

*Kansas*  
**2024 AG SUMMIT**  
GROW SMARTER. GROW STRONGER. GROW KANSAS.

**2024AGSUMMIT**

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# **Highlights from the Crops Panel Discussion**

# Crops Discussion

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## **Successes:**

- Demand for locally produced food
- Advances in crop genetics → efficiency
- Diversify, use less water
- Growth in biofuels

# Crops Discussion

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## Concerns:

- Regulatory constraints
- Finding new markets
- Water, soil conservation
- Profitability amid increasing costs
- Infrastructure for food distribution network
- Climate smart ag practices, technology

# Crops Discussion

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## Highlights:

- Diversification
- Collaboration is key to solutions
- Sustainability: Farmers are stewards of the land
- Telling our story
- Call to action: get involved in your commodity groups

# Crops Discussion

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## What gives you hope?

- Increasing ways to be resilient, efficient
- Improvements in technology: Kansas entrepreneurs
- Growth in markets
- Tough, resilient Kansas farmers are adapting
- Everyday efficiencies
- Opportunities for growth

# Crops Discussion

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## Trends from the polling:

- Key words: sustainability, efficiency, resilience!
- More yield with less input
- Integration of technology
- Continued innovation
- New markets for producers

# **Highlights from the Ag Business Panel Discussion**



# Ag Business Discussion

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## **Successes:**

- People know where their food comes from
- Precision ag technology
- Improvements in broadband and connectivity

# Ag Business Discussion

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## Major challenge: Labor!

- Difficult to find, more expensive
- How do I grow, but maintain quality
- Labor is biggest challenge for: on-farm growth, revenue, expanding operations
- Farm succession: innovation helps
- Right people, right skill set, right time?
- Community labor needs impacts recruitment

# Ag Business Discussion

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## Labor solutions?

- Rural Kansas Apprenticeship Program
- Train, stay on the cutting edge
- Be a good employer: workplace culture
- Play the long game: young people
- H2A losing effectiveness

# Ag Business Discussion

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## What gives you hope?

- Focus on community
- People: interdependent vs. independent
- Neighbors helping neighbors
- Vitality of small towns
- Community not competition
- Support small local businesses

# Ag Business Discussion

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## Trends from the polling:

- Sustainability
- Ag education
- Green growth balanced with profitability
- Consumer awareness of sustainability farm practices
- Take regional precision ag to the world

# **Highlights from the Animal Ag Panel Discussion**

# Animal Ag Discussion

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## **Successes:**

- Return of consumer support for dairy products
- Popularity of horses
- Enthusiasm for variety of meat options
- Increase in research, extension
- Expanded export markets
- Improvements in genetics

# Animal Ag Discussion

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## Challenges:

- Value market systems in cattle markets
- Preparedness for foreign animal diseases
- Consolidation, interconnected industries
- Averse to change
- Concerns about anti-ag policies
- Rising costs of inputs and services



# Animal Ag Discussion

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## What gives you hope?

- Opportunity for more global market share
- New equine facilities
- Positive consumer perception of the industry
- Ability to customize health for different species
- Improved quality of products for consumers
- We have a great story to tell!

# THANK YOU!



[agriculture.ks.gov/Summit](https://agriculture.ks.gov/Summit)