

## KANSAS DEPARTMENT of AGRICULTURE AGENCY STRUCTURE

Agriculture is the largest industry, employer and economic driver in Kansas, accounting for nearly 43 percent of the state's economy and valued at more than \$64 billion. More than 234,000 Kansans, or 12 percent of the state's workforce, are employed in agriculture. Kansas is among the nation's leaders in beef cattle, sorghum and wheat production, and is one of the fastest growing regions for dairy production in the United States.

At 28.2 million acres, Kansas has the second-most cropland of any state. Kansas farmers and ranchers not only tend these soils but they also work to improve management and conservation of our state's water resources. Through advancements of technology and research, Kansas farmers and ranchers will be instrumental in providing safe, nutritious food for the growing global population.

### KANSAS DEPARTMENT OF AGRICULTURE

The Kansas Department of Agriculture is the state agency devoted to the total support of agriculture in Kansas. The department works for the entire Kansas agriculture sector, including farmers, ranchers, food establishments and agribusinesses. The department is dedicated to providing support and assistance to make Kansas businesses successful and encouraging more farms, ranches and other agriculture business to expand in or relocate to Kansas.

The Kansas Department of Agriculture fulfills its statutory responsibility of regulating business functions in accordance with state law. The department works proactively to ensure businesses know what laws affect them and how the businesses can operate in compliance with those laws. In this process, the department aims to minimize excessive rules and regulations and support the economic growth of the industry.

### KDA DIVISIONS AND PROGRAMS

The Kansas Department of Agriculture is made up of a variety of divisions and programs that perform different administrative, marketing, regulatory and other services. Those sections are listed below.

#### Administrative Services

- Communications
- Emergency Management
- Fiscal
- Human Resources
- Information Technology
- Legal
- Office of the Secretary

### KDA DIVISIONS AND PROGRAMS

#### Agricultural Business Services

- Agricultural Laboratory
- Dairy and Feed Safety
- Food Safety and Lodging
- Grain Warehouse
- Meat and Poultry
- Pesticide and Fertilizer
- Plant Protection and Weed Control
- Weights and Measures

#### Agricultural Marketing

- Agribusiness Development
- Economics and Statistics
- International Marketing
- Trademark
- Workforce Development

#### Animal Health

- Animal Disease Control
- Animal Facilities
- Brands Program

#### Conservation

#### Water Resources

- Water Appropriation
- Water Management Services
- Water Structures

# KANSAS DEPARTMENT of AGRICULTURE

## PURPOSE, VISION, MISSION, AGENCY GOALS and PRIORITY OBJECTIVES

### PURPOSE:

To serve, promote and grow the state's largest industry.

### VISION:

Kansas will provide an ideal environment for long-term, sustainable agricultural prosperity and statewide economic growth.

### MISSION:

The Kansas Department of Agriculture is committed to a balanced approach of:

- Serving Kansas farmers, ranchers, agribusinesses and the consumers/customers they serve;
- Providing an environment that enhances and encourages economic growth of the agriculture industry and the Kansas economy; and
- Advocating for and promoting the agriculture industry, the state's largest industry, employer and economic contributor; while
- Helping to ensure a safe food supply, protecting natural resources, promoting public health and safety, protecting animal health, and providing consumer protection to the best of our ability.

### AGENCY GOALS:

The Kansas Department of Agriculture will achieve its vision and mission by:

- Creating a "best-in-state plus" work force and a work environment with a positive culture and attitude;
- Working diligently to make the agency more innovative and efficient while streamlining program operations;
- Fulfilling and upholding statutory and regulatory obligations fairly, transparently, efficiently and effectively;
- Working with industry partners to guarantee the interests of Kansas and the agriculture industry are considered in state and federal policy decisions;
- Providing customer support, timely responsiveness, educational resources, and critical information to all Kansans;
- Broadening the understanding and appreciation of agriculture and its economic contribution amongst Kansas citizens;
- Providing support and assistance to help make Kansas businesses more successful, grow rural communities, expand markets for Kansas agricultural products, level the playing field, grow the agricultural workforce, and encourage more farms, ranches and other agriculture businesses to expand in or relocate to Kansas; and
- Being a model state agency.

### AGENCY PRIORITY OBJECTIVES:

In order to achieve our agency goals and maintain an achievable focus, the following objectives are considered top priority:

- Improving customer service and compliance education for all customers and licensees;
- Streamlining and automating internal and external systems and continuing to identify opportunities for program and agency efficiencies in daily business activities;
- Performing daily responsibilities effectively and efficiently with a focus on customers served and cross training when appropriate;
- Evaluating and adjusting program, division and agency structure to continually improve effectiveness and efficiency;
- Eliminating unnecessary and outdated regulations and/or agency activities;
- Enhancing internal communications and professional development opportunities for agency staff;
- Recruiting and retaining high quality employees — the right people, doing the right thing, with the right attitude;
- Continuing to build upon a commonsense policy and regulatory agenda and influencing federal policy issues in accordance with industry needs and interests;
- Growing agriculture in the state, eliminating barriers to growth, developing workforce and building marketing activities in-state, out-of-state and globally;
- Developing strategic partnerships with Kansas State University and other potential partners to better serve Kansans and the agriculture industry; and
- Advocating for agriculture at all levels and providing industry outreach.

Each division and program within the agency has developed its own action goals and objectives specific to the program, which directly align with the agency goals and objectives.





The Kansas Department of Agriculture  
**ANNUAL REPORT 2016**





# KANSAS DEPARTMENT of AGRICULTURE ANNUAL REPORT

The Kansas Department of Agriculture (KDA) is the state agency devoted to the total support of agriculture in Kansas. The department works for the entire Kansas agriculture sector, including farmers, ranchers, food establishments and agribusinesses. KDA is dedicated to providing support and assistance to make Kansas businesses successful and encouraging more farms, ranches and other agriculture businesses to expand in or relocate to Kansas.

KDA is made up of a variety of divisions and programs that perform different administrative, marketing, regulatory and other services. Included in this annual report are some of the highlights achieved by those divisions and programs in 2016.

<p><b>Administrative Services</b></p> <ul style="list-style-type: none"> <li>• Communications</li> <li>• Emergency Management</li> <li>• Fiscal</li> <li>• Human Resources</li> <li>• Information Technology</li> <li>• Legal</li> <li>• Office of the Secretary</li> </ul>	<p><b>Agricultural Business Services</b></p> <ul style="list-style-type: none"> <li>• Agricultural Laboratory</li> <li>• Dairy and Feed Safety</li> <li>• Food Safety and Lodging</li> <li>• Grain Warehouse</li> <li>• Meat and Poultry</li> <li>• Pesticide and Fertilizer</li> <li>• Plant Protection and Weed Control</li> <li>• Weights and Measures</li> </ul>	<p><b>Agricultural Marketing</b></p> <ul style="list-style-type: none"> <li>• Agribusiness Development</li> <li>• Economics and Statistics</li> <li>• International Marketing</li> <li>• Trademark</li> <li>• Workforce Development</li> </ul>	<p><b>Animal Health</b></p> <ul style="list-style-type: none"> <li>• Animal Disease Control</li> <li>• Animal Facilities</li> <li>• Brands Program</li> </ul> <p><b>Conservation</b></p>	<p><b>Water Resources</b></p> <ul style="list-style-type: none"> <li>• Water Appropriation</li> <li>• Water Management Services</li> <li>• Water Structures</li> </ul>
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THE KANSAS DEPARTMENT OF AGRICULTURE IS COMMITTED TO A BALANCED APPROACH OF:

*Serving Kansas farmers, ranchers, agribusinesses  
and the consumers/customers they serve*

## WATER STRUCTURES

The Kansas Department of Agriculture took the lead in an endeavor to use LiDAR (a surveying method using light detection) to acquire high resolution topographic data across the entire state. The project started in 2006 with a partnership with the USACE with acquisition along the Kansas River corridor and portions of Wyandotte, Douglas and Shawnee counties. The 2016 portion of the project included approximately 15,000 sq. miles in all or portions of 15 counties in northwest and southwest Kansas. These were the last areas of the state without high resolution topo data. This data is being processed now and will be available through the USGS National Map and also will be hosted in Kansas at the KGS. Over the past 10 years, partners in the project have included the USACE, NRCS, USGS, EPA, FEMA, USFWS, the GIS Policy Board as well as local communities including Bourbon County, Harvey County and for the upcoming 2017 project Johnson County.

## PESTICIDE & FERTILIZER

The pesticide and fertilizer program implemented online registration with Kelly Registration Systems and by the end of 2016, 68 percent of registrants had converted to online registration. At this time, the online system includes: pesticide product registration; private pesticide applicator certification; commercial pesticide applicator certification; pesticide business license; and pesticide technician registration. The program plans to add the remainder of the program's regulatory areas (pesticide applicator certification examinations; chemigation user permits and equipment operators; fertilizer products, tonnage, facilities and blenders; anhydrous ammonia storage facilities and nurse tanks; and soil amendment products) as well as a fully integrated inspection system to be operational online by the middle of 2017.

## PLANT PROTECTION & WEED CONTROL

Plant protection and weed control assumed seed inspections from the former ACAP program in August. Transitioning inspections to PPWC will result in increased efficiency because the program already visits some of the licensed seed locations.

## WEIGHTS & MEASURES

The weights and measures program was able to begin inspections of compressed natural gas fueling stations. To accomplish this with limited resources they provided training to private service companies, and licensed them to do the inspections. Requiring these stations to be inspected the same as other fuel stations ensures customers are receiving accurate fuel deliveries, and helps maintain a level playing field across competing fuel retailers.

**15** KANSAS COUNTIES HAVE PARTICIPATED IN KDA'S TOPOGRAPHY PROJECT

**68** PERCENT OF REGISTRANTS HAVE CONVERTED TO ONLINE REGISTRATION

**NEW** COMPRESSED NATURAL GAS NOW INSPECTED



## CONSERVATION

The Division of Conservation provided 95 scholarships to the No-Till on the Plains winter conference in Salina to promote soil health education. These scholarships provided conservation district supervisors and first-time attendee landowners/operators an opportunity to attend one of the premier soil health events in the nation. Twelve individual conservation districts applied for soil health education funds from the DOC. These funds are used to assist the conservation districts with hosting soil health workshops at the local level. These workshops are a valuable way for local landowners/operators to get hands-on soil health training.

## AGRICULTURAL LABORATORY

In an effort to establish national laboratory standards and implement a fully integrated national food safety system, laboratory accreditation has been identified as a critical element for ensuring the integrity and accuracy of laboratory testing. In 2015, the KDA laboratory (KDAL) successfully became ISO 17025 accredited in the microbiology section. Today they continue to implement the ISO standards throughout the lab with an overall goal of expanding accreditation to additional sections in subsequent years. During the fall of 2016, KDAL hosted the accrediting body, the ANSI-ASQ National Accreditation Board. In order to maintain accreditation as well as expand the existing scope, KDAL is required to complete and pass this extensive review of policies and procedures. As of January 2017, KDAL remains fully accredited in the microbiology section with plans to reach full accreditation in the feed section by April 2017.

## WEIGHTS & MEASURES

After communication with several stakeholders, the weights and measures program began offering overnight inspection services for high volume liquid meters — from 4:30 p.m. until 7:00 a.m. They were approached by several companies wanting this service to better balance staffing and delivery schedules. Offering this service will allow companies to maintain their peak sales and delivery volumes during the day, while still allowing them to complete mandatory meter testing at times that are more convenient for them and their customers. Prior to this service it was routine for wholesale fuel suppliers to turn away several semis each day inspections were taking place.

**95** SCHOLARSHIPS PROVIDED  
TO PROMOTE SOIL HEALTH  
EDUCATION

**ISO** BECAME ISO 17025  
ACCREDITED IN  
MICROBIOLOGY SECTION

**NEW** OVERNIGHT SERVICES  
FOR HIGH VOLUME  
LIQUID METERS

# *Providing an environment that enhances & encourages economic growth of the agriculture industry and the Kansas economy*

## COMPLIANCE EDUCATION

KDA is focused on providing opportunities for those who will lead the agriculture industry in the future, and that focus takes the form of strong participation in the Governor's Internship Program. In 2016, KDA employed 17–20 interns each academic term (fall, spring and summer). Student interns play a valuable role across the agency, offering unique talents and skills in specific program areas including marketing, communications and legal. Meanwhile, the students receive an introduction to state government, professional careers and agriculture across the spectrum of the industry.

## AGRICULTURE MARKETING

Expansion of agribusinesses throughout the state is a key part of economic growth in the agriculture industry. The agribusiness development team works to provide resources and outreach to businesses seeking to expand and grow. KDA coordinated and hosted six agribusiness development workshops in partnership with the Kansas Department of Commerce, Kansas Department of Wildlife, Parks, and Tourism, Network Kansas, Small Business Development Centers, USDA Rural Development, and local level economic development representatives. The animal health field is a growing sector within Kansas agriculture, and in 2016 KDA partnered with Kansas Regenerative Medicine to organize and host the inaugural Kansas Veterinary Regenerative Medicine Symposium in Manhattan. There were 85 veterinarians, veterinary technicians and students in attendance for a full day of lectures and another day of wet labs for hands-on experience.

## ECONOMICS/STATISTICS

The Kansas Department of Agriculture seeks opportunities to provide support to the Kansas agriculture industry through federal grant programs when available. In 2016, the KDA economist administered the Specialty Crop Block Grant Program, providing over \$265,000 in federal funds to specialty crop researchers and businesses in the state. This program, funded by the USDA-Agricultural Marketing Service, intends to enhance the competitiveness of fruits, vegetables, horticulture, and other specialty crops at the state and local level. In addition, Kansas received a \$1.3 million federal grant as part of the Biofuel Infrastructure Partnership (BIP) awarded through the USDA-Farm Service Agency. The KDA economist coordinated this program, in conjunction with other state partners, in order to support increased ethanol consumption and marketing in Kansas.

