

Farmers, ranchers and agribusinesses must balance a lengthy list of challenges and variables, many of which they cannot control, as they work to grow and raise food for families across the globe. When possible, those barriers to growth should be addressed.

Kansas farmers, ranchers and agribusinesses from all sectors are all interconnected and must continue to **work together** and support each other for industrywide growth to occur.

Kansas must continue to value its largest industry, and must continually pursue a greater understanding of the **importance of agriculture to the state economy**.

Kansas agriculture must work together to provide an increasingly **open and transparent food system** that meets consumer demands and expectations, highlighting where their food comes from and the story of the people who raised it.

Continued and expanded access to **international markets** and expanded global market share is critical to nearly all agriculture sectors in Kansas.

A focus on quality roads and expanded rail access accompanied by **agriculture-friendly transportation regulatory environment** is critical to agricultural growth.

Maintaining a regulatory environment at the state level designed to help agriculture rather than hinder it and pushing back on and, when possible, dismantling **over-reaching, excessive, burdensome federal regulations** targeted against agriculture is fundamental to short- and long-term industry expansion.

Kansas needs to be poised to work collaboratively to help craft quality legislation aimed at serving our farmers and ranchers in the next **Farm Bill** and other federal policy initiatives.

Kansas must continue to build private-public partnerships to **protect and conserve the state's water supply** and be good stewards of the land, embracing environmental, economic and social sustainability.

A focus needs to be placed on **adding value** to agriculture commodities before they leave the state, enhancing support networks for **entrepreneurs** and business start-ups, and creating greater access to **venture capital**.

Kansas must maintain a **tax-friendly, open-for-business environment** that tells enterprises across the globe that Kansas is good place to do business, and local communities who want to grow agriculture should be recognized and should have the tools they need to prosper.

Rural broadband and mobile networks providing faster download and upload speeds are needed for businesses in rural areas to grow and do business with the rest of the world.

Public/private partnerships to address shortages in **rural housing** should be investigated.

Kansas agriculture cannot grow significantly without building the **agriculture-related skilled workforce and talent pool** through expanded high school agricultural education programs, quality higher education programs, veterans' agriculture career programs, legal immigration tools, succession planning tools, and quality of life investments.

While challenges exist, the opportunity for growth and the willingness of the Kansas agriculture industry to work together to address these challenges is far greater. The following pages outline the desired outcomes identified by industry stakeholders for 19 agriculture and food sectors. Working together, these outcomes can be accomplished ... growing agriculture and growing Kansas.

GROW STRONGER...



GROW KANSAS



Agricultural Equipment Manufacturing and Sales Industry Outcomes

Growth Objective:

Establish Kansas as an innovative state in the agricultural equipment manufacturing and sales industry by fostering a business environment that supports new and expanding companies through increased exports, marketing and industry collaboration.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas agricultural equipment manufacturing and sales industry:

Phase 1 (Begin within two years)

- Fully functioning agricultural equipment coalition or association for manufacturers and dealers combine resources with a focus on marketing Kansas-made products.
- State-sponsored economic development incentives which meet the needs for established and new equipment manufacturers of varying sizes. Current incentives include industry classifications and employment/wage requirements which exclude most manufacturers.
- Effective array of “soft” incentives (e.g. mentorships, internships and training on interaction with financiers) which are accessible to agricultural companies to ensure they have the information, workforce and financing they need to economically grow and thrive in Kansas communities.
- Continuation of state policies which encourage business success, specifically pro-growth policies on income, property and sales tax for the agricultural equipment manufacturing and sales industry.
- Increased emphasis on technology-related agricultural education at the high school level.
- Expanded trade program promotion efforts and assistance to make international marketing more accessible for a wider variety of manufacturing businesses, including small businesses.
- Increased exports and international presence bolstered by an international trade tour for potential foreign customers to meet with Kansas equipment manufacturers.
- Increase in agricultural manufacturing and sales companies in the state of Kansas.



Agricultural Technology and Entrepreneurship Industry Outcomes

Growth Objective:

Establish Kansas as a premier state for start-ups in agricultural technology and entrepreneurship by fostering a business environment that supports new and expanding enterprises.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas agricultural technology and entrepreneurship industry:

Phase 1 (Begin within two years)

- Dynamic network between small and mid-sized technology companies, agricultural entrepreneurs, investors and mentors.
- State-sponsored economic development incentives which meet the needs of agricultural technology start-ups and entrepreneurs.
- Effective array of “soft” incentives (e.g. mentorships, internships and training on interaction with financiers) which are accessible to agricultural companies to ensure they have the information, workforce and financing they need to economically grow and thrive in Kansas communities.
- Program of study in agricultural technology and data management available at Kansas institutions that meet the needs of start-up companies.
- Investment forum to encourage networking of start-ups and potential investors.
- Start-up capital available to agricultural entrepreneurs through investor-funded programs or state programs such as JumpStart Kansas Entrepreneur.
- Increase in agricultural technology companies and other entrepreneurial efforts in the state of Kansas.

Phase 2 (Begin within 2-4 years)

- Agricultural entrepreneurship internships, projects and mentorships in conjunction with Kansas high schools and colleges.
- Agricultural technology incubator network to support faster company timelines.



