Overview of what we have heard from YOU
● Create consumer confidence & acceptance while addressing consumer perceptions related to a variety of agriculture issues (GMOs, biotech, animal health, etc.)
  ○ Make agriculture as transparent as possible to consumers
  ○ Kansas Agriculture = Trustworthy
  ○ Start with young children
  ○ Focus on nutritional benefits
  ○ Increase consumer outreach efforts to grow consumer trust
  ○ Be proactive in addressing consumer and community concerns about livestock operations
● Market “Kansas Ag” as high quality, healthy and safe

● Understand importance of sustainability as economic, social and environmental
• Value-added opportunities within Kansas — add more value via processing (large and small), management and marketing before leaving the state (e.g. oilseed processing, dairy, specialty crops, corn oil, omega 3 oil)

• Foster entrepreneurial opportunities and small business growth in value-added agriculture & technology

• Increase the value farmers and ranchers get per unit of production and increase profitability
Work together across sectors to address the challenges finding and hiring qualified candidates

Develop and enhance programs to get veterans into agriculture

Push for reform of immigration policies, and consider a Kansas pilot program

Develop models to recruit and train labor in areas of the state with low unemployment and strong potential for value-added processing

Develop a plan to address the need for more affordable housing in rural communities
● Grow young, independent farmers and develop programs to address succession planning/beginning farmer programs

● State can play a more active role in helping employers understand/access government programs

● Clarify regulations related to student employment

● Create high school job shadowing programs in agriculture

● Understand and meet needs of changing workforce, including quality of life
Increase investment in business incubators related to new opportunities in agriculture (equipment, expertise, venture capital, research)

Eliminate all laws limiting business ownership (corporate ownership laws)

Better educate communities/economic development professionals on the economic advantages of agricultural enterprises

Address the need for a market-driven, industry-led traceability system in livestock production, with a focus on both animal health and meeting consumer demand
● Develop strategic plans for using local economic development to attract ag enterprises

● Increase partnerships with the banking sector and provide robust education to agriculture lenders about investment opportunities

● Create “soft” incentives to encourage business/technology/entrepreneurial development (mentorships, apprenticeships, guidance on raising private capital)

● Consider options to address the challenges in finding land for expansion
● Develop “ag friendly” program and criteria for local communities to be used in economic development

● Improve collaboration between locals & state recruitment efforts

● Consider branding opportunities for Kansas agricultural products and better market Kansas grown products

● Ensure state economic development incentives can be applied to all sectors of agriculture including specialty

● Develop an Identity Preserved programs that consistently reward producers
● Aggressively promote international trade and export opportunities

● Work to get Trans-Pacific Partnership and other trade agreements passed

● Develop strategic alliances to enhance trade opportunities

● Celebrate and share cultural exchange elements

● Put local faces on global trade
• Use Big Data gathering and management to reduce cost and increase yield

• Become the center for UAS technology and expertise (attract manufacturing and assembly)

• Promote the benefits of UAS technology while addressing security and privacy concerns
Focus the land-grant university on teaching research and extension that is critical to Kansas agriculture and provide adequate funding
  ○ Need more extension specialists in a number of areas including specialty and value added

Leverage community college/technical schools for local labor training needs and laboratory technician training
Create more exposure at the high school level to careers in biotech and agriculture in general.

- Grow high school Ag Ed and better connect to industry with a focus on Kansas-needed career paths,
- Further develop education pathways that feed into animal health careers, and
- Engage in STEM camps
• Engaging the next generation (parents/farmers and ranchers need to stop telling our kids there’s nothing for them in Ag)

• Encourage greater partnerships between all levels of education: high school/technical schools/community colleges/universities

• Improve university infrastructure for areas related to state-specific needs

• Incorporate agricultural technology more in college level programs
• Address EPA restrictions that limit access to free market
• Continue to streamline all state regulatory and permitting processes
• Address transportation challenges (truck weights, container shipping, intermodals, transload facilities, general shipping infrastructure) with the intent of increasing profitability, and continue to improve Kansas roads and infrastructure
• Grow port presence in western Kansas
• Investment in more rail access
- Increased dialogue with all transportation stakeholders
- Change consumptive use regulations
- Address remaining concerns regarding the impact of 2,4-D/drift
- Continue to address federal regulatory barriers and approval process for new technologies
- Work with neighboring states on uniform regulatory policies
- Address CRP limitations on haying
● Eliminate the perception that regulation fixes problems and challenges