**31** STUDENTS PARTICIPATED IN THE GOVERNOR'S INTERNSHIP PROGRAM IN 2016

**6** AGRIBUSINESS DEVELOPMENT WORKSHOPS TO HELP EXPAND THE AGRICULTURE INDUSTRY

**\$265K** FOR SPECIALTY CROP SUPPORT IN KANSAS



## AGRICULTURE MARKETING

Both inbound and outbound trade missions help businesses grow their existing exports or begin exporting for the first time. KDA leveraged funds from a State Trade Expansion Program (STEP) grant to take small businesses on outbound trade missions to China, Thailand and Ethiopia. The China trade mission featured six sorghum farmers and one KDA staff. In Thailand, two Kansas pet food companies and one KDA staff attended the Petfood Forum Asia and VICTAM trade show. Two Kansas companies and one KDA staff went to Addis Ababa, Ethiopia in late August. Kansas was the first state department of Agriculture to visit the U.S. Embassy in Ethiopia. As a result of the STEP grant trade missions, KDA participants recorded \$578,000 in actual sales with another \$1.35 million in projected sales over the next three years. In addition to the STEP grant trade missions, KDA led trade missions to Costa Rica, Japan and Uruguay. KDA also hosted inbound trade missions

in 2016 from 19 countries: Pakistan, Japan, Brazil, Costa Rica, France, Nigeria, South Africa, China, Madagascar, Paraguay, Benin, Cameroon, Central African Republic, Congo, Gabon, Mali, Niger, Mexico and Korea. KDA co-hosted two U.S. Meat Export Federation buyer teams from South Africa and South Korea during their visit to Kansas. It was an honor to host the South African meat buyer teams shortly after their markets reopened to U.S. beef for the first time since 2003. KDA also co-hosted several U.S. Grains Council buyer's teams after the Council's Export Exchange event in late October. KDA was a first-time participant of the event, where attendees reported sales of approximately 2.6 million metric tons of grains and co-products worth \$460 million.

## GRAIN WAREHOUSE

2016 was a year of bumper harvests in Kansas, resulting in many more bushels of grain than could be stored in licensed storage space. The grain warehouse program has been busy approving ground storage as well as conditional storage. Ground storage refers to grain stored on the ground outside a grain elevator. Conditional storage refers to indoor grain storage space that isn't used in normal conditions, including bunkers, leased space, older silos, etc. The 2016 Kansas wheat harvest resulted in KDA approving 5.3 million bushels of ground storage and 9.8 million bushels of conditional storage. The 2016 fall harvest resulted in KDA approving 43.2 million bushels of ground storage for grain sorghum and 18.9 million bushels for corn along with 16.5 million bushels of conditional storage for the fall crops. All of these additional bushels become licensed storage for grain warehouses that warehouse receipts can be issued against and which must be accounted for both in quantity and quality by the warehouse.

**19** DIFFERENT COUNTRIES  
PARTICIPATED IN KDA  
INBOUND TRADE MISSIONS

**\$578K** AS A RESULT  
OF STEP GRANT  
TRADE MISSIONS

**2016** A YEAR OF BUMPER  
HARVESTS FOR  
GROUND STORAGE

# *Advocating for and promoting the agriculture industry, the state's largest industry, employer and economic contributor*

## WATER MANAGEMENT SERVICES

Long-term agreements reached among Kansas, Colorado, and Nebraska in August 2016 after more than two years of intense negotiations bring certainty, flexibility, and a more secure water supply to Kansans and all water users in the Republican River basin. To help restore streamflow into northwest Kansas which has been declining for decades, due in part to groundwater pumping in northeastern Colorado, Colorado has agreed to voluntarily retire an additional 25,000 acres from irrigated agriculture by 2027. The August agreement between Kansas and Nebraska ensures that Kansans in the Lower Republican River basin — in north-central Kansas — will be able to count on a usable water supply in dry times and that Nebraska will comply with the 1942 Republican River Compact that allocates the river's water between the three states. Top officials from Kansas, Colorado and Nebraska continue to meet regularly to build on common interests and strengthen the ties between our regional communities.

## AGRICULTURE MARKETING

The future of agriculture relies on a skilled workforce. For the first time, KDA conducted a Workforce Needs Assessment Survey in 2016 that gathered data from more than 250 respondents who employ 12,000 Kansans. Results from the survey are currently being used to guide plans for development of industry training and certifications. Many respondents indicated that they plan to expand within the next three years, but the primary barrier to expansion is the cost of additional labor, including wages, benefits and training. Respondents expressed enthusiasm for collaborative efforts to set up training programs for employees, internships or job shadowing opportunities. One such partnership that came to fruition in 2016 was between ServiTech of Dodge City and Northwest Kansas Technical College. In addition, KDA works with high schools, community colleges and other educational institutions to promote career opportunities within the agriculture industry, including providing support for FFA and agriculture education across the state.

## WATER MANAGEMENT SERVICES

The Kickapoo Tribe in northeast Kansas has been working to secure a more dependable water supply. As part of resolving ongoing litigation, KDA-DWR has been working with the Tribe and the Attorney General's office to establish and quantify a Kansas water right for the Tribe, the first of its kind in Kansas. Through close and cooperative negotiations, the Tribe and the agency reached a comprehensive agreement that quantifies the Tribe's water right and includes provisions to protect its water right into the future. The water right is one of several issues the Tribe is pursuing in a global settlement agreement with the state of Kansas and the federal government. The agreement must ultimately be approved by Congress.

**3** STATES PARTICIPATING IN A LONG-TERM AGREEMENT REGARDING THE REPUBLICAN RIVER BASIN

**250+** WORKFORCE SURVEY RESPONDENTS

**1st** TO ESTABLISH AND QUANTIFY A KANSAS WATER RIGHT FOR KICKAPOO TRIBE

## EMERGENCY MANAGEMENT

Kansas is annually one of the top two states receiving cattle, and biosecurity in feedlots and dairies is vital to avoid disease introduction or to manage an existing disease. To create site-specific, written biosecurity plans, the Division of Animal Health, with the help of Dr. Larry Hollis, developed a template to be completed for an individual premises. The comprehensive template is being emailed, one chapter per month, to more than 250 feedlots, large dairies and consulting veterinarians that service these operations. This outreach project has been very successful and was also instrumental in gaining participants for our exercise and outreach activities.

## WATER RESOURCES

*The Vision for the Future of Water Supply in Kansas* is a critical part of many efforts within KDA to preserve and protect natural resources in the state. Several of the Phase I Action Items shared a focus on education and outreach, and KDA led in the development of a multifaceted education and public outreach plan which addresses these action items. Five statewide meetings were attended by a broad working group made up of many agencies, educators and stakeholders with a strong interest in water education. Needs and strategies were identified at these working group meetings, and developed into a statewide education and marketing plan which was presented at 12 RAC meetings and finally shared at the Governor's Conference on the Future of Water in Kansas in November and presented to and accepted by the Kansas Water Authority.

## WATER APPROPRIATION

In response to feedback received throughout the development of the state's *Water Vision*, the 2015 Kansas Legislature passed a law allowing for Water Conservation Areas to provide additional conservation options. WCAs provide Kansas water users a tool to gain flexibility in the use of their water rights in exchange for a commensurate measure of water conservation. Division staff help customers evaluate their options by analyzing water use and hydrologic conditions, and by forecasting the effects of the changes in operation proposed by the customers so that both the customers and the agency have good science behind their decisions.

**250** FEEDLOTS RECEIVING  
MONTHLY BIOSECURITY  
TEMPLATES

**5** STATEWIDE WORKING GROUP  
MEETINGS HELD REGARDING  
WATER VISION EDUCATION

**WCAs** PROVIDE MORE  
OPTIONS FOR  
KANSANS

# *Helping to ensure a safe food supply, protecting natural resources, promoting public health and safety, protecting animal health and providing consumer protection to the best of our ability*

## FOOD SAFETY & LODGING

In addition to all licensing, inspection and enforcement responsibilities for food establishments, food processing plants and lodging facilities, KDA's food safety and lodging program strives to provide education and quality service to these facilities. In each quarter of 2016, the program conducted six "Focus on Food Safety" classes around the state at no charge, as well as additional training by request or as part of a settlement agreement. As KDA works toward increased efficiency, the food safety and lodging program recently purchased USAFoodSafety, a new licensing and inspection software system. The program took advantage of the online renewal option and had nearly 40 percent of customers renew online which eliminated the need for added labor during the license renewal year.

## MEAT & POULTRY INSPECTION

In 2016, the meat and poultry inspection program successfully passed their on-site audits in nine areas:

1. Statutory Authority and Food Safety Regulations
2. Inspection
3. Product Sampling
4. Staffing and Training
5. Humane Handling
6. Non-Food Safety Consumer Protection
7. Compliance
8. Civil Rights
9. Financial Accountability

The purpose of the on-site review is to verify that the meat and poultry inspection program has implemented and can maintain its inspection system in accordance with its submitted self-assessment and to determine whether the state meat and poultry inspection program is "at least equal to" the federal requirements. This finding allows the program to continue to receive its 50% funding from USDA and allows them to support the rural areas of the state.

## DAIRY & FEED SAFETY

The Food Safety Modernization Act (FSMA) has ushered in several major changes in food production and processing requirements. KDA has made it a priority to reach out to the dairy and feed industry in Kansas to provide educational opportunities and materials to help them to meet FSMA requirements. The dairy program completed milk hauler training video and testing modules in 2016, and beginning early 2017, milk haulers and samplers employed in the industry may now go to the KDA website and select combinations of six training modules, view the video training and complete the associated test to meet licensing and certification requirements. The video modules will also be made available to other state dairy regulatory agencies for their use.

**40%** OF CUSTOMERS ARE RENEWING THEIR LICENSES ONLINE

**9** ON-SITE AUDITS PASSED BY THE MEAT & POULTRY INSPECTION PROGRAM

**6** TRAINING MODULES MADE AVAILABLE ON WEBSITE FOR MILK HAULERS AND SAMPLERS



## WATER STRUCTURES

Owners of significant and high hazard dams are required to have Emergency Action Plans (EAP). Not all of these dams have an EAP; therefore, in 2016 the water structures program partnered with the Natural Resources Conservation Service and the U.S. Army Corps of Engineers through the Silver Jackets program to help watershed districts develop EAPs. This interagency project provides EAPs to watershed districts in Kansas that have made requests to the NRCS for assistance in completing the plans. These EAPs serve to reduce risk by providing actions and information to dam operators and emergency response personnel in the case of an emergency, including calling-trees, warning messages and evacuation routes. Five EAPs were finalized and four are pending approval.

## DAIRY & FEED SAFETY

The feed industry faces major changes with the implementation of the Veterinary Feed Directive which went into effect Jan. 1, 2017. The feed program partnered with the Beef Cattle Institute at K-State to produce a series of Q&A videos directed toward livestock producers, veterinarians, feed mills and feed distributors.

## ANIMAL HEALTH

All regulations have been reviewed to streamline, modernize and reduce the overall footprint of Division of Animal Health regulations. The Animal Facilities Inspection program successfully revoked and added language to its euthanasia regulation banning the use of inhaled carbon monoxide as a method of euthanasia of dogs and cats. In addition, a change in AFI policy now requires all pet animal foster homes to annually register/renew online only, updated from a quarterly, paper-based reporting system.

## EMERGENCY MANAGEMENT

For the fourth year in a row, KDA conducted a multi-venue foreign animal disease exercise involving more than 250 participants. This year's exercise was titled "Afterburn" as a follow-up to the exercises we conducted in 2014 and 2015. This year Kansas was fortunate to have several industry partners participate which significantly enhanced the realism for the agency staff, industry partners and the federal and county partners as well. Internally, more than 200 KDA staff have taken some level of incident command structure training and about 60 serve on the core incident management team. The team activated and responded for three days and on the fourth day conducted a tabletop exercise to focus on how to assist farmers, ranchers and communities obtain the resources to recover from a devastating animal disease event.

**9** NEW DAMS ARE DEVELOPING  
EMERGENCY ACTION PLANS

**AFI** NOW REQUIRES ALL PET  
ANIMAL FOSTER HOMES TO  
REGISTER/RENEW ONLINE

**250** PARTICIPANTS WERE  
INVOLVED IN THE  
"AFTERBURN" EXERCISE

# 2016 Kansas Ag Growth Summit

The Kansas Agricultural Growth Strategy project has been coordinated by KDA, with participation by more than 500 agricultural stakeholders. This project is a direct response to the call to action issued at the August 2015 meeting of the Governor's Council of Economic Advisors hosted by KDA. A highlight of the project was the inaugural Kansas Governor's Summit on Agricultural Growth, which was held in Manhattan in August 2016. The Summit brought together nearly 400 leaders from across industry sectors under one roof to talk about barriers, challenges, opportunities, growth goals and next steps.

Input from the Summit, as well as from smaller meetings both before and after the event, led to the identification of desired industry outcomes, which can be found at the Ag Growth website.

## AG GROWTH SUMMIT

In August 2016, the Kansas Department of Agriculture hosted the first-ever Kansas Governor's Summit on Agricultural Growth, with nearly 400 leaders representing a variety of agricultural interests from across the state. Participants spent most of the morning in a series of interactive workshops identifying the challenges and opportunities within individual sectors from traditional agriculture areas like beef, pork and wheat to less well-known sectors like cotton, specialty livestock and unmanned aerial systems. A panel discussion during lunch brought attention to the importance of talent and workforce in agriculture, which was also a topic in the afternoon workshops, along with several other issues affecting all sectors across the industry. The Summit was coordinated by the Kansas Department of Agriculture, but was designed to open up the table and involve all facets of agriculture in planning for the future.

## STRATEGIC PLANS

Through the first six months of 2016, the KDA ag growth team traveled the state to hold more than 250 one-on-one meetings with leaders from all sectors of Kansas agriculture, gathering information to identify challenges and opportunities for growth of the industry. This material was used during the Ag Growth Summit to guide discussions about actions needed within each sector of Kansas agriculture, and the input from those workshops has been compiled and shared with participants. The KDA ag growth team is now using all of that feedback to develop sector-specific strategic growth plans which can lead Kansas agriculture into a future focused on growth. Long-term growth is a goal we are committed to achieving. We are hopeful that the work we have begun together with the development of strategic growth plans for Kansas agriculture will result in an industry that grows stronger and grows smarter as it works to feed, power and clothe a growing global population.

## 2017 AG GROWTH SUMMIT

One of the most significant recommendations we received during this process was to make the Summit an annual event. Therefore, KDA will host the second annual Governor's Summit on Agricultural Growth on August 24, 2017 from 8:30 a.m. to 3:00 p.m. in Manhattan. A social event will be held the evening prior to the Summit.