Animal Health Industry Outcomes

Growth Objective:

Solidify Kansas as the global center for animal health research and development, academics and extension by enabling growth in private sector enterprises, encouraging enhanced partnership and collaboration between public and private partners, and enhancing educational opportunities to prepare animal health and production professionals to serve the Kansas livestock industry.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas animal health industry:

Phase 1 (Begin within two years)

- Voluntary, market- and industry-driven traceability system to provide critical tools to manage a disease outbreak and protect food safety, enhance consumer confidence and trust in Kansas livestock, protect food safety, and provide opportunities to access export markets.
- Sufficient supply of veterinarians with long-term interest in serving rural Kansas, and expanded Veterinary Training Program for Rural Kansas to incentivize more veterinary students to pursue careers in large or mixed-animal practices in rural areas throughout Kansas.
- A livestock industry that is prepared to respond to an animal disease event. The development and adoption of robust biosecurity plans are critical factors in emergency preparedness.
- State-sponsored economic development incentives which meet the needs of lab-based enterprises.
- Continued industry-led proactive social and traditional media outreach with consumers, influencers and media about how animals are raised and the technologies utilized to treat, prevent and control animal health issues.
- A federal regulatory approval process for animal health products that encourages innovation and is not overly burdensome and unnecessarily lengthy in time.
- Strong public-private partnerships to recruit to Kansas animal health enterprises that will complement and enhance the research being conducted at NBAF.
- Outreach with animal health companies that don't currently have a presence in the United States about opportunities to relocate or expand to do business in close proximity to NBAF.



Animal Health Industry Outcomes

- Collaborative and coordinated economic development plan surrounding NBAF. The State will continue to provide a presence on the NBAF Economic Strategies Task Force and help lead the strategic focus on making NBAF an economic development attraction asset.

Phase 2 (Begin within 2-4 years)

- Expanded or enhanced educational training opportunities in the veterinary and/or animal health fields at community colleges and technical schools in Kansas.
- Expanded degree or certificate options to serve the animal health sector, including, but not limited to, different levels of degrees to provide veterinary health services (similar to human medical providers like nurse practitioners), advanced degrees in animal health economics, and more.
- Enhanced networking, educational and development events related to NBAF.
- Enhanced industry and public engagement related to NBAF as construction of the facility advances.



Beef Industry Outcomes

Growth Objective:

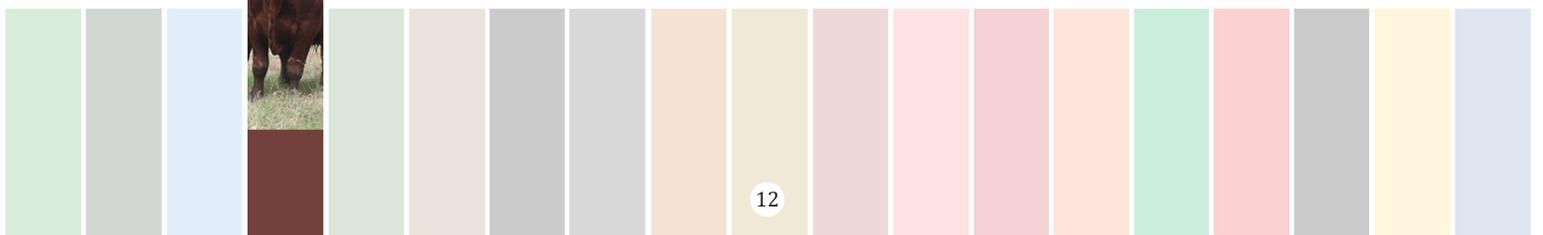
Execute a long-term strategy for growth in the beef cattle industry that not only builds upon its strengths but that also encourages innovation, collaboration and trust throughout the production chain and with consumers.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas beef industry:

Phase 1 (Begin within two years)

- Voluntary, market- and industry-driven traceability system to provide critical tools to manage a disease outbreak, enhance consumer confidence and trust in Kansas livestock, protect food safety, and provide opportunities to access export markets.
- Cooperation and information sharing among the different sectors in the beef production community that creates opportunity to foster trust, speak with one voice and add value throughout the production chain.
- Consumptive use regulations using simple, science-based methodology when converting from irrigation to stockwatering.
- Industry-led assessment of current fed cattle marketing and risk management methods that will explore alternative and innovative tools to improve the effectiveness of the tools and maintain the ability of producers to market cattle as they see fit.
- Freedom for all business structures to do business in Kansas. Current corporate farming laws limit certain ownership structures from operating in Kansas which curtails investment and limits growth and modernization.
- Science-based environmental management and range management tools, especially for prescribed burning in the Flint Hills, which are accessible to producers.
- Kansas established as a top choice for high-quality cattle for export opportunities, especially as countries around the world work to rebuild domestic cattle herds after drought and other losses.
- Continued industry-led proactive social and traditional media outreach about the beef production chain, beef safety, quality and nutrition to encourage trust from consumers, influencers and media and a better understanding of the industry.
- A competitive and competent workforce to meet the diverse and technical needs of the beef industry in Kansas. Talent development and educational training opportunities for students preparing for careers in the beef industry.