● Take advantage of state’s geography in promoting livestock biosecurity and continue efforts at the individual, industry and state level in emergency preparedness

● Improve coordination, communication and transparency about the role of private industry and NBAF
• Encourage adoption of new water-related technology

• Give flexibility to water users to manage their own resources (WCA/LEMA)

• Provide cost share programs to help users afford BMPs

• Increase education and engagement on both water quality & conservation

• Provide more information to corn farmers about growing corn with varying levels of water and utilizing more water efficient technologies

• Utilize water resources effectively and efficiently while adding the most value to the Kansas economy
● Consider development of associations/organizations for groups without them (specialty crops, pet food, ag manufacturers, equipment & technology)

● Create opportunities for mobile processing and more commercial/incubator kitchens

● Consider opportunities to address scale challenges related to local suppliers (producers and processors) to meet the demands of local buyers such as restaurants
Increase the amount of locally sourced raw ingredients for food processing in Kansas

Double Kansas specialty crop output

Take advantage of Kansas central location and transportation/infrastructure for specialty crop distribution

Investigate the future of industrial hemp production in Kansas

Grow the pork industry with a focus on genetics and seedstock production
Double cotton production in the next 2 years

Increase winter canola acres

Promote the use of soybeans and oilseeds in double crop acres after wheat

Proclaim Kansas the “Pet Food Capital”

Attract new pet food production

Develop a Pet Food testing lab located in Kansas

Increase sorghum silage production

Improve sorghum genetics through research
- Develop food grade market for sorghum
- Increase forage diversity
- Provide trade show assistance and export incentives for equipment & technology
- Continue development of hard red winter wheat varieties that deliver high yield as well as desired milling and baking qualities consistently
Create a strategic vision for agricultural technology in Kansas and become known as an innovative state (a place to start and expand equipment & technology companies)

Expand the number of blender pump offering E15 or higher ethanol blends with a goal of 50% of Kansas gas stations by 2020

Bring the conversation about specialty livestock opportunities to the mainstream, with both producers and consumers, including market development
● Identify new markets for sorghum that complement existing crops and markets (livestock feed, ethanol, pet food, food grade, and more)

● Increase opportunities for niche and alternative marketing options for high quality cattle

● Continue to promote biofuels (biofuel innovation center, more state support for RFS)

● Perform a feasibility study about the opportunities for poultry growth in Kansas

● Consider a forage checkoff
- Develop local food hubs for local distribution (add with other local food stuff)
- Address limitations on access to specialty equipment (cotton, specialty crops) Consider cooperatives or agency rental system
- Increase distribution channels and cold storage for specialty crops and other products
- Be innovative in retail beef product development to become more economically consumer friendly
- Expand view of specialty crops to include high value and large scale production in addition to local production
- Join a poultry federation for additional resources for producers and processors
- Increase Tier 2 production marketing while ensuring robust Tier 1 marketing channels (specialty crops)
- Develop full-service cooperatives for specialty crops
● Better sell Kansas advantages/tell our story to agricultural interests outside the state

● Work better together across different industry sectors and within sectors, regardless of size and specialty (Avoid fragmentation)

● Create greater partnerships amongst the supply chain to help each other grow and optimize Kansas opportunities
Create coalitions to develop and execute individual plans (e.g., ag equipment & technology)

Encourage and develop public/private partnerships to achieve goals

Build partnerships between ethanol processors and feed manufacturers to enhance the feed value of DDGS

Create acceptance that growth in one sector is not necessarily bad for competing sectors

Developing strategic growth for animal agriculture is important to corn sector
• Create opportunities to educate farmers on the positives of change (example: adding cotton or specialty production)
  ○ Get rid of “we’ve never done that before” attitude
  ○ Think Big! Be Bold!
  ○ Break the traditional mindset

• Make Ag Summit an annual event, bringing all sectors of agriculture together
THANK YOU