For additional information on the Ag Growth Project, visit [Agriculture.ks.gov/GrowAg](http://Agriculture.ks.gov/GrowAg)



# Kansas Agriculture by the Numbers

Agriculture is the largest industry, employer and economic driver in Kansas, accounting for nearly **43 percent of the state's economy** and valued at more than **\$64 billion**.

More than **229,000 Kansans**, or **12 percent of the state's workforce**, are employed in agriculture. Kansas is among the nation's leaders in beef cattle, sorghum and wheat production, and is one of the fastest growing regions for dairy production in the United States.

At **28.2 million acres**, Kansas has the second-most cropland of any state. Kansas farmers and ranchers not only tend these soils but they also work to improve management and conservation of our state's water resources. Through advancements of technology and research, Kansas farmers and ranchers will be instrumental in providing safe, nutritious food for the growing global population.

## SOCIAL MEDIA STATS

### Facebook

Total Likes: 9,946  
New Likes: 2,596  
Total Reach: 1,969,059

### Twitter

Impressions: 613,929  
New Followers: 320  
Mentions: 325  
Profile Visits: 8,173

### Pinterest

Followers: 662  
New Followers: 108  
Avg. Daily Impressions: 301

### Instagram

Total Followers: 723  
Total Posts: 58



## MARKETING STATS

**Rural Business Development Workshops: 6**

**Outreach & Advocacy: 20 high schools visited**

**Farmers' Markets Workshops:**

-Attended by 359 Kansans

**Egg Grading Workshops:**

-Hays (June 7) – 25 participants  
-Lawrence (June 14) – 33 participants  
-Wichita (June 21) - 22 participants

## TRADEMARK PROGRAM STATS

**Members: 332**

**Supporters: 49**

**Farmers' Markets: 75**

**Barcodes in use by member companies: 495**

**Fancy Food Show Participants:**

-January 17-19 in San Francisco (8 members + Chef Alli)  
-June 26-28 in New York (4 members + Chef Alli)

**Annual Meeting & Farmers' Market Conference:**

-85 attendees and 13 trade show exhibitors



— FROM THE LAND OF —  
**KANSAS**

Kansas ranks

# FIRST IN THE NATION

in winter wheat production

In 2016, Kansas agriculture was valued at more than **\$64 BILLION** which accounted for nearly 43 percent of the state's economy.

## MEAT & POULTRY INSPECTION

In fiscal year 2016, there were 50 inspected facilities, 35 custom-exempt facilities and 283 other meat and poultry businesses registered in Kansas. In FY 2016, a total of 65,692 inspection procedures were conducted by 27 inspectors.



## DAIRY & FEED SAFETY

Over the past year, the dairy program aimed to achieve dairy farm and milk processing plant sanitation and enforcement scores greater than 90% on both state and federal milk surveys and check ratings. During 2016, 29 such survey audits were completed averaging a 92.9% sanitation score and a 95.5% enforcement score.



## ANIMAL HEALTH

Since the program's reorganization in late 2014, Kendal Lothman, Kansas Brand Investigator, has recovered or identified more than a \$150,000 value in stolen or lost/found cattle. This includes nearly 60 head of stolen cattle recovered and 48 head of stray cattle identified and returned to their owners.





# 229,000+ KANSANS ARE EMPLOYED IN AGRICULTURE

## ACCOUNTING FOR 12 PERCENT OF THE STATE'S WORKFORCE

### ECONOMICS/STATISTICS

In order to provide accurate statistical data, the most recent version of Kansas Farm Facts was edited and published. In cooperation with the entire agency and stakeholders, the KDA economist completed monthly Economic Indicator Reports and the hay and sunflower market reporter provided weekly forage updates in both print and radio format.

MONTHLY  
REPORTS  
PROVIDED

### LEGAL

The legal group has worked to streamline processes and more efficiently provide thorough and comprehensive legal services to all of the divisions and programs within the Kansas Department of Agriculture so that it can timely manage the 1,100-1,200 cases it receives each year, and meet the processing time frames developed in 2015.

OVER  
1100  
CASES

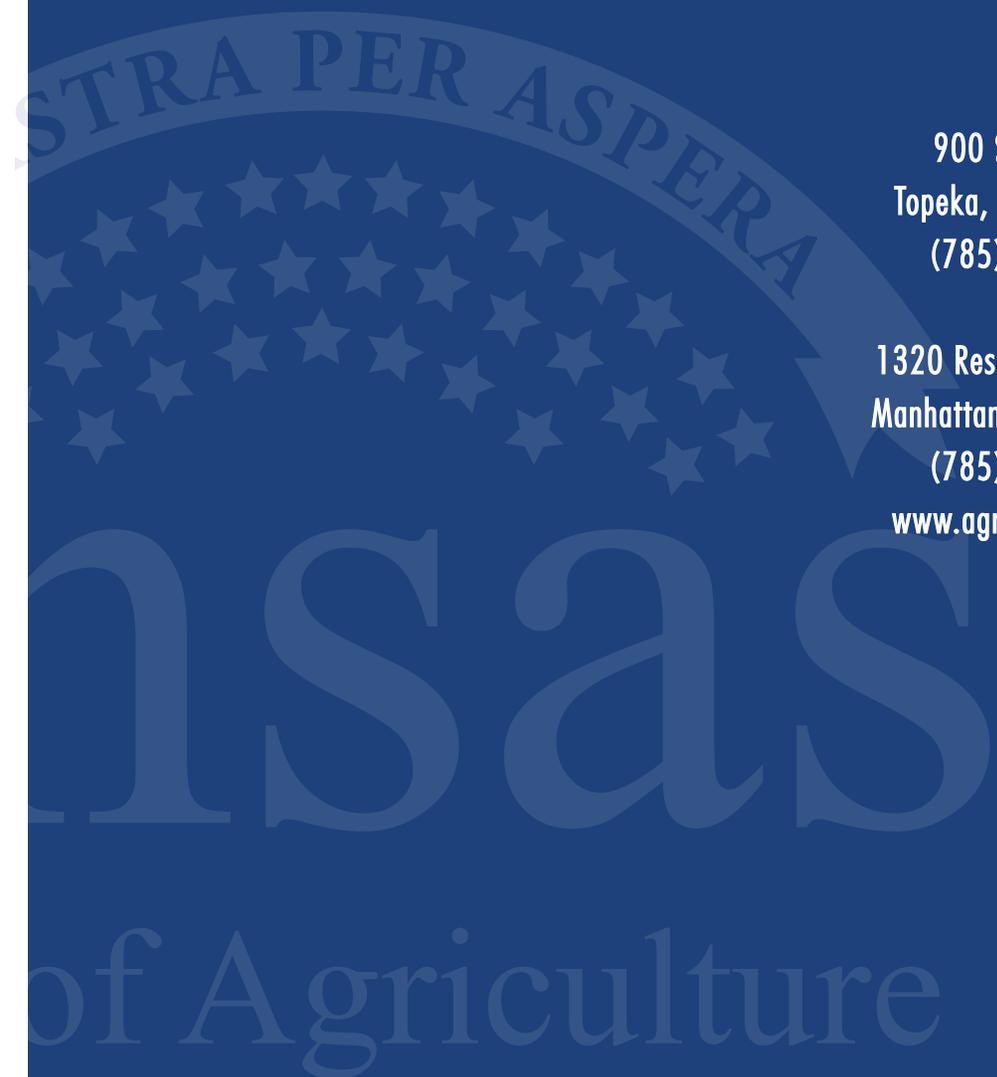
### WEIGHTS & MEASURES

During 2016 KDA realized a 60 percent decrease in the time it takes to complete inspections, more than doubled the number of large scale inspections conducted, and increased the fuel efficiency of the vehicle fleet while decreasing the number of miles driven per inspection.

60%

900 SW Jackson  
Topeka, Kansas 66612  
(785) 296-3556

1320 Research Park Drive  
Manhattan, Kansas 66502  
(785) 564-6700  
[www.agriculture.ks.gov](http://www.agriculture.ks.gov)





# Kansas State University Partnership

January 2017

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## Current collaboration projects and synergies:

- Agricultural lime testing partnership between Kansas Department of Agriculture (KDA) Division of Conservation and K-State's Department of Agronomy soils lab
- Agricultural statistics survey and land use value project partnership with K-State Department of Agricultural Economics, KDA and Kansas Department of Revenue
- Class presentations and use of meeting space
- Collaboration with extension wildlife specialist, entomologist, and weed specialist to obtain special local need pesticide product registrations for producers
- Collaboration with the Division of Conservation and K-State Research and Extension on presentations at the State Conservation Commission spring workshops
- Collaboration with K-State Olathe on regional farmers' market workshops
- Cooperative agriculture pest survey coordination between KDA's Plant Protection and Weed Control program, Kansas Forest Service, K-State Department of Agronomy, K-State Department of Entomology and USDA APHIS
- Coordinated visits with international parties visiting K-State and KDA
- Coordinated decision making on animal disease events such as HPAI
- Coordination of the Kansas Regenerative Veterinary Symposium featuring scholarly research presented by K-State College of Veterinary Medicine researchers
- Drop-in visits from potential stakeholders visiting K-State
- Emergency management outreach contract with retired KSU beef extension veterinarian
- Exploring possibilities for a National Science Foundation center for sorghum research at K-State with the Kansas sorghum industry
- Externship for K-State veterinary students with KDA Division of Animal Health
- Facilitation of water vision regional goal setting teams by K-State Research and Extension
- Foreign animal disease planning team
- Forest health management partnership between Kansas Forest Service and KDA Plant Protection and Weed Control
- Four KDA administered Specialty Crop Block Grants totaling \$192,925 awarded to K-State's departments of horticulture and animal science in fiscal years 2015-16
- Joint updates and edits between KDA food safety and K-State Olathe to the Food Safety for Kansas Farmers' Market Vendors Publication
- Joint blood drive with K-State Institute for Commercialization
- KDA's dairy program manager conducts a three-hour lab/lecture to K-State students enrolled in the fundamentals of milk processing class
- K-State Department of Biological and Agricultural Engineering collaborating with the Division of Conservation on streambank project monitoring
- K-State receives a portion of the fertilizer tonnage fee to conduct fertilizer research
- K-State evaluates evidence/research submitted with fertilizer and soil amendment registration applications
- K-State food science master's student contracted to do HACCP and HARPC evaluation and outreach for KDA
- K-State Department of Agronomy project on Poultry Litter Nutrient Management Initiative funded by KDA Division of Conservation
- K-State Southwest Research and Extension irrigation water probe sensor demonstration project funded by KDA Division of Conservation
- K-State College of Veterinary Medicine research associate focused on secure beef supply with KDA's Division of Animal Health
- Participating in the Collaborative Sorghum Investment Program at the K-State Center for Sorghum Improvement

- Partner and financial investor in the Center for Sorghum Improvement program at Kansas State University
- Partnered with K-State Department of Animal Sciences and Industry to use the meat laboratory when KDA hosted a national monorail inspection school
- Partnering with the Sorghum and Millet Innovation Lab to identify and enhance inbound and outbound trade tours by evaluating in-country research in developing regionally across the globe
- Partnering with K-State to provide outreach to the community and Chinese restaurant chefs involving cooking Chinese cuisine and discussion of food safety
- Partnering with K-State to implement Water Vision action items, especially those focused on research, technology, education and outreach
- Partnership with K-State Wheat Genetics Resource Center
- Pine Wilt Initiative between K-State Research and Extension, K-State Department of Plant Pathology and KDA Plant Protection and Weed Control
- Presented at two Livestock County Fair Management Clinics on livestock scale requirements organized by K-State Research and Extension
- Provided assistance to KSU's pesticide safety education coordinator
- Riparian forest buffer restoration collaboration between Kansas Forest Service and KDA Division of Conservation
- Sunflower Supreme Heifer program with K-State Research and Extension and KDA marketing
- Value-added food/meat center with Dr. Fadi Aramouni, Dr. Liz Boyle and From the Land of Kansas
- Representation on Local Food and Farm Task Force by K-State horticulture specialist (fruit and vegetable)
- Student employees and interns
- Veterinary Feed Directive education modules including Milk Hauler training videos
- Veterinary Medicine Stem Cell Conference with K-State College of Veterinary Medicine and KDA
- Water vision economics study with K-State Department of Agricultural Economics

### **Future projects under discussion:**

- Ag education curriculum development and teacher support partnership
- Collaborative laboratory space
- Continued dialogue on potential interaction with K-State Global Food System Initiative
- Engagement in the Beef Cattle Institute
- Establishment of groundwater specialist in K-State Research and Extension
- Evaluation of a pet food/feed ingredient partnership across multiple K-State academic departments
- Foreign animal disease response and training partnerships
- Improved competitiveness with grant applications
- International food safety training
- Joint application for the regional center to enhance food safety
- NBAF-related summit or conference
- Shared positions and adjunct faculty positions
- Shared HACCP/HARPC outreach resource

### **Service support:**

- Facilities management — building and grounds care
- Integration of multiple information technology functions
- K-State Beef Cattle Institute housed in the KDA office building
- K-State College of Agriculture has three employees in the KDA office
- KDA access to discounted ticket prices for McCain performances
- Parking — snow removal and lot maintenance
- Police — regular patrol and first responders
- Recreation Center membership at faculty rate

# AGRICULTURE CONTRIBUTIONS

## Growing the Kansas economy through agriculture

Kansas has a strong agricultural tradition that predates its statehood, and agriculture continues to be a significant contributor to the state's economic well-being. Today, Kansas is a leader in wheat, grain sorghum and beef production. The dairy sector is rapidly expanding in Kansas and other sectors of animal agriculture are growing as well. Farmers and ranchers across the state are responding to demand from consumers to raise healthy, wholesome food and are also continuously striving to do better, raising more food using fewer resources.