Beef Industry Outcomes

Phase 1 (Begin within two years)

- State-sponsored economic development incentives which meet the needs of value-added enterprises.
- Competitive utility rates in Kansas that do not create a competitive disadvantage with other states and allows Kansas to maintain existing enterprises and grow industry in the future.
- Federal immigration reform with a focus on long-term visas for agricultural workers, and a potential immigration pilot program in Kansas.
- Simplified permitting requirements for farm vehicles, and transportation regulations that provide flexibility to requirements for commercial driver's licenses (CDLs) to ensure that live cattle and beef products are able to move safely and efficiently throughout the production system.
- State tax policies focused on the reduction of burdens on agricultural entities.
- Partnerships to place military veterans in positions of employment on cow-calf and stocker operations.
- Rural broadband access throughout Kansas.
- Branded Kansas beef program through the From the Land of Kansas program to provide value-added, niche marketing opportunities for Kansas beef products and information to navigate the local food marketing infrastructure in Kansas.
- Farm transition planning resources for farmers and ranchers to utilize during preparations for intergenerational transfer or alternative forms of succession planning.
- Expanded Sunflower Supreme Replacement Heifer program designed to help add value to the Kansas beef industry by providing producers who want to improve their management techniques and marketability of heifers with research-based best management protocols.

Phase 2 (Begin within 2-4 years)

- Expanded value-added beef processing in Kansas and concentrated recruitment in that sector of the industry.
- Educational programs related to beef nutrition for pre-health, pre-medicine, nutrition and other human health related fields of study at Regents schools.
- Housing development programs to address housing shortages in areas with concentrated beef processing and feeding sectors.
- Research and innovation at the retail level in an effort to capitalize on consumer interest in beef products.



Corn Industry Outcomes

Growth Objective:

Increase demand for ethanol, renewable diesel, DDGS and livestock feeding, with a focus on proactive water policy and efficient transportation infrastructure.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas corn industry:

Phase 1 (Begin within two years)

- 50% of Kansas fuel stations with readily available E15 by 2020. Utilizing the USDA Biofuels Infrastructure grant reduces the financial burden for stations to offer E15.
- Distiller's dried grains with solubles (DDGS) as a widely used feed ration both domestically and internationally. Education on the international level is important for continued adoption of DDGS as a feed ingredient.
- Nationwide reputation as the home of renewable diesel. Kansas is home to the only renewable diesel plant attached to an ethanol plant in the country.
- Growth in the beef, dairy, pork and poultry sectors in Kansas through participation in each sector's growth strategy. Kansas livestock industries are the largest market outlet for corn and DDGS.
- Increased amount of Kansas corn processed with value added in Kansas.
- State-sponsored economic development incentives which meet the needs of value-added corn enterprises.
- Implementation of action items in the *Vision for the Future of Water Supply in Kansas* related to the corn industry, leading to a longer usable life for Kansas groundwater and surface water sources. Effective adoption of conservation practices and management efforts which support more flexible water policies, better opportunities for voluntary conservation and increased research on management practices.
- Improved corn yields in Kansas from better crop technology, better irrigation technology and evolving management practices.
- Increased truck weights on state highways, specifically going to 90,000 pounds on six axles, to maximize efficient movement of corn and reduce environmental impact.



Corn Industry Outcomes

Phase 1 (Begin within two years)

- Simplified permitting requirements for farm vehicles, and transportation regulations that provide flexibility to requirements for commercial driver's licenses (CDLs) to ensure that corn is able to move safely and efficiently throughout the state.
- Clear, factual information about GMOs easily available to consumers. The industry needs to focus on the need for GMOs to meet demand as well as increase yields while using less water and pesticides and maintaining the positive impact corn has on the Kansas economy.
- Regulations based on sound science and supportive of business success, particularly in regard to EPA regulations and issues important to the Kansas corn sector such as WOTUS, atrazine levels of concern and the renewable fuel standard.

Items for further consideration

- Harvest time weight exemption for trucks hauling corn. It is difficult to monitor weights on trucks going directly from the field to the delivery point. This flow needs to be as efficient as possible and an exemption from weight limits for period of time around harvest would help with efficiency.



Cotton Industry Outcomes

Growth Objective:

Expand cotton's role as an integral part of meeting the vision for the future of the state's water supply, and grow to be one of the top 10 cotton-producing states within the next 10 years.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas cotton industry:

Phase 1 (Begin within two years)

- Implementation of action items in the *Vision for the Future of Water Supply in Kansas* related to cotton and herbicide, establishing cotton as a water management crop alternative and leading to a longer usable life for Kansas groundwater and surface water sources.
- Availability of direct enrollment in Driftwatch program for local gins or co-ops.
- Adequate access to supplies of shorter season EnlistDuo Phytogen cottonseed for Kansas growers.
- Predominant use of 2,4-D tolerant cotton varieties by Kansas growers. Misunderstandings currently exist related to the distinction between 2,4-D tolerance and dicamba tolerance.
- General understanding of the role of 2,4-D tolerant cotton varieties by both cotton growers and non-cotton growers. Increased information and education for both cotton growers and non-cotton growers can reduce neighbor-to-neighbor concerns about cotton acreage near other commodities.
- Inclusion of cotton as a Title I Commodity in the Farm Bill allowing for improved insurance coverage. The outcome of a 2004 World Trade Organization settlement case impacted cotton's status under the Farm Bill; as a result, cotton is not a covered commodity and lacks coverage afforded to other commodities.
- Broad knowledge of the economic impact of growing irrigated cotton in Kansas, including expanded producer surveys, yield response curves and additional cost data.

Phase 2 (Begin within 2-4 years)

- Widening of Highway 54, one of the primary routes between acres, gins and the bale warehouse, reducing the time to market and adding value to the product.
- Participation of cotton growers in Kansas agricultural trade missions to provide opportunities for increased cotton markets, in coordination with the Cotton Council International.



