

Kansas



SUMMIT

GROW SMARTER. GROW STRONGER. GROW KANSAS.

**Overview of what we
have heard from
YOU**

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GROW SMARTER. GROW STRONGER. GROW KANSAS.

- 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

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- Market “Kansas Ag” as high quality, healthy and safe
- Understand importance of sustainability as economic, social and environmental

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- 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

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- 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

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- 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

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- 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

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- 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 encourages business/ technology/entrepreneurial development (mentorships, apprenticeships, guidance on raising private capital)
- Consider options to address the challenges in finding land for expansion

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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- 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

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THANK YOU