- Agriculture contributes nearly \$64.6 billion to the Kansas economy, accounting for roughly 43% of the total.
- Composed of 66 sectors, encompassing agriculture, food and food processing enterprises, these sectors had a direct output of \$47.3 billion in 2014, 31.4% of the total Kansas economy.
- In addition, these sectors created an estimated \$17.3 billion of indirect and induced impacts, for a total of \$64.6 billion contributed to the Kansas economy.
- Kansas meat processing plants account for 21.7% of all commercial cattle slaughtered in the nation, employing over 18,000 people with an annual output of over \$10 billion.
- Kansas flour milling industry has an annual output of over \$1.2 billion.
- One in 8 jobs in the state is directly employed or supported by the agriculture industry (12.46%).
- Kansas ranks 8th in the nation in international ag exports, accounting for \$3.2 billion in 2015.
- Groundwater accounts for a large portion of the western Kansas economy. In southwest Kansas alone, the estimated additional corn produced under irrigation adds \$307 million to the Kansas economy.
- Cattle and dairy industries combined contribute an estimated \$29.7 billion to the economy (19.7% of the total economy), supporting 114,303 jobs.

- For total state exports, agriculture ranks No. 1 in Kansas. In 2016, Kansas agriculture exported \$3.2 billion dollars of cattle, meat, grains and other farm products around the globe.
- Kansas ranks first in the nation in winter wheat production, with 28% of the total production grown.
- Kansas sorghum production is 54.9% of the U.S. total, earning the state a No. 1 ranking.
- Animal agriculture is an important component of the total agriculture sector in the state, contributing a total output of \$24.5 billion and supporting over 101,000 jobs.
- Kansas is among the nation's top three states in cattle and calf production, cattle feeding and red meat production.
- On January 1, 2017, Kansas had 6.4 million head of cattle and calves, third in the nation.

### DEFINITIONS:

Direct contribution: Production from the 66 sectors modeled in Kansas.

Indirect contribution: Inter-industry spending from input suppliers in Kansas.

Induced contribution: Household spending from employees of the 66 sectors and their input suppliers in Kansas.

Contribution to the Kansas economy and employment estimations are calculated using IMPLAN software with 2014 data (the latest available). Other statistics on agricultural production are provided by NASS and KDA.

# Kansas

## Estimated Economic Impact of Agriculture, Food, and Food Processing Sectors

9/14/2016

Using the most recent IMPLAN data available (2014) adjusted for 2016, 66 agriculture, food, and food processing sectors were analyzed to determine their overall contribution to the Kansas economy.<sup>1</sup>

These 66 sectors have a total direct output of approximately **\$47.3 billion** and support **126,012 jobs** in Kansas. Running the model for all 66 sectors simultaneously produces the following results:

Agriculture, Food, and Food Processing Sector Contribution to Overall Kansas Economy						
Impact Type <sup>2</sup>	Employment	% Employment	Total Value Added <sup>3</sup>	% of Gross Regional Product <sup>4</sup>	Output <sup>5</sup>	% of Gross Regional Product
Direct Effect	126,012.8	6.69%	13,904,354,139	9.22%	47,310,727,295	31.38%
Indirect Effect	52,676.9	2.80%	5,153,474,269	3.42%	9,705,412,677	6.44%
Induced Effect	56,036.7	2.97%	4,209,789,613	2.79%	7,553,638,396	5.01%
Total Effect	234,726.4	12.46%	23,267,618,021	15.43%	64,569,778,638	42.83%

As shown in the above table, agriculture, food, and food processing supports **234,726 jobs, or 12.46%** of the entire workforce in the state. These industries provide a total economic contribution of approximately **\$64.6 billion, roughly 42.8% of the total economy.**

Another metric used to calculate the importance of sectors in an economy is their value added as a percentage of GRP. Total value added by the 66 agriculture, food, and food processing sectors is approximately **\$23.3 billion, or 15.43% of the GRP.** This indicates that personal income, business income, and taxes generated by these sectors account for **15.43% of the total economy.**

The following tables document the overall summary numbers of the model, top industries affected by employment and output, and a listing of all industries that were analyzed.

1 Article on building a contribution analysis in IMPLAN that avoids double counting:  
[http://www.implan.com/index.php?option=com\\_content&view=article&id=660%3A660&catid=253%3AKB33&Itemid=70](http://www.implan.com/index.php?option=com_content&view=article&id=660%3A660&catid=253%3AKB33&Itemid=70)

2 Direct, indirect, and induced effects sum together to estimate the total economic contribution in the state. **Direct effects** capture the contribution from agricultural and food products. **Indirect effects** capture the economic benefit from farms and agricultural businesses purchasing inputs from supporting industries within the state. **Induced effects** capture the benefits created when employees of farms, agricultural businesses, and the supporting industries spend their wages on goods and services within the state.

3 Value added = labor income + indirect business taxes + other property type income.

4 GRP = final demand of households + governments expenditures + capital + exports - imports - institutional sales.

5 Output = intermediate inputs + value added.

In the top ten by employment, Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming is the top employer in the agriculture industry with 47,968.8 employees. This table also shows the amount of jobs that are created by the agriculture industry in Kansas.

<b>Description</b>	<b>Total Employment</b>	<b>Total Output</b>
Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming	47,968.8	10,735,266,579
Landscape and horticultural services	10,810.5	611,837,450
Animal, except poultry, slaughtering	10,611.3	6,535,696,925
Wholesale trade	10,485.7	2,458,539,149
Meat processed from carcasses	7,487.6	3,646,345,785
Grain farming	7,304.9	4,017,579,485
Farm machinery and equipment manufacturing	6,180.2	3,656,413,676
Truck transportation	5,802.9	983,888,370
Support activities for agriculture and forestry	5,673.3	475,313,121
Real estate	4,804.7	907,414,623

The Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming industry directly contributes approximately \$ 10.74 billion to the Kansas economy. This table also shows how much revenue is generated in other industries by having a strong agriculture industry.

<b>Description</b>	<b>Total Employment</b>	<b>Total Output</b>
Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming	47,968.8	10,735,266,579
Animal, except poultry, slaughtering	10,611.3	6,535,696,925
Grain farming	7,304.9	4,017,579,485
Farm machinery and equipment manufacturing	6,180.2	3,656,413,676
Meat processed from carcasses	7,487.6	3,646,345,785
Dog and cat food manufacturing	2,132.1	2,819,482,413
Wholesale trade	10,485.7	2,458,539,149
Other animal food manufacturing	1,401.7	2,053,350,091
Soybean and other oilseed processing	246.2	1,320,504,854
Oilseed farming	1,083.9	1,287,414,107

Below is a summary of all agriculture data with employment levels and output level. These values can tell how many jobs are represented by each agriculture sector and the output they contributed to the Kansas economy.

<b>Description</b>	<b>Employment</b>	<b>Output</b>
Oilseed farming	1,083.9	1,287,414,107
Grain farming	7,304.9	4,017,579,485
Vegetable and melon farming	54.1	13,619,926
Fruit farming	83.8	8,768,421
Tree nut farming	6.4	1,370,658
Greenhouse, nursery, and floriculture production	241.3	42,191,991
Cotton farming	65.4	20,700,297
All other crop farming	4,024.5	390,712,799.07
Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming	47,968.8	10,735,266,579
Dairy cattle and milk production	1,331.3	743,084,837
Poultry and egg production	79.5	73,418,487
Animal production, except cattle and poultry and eggs	4,798.5	784,064,940
Commercial logging	214.9	12,865,205
Commercial hunting and trapping	447.0	10,373,332
Other chemical and fertilizer mineral mining	121.0	26,531,577
Dog and cat food manufacturing	2,132.1	2,819,482,413
Other animal food manufacturing	1,401.7	2,053,350,091
Flour milling	799.0	1,225,967,381
Malt manufacturing	33.3	61,413,939
Wet corn milling	27.4	69,419,417
Soybean and other oilseed processing	246.2	1,320,504,854
Fats and oils refining and blending	263.9	537,698,658
Breakfast cereal manufacturing	88.2	67,830,550
Nonchocolate confectionery manufacturing	6.5	3,055,661
Chocolate and confectionery manufacturing from cacao beans	114.8	99,786,373
Confectionery manufacturing from purchased chocolate	1,462.8	448,605,212
Frozen fruits, juices and vegetables manufacturing	36.1	17,966,044
Frozen specialties manufacturing	1,348.4	453,086,919
Canned fruits and vegetables manufacturing	183.9	95,390,009
Dehydrated food products manufacturing	84.8	39,498,068
Fluid milk manufacturing	321.2	250,183,519
Dry, condensed, and evaporated dairy product manufacturing	9.6	16,452,493
Animal, except poultry, slaughtering	10,611.3	6,535,696,925
Meat processed from carcasses	7,487.6	3,646,345,785
Rendering and meat byproduct processing	127.7	75,740,381
Poultry processing	16.7	5,059,800
Bread and bakery product, except frozen, manufacturing	3,056.9	403,378,737
Frozen cakes and other pastries manufacturing	125.9	19,821,660
Cookie and cracker manufacturing	339.8	117,845,019
Dry pasta, mixes, and dough manufacturing	252.9	159,693,948
Tortilla manufacturing	133.2	29,806,914
Roasted nuts and peanut butter manufacturing	43.0	24,683,134
Other snack food manufacturing	878.0	587,987,602

Coffee and tea manufacturing	82.0	49,272,582
Flavoring syrup and concentrate manufacturing	248.5	674,914,847
Mayonnaise, dressing, and sauce manufacturing	88.5	58,381,438
Spice and extract manufacturing	567.8	335,128,719
All other food manufacturing	1,780.5	589,787,773
Bottled and canned soft drinks & water	527.7	423,939,988
Breweries	39.9	32,516,416
Wineries	90.7	21,603,194
Distilleries	39.6	42,018,263
Fiber, yarn, and thread mills	5.3	1,627,712
Sawmills	53.5	14,222,551
Paper mills	26.1	20,605,312.35
Paperboard mills	127.3	106,182,385
Nitrogenous fertilizer manufacturing	124.4	213,913,583
Phosphatic fertilizer manufacturing	2.7	9,813,766
Fertilizer mixing	96.72	79,143,575
Pesticide and other agricultural chemical manufacturing	93.2	182,044,535
Farm machinery and equipment manufacturing	6,180.2	3,656,413,676
Lawn and garden equipment manufacturing	70.8	37,413,603
Food product machinery manufacturing	499.1	148,534,614
All other industrial machinery manufacturing	1,025.6	278,620,132
Veterinary services	3,978.9	369,077,017
Landscape and horticultural services	10,810.5	611,837,450

All 105 counties in Kansas have Implan models and agriculture contribution summary. These values do not factor in the retail environment of food sales. Food retail is important, but in order to provide the most accurate picture of what production agricultural and processing contributes to Kansas, the retail sector was omitted. Furthermore, animal health pharmaceuticals were not included in the model due to the lack of availability of data.

# 2017 LEGISLATIVE

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# Kansas AGGROWTH

GROW SMARTER. GROW STRONGER. GROW KANSAS.

## 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 more than 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.***

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 agricultural growth strategy effort.

## GROWTH STRATEGY PROJECT

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.

The documents which resulted from this process are the compilation of feedback from agricultural stakeholders at the Summit and at related meetings, summarizing the desired outcomes identified within each industry sector conversation.

The documents were compiled by the Growth Team in the Kansas Department of Agriculture, and are 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; rather, they are guidance documents for how private and public partners can work together to grow the agricultural industry.

Individual action plans for each outcome also 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.

For additional information, visit [agriculture.ks.gov/GrowAg](http://agriculture.ks.gov/GrowAg)



## 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**.

## 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.

# GROW SMARTER. GROW STRONGER. GROW KANSAS.

# Kansas AGGROWTH

GROW SMARTER. GROW STRONGER. GROW KANSAS.

All growth documents can be found at [agriculture.ks.gov/GrowAg](http://agriculture.ks.gov/GrowAg)

The Kansas Agricultural Growth Strategy project is a direct result of a 2015 Governor's Economic Council discussion focused on the development of a statewide strategic growth plan for agriculture. The Ag Growth documents have been compiled by the Growth Team in the Kansas Department of Agriculture as part of the Agricultural Growth Strategy project.

Throughout 2016, more than 300 meetings were held with agriculture industry leaders to discuss the opportunities in and the barriers to economic growth. In August 2016, the Kansas 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.

All content within these documents are the compilation of feedback and direct input from agricultural stakeholders during the pre-meetings, Summit and subsequent meetings. They are not intended to represent the opinions and priorities of the executive branch.

All documents can be found at [agriculture.ks.gov/GrowAg](http://agriculture.ks.gov/GrowAg).

**FULL DOCUMENT:** The comprehensive **Growth Strategy Document** (yellow cover) provides background information for all agriculture industry sectors including desired outcomes for each sector.

**OUTCOMES:** The **Outcomes Document** (blue cover) summarizes the desired outcomes identified within 19 agriculture industry sectors.

**SECTOR DOCUMENTS:** These documents provide background information for 19 Kansas agriculture industry sectors. They identify sector challenges and opportunities and include desired industry outcomes by sector.

- Agriculture Equipment Manufacturing and Sales
- Agriculture Technology and Entrepreneurship
- Animal Health
- Beef
- Corn
- Cotton
- Dairy
- Equine
- Feed and Forage
- Food Processing
- Pet Food
- Pork
- Poultry
- Sorghum
- Soybeans and Other Oilseeds
- Specialty Crops
- Specialty Livestock
- Unmanned Aerial Systems
- Wheat

**WHAT'S NEXT:** Individual action plans for each outcome have been developed by members of the KDA Growth Team in consultation with industry partners. 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. Please plan to participate in the **2017 Kansas Governor's Summit on Agricultural Growth** on August 24, 2017.

**THANK YOU!** 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.

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# BEEF

## EXECUTIVE SUMMARY

The beef cattle sector has been and continues to be the single largest sector in the Kansas agriculture industry, and is recognized nationally and globally for raising healthy cattle and producing high quality beef. Kansas has the third largest number of cattle on ranches and feedyards and has a significant role in the nation's beef processing as well. Resources to support beef cattle are plentiful in Kansas, from the strong feed supply to the abundant pastureland to the efforts to conserve the water supply. The beef industry in Kansas includes leaders at all levels of the production chain, as well as in research, health, marketing and advocacy, and agriculture-related education is a source of strength in the state. The value of the beef cattle industry is well respected on a state and national level which has led to strong support from state and federal policy makers and agriculture agencies.

In addition to concerns of weather and fluctuating prices, challenges facing the beef cattle industry threaten to prevent its continued success. A number of local, state and federal policies have the potential to directly affect the beef industry, from transportation regulations and water use to environmental regulations and international trade opportunities. Fluctuating land prices and changes in land use, caused in part by an increase in the number of absentee landlords removing land from production, and generational transfer add to the challenges the industry must continue to address. The workforce required to maintain successful beef operations involves issues of education and immigration which adds complexity to operation management, especially as the industry continues to become more competitive.