Cotton Industry Outcomes

Phase 2 (Begin within 2-4 years)

- Increase in Kansas farmers who include cotton in their crop rotation system as part of an overall water management strategy.
- Affordable access to cotton harvesting equipment in areas of the state with increasing cotton production through cooperatives or other organized approaches.

Items for further consideration

- Increased consumer desire for cotton over polyester and other non-cotton fibers.
- Collaborative research working group to develop a strategic plan that addresses cotton research pitfalls.



Dairy Industry Outcomes

Growth Objective:

Enable consistent annual growth in milk production by expanding access to milk markets, maintaining low feed costs and preserving a valued labor force, while also upholding a trustworthy perception of an industry that provides wholesome dairy products.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas dairy industry:

Phase 1 (Begin within two years)

- Growth in milk production through the addition of new dairies or expansion of existing dairies.
- New university dairy teaching and research facilities that adequately meet research and educational needs and spur economic growth.
- Federal immigration reform with a focus on long-term visas for agricultural workers, and a potential immigration pilot program in Kansas.
- Comprehensive employee training programs to complement the needs of dairy processing facilities.
- Consumptive use regulations using simple, science-based methodology when converting from irrigation to stock watering or any other beneficial use.
- Freedom for all business structures to do business in Kansas. Current corporate farming laws limit certain ownership structures from operating in Kansas which curtails investment and limits growth and modernization.
- Increased truck weights on state highways, specifically going to 90,000 pounds on six axles, to maximize efficient movement of fluid milk and reduce environmental impact.
- New facilities for export of shipping containers via railway directly from western Kansas to prevent wasteful backhauls across the state.
- A fully staffed Kansas Department of Health and Environment livestock waste management section resulting in expedient permitting while effectively protecting the natural resources of the state.
- New dairy heifer development operations in Kansas, either by repurposing existing empty feedlots or by creation of new facilities.



Dairy Industry Outcomes

Phase 1 (Begin within two years)

- Expanded influence, presence and professional standing of the Kansas dairy industry with consumers and policy makers.
- Farm transition planning resources for farmers to utilize during preparations for intergenerational transfer or alternative forms of succession planning.
- Expanded partnerships between From the Land of Kansas trademark program and on-farm dairy processors.
- Membership in the United States Dairy Export Council.

Phase 2 (Begin within 2-4 years)

- Continued development of new milk processing facilities in Kansas through capital investments.
- Additional K-State Research and Extension dairy personnel, including dairy extension specialists and more active engagement in extension services by dairy farmers.

Items for further consideration

- Addition of dairy equipment and other industry-related services that may be needed to fill service gaps.



Equine Industry Outcomes

Growth Objective:

Enable an environment that encourages growth in the equine industry, and eliminate barriers that prevent investment in equine facilities and enterprises.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas equine industry:

Phase 1 (Begin within two years)

- Restoration of federal appropriation funding for inspection of horse slaughter facilities.
- Equine exposition destinations throughout the state capable of hosting significant, world-class horse events, ranging from large events to smaller events with more specific needs.
- Detailed understanding of economic impact of Kansas horse industry and potential impact through completion of an economic impact study of the Kansas horse industry. Currently, no information exists on the impact of horses on Kansas' economy, which makes it difficult to convey the importance of the industry to the state.
- Horses classified as livestock under all state definitions in state statute. Current discrepancies between definitions result in inconsistency and confusion for the industry.

Phase 2 (Begin within 2-4 years)

- Kansas pari-mutuel betting laws that align horse tracks and standalone casinos with an equal percentage from slot machines paid to the state. Current laws have forced race horses out of the state.
- Statewide equine extension specialist position for enhanced education and outreach.
- An equine industry checkoff program to promote education and research.



Feed and Forage Industry Outcomes

Growth Objective:

Enable a robust feed and forage sector by increasing profitability and strengthening the most important market outlet — the existing Kansas livestock industry.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas feed and forage industry:

Phase 1 (Begin within two years)

- Growth of the beef, dairy, pork, poultry and equine sectors in Kansas through industry participation in each sector's growth strategy. Kansas livestock industries are the largest market outlet for feed and forage products.
- Over-height exemptions for forage haulers to maximize efficiency and reduce environmental impact, with specific routes evaluated if statewide coverage cannot be achieved.
- Forage sorghum representation on the national sorghum board.
- Simplified permitting requirements for farm vehicles, and transportation regulations that provide flexibility to requirements for commercial driver's licenses (CDLs) to ensure that feed and forage are able to move safely and efficiently throughout the state.
- Increased truck weights on state highways, specifically going to 90,000 pounds on six axles, to maximize efficient movement of feed products and reduce environmental impact.
- Inclusion of forages in the crop insurance program in the next Farm Bill. Forages currently lack coverage afforded to other commodities.
- Increased funding for research in Kansas related to issues pertinent to alfalfa growers as well as other feed and forage research. This could include an alfalfa checkoff program and/or funding from additional sources; in the U.S., dollars allocated to alfalfa and forage research are only a fraction of those which are currently allocated to staple grain crops.
- Reduced restrictions on haying, grazing and fertilizing Conservation Reserve Program fields.