As we look to the future and as the beef industry adapts to meet ever-changing consumer demands, we must identify goals for strategic growth based on competitive advantages of raising cattle and processing beef in Kansas. Coordination between public and private leaders within the industry will direct efforts toward navigating the barriers which could prevent growth. A focus on workforce education, industry communication and policy development will assist in identifying opportunities to expand or grow the Kansas beef cattle sector in the future. Collaboration among key partners will be key to developing a long-term growth strategy for the Kansas beef cattle industry, a strategy that not only builds upon earned brand equity and the tradition of this industry, but that encourages growth and future prosperity for the Kansas beef cattle community.



## STATUS

The beef cattle sector has been and continues to be the single largest sector in the Kansas agriculture industry, with cattle and calves generating \$8.97 billion in cash receipts in 2014, which accounted for more than 54 percent of Kansas agricultural cash receipts that year. Not only does Kansas have the third largest number of cattle on ranches and feedyards (accounting for more than 19 percent of fed cattle in the United States), at 6.25 million on Jan. 1, 2016, the state also has a significant footprint in the cattle processing sector. In 2014, Kansas produced nearly 5.075 billion pounds of red meat, or 10.7 percent of the nation's total.

According to estimates prepared by the Kansas Department of Agriculture and based on the Implan economic data model, beef cattle farming and ranching has a direct output of approximately \$8.2 billion and a total economic contribution of more than \$15.2 billion and supports a total of 74,117.5 jobs. In addition, animal slaughtering and meat processed from carcasses, except poultry, has a direct output of approximately \$10.2 billion, a total economic contribution of almost \$20.9 billion and supports a total of 74,437.6 jobs.

The beef industry is also recognized nationally and globally for raising healthy cattle and producing the beef which consumers demand. In 2014, Kansas exported nearly \$788 million in beef products globally. As the global middle class continues to grow, it is expected that global demand for protein will also increase, adding more value to cattle raised in Kansas. Through May 2016, the U.S. Meat Export Federation estimates that exports have added nearly \$250 per head in value.

The success of the Kansas beef cattle industry has not come without significant challenges, though. Drought and record-high feed prices in recent years, record-low herd numbers, volatile markets, an increasingly burdensome federal regulatory environment, and a growing number of anti-agriculture and anti-meat activists spreading false information regarding cattle production practices and beef nutrition have made it difficult for the entire beef cattle community.

## OPPORTUNITIES

In order to develop a strategic growth plan for the beef cattle community, it is important to understand the areas where Kansas has a comparative advantage and the best opportunities for growth or expansion.

Factor	Implications for Growth and Development Opportunities
<b>Biosecurity</b>	The Kansas beef industry has been aggressive and progressive in advancing biosecurity and foreign animal disease preparedness. In addition to participation in state-level foreign animal disease exercises, the feedyard operators throughout the state are working with KDA to update or develop biosecurity plans. It should be noted that many feedyards have existing biosecurity plans.
<b>Education</b>	The Kansas State University Department of Animal Science and Industry is recognized throughout the cattle industry as one of the premier animal science programs in the nation and a prime spot not only for cutting-edge education and a tremendous provider of qualified employees but also as a hub for cutting-edge research. As the Kansas beef industry looks to the future, the role of K-State as the knowledge base for the industry will be critical.

# OPPORTUNITIES

Factor	Implications for Growth and Development Opportunities
<p><b>Global Consumer Demand</b></p>	<p>In 2014, exports of beef and veal products from Kansas were nearly \$788 million and exports of hides and skulls was nearly \$261 million, according to the U.S. Department of Agriculture. Beef produced from cattle raised, fed and processed in Kansas will be critical in meeting the rapidly growing demand from the growing global middle class.</p>
<p><b>Human Capital</b></p>	<p>Kansas is not only one of the top beef producing states in the United States, it is also home to world renowned leaders throughout each step in the production chain. Industry consultants, research leaders at K-State (College of Veterinary Medicine, Animal Science and Industry, the Beef Cattle Institute), Fort Hays State University and throughout private industry, including companies located within the KC Animal Health Corridor, and cattlemen and women who are serving in leadership roles in industry associations, there is a wealth of knowledge driving the continual improvement in the beef cattle industry.</p> <p>As the industry works to improve production capabilities — resource management and utilization, reproduction and genetic improvements and technologies, feed efficiency, cattle health management, animal husbandry, economics and marketing, and more — it will be critical to work alongside these well-recognized industry leaders.</p> <p>Today's consumers are increasingly interested in knowing how and where their food is grown, raised and processed. Throughout each chain of the beef industry, private operations have opened their doors to welcome consumers and influencers for learning opportunities. In addition, established programs, like the Beef Checkoff Program's Masters of Beef Advocacy, have provided training opportunities to equip farmers and ranchers with public speaking training and coordinated messaging to help "tell our story." These initiatives together have helped the Kansas beef industry become a recognized and trusted source of high-integrity, wholesome producers of high-quality beef products, and they will be increasingly important as domestic and international consumers continue to seek more information about their food choices.</p>

# OPPORTUNITIES

Factor	Implications for Growth and Development Opportunities
<p><b>Policy Environment</b></p>	<p>Recent changes to the Kansas tax code have reduced state tax burdens on the Kansas agricultural community. Some of the key changes include a state income tax exemption for partnerships, LLCs, Limited Liability Partnerships, Sole Proprietorships and Subchapter-S Corporations; sales tax exemption on the construction, reconstruction, and remodeling of livestock facilities for projects greater than \$50,000; sales tax exemption for farm machinery and equipment and various ag-based inputs; and reinstatement of the ability to offset capital gains from the sale of breeding livestock with schedule C, E and F ordinary income losses. These state tax code provisions make Kansas a more attractive state for growth or expansion.</p> <p>Also at the state level, KDA works closely with the beef cattle community to eliminate unnecessary and outdated regulations, and on the development of commonsense solutions to policy challenges in Kansas. Through the KDA Animal Health Board and key partnerships throughout the industry, KDA regularly meets with and seeks input on policy-related issues to ensure industry concerns are heard and included in policy decisions.</p> <p>At the federal level, Kansas is fortunate to have elected members of Congress who strongly support the beef cattle industry. The Kansas congressional delegation will play an important role in influencing positive changes related to federal regulations or legislation, including a national traceability system, international trade, marketing regulations, federal taxes, antibiotic use, transportation rules, human nutrition, natural resources and more.</p>
<p><b>Supporting Institutional Infrastructure</b></p>	<p>Kansas has a solid foundation throughout the entire beef production community. With cow-calf production and stocker operations, a robust feeding sector, and a strong beef processing presence, Kansas has a well-established beef production network that results in efficiency benefits to all steps in the production chain.</p> <p>Kansas feedyards are able to recruit feeder cattle from all four directions, including Canadian and Mexican feeder calves, as well as yearlings from the Rocky Mountains and calves from the southeast United States. As of Jan. 1, 2016, Kansas has 2.23 million cattle on feed.</p> <p>As one of the top grain producing states (including corn, beans, milo, wheat and barley), the Kansas beef cattle industry benefits from having a readily available supply of feed. There are also abundant supplies of roughages, including silage, alfalfa and other hays. In order to sustain and grow the cattle industry, especially the cattle feeding sector, maintaining the abundant feed supply is critical.</p> <p>Kansas is also among the top states for beef processing, with three of the four major beef processors operating in Kansas.</p>

# OPPORTUNITIES

Factor	Implications for Growth and Development Opportunities
<b>Supporting Institutional Infrastructure (cont'd)</b>	<p>Kansas is recognized as one of the best exercised states in foreign animal disease. The construction of the National Bio and Agro-Defense Facility and the existing Biosecurity Research Institute enhance the research capabilities for animal health and biosecurity for the state, U.S. and global beef cattle community.</p> <p>Kansas also has a large presence of agribusinesses that directly support beef cattle production, including equipment manufacturers and equipment service providers, livestock feed manufacturers, livestock trailer manufacturers and semen/genetic companies.</p>
<b>Verification/Certification Programs and Quality Assurance</b>	<p>Beef producers have shown a strong willingness to participate in voluntary certification or verification programs, including the Beef Quality Assurance program, Age and Source Verification, and multiple third-party programs. In addition to providing education and training on animal handling, management and production practices, some of these programs can result in earning a premium at the marketplace.</p> <p>In Kansas, more than 90 percent of the fed cattle in the state are handled by BQA certified handlers.</p> <p>As Kansas beef producers increase herd size as is expected in the coming years, there may be opportunities to add value to cattle raised in Kansas through increased participation in certification/verification programs to meet specific consumer demands as well as packer and retailer demand for specific traits and qualities.</p>
<b>Weather and Natural Resources</b>	<p>The semi-arid climate in Kansas is suitable for cattle production year-round.</p> <p>Not all land in Kansas is suitable for growing crops, but cattle are able to graze on grasses and plants growing on the 15.5 million acres of pastureland throughout the state and convert these resources, which would otherwise likely be unused, into high quality protein for human consumption.</p> <p>Raising cattle not only allows Kansas farmers and ranchers to maximize production on land not conducive for farming, it is a higher value product compared to farming.</p> <p>Kansas is also taking significant proactive steps to preserve and extend the usable life of water supplies in Kansas. In recent years, voluntary, flexible and producer-driven water conservation tools have been implemented to help farmers and ranchers manage their water rights while continuing to raise crops or livestock. Additionally, Kansas has developed a <i>Vision for the Future of Water Supply in Kansas</i> with goals and specific action items to help ensure a reliable water supply while continuing to grow the economy.</p>

## SUCCESS STORIES

The beef cattle community in Kansas continuously works to improve production practices and efficiencies to raise healthy cattle and meet consumer demands. In recent years, the Kansas beef cattle industry has taken the following steps to improve or enhance the industry:

- Kansas is among the top three states in the nation in the number of cattle in feedyards and on ranches and in red meat production.
- More than 90 percent of fed cattle in Kansas are handled by Beef Quality Assurance certified handlers.
- Kansas cattlemen have and continue to be elected by peers to serve in leadership roles within national organizations, including the president of the National Cattlemen's Beef Association.
- As Governor Sam Brownback has led efforts to extend and conserve the usable life of the Ogallala Aquifer, Kansas feedyards continue to step up to explore opportunities with voluntary, producer-driven conservation tools.
- Changes in the tax code (see above) in 2014, including the Livestock Facility Sales Tax Exemption, make it easier for industry to utilize.
- Exports add nearly \$250 per head in value through May 2016.
- In partnership with K-State Research and Extension, KDA jointly leads the Sunflower Supreme Heifer Program to provide southeast Kansas cattlemen with reproductive and genetic improvement tools to enhance the quality of their cattle.
- Over the past five years, KDA, in coordination with industry and academic partners, has worked to improve emergency preparedness efforts throughout the state in order to be the best prepared state in the nation when it comes to foreign animal disease preparedness.

## CHALLENGES

Just as the beef cattle industry has endured challenges from weather, economic fluctuations and consumer perception in recent years, the threat of additional barriers to growth will continue to exist. Identifying those challenges and developing proactive solutions will be key to future growth.

Challenge	Details of Challenge
<p><b>Access to Capital</b></p>	<p>Growth and expansion in the beef industry can often require large amounts of financial capital. Finding enough financial institutions with the ability to competitively lend at the levels necessary for some beef operations to grow in Kansas is a challenge and barrier to growth.</p>
<p><b>Critical Infrastructure</b></p>	<p>As beef packers and processors identify when and where to grow their presence, a key factor they will consider are utility rates. There are challenges with competitive utility rates in Kansas that have resulted in burdensome and unnecessarily high utility rates.</p> <p>One of the key comparative advantages the Kansas beef industry has benefited from for generations is access to land for grazing and feeding cattle. With high land prices in recent years and an increase of urban and suburban absentee landlords, it is becoming an increasing challenge to find land necessary for cow-calf and stocker operations to expand in the future.</p> <p>Unlike other sectors of agriculture, the beef industry relies solely on trucks and the highway system to transport live animals and beef products. With the utmost focus on safely and efficiently transporting products, it can be a challenge for larger trucks and vehicles on smaller two-lane highways, especially in western Kansas.</p>

# CHALLENGES

Challenge	Details of Challenge
<b>Critical Infrastructure (cont'd)</b>	While Kansas is home to several major beef packing facilities, there has also been a decrease in the number of local processing facilities, mostly in rural communities. Without a nearby processing plant, cattlemen are forced to drive longer distances in order to process smaller groups of animals.
<b>Generation Transfer</b>	As the current generation of primary owners and operators approach retirement age, identifying the next generation of management can be a challenge when a son or daughter, or other family member, is not interested or able to take over an operation that may have been built for multiple generations. Beyond identifying the actual next generation of management, challenges related to capital requirements in agriculture can also be a barrier when it comes time to transition a beef cattle operation from one generation of ownership to the next.
<b>Industry Capacity and Competition</b>	<p>Historically and even still today, Kansas, Nebraska and Texas have been the top three beef producing states nationwide. In recent years, there has been more growth in areas more closely located to ample feed supplies, including Nebraska, South Dakota and Iowa. Industry growth and expansion in other states may present a challenge for growth in Kansas.</p> <p>With more than 6 million cattle and calves in feedyards and ranches throughout Kansas and more than 5 billion pounds of beef coming from packing plants in the state, it will be important for each segment of the industry to determine if it is at the maximum capacity.</p>
<b>Industry Fragmentation</b>	Unlike the vertically integrated pork and poultry industries, the U.S. beef industry remains composed of multiple independent segments working together to comprise the beef production chain. This independent organization of the industry can be a challenge when producers within the sectors fail to recognize the importance of working cooperatively with each segment up and down the production chain.
<b>Industry Opponents</b>	The growing number and power of anti-animal agriculture and anti-meat activists will continue to challenge consumer perception of beef production practices, beef nutrition and beef safety.
<b>International Trade</b>	A key area for growth will result from increasing global demand for beef. Kansas has the opportunity to not only increase exports of beef but also of live cattle to countries wanting to expand their own domestic herds. Delays in passage and implementation of the Trans-Pacific Partnership cost the beef industry significantly in terms of tariff reduction potential, especially with Japan, and elimination of non-tariff trade barriers included within the agreement.

# CHALLENGES

Challenge	Details of Challenge
<p><b>Market Volatility</b></p>	<p>Extreme market volatility in the beef marketplace continues to be a challenge for all segments of the beef industry.</p>
<p><b>Policy</b></p>	<p>Kansas is one of fewer than ten states in the nation that has laws restricting corporations from engaging in farming and ranching. The Kansas law has been amended throughout the past to provide 18 specific exemptions from the law, but the law still restricts who can do business in Kansas. This unfair restriction has resulted in potential agricultural operations choosing to relocate, grow or expand in states other than Kansas.</p> <p>The beef industry relies solely on trucks and the highway system to transport live animals and beef products. Federal regulations can make it challenging to transport live animals or beef products in a manner that is safe for drivers and animals alike.</p> <p>Burning the Flint Hills is a critical range management tool to improve prairie grass production and prevent intrusion from weeds and woody plants. In fact, recent research by K-State suggests many land managers in the Flint Hills need to increase burning frequency to more than once every three years in order to prevent the landscape from being taken over by invasive plant species. Kansas has worked with industry stakeholders, local government and environmental partners to develop and implement the Flint Hills Smoke Management Plan to address concerns raised by downwind communities regarding air quality during the annual burning season. Despite this plan, there is concern that the federal government may propose regulations that may result in challenges to the ability of Flint Hills ranchers to burn rangeland.</p> <p>Though not unique to Kansas, there exist significant challenges due to federal laws and regulations, including: dietary guidelines, the Trans-Pacific Partnership, the Endangered Species Act, environmental rules and regulations related to air and water quality, and more.</p> <p>Kansas is fortunate to have a federal congressional delegation that is highly supportive of agriculture and the beef industry. Beyond Kansas' two senators and four representatives, there are an increasing number of federal lawmakers who have no understanding of agriculture, and this is becoming a challenge at the state level as well.</p>

# CHALLENGES

Challenge	Details of Challenge
<b>Talent Development and Quality of Life</b>	<p>Growth in the beef cattle industry, particularly in cattle feeding or cattle processing, will require a skilled workforce, which continues to be a significant challenge through the entire agricultural industry. In addition, a decline in the number of graduates from the K-State College of Veterinary Medicine with a focus on large animal medicine presents a challenge throughout the production community.</p> <p>Beyond needs for specific job training and talent development, ensuring a long-term ability to recruit and sustain a high quality workforce will require the state to consider issues surrounding quality of life in rural communities, including topics related to having a robust economy of support businesses necessary for the agricultural industry, strong schools, access to health care services, affordable and quality housing, and more. Increasing local property tax rates also present challenges throughout the beef industry and rural communities.</p> <p>At the federal level, challenges as a result of the nation's immigration system can be difficult for the beef industry, which relies on a year-round, steady supply of migrant employees, especially in the cattle feeding and beef processing sectors.</p>
<b>Traceability</b>	<p>The lack of traceability system inhibits export growth potential and could potentially create animal health threats.</p>
<b>Water and Natural Resources</b>	<p>Critical to growing any livestock operation is access to an abundant and reliable water supply. This can prove challenging in many areas of western Kansas that are closed to new water appropriations. New or expanding beef operations in these regions will have to purchase land with sufficient water rights.</p> <p>Also related to water are challenges with consumptive use laws that can be costly and burdensome to convert from irrigation to stock water use. Further, the amount of time it can take for approval of certain Kansas Department of Health and Environment permits delays beef industry operations from expanding in a timely manner.</p>

## NEXT STEPS IN STRATEGIC DEVELOPMENT

The development of a long-term growth strategy will require input and discussion among key partners. The following strategies have been identified as next steps in developing a strategic growth plan for the Kansas beef cattle industry.

Focus Area	Solution
<b>Industry Outreach</b>	<p>KDA will identify potential partners and establish a schedule for strategic growth plan meetings. KDA will also proactively reach out to key industry leaders and major processors in Kansas regarding the development of a strategic growth plan.</p> <p>KDA plans to attend the 2017 Cattle Industry Convention and NCBA Trade Show.</p>

## NEXT STEPS IN STRATEGIC DEVELOPMENT

Focus Area	Solution
<b>Smoke Management</b>	KDA is working with KDHE, Kansas Livestock Association and Kansas Farm Bureau to address potential policy challenges related to smoke management in the Flint Hills.
<b>Water</b>	Continue implementation of the action items identified in the Kansas Water Vision, including continued outreach related to increased adoption of voluntary, flexible water conservation tools like Water Conservation Areas and Local Enhanced Management Areas.
<b>Workforce</b>	Recognizing the need for a skilled workforce in Kansas, the Kansas Department of Commerce and the Kansas Board of Regents have developed Workforce AID (Aligned with Industry Demand) to help Kansas business compete in a robust economy. The feeding sector in Kansas has a need for bilingual employees, and Workforce AID may be an avenue to help feedyards provide critical job training for their employees.

## OPPORTUNITIES TO EXPAND PRESENCE

Based on the current industry and previously discussed comparative advantages, below is a list of potential opportunities to expand or grow the footprint of the Kansas beef cattle sector:

- Increase head numbers, value and processing in next 5 years.
- As beef producers increase herd numbers, as is expected over the next five years, work with industry to provide education and tools necessary to add value and improve quality of animals at the same time.
- Coordinate with K-State and the Kansas Board of Veterinary Examiners to improve communication and linkage between practitioners and producers throughout all areas of Kansas.
- Expand Sunflower Supreme statewide.
- Explore opportunities to improve byproduct utilization to add more value to cattle and beef before products leave the state (inedible and edible).
- Increase opportunities for small-scale/local beef marketing.
- Partner with industry to enhance consumer education efforts related to beef production practices, beef nutrition and beef safety in order to grow consumer trust in beef and beef production.
- Work through increased research related to feed intake and feed efficiency and coordinated efforts with grain producers and feed manufacturers to establish Kansas as the location with the lowest cost of gain for finishing cattle.
- Become home to the largest percentage of breed associations.
- Within each segment of the industry, maximize value-added opportunities by use of best management practices, marketing and more.
- Expand opportunities for niche and/or local marketing of beef from Kansas ranches.
- Explore opportunities for coordinated research with sorghum to consider livestock use, including economics of feeding and forage, palatability and more.

# 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 stock watering.
- 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.
- 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.

# BEEF INDUSTRY OUTCOMES

- 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.

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Governor Sam Brownback

**Kansas Department of Agriculture Marketing Update  
to the House Committee on Agriculture  
by Jackie McClaskey, Secretary of Agriculture  
March 21, 2017**

The Kansas Department of Agriculture is committed to serving Kansas farmers, ranchers, agribusinesses and the customers/consumers they serve. We have a responsibility to help provide an environment that fosters economic growth and supports and advocates for agriculture.

We are proud of the work being done growing agriculture in Kansas. Agriculture marketing was originally created in the Board of Agriculture but was transferred to the Department of Commerce in 1995. In 2011, Governor Brownback transferred the program back into the Department of Agriculture. Since then, we have re-focused the program into five areas: Agriculture Workforce Development, Business Development, Education and Advocacy, International, and Trademark (local foods and markets). As an additional note, the division has a 12-member Agriculture Marketing, Promotions and Advisory Board that serves as a citizen sounding board for program activities.

Efforts will continue to focus on how the state can encourage and help develop growth opportunities in all aspects of the agriculture industry by developing innovative programming and delivering solutions designed to create an environment that facilitates growth and expansion of agriculture and rural Kansas. A few examples of program success include:

- Conducted inaugural KDA Agriculture Workforce Needs Assessment Survey gathering data from more than 250 respondents who employ 12,000 Kansans in the agriculture workforce sector.
- Twenty-five students from seven high schools (Bucklin, Buhler, Centre, Ellsworth, Holton, Hugoton and Marion) earned the Kansas Agriculture Skills and Competencies certificates (recognized under SB 155).
- Hosted six rural business development workshops (Leavenworth, Belleville, Iola, Dodge City, Colby and Marion) attracting 67 participants.
- Co-hosted inaugural Kansas Veterinary Regenerative Medicine Symposium with 85 veterinarians, veterinary technicians and students.
- Managed 334 members and 75 farmers' markets in the *From the Land of Kansas* program.
- Coordinated and hosted five farmers' market workshops (Hays, Parsons, Wichita, Olathe and Manhattan) with 359 total attendees.
- Provided 20 established farmers' markets (Allen County, Augusta, Belleville, Emporia, Garnett, Geary County Community Hospital, Great Bend, Hamilton County, Leavenworth, Liberal, Manhattan–Downtown, Overland Park, Pittsburg, Salina–9<sup>th</sup> and Grant, Sheridan County, Thomas County, Topeka–Capital Midweek, Wichita–Kansas Grown!, Wichita–Old Town and Winfield–Walnut Valley) with more than \$98,500 in marketing supplies (tents, signs, handwashing stations, sampling supplies, etc.) to enhance community outreach and increase consumer participation at local markets.
- Coordinated and hosted three egg-grading workshops (Hays, Lawrence and Wichita) attracting 80 participants.
- Planned and led outbound trade missions to the following trade destinations:
  - Russia — AgroFarm, livestock genetics
  - Ethiopia — State Trade and Export Promotion, animal health and feed/food grade sorghum
  - Uruguay — Expo Prado, livestock genetics
  - Thailand — State Trade and Export Promotion, Pet Food Forum/Victam, pet food/agricultural equipment manufacturing
  - China — State Trade and Export Promotion, feed grade sorghum and DDGS
  - Costa Rica — livestock genetics

- Hosted and/or co-hosted 20 country representatives on in-bound trade missions both independently and in partnership with IGP, Kansas Grain Sorghum Commission, U.S. Grains Council, U.S. Meat Export Federation, and global ties with trade representatives from the following countries: Pakistan, Japan, Brazil, Costa Rica, France, Nigeria, South Africa, China, Madagascar, Paraguay, Benin, Cameroon, Central African Republic, Congo, Gabon, Mali, Niger, Mexico, South Korea and South Africa.

The Division of Agriculture Marketing is engaged in the Kansas Agriculture Growth Strategy project. Growth Strategy team members have created growth strategy documents for 19 agriculture industry sectors, created outcomes documents that include feedback from industry stakeholders, and are now creating action plans. Members of the ag marketing team will be actively involved in the implementation of these action plans along with industry partners as the Growth Strategy project moves forward.

- Lamborn Farms
- Lb. Brewing Co
- Leavenworth Lansing Nursery
- LeGrand Design
- The Linger Longer
- Little Apple Brewing Company
- Little Red Hen Ranch
- Log Cabin Retreat
- Lonely Goose Foods
- Longford Water
- Lotions & Potions LLC
- Louisburg Cider Mill
- Loveland Acres Popcorn
- Lucy's Cat Grass
- Made by Jade
- Main Street Café
- MarCon Pies
- Matt Nowak
- Mayberry's
- McCarthy Family Farms
- Meier's Market/Pumpkin Patch
- Mellies Farm Fresh
- Middle Creek Winery
- Mike's Finest Beef Jerky
- Mike's Garden Fresh Produce
- Mine Creek Farm
- Misty Morning Farms
- Moburts Inc.
- Moly Manufacturing
- Mom & I's Candy LLC
- Mana C's Fudge Company
- Morning Light Kombucha
- Munson Angus Farms
- Munson Angus Farms - Black Horse Hitch LLC
- Mushrush Family Meats
- Mushrush Red Angus
- Nana's Comfort Foods
- Nate's Place Restaurant & Lounge
- Native American Enterprises
- Natural Textures LLC
- Neives' Mexican Restaurant
- Nelson's Family Farm
- Nelson's Landing
- NeoDIY
- Neuharth Family Farm
- Never Better Bakery
- New Roots for Refugees
- Nighthawk Vineyard & Winery LLC
- Nordic Roots Farm
- Norsemen Brewing Company
- Northstar Produce
- Nu Life Market, LLC
- Oatie Beef LLC
- Ohlde Dairy
- Olde Westport Spice
- Oregon Trail Farm
- Organization for Sustainable Living
- Original Juan's Specialty Foods, Inc.
- Oz Winery
- Paramount Food Grains
- Paramour Coffee
- Patrick Dugan's Coffee House
- Pat's Beef Jerky
- Pendleton's Country Market
- Pet-Delights
- Phil's Poultry
- Pines International, Inc.
- Pioneer Bluffs
- Polk Farms and Farm Market
- Poverty Knob Enterprise
- Prairie Harvest Market and Deli
- Prairie Nut Hut
- Prairie Ridge Vineyards
- Prairie Rose
- Prairie Views
- PrairieFire Coffee Roasters
- Prairiewind Farms
- Prothe's Pecans
- Quail Valley Farms
- R&B Produce
- Rabbit Creek Products
- Radina's Bakehouse
- Real Deal Salsa
- The Red Rock Guest Ranch
- Red Tractor
- Rees Fruit Farm
- Renyers Pumpkin Farm
- Reverie Coffee Roasters
- Ricky's Café
- Robertson Farms
- Rocking K Ranch Produce
- Rokeyroad Holsteins
- Rowe Ridge Vineyard & Winery
- The Rusty Ringneck Barbed Wire Art
- Salem Farms
- Salvy Sousa
- The Sample Room at the Midland Railroad Hotel
- Sand Creek Creations
- Sarah Jane's LLC
- Schaake's Pumpkin Patch
- Schenker Family Farms, Inc.
- Scheopner's Water Conditioning LLC
- Schlaegel Homegrown Popcorn
- Schwinn Produce Farm LLC
- Scott's Hometown Foods
- Shield Agricultural Equipment
- Sifers VALOMILK Candy Co.
- Signet Coffee Roasters LLC
- Sis' Sweets Cookies & Café
- Six L Catering
- Skyview Farm and Creamery
- Smoky Hill Vineyards & Winery
- So Long Saloon
- Somerset Ridge Vineyard & Winery
- The Spice Merchant
- Spring Creek Creations
- Spring Creek Farm
- Steve's Jams and Jellies
- Sticky Spoons
- Stone Pillar Vineyard and Winery
- Strawberry Hill Povitica Company
- Sunflower Food Company
- Sunshine Farms
- Sweet Dane's Toffee
- Sweet Designs Cakery
- The Sweet Granada
- Sweets Gone Raw
- Synergistic Acres
- Taco Lucha
- Tallgrass Brewing Company
- Taste T Farm
- Thrill's Kettle Corn
- Tierra Del Sol
- The Tin Shed
- TLB Farm Prairie Pumpkins
- Tanja's Toffee, LLC
- Township Mobile Café
- Turner Farms
- Turner Flowers
- Twisted Pepper Co. LLC
- Two Brothers BBQ
- Uncle Marty's Cookies, LLC
- Uncle Sunny's Specialty Foods and Catering
- Valley View Elk Ranch
- Versato Wines
- Vinedo del Alamo
- Vinland de la Cairns
- Vista Drive In, Inc.
- Vogel Family Vineyards
- Walker's Tea
- Walters Pumpkin Patch, LLC
- Waymaster Farms, Inc.
- Wendland Farms
- Werner Creek Farm
- Wheat State Distilling
- Wheat State Wine Co., LLC
- Wheatland Café
- Wheatland Foods Inc.
- Williams Farm Tour, LLC
- Windy Acres
- Wine Barn Winery & Vineyard
- Woodland Heritage Farms LLC
- Wright Enterprises
- Wyldehood Cellars
- Yoder Smokers

## Holiday Promotions

A total of 13 members were featured as *From the Land of Kansas* partnered with Kansas Farm Bureau's *Kansas Living* magazine and Kansas Electric Cooperative's *Kansas Country Living* magazine to note great gifts for the holidays.