Feed and Forage Industry Outcomes

Phase 1 (Begin within two years)

- Implementation of action items in the *Vision for the Future of Water Supply in Kansas* related to the feed and forage industry, leading to a longer usable life for Kansas groundwater and surface water sources. Effective adoption of conservation practices and management efforts which support more flexible water policies, better opportunities for voluntary conservation and increased research on management practices.
- Effective and easily accessible education programs designed for feed mills to comply with the Veterinary Feed Directive regulations.
- Coordination between feed and forage related organizations to host and participate in Kansas trade missions as an opportunity to increase export markets. Kansas is currently positioned as a top choice for high-quality feed and forage products with room to grow.

Phase 2 (Begin within 2-4 years)

- Additional K-State Research and Extension forage personnel and forage/alfalfa research at Kansas State University or other agricultural institutions in Kansas.



Food Processing Industry Outcomes

Growth Objective:

Increase the number of facilities accessible for small, medium and large food processing companies, and expand opportunities for existing companies to increase sales and profitability.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas food processing industry:

Phase 1 (Begin within two years)

- Strong reputation among the national industry as a state with great potential for food processing companies to expand or move their business.
- Increased amount of food processing in Kansas facilities, from small to large scale operations. Co-packers capability available to small processors to produce or package items.
- State-sponsored economic development incentives which meet the needs of food processing enterprises.
- Kansas communities identified that express acceptance to and interest in understanding the economic benefits of food processing facilities and are open to welcoming businesses into their region.
- The benefits of living in Kansas are widely known and understood by food processing corporations and can be used in the employee recruitment process.
- Housing is a recruitment aid rather than a concern, and food processing employers don't struggle with adequate employee housing in the communities in which they do business. State-sponsored incentives for processors which assist in securing employee housing.
- Increased number of commercial kitchen locations available for use across the state for local food processing.
- Mobile processing capabilities available to small processors with necessary food safety guidelines.
- Training for small to medium-sized companies through webinars or workshops on various topics (e.g. food safety, workforce management and marketing). Delivery through K-State Research and Extension or industry associations would be well-received.
- Expanded benefits and marketing potential for food processors through the From the Land of Kansas trademark program.



Food Processing Industry Outcomes

Phase 1 (Begin within two years)

- Increased export opportunities for Kansas food processors, including increased participation in export programs and other sales experiences (e.g. Food Export Midwest programs).
- Regulations that allow products from state-inspected meat facilities to be sold across state borders. Current law prevents meat from being sold across state lines unless it is from a federally-inspected plant but does not recognize state inspections as equal to the federal inspections.
- Competitive utility rates in Kansas that do not create a competitive disadvantage with other states and allows Kansas to maintain existing enterprises and grow industry in the future.
- Food processors have an industry-influenced pipeline of college graduates from Kansas State University to hire into management, engineering, research and quality areas of their businesses.

Phase 2 (Begin within 2-4 years)

- Research to develop methods for phosphorus elimination in waste water.
- Evaluation of cold storage needs for processors to identify potential for building a new facility.



Pet Food Industry Outcomes

Growth Objective:

Establish Kansas as the pet food capital of the world by increasing support of the pet food industry, attracting new businesses to the state and expanding opportunities for existing companies to increase sales and profitability.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas pet food industry:

Phase 1 (Begin within two years)

- National reputation as the destination for expansion in the pet food industry through trade show displays, marketing initiatives, advertisements, recruitment trips, and proven success.
- Expanded laboratory testing to provide Kansas companies with quality services and fast turnaround. For example, salmonella testing for pet food and ingredients would be a benefit in northeast Kansas since most samples are currently sent out of state.
- Private and public collaboration to develop and construct manufacturing facilities or distribution centers as spec plants to attract and accommodate new companies to Kansas.
- A competitive and competent workforce to meet the needs of pet food companies in Kansas. Connections between the pet food industry and high school agriculture education programs would encourage more interest in careers in pet food that would lead students to pursue specialized training in technical schools, community colleges and universities.
- Continued support of the pet food minor in the grain science and industry department in the K-State College of Agriculture.
- Effective and accessible pet food manufacturer training programs on the Food Safety Modernization Act.
- A marketing program to promote the importance of the pet food industry in Kansas, similar to the dairy initiative.
- Ongoing professional dialogue to analyze and prioritize ideas within the pet food industry. Potential topics would include value-added products, specialty ingredients, marketing, consumer trends, investors, research, etc., and would build upon the Pet Food Forum held in Kansas City.
- Fully functioning pet food industry association at the state and national level to advocate for the pet food industry.



Pet Food Industry Outcomes

Phase 1 (Begin within two years)

- Effective array of “soft” incentives (e.g. mentorships, internships and training on interaction with financiers) to ensure that companies have access to the best information, workforce and financing to economically grow and thrive in Kansas communities and bring pet food products to market. The need for physical space for small-scale product development also exists.

Phase 2 (Begin within 2-4 years)

- Facilities to meet the needs identified by the industry, to possibly include incubators, manufacturing facilities or distribution centers.



Pork Industry Outcomes

Growth Objective:

Through partnerships and collaboration, and eliminating barriers to growth, foster an environment that supports growth and expansion of the Kansas pork industry.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas pork industry:

Phase 1 (Begin within two years)

- Freedom for all business structures to do business in Kansas. Current corporate farming laws limit certain ownership structures from operating in Kansas which curtails investment and limits growth and modernization.
- A fully staffed Kansas Department of Health and Environment livestock waste management section resulting in expedient permitting while effectively protecting the natural resources of the state.
- Voluntary, market- and industry-driven traceability system to provide critical tools to manage a disease outbreak, enhance consumer confidence and trust in Kansas livestock, protect food safety, and provide opportunities to access export markets.
- Alternative workforce programs to fill the talent and workforce needs of the industry — e.g. temporary workforce, H-2A, H-2B, family-based immigrant visas, NAFTA Professional (TN) visa, etc.
- Federal immigration reform with a focus on long-term visas for agricultural workers, and a potential immigration pilot program in Kansas.
- Expansion of talent development and educational training opportunities for students preparing for careers in the pork industry. Currently, awareness of careers does not often include those in the support roles — for example, extension and USDA FSIS.
- Dedicated business development resources for the exploration and evaluation of value-added pork and sow processing opportunities within the state.
- Continued proactive social and traditional media outreach about the pork production chain, pork safety, quality and nutrition to encourage trust from consumers, influencers and media and a better understanding of the industry.
- Kansas State University research focused on high-technology, innovative and scalable nutrition, health and management solutions for the state's pork industry.



Pork Industry Outcomes

Phase 1 (Begin within two years)

- Identify Kansas communities that express acceptance to and interest in understanding the economic benefits of swine facilities and are open to welcoming businesses into their region.
- Pre-identified swine facility building sites with available natural resources (i.e. water, waste disposal).

Phase 2 (Begin within 2-4 years)

- Intra-industry partnerships aimed at developing and expanding niche market opportunities for pork producers.
- Competitive utility rates in Kansas that do not create a competitive disadvantage with other states and allows Kansas to maintain existing enterprises and grow industry in the future.



Poultry Industry Outcomes

Growth Objective:

Establish a solid foundation and develop partnerships that will support growth and advance the poultry industry in the state.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas poultry industry:

Phase 1 (Begin within two years)

- Clear understanding of opportunity for poultry industry growth in Kansas through completion of a feasibility study.
- Expansion of The Poultry Federation to include Kansas. Joining a federation would provide opportunities to establish industry contacts, expand business to business networking and increase overall state representation in the poultry industry.
- Identify Kansas communities that express acceptance to and interest in understanding the economic benefits of the poultry industry and are open to welcoming businesses into their region.
- Regulations based on sound science and supportive of business success, particularly in regard to organic standards and other laws which directly affect the poultry industry.
- Alternative workforce programs to fill talent and workforce needs of the industry. A successful example is the current Kansas Department of Corrections work release program's support of existing poultry business workforce gaps.

Phase 2 (Begin within 2-4 years)

- Land-grant university research focused on poultry industry development, including increased extension education, outreach and support for Kansans engaged in or interested in the poultry industry.



Sorghum Industry Outcomes

Growth Objective:

Expand research partnerships and strengthen Kansas' position as the top sorghum-producing state in the nation.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas sorghum industry:

Phase 1 (Begin within two years)

- Checkoff dollar funding directed toward supporting value-added education, marketing and research. These value-added sectors would include biofuels, pet food, plastics and/or human-food grade sorghum.
- Livestock feed research partnerships with Kansas State University that support the use of sorghum across Kansas agriculture sectors. These research application sectors would focus on beef cattle, dairy cattle, distiller's grains, pet food, poultry and swine.
- Implementation of action items in the *Vision for the Future of Water Supply in Kansas* related to sorghum, and expanded awareness of sorghum's water use efficiency, leading to a longer usable life for Kansas groundwater and surface water sources.
- Expanded education and outreach opportunities that support the industry's strategic growth plan.
- Expansion of in-bound and out-bound trade missions showcasing feed and value-added market opportunities.
- Transportation network — including transload facilities and container load/ship — that maximizes logistical efficiencies and minimizes costs per producer to ship sorghum domestically and internationally.
- Identity preserved sorghum for customers around the world. This can be achieved by capitalizing on the availability of shipping containers to ship identity preserved sorghum from the point of filling the container to the point of delivery.
- Increased truck weights on state highways, specifically going to 90,000 pounds on six axles, to maximize efficient movement of sorghum and reduce environmental impact.



Sorghum Industry Outcomes

Phase 2 (Begin within 2-4 years)

- Long-term strategic plan to support the newly established Collaborative Sorghum Investment Program to include key private partners and public investment that benefit the sorghum industry and state.

Items for further consideration

- Harvest time weight exemption for trucks hauling sorghum. It is difficult to monitor weights on trucks going directly from the field to the delivery point. This flow needs to be as efficient as possible and an exemption from weight limits for period of time around harvest would help with efficiency.



Soybean and Oilseed Industry Outcomes

Growth Objective:

Foster an environment that develops Kansas as a leader in production of high quality oilseeds, and support expanded research to advance the industry.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas soybean and oilseed industry:

Phase 1 (Begin within two years)

- Increased demand for Kansas soy products across the nation and the world due to the high quality of Kansas-produced soy oil and meal, which contain higher protein content than soy products from Corn Belt states.
- Growth in the pork, poultry, beef and dairy sectors in Kansas through participation in each sector's growth strategy. Kansas livestock industries are the largest market outlet for oilseeds.
- Reduced basis by promoting the expansion of in-state oilseed processing.
- Faster regulatory approvals for inputs imperative to oilseed production
- Increased export opportunities for soybean and oilseed products.
- Increased double cropping of oilseeds after wheat. Expansion of double crop insurance by USDA-RMA would benefit farmers who choose this option, as well as increased promotion by K-State Research and Extension.
- Increased truck weights on state highways, specifically going to 90,000 pounds on six axles, to maximize efficient movement of oilseeds and reduce environmental impact.
- Clear, factual information about GMOs easily available to consumers, particularly relating to the efficiency of resources offered by GMOs.
- Canola insurance available statewide. Current USDA regulations limit canola insurance to specific counties.