## Meet the Buyer Event

In partnership with the Missouri Department of Agriculture, Kansas Farm Bureau, Missouri Farm Bureau, K-State Research and Extension and University of Missouri Extension, the Meet the Buyer event in Olathe was an opportunity for 82 Kansas specialty crop producers and manufacturers to connect directly with buyers.

## Savor the Season Recipe Cards

The Kansas Department of Agriculture received a \$16,000 Specialty Crop Block Grant to develop 40 new Savor the Season recipe cards for specialty crops. The cards feature a recipe, a storage tip and a cooking tip. The recipes were created by Chef Alli, *From the Land of Kansas* ambassador, with storage and selection tips provided by K-State Research and Extension. These cards were also made possible by support from Kansas Farm Bureau. Recipe cards are available to order on the *From the Land of Kansas* website, or by contacting Janelle Dobbins at [Janelle.dobbins@ks.gov](mailto:Janelle.dobbins@ks.gov).



## Chef Alli

Twice a month on WIBW TV, Chef Alli featured a member's product in a recipe that she showcased during the morning broadcast. The segments run about three minutes and show how to use the product and where to purchase the product.

There were 24 different members featured throughout the year.



# 2016 Year in Review

The *From the Land of Kansas*™ trademark program's goal is to help businesses that grow, produce, process or manufacture products in Kansas. In addition, the program works with and supports restaurants using Kansas products and retailers selling Kansas agricultural products and ingredients.



@fromthelandofkansas  
7,390 Likes



@FromtheLandofKS  
888 Followers



@FromtheLandofKS  
721 Followers

[shop.fromthelandofkansas.com](http://shop.fromthelandofkansas.com)

21st Century Bean Processing LLC  
 4 D Acres Everything Emu  
 4 Olives Restaurant and Wine Bar  
 4 Star Hydroponics  
 A & H Farm  
 Acorns Resort and Milford Lake Conference Center  
 AEGLE Health LLC  
 AgVanced Enterprises  
 Alma Bakery & Sweet Shoppe  
 Alma Creamery  
 Alpacas of Wildcat Hollow  
 Amanda's Bakery and Bistro  
 Americus Gardens LLC  
 The Anchor  
 Andrews Candies  
 Anthony's Beehive  
 Arlwin Manufacturing  
 B Cubed Foods, LLC  
 B&W Trailer Hitches  
 Bassa Prua  
 Bauman's Cedar Valley Farms  
 Becky's Bierocks  
 Bella's Sugar Cookies  
 Benton's Greenhouse  
 Beth's Kydz Sudz  
 Black Bison Pub  
 Blue Sky Miniature Horse Ranch  
 Blueville Nursery, Inc.  
 The Bluff Creek Kitchen, Inc.  
 Bonfy Gardens Etc.  
 Boot Hill Distillery  
 Bourbon & Baker  
 Bowen's Christmas Tree Farm  
 Bowlin Farms LLC  
 Bradford Built  
 Bradley's Bones  
 Brant's Meat Market  
 The Brewery  
 Britt's Garden Acres  
 Bunkhouse Bed and Breakfast at Wildfire Ranch  
 Burch Farm & Vineyard  
 The Burger Stand  
 C & C High Tunnel Farms  
 Carr Creek LLC  
 Casa Del Sabor  
 Cashmere Gourmet Popcorn  
 Cat Claw Tire  
 CBC Foods  
 Chapman Creek Cattle Company  
 Chautauqua Hills Farm LLC  
 Cheney Lake Produce  
 Chicken Annie's Original  
 Cimarron Valley Produce, LLC  
 CJ's Natural Soy  
 Cocoa Dolce Artisan Chocolates  
 The Coffee Pot  
 Connie's Custom Rugs  
 CopperLeaf Gourmet  
 Cozy Leaf LLC  
 Crescent Moon Winery/Free State Vineyards  
 Cressler Creek Log Cabin, LLC  
 Crooked Post Winery  
 Crust and Crumb LLC  
 Culinary Provisions, Inc.  
 Daddy Jack's Salsa  
 Dale Family Farms, LLC  
 Daniel's Bar-b-q  
 Davenport Orchards, Vineyard & Winery  
 Day Drinkin' Jerky  
 Debbie's Cheese Board  
 Delano Concepts LLC  
 Derr's Artisan Sausage / Wiener Wagon LLC  
 Destination Kitchen  
 Dorema Farm  
 Double Bar Pine Nursery & Tree Farm  
 Eastside & Westside Market  
 Eat Pallucca's LLC  
 Egg Cart'n  
 El Charro Restaurant  
 Elsie Grace's  
 Empire Prime Ranch  
 Family Handcrafts  
 Fanestil Meats



FROM THE LAND OF  
**KANSAS**

# 2016 ANNUAL REPORT

MEMBERS: 332 • SUPPORTERS: 49 • FARMERS' MARKETS: 75 • BARCODES IN USE: 495



FROM THE LAND OF  
**KANSAS**

Farmer Direct Foods, Inc.  
 Farview Farms Meat Company  
 Faye Farms  
 Feedex  
 Fine Foods of America Inc.  
 Fiorella's Jack Stack Barbecue  
 Fisher Rocks  
 Flinthills Aromatherapy, Inc.  
 Flora Farm Produce, LLC  
 Flying W Ranch  
 Food Life Joy  
 Fork & Fennel  
 Fort Wise Pumpkin Co  
 Fulton Valley Farms  
 Funquest Vineyard  
 Gary's Berries  
 Gella's Diner  
 Gieringer's Orchard  
 Glaciers Edge Winery  
 Golden Road Estate Vineyard  
 Grace Hill Winery  
 Grandma Hoerner's  
 Gravel Road Goodies  
 Graze the Prairie  
 Great Plains Manufacturing Inc.  
 Green Thumbs Up Produce Co.  
 Griggs Bros. Farms Inc.  
 Grill Side Barbecue  
 The Guest House in Hanston  
 Half Day Creamery, LLC  
 Hallstrom Farms LLC  
 Hank Charcuterie  
 Hanna Spring Farm  
 Happy Food Co  
 Happy Valley Farms  
 Harbor Lights Coffeehouse  
 Harry's Restaurant  
 Heartland Mill, Inc.  
 Heavenly Sweets  
 Helmut Country Bakery, Inc.  
 Hickory Creek Farm  
 The Hideout Coffeehouse  
 Highland Community College Winery  
 Hildebrand Farms Dairy  
 Hoganville Family Farms  
 Holmes Made Salsa  
 Holy Field Vineyard and Winery, LLC  
 Homestead Greenhouse  
 Howell Farm Products  
 J&B Truck Company  
 Jackson Meat  
 Jam and Jelly  
 Jams by Judy  
 Jams, Jellies & More  
 JB Ranch Kansas, LLC  
 Jefferson Hill Farm and Winery  
 JET Produce  
 JK Farm  
 JK Specialties  
 John's Veggies  
 Joly Jalapa  
 Jose Peppers  
 Junod's Tomatoes  
 Kan-Grow Hydro Farm  
 Kansas Aquaponics Shrimp Harvesters, Inc.  
 Kansas Black Farmers/Nicodemus Coop  
 Kansas Foods, LLC  
 Kansas Potatoes Ltd  
 Kansas Territory Brewing Co  
 Kansas Wheat House  
 Karen Fresh  
 Karl the Honey Man LLC  
 KBI Kansas Beef Inc., Kansas Bison Inc.  
 KC Canine LLC  
 KC Pumpkin Patch/KC Wine Co.  
 Kettle  
 Ki KoKo 1  
 Ki KoKo 2  
 Kiowa County Museum & Soda Fountain  
 Kling Family Orchards, LLC  
 Knapp Family Farms  
 Kook's Meat  
 Krehbiels Specialty Meats, Inc.

## Farmers' Market Workshops

The Kansas Department of Agriculture, K-State Research and Extension and the Kansas Department of Health and Environment hosted workshops around the state to assist farmers' market vendors and managers. The workshops were held in Hays, Parsons, Wichita, Olathe and Manhattan, with a total attendance of 359.



## Egg Grading Workshops

The Kansas Department of Agriculture hosted three egg grading workshops to train the state's poultry producers in egg grading and share other important poultry care information. The workshops were funded through a \$25,000 Federal State Marketing Improvement Program grant. The workshops were held in Hays, Lawrence and Wichita, with a total of 80 participants.

In addition to the egg grading workshops, several other resources were also made available including an egg grading resource manual, air cell gauges, and an egg candling unit cost-share program.

## Farmers Market Promotion Program Grant

The Kansas Department of Agriculture received a U.S. Department of Agriculture Farmers Market Promotion Program Grant to create a Kansas Farmers' Market Toolkit.

Ten existing farmers' markets in low income/low access areas of the state were pre-selected, and an additional ten established markets were selected through an application process. The markets received signage, flags, tents, hand-washing stations, sampling supplies, recipe cards and other items to promote the markets and enrich the consumer experience.

## Food Safety Guides

The *Food Safety for Kansas Farmers' Market Vendors: Regulations and Best Practices Guide* was handed out at all farmers' market workshops. Additionally, copies were sent to all markets who are registered with the Central Registration for Farmers' Markets.

## August: Kansas Farmers' Market Month

Governor Sam Brownback signed a proclamation declaring August as Farmers' Market Month. Fifteen representatives from various markets attended the signing event. Staff also participated in the Capitol Mid-Week Farmers' Market to promote the program and hand out Savor the Season recipe cards.

## Specialty Crop Survey

The Kansas Department of Agriculture and K-State Research and Extension partnered to execute a specialty crop survey to investigate the economic impact of specialty crop growers in Kansas and their effect on local food systems. Information gained from the survey will allow the agencies to better promote the specialty crop industry in the state.

## Pop-Up Stores

The program hosted several pop-up stores throughout the year, including at the Governor's Water Conference and at the Kansas Farm Bureau Annual Meeting.

## 2016 From the Land of Kansas Annual Meeting & Farmers' Market Conference

"Sharing the Vision" was the theme of the 2016 event, held February 25-26 in Manhattan. Eighty-five attendees had the opportunity to network and learn about topics such as exporting, distribution, finding your brand, interaction on social media, and resources available to farmers' markets. The event also featured a trade show in which 13 members participated.

## Kansas Sampler Festival

*Sampling all there is to see, do, hear, taste, buy, and learn in Kansas*

The Kansas Sampler Festival took place in Winfield, May 7-8. Chef Alli served up samples of dishes she created using members' products. Seven members participated in the *From the Land of Kansas* tent.

## Organic Cost Share Program

The Kansas Department of Agriculture received funds from USDA's Agricultural Marketing Service to reimburse farms and businesses that produce, process or package certified organic agricultural products. These businesses were eligible to be reimbursed for up to 75% of certification (or re-certification) related expenses up to \$750 per category.



## Kansas State Fair

Six members had the opportunity to showcase and sell their products in the *From the Land of Kansas* booth at the Kansas State Fair, located in the Pride of Kansas Building. Chef Alli also prepared samples of recipes created with members' products for fairgoers.

## Kansas Wine & Beer Tasting

Governor Sam Brownback hosted the Kansas Wine & Beer Tasting event in April to showcase the state's growing farm winery and microbrewery industry. The event connected legislators with industry producers and stakeholders to highlight the economic impact these businesses have in Kansas. Six farm wineries and three microbreweries sampled their product at this event. Chef Alli also provided hors d'oeuvres that featured products from five members.

## Fancy Food Shows

Exhibiting at a Fancy Food Show is the most convenient and cost-effective way to connect with buyers from every major food and beverage buying channel in the U.S. and abroad for companies that have scaled up to this selling level. Members attended both the winter show in San Francisco in January and the summer show in New York in June.



## Kansas Farm Winery Brochure

Through a Specialty Crop Block Grant, 26 farm wineries were featured in the Kansas Farm Winery brochure. The brochure included a map highlighting farm wineries in the state, as well as regional wine trails. A passport at the bottom of the brochure allowed participants to get their passport stamped at 15 wineries and receive a wine glass. In 2016, the program partnered with the Kansas Department of Wildlife, Parks and Tourism to print an additional 10,000 brochures for a total of 20,000.