Phase 2 (Begin within 2-4 years)

- Increased research funding to Kansas State University for sunflowers and canola. Benefits of oilseeds are not well known to farmers or to consumers.
- Increased processing facilities to add value to all types of oilseeds within the state.



Specialty Crop Industry Outcomes

Growth Objective:

Develop partnerships and resources that will grow the Kansas specialty crop industry, defined by USDA as "fruits and vegetables, tree nuts, dried fruits, horticulture, and nursery crops (including floriculture)."



The following outcomes will be the result of industry collaboration and effort to grow the Kansas specialty crop industry:

Phase 1 (Begin within two years)

- Analysis of possible specialty crop checkoff programs as a source of revenue for the education, promotion and research of industry sectors.
- Completion of a survey process by K-State Research and Extension and the Kansas Department of Agriculture in order to provide broad baseline knowledge of the specialty crop industry, including the scope and needs of producers and the specific crops that are grown and harvested.
- Gathering of knowledge pertaining to the growth and needs of the horticulture industry in Kansas, as provided by a comprehensive survey championed by KDA, Kansas Forest Service, Kansas State University Department of Horticulture & Natural Resources, and other industry partners.
- Comprehensive specialty crop marketing initiative designed to support and recruit growth to the industry.
- Identification of temporary, seasonal and alternative workforce needs for Kansas specialty crop producers in relation to general workforce needs of the state.
- Educational programs that teach Kansas communities about current specialty crop practices and industry growth opportunities for the purpose of business development and economic growth.
- A vibrant Kansas Vegetable Growers Association providing industry support and connections to its members.

Phase 2 (Begin within 2-4 years)

- Additional K-State Research and Extension specialists and increased specialty crop/horticulture research and research plot placement throughout the state.
- Statewide specialty crop marketing campaign to educate consumers and encourage support for Kansas specialty crop producers and service providers.



Specialty Crop Industry Outcomes

Phase 2 (Begin within 2-4 years)

- Feasibility study to determine the impact and proper alignment of food hubs as a part of the specialty crop industry in Kansas.
- Development of Kansas specialty crop network to support mid- to large-scale food processors, including an expanded distribution network targeted for Tier 2 marketing outlets.



Specialty Livestock Industry Outcomes

Growth Objective:

Raise the prominence of the specialty livestock industry in Kansas, and increase profitability for those who raise specialty livestock.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas specialty livestock industry:

Phase 1 (Begin within two years)

- On-farm education for producers to promote the benefits of raising specialty livestock.
- Increased visibility of specialty livestock products in Kansas for consumers seeking alternative forms of protein through increased education and marketing.
- Economic development incentives for specialty livestock processors. The scope of specialty processors does not match the incentives that currently exist.
- Widespread, accessible markets for specialty livestock producers. Expansion would involve promoting existing markets and pursuing opportunities for new ones.
- Zoning regulations in cities and counties which are in line with local and state regulations so livestock producers are allowed to operate under agricultural exemptions statewide.
- Educational opportunities to promote mobile processing units and inform potential investors so that mobile processing capabilities are available to small processors with necessary food safety guidelines.

Phase 2 (Begin within 2-4 years)

- Additional K-State Research and Extension personnel to support specialty livestock production.

Items for further consideration

- A specialty livestock checkoff program to provide additional research and promotional funding.





Unmanned Aerial Systems (UAS) Industry Outcomes

Growth Objective:

Develop Kansas as a leader in UAS technology, activity and expertise while also working to attract manufacturing and assembly operations.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas unmanned aerial systems industry:

Phase 1 (Begin within two years)

- Information showing a demonstrated return on investment from incorporating UAS technology into farm management decisions. Evidence of ROI would promote farmer adoption of UAS, assist farmers in becoming more comfortable in utilizing the technology, and result in greater farm profitability.
- Algorithms in use with UAS systems that provide useful recommendations to farmers. With current UAS technology farmers and ranchers are not able to understand the data generated by UAS, nor create solutions and management decisions, such as fertilizer application plans.
- Regulations based on sound science and supportive of business success, particularly in regard to regulations on unmanned aerial vehicles. Restrictive regulations on either the state or local level that are based on fear would limit growth in this industry.
- Partnerships between Kansas' existing military bases and the aviation industry to enhance the research, development and expertise of the UAS industry in Kansas.
- Increased UAS study and degree options at secondary and postsecondary educational institutions in Kansas
- Partnerships among agricultural equipment enterprises that may find mutually beneficial results from incorporating UAS technology into the menu of features provided by their products.

Phase 2 (Begin within 2-4 years)

- Faster download and upload speeds from mobile networks in rural Kansas. This is critical to adoption and implementation of UAS technology on the farm.
- Business-friendly environment that attracts further expertise and innovation to the state.
- Research on applications in animal agriculture through collaborations between Kansas State University and industry, an area that remains largely untapped.
- Kansas presence at national UAS events in an effort to attract unmanned aerial vehicle manufacturing to Kansas.



Wheat Industry Outcomes

Growth Objective:

Increase demand for Kansas wheat both domestically and around the world to help ensure profitability for the Kansas wheat industry. Expand on the world-renowned Kansas reputation for hard red winter wheat by offering identity preserved hard red winter while also expanding into hard white and durum varieties.



The following outcomes will be the result of industry collaboration and effort to grow the Kansas wheat industry:

Phase 1 (Begin within two years)

- Sustained public/private partnerships which support research, particularly in wheat variety development. These partnerships would include Kansas State University, Wheat Genetics Resource Center, USDA Center for Grain and Animal Health Research and others which have the public and private support necessary to advance this research.
- Regulations which are based on sound science and are supportive of business success, particularly in regard to GMO regulation. The double haploid process employed in wheat breeding to reduce the time required for new variety development is not genetic modification and should be defined accurately.
- Identity preserved wheat for customers around the world. This can be achieved by capitalizing on the availability of shipping containers to ship identity preserved wheat from the point of filling the container to the point of delivery.
- Increased quantity of Kansas wheat that is processed and has value added in Kansas. Incentives are attractive to agriculture enterprises looking to grow in Kansas.
- A grain grading standard by USDA Federal Grain Inspection Service that allows for the presence of hard red winter wheat in hard white wheat or white wheat in red wheat.
- National reputation as a home for agriculture technology that fosters the next Green Revolution with a focus on converting research discoveries into marketable products.
- A durum wheat variety for farmers in Kansas, to offer an alternative to hard red winter and to create a new production region and growing season for durum that can compete with the northern plains region of the United States.
- Significant tools available and in use by farmers to demonstrate the sustainability of wheat farming in Kansas.
- Increased truck weights on state highways, specifically going to 90,000 pounds on six axles, to maximize efficient movement of wheat and reduce environmental impact.
- Military veterans looking for a foothold in farming matched with established farms looking for new owners and/or operators.



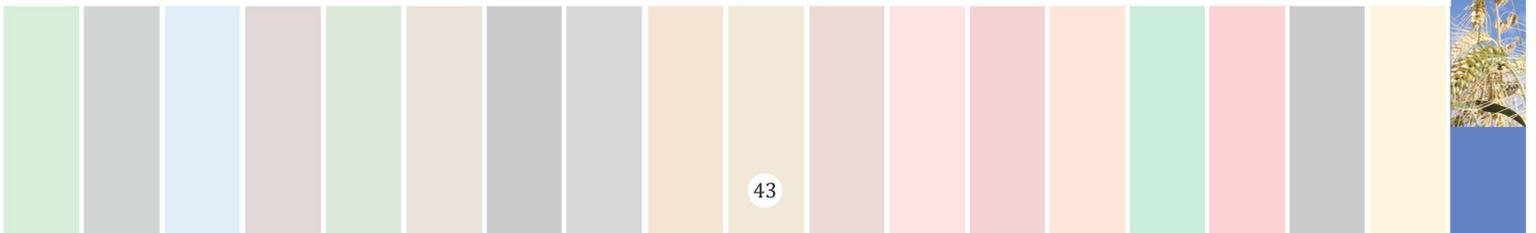
Wheat Industry Outcomes

Phase 1 (Begin within two years)

- Commercial grain storage in Kansas using current technology and with adequate capacity for increased production from Kansas farms.

Phase 2 (Begin within 2-4 years)

- A pasta company located in Kansas which utilizes durum wheat grown in Kansas. This will be dependent on the development of a durum wheat variety for Kansas.



GROWTH STRATEGY PROJECT

The KDA Vision, *Kansas will provide an ideal environment for long-term, sustainable agricultural prosperity and statewide economic growth*, is something that can only be achieved through private-public partnerships.

This document is a part of the Kansas Agricultural Growth Strategy project and has been compiled by the Growth Team in the Kansas Department of Agriculture (KDA).

The project was a direct result of a 2015 Governor's Economic Council discussion focused on the agricultural industry and the development of a state strategic growth plan. The Council discussion led to the development of the growth strategy effort.

In 2016, more than 300 meetings were held with agriculture industry leaders and nearly 400 leaders attended the Governor's Summit on Agricultural Growth to discuss the opportunities in and the barriers to economic growth.

This document is the compilation of feedback from agricultural stakeholders at both the Summit and related meetings. It is not intended to represent the opinions and priorities of the executive branch.

Many of the desired outcomes identified have no role for state government in implementation. This is a guidance document for how private and public partners can work together to grow the agricultural industry.

Individual action plans for each outcome have been developed by members of the KDA Growth Team in consultation with industry partners. The role of different partners is clarified in those action plans. The action plans are dynamic documents that will be updated continuously and used to hold team members accountable when appropriate and to track industry activity when needed.

The assistance and support of more than 500 Kansas agriculture leaders in providing input and feedback is especially appreciated. If they had not been willing to answer a call from "government" and participate in the development of this collaborative document, the direction this document provides and the partnerships to get it done would not exist.

KDA looks forward to continuing to work with private industry partners to grow Kansas agriculture.

For additional information, visit
agriculture.ks.gov/GrowAg

Join the team at the 2017 Kansas Governor's Summit on Agricultural Growth to be held in Manhattan, Kansas, on August 24, 2017. Discussions will be held on progress toward desired outcomes and next steps.



Grow Smarter. Grow Stronger.
Grow Kansas.