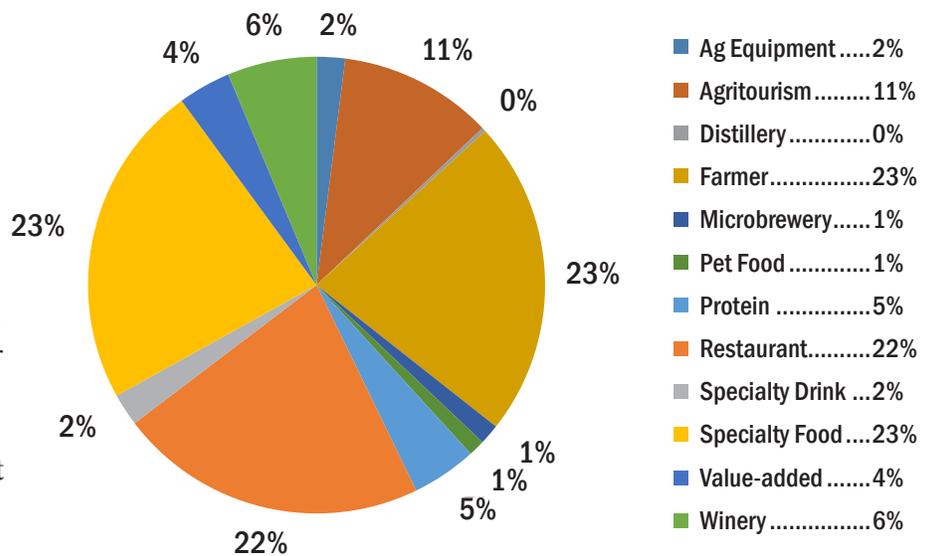
## Incubator Kitchen Resource Guide

In an effort to provide support to small food-business start-ups, the Kansas Department of Agriculture and *From the Land of Kansas* developed an Incubator Kitchen Resource Guide to provide critical information about incubator resources throughout the state.

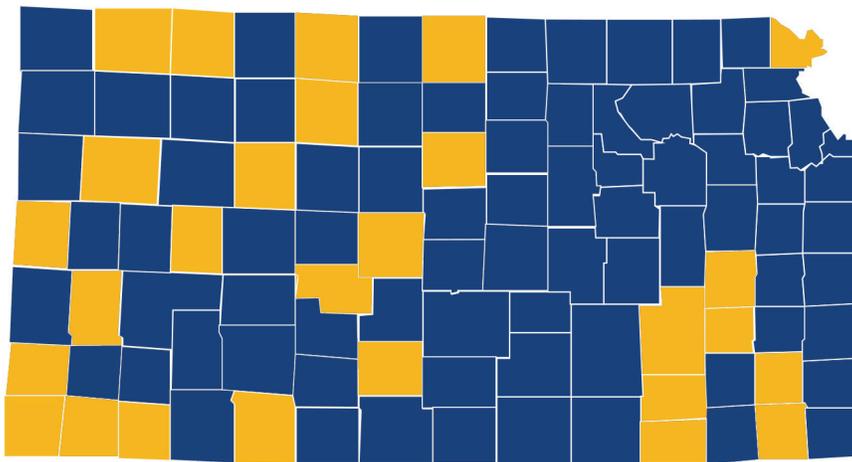
Incubator kitchens are food facilities that can be rented for short periods of time to allow individuals starting a food business to access commercial kitchen equipment in a cost-effective manner. The guide is posted on the KDA website at [agriculture.ks.gov/IncubatorKitchen](http://agriculture.ks.gov/IncubatorKitchen).

*From the Land of Kansas*, the state's agriculture trademark program, was rebranded and **relaunched in April 2013**. The program's goal is to help businesses that **grow, product, process or manufacture products in Kansas**. In addition, the program works with and supports restaurants using Kansas products and retailers selling Kansas products and ingredients.

*From the Land of Kansas* represents a variety of businesses from the farm all the way to the fork. The trademark program has five membership categories and members must fit into at least one to qualify for the program. Membership categories include: farmer/rancher, processor/manufacturer, value-added agriculture (non-food products), restaurants and agritourism. In order to better serve our members, we have developed business categories allowing us to cater marketing and promotional plans to support these companies. The graph (right) represents what business categories our members fall into.



## Number of Counties Represented



74% of counties represented  
26% of counties not represented

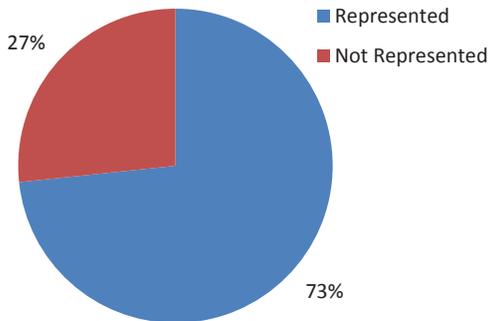
The program includes **334 members** representing a wide geography across Kansas. *From the Land of Kansas* members are located in **78 of the 105 counties** located in Kansas, covering more than 70 percent of the state.



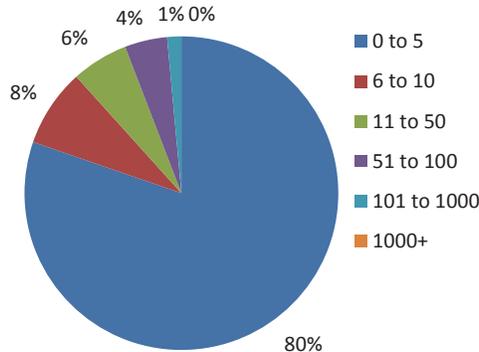
— FROM THE LAND OF —  
**KANSAS**

Any Kansas company who grows, produces, processes or manufactures products in Kansas can be a member of *From the Land of Kansas*, regardless of size or experience. **We have a place for every business** - from small, family-owned businesses to large, multi-million dollar companies. We are proud of our members and excited to help develop and support them as they need. The following graphs represent the business demographics of our members and paints a clear picture to the true diversity of our members.

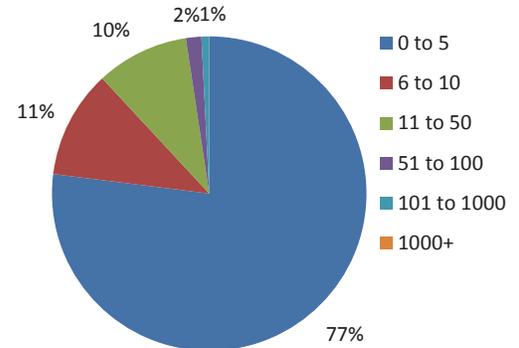
### Counties Represented



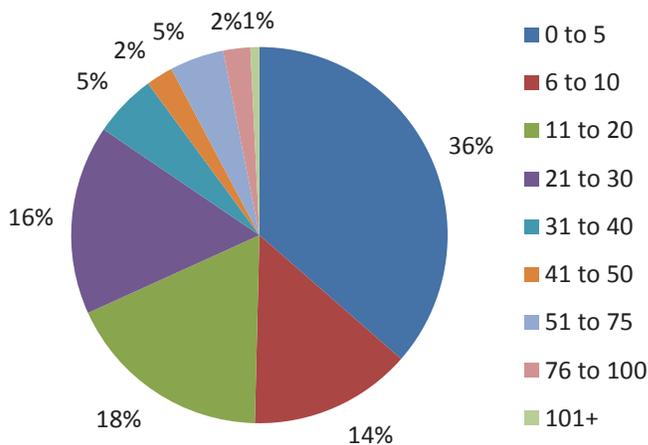
### Full-Time Employees



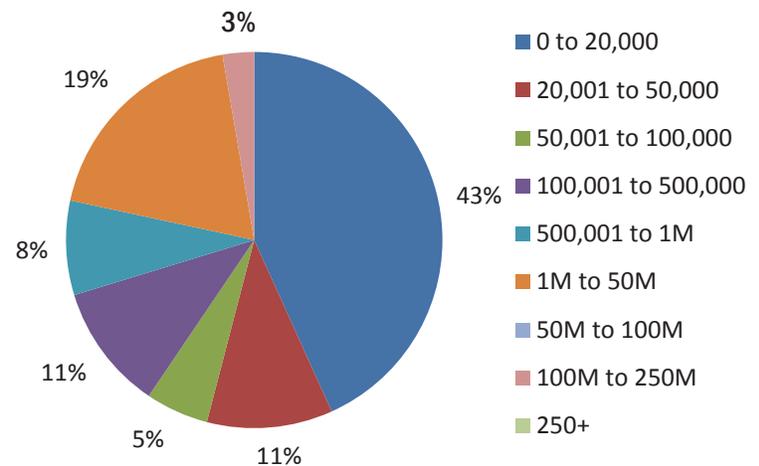
### Part-Time Employees



### Number of Years in Business



### Average Sales per Year



## Farmers' Markets

*From the Land of Kansas* is the home for the Central Registration for Kansas Farmers' Markets. This registration is available to all markets at no charge. The registration has doubled its registrations since 2014 and now works with more than 58 markets.



FROM THE LAND OF  
**KANSAS**

## Retail Partners

Retail partners are a key component to sell more Kansas produced goods and products in the state. The program works with more than 79 retail stores across the state. The retail partners range from small gift stores to large grocery chains.



# International Marketing and Trade Statistics

February 2017

The Agricultural Marketing Division offers a variety of programs and services to assist Kansas farmers, ranchers and agribusinesses market their products and services overseas. Kansas exports account for one-third of total exports leaving the state.

Kansas Department of Agriculture international marketing services include: assisting with overall international marketing strategies and plans; assisting with market research and basic understanding of export/import protocols and regulations; hosting foreign buying teams; leading industry-specific trade missions; and membership in national and international trade associations that give Kansas farmers, ranchers and agribusinesses access to a variety of programs and services. Memberships include:

- U.S. Grains Council
- U.S. Livestock Genetic Export, Inc.
- Livestock Exporters Association
- Food Export Association of the Midwest
- North American Agriculture
- Marketing Officials
- U.S. Meat Export Federation

Organized in-bound and out-bound trade missions and meetings promoting the Kansas agriculture industry have been held with representatives from the following countries: Argentina, Australia, Azerbaijan, Bulgaria, Canada, China, Costa Rica, Croatia, Cuba, Ethiopia, France, Guatemala, Indonesia, Kazakhstan, Korea, Kyrgyzstan, Mexico, Moldova, Mozambique, Nepal, Russia, Spain, Taiwan, Tajikistan, Tanzania, Ukraine and Uruguay.

Calendar Year 2016 Kansas Ag Exports, By Product

Rank	Product	2016 Exports	Percent
1	Cereal Grains	\$1,228,323,884	38.9%
2	Meat, raw	\$1,051,948,162	35.9%
3	Oilseed	\$257,503,219	8.2%
4	Animal & Vegetable Fats	\$106,853,037	3.4%
5	Misc. Edible Grains	\$47,271,959	1.5%
6	Milling Products	\$43,071,788	1.4%
7	Meat, prepared	\$30,952,278	1.0%
8	Chocolate	\$22,099,411	0.7%
9	Other Animal Products	\$17,380,927	0.6%
10	Flour	\$11,930,975	0.4%
11	Fruit & Vegetables, prepared	\$9,987,606	0.3%
12	Dairy Products	\$4,584,569	0.2%
13	Live Animals	\$2,405,187	0.1%
	Other	\$324,286,345	10.3%

Total \$3,158,599,347

All data collected by Euromonitor International

Kansas Ag Exports, 2012-2016

Year	Agricultural Exports
2012	\$3,587,930,954
2013	\$4,857,372,392
2014	\$4,172,548,909
2015	\$3,318,539,202
2016	\$3,158,599,347

2016 Kansas Ag Exports, Top 10 Countries

Rank	Country	2016 Exports	Percent
1	Mexico	\$841,842,072	29.57%
2	Japan	\$470,227,513	15.58%
3	Canada	\$435,671,586	8.68%
4	China	\$403,249,344	6.18%
5	Brazil	\$289,278,889	6.07%
6	Nigeria	\$132,749,032	4.48%
7	South Korea	\$109,362,005	3.71%
8	Hong Kong	\$97,819,942	3.28%
9	Taiwan	\$61,823,627	2.73%
10	South Africa	\$52,928,905	1.55%

Total \$3,158,599,347

Kansas agriculture and food exports totaled \$3.16 billion to 103 different countries around the world in 2016. Agricultural and food products account for the largest category of exports for Kansas. Agriculture and food exports experienced a 3.8 percent increase compared to 2015. While prices of many commodities have decreased here at home, the increase in export value is due to an increase in trade with countries around the globe. From 2015 to 2016, the top ten country destinations for exports stayed relatively steady, with Brazil rising, Netherlands exiting, and South Africa entering the list. In both 2015 and 2016, the top exports by product were cereal grains, raw meat and oilseed; however, in 2016 cereal grains overtook raw meat for the first-place ranking.

Kansas exports history for the past five years in total dollars:

**Kansas Ag Exports, 2012-2016**

Year	Ag Exports
2012	\$3,587,930,954
2013	\$4,857,372,392
2014	\$4,172,548,909
2015	\$3,318,539,202
2016	\$3,158,599,347

*Data collected by Euromonitor International*

**2016 Kansas Exports by Industry Classification**

Industry Classification	% of Total	% Change	Exports (Million)		
	KS Exports	2015-2016	2016	2015	2014
Agricultural and Food Products	35.4%	3.8%	\$3,596.9	\$3,463.6	\$4,235.6
Industrial* Machinery	9.4%	-14.8%	\$954.4	\$1,119.7	\$1,394.3
Aircraft and Parts	20.3%	-9.5%	\$2,060.4	\$2,276.4	\$2,100.0
Vehicles and Parts	2.8%	9.5%	\$280.4	\$256.0	\$318.5
Pharmaceutical Products	2.5%	-7.8%	\$256.2	\$277.8	\$459.9
<b>Total Kansas Exports:</b>			<b>\$10,168.4</b>	<b>\$10,719.6</b>	<b>\$12,020.5</b>

\* Includes agricultural machinery

*Data collected by United States Census Bureau, USA Trade*

The following tables give a breakdown of the destination and quantity of products exported, as well as type of product and quantity being exported.

### 2016 Kansas Ag Exports, Top 10 Countries

Rank	Country	2016 Exports	Percent
1	Mexico	\$841,842,072	29.57%
2	Japan	\$470,227,513	15.58%
3	Canada	\$435,671,586	8.68%
4	China	\$403,249,344	6.18%
5	Brazil	\$289,278,889	6.07%
6	Nigeria	\$132,749,032	4.48%
7	South Korea	\$109,362,005	3.71%
8	Hong Kong	\$97,819,942	3.28%
9	Taiwan	\$61,823,627	2.73%
10	South Africa	\$52,928,905	1.55%
	Total	\$3,158,599,347	

*Data collected by Euromonitor International*

### 2016 Kansas Ag Exports, By Product Category

Rank	Product	2016 Exports	Percent
1	Cereal Grains	\$1,228,323,884	38.9%
2	Meat, raw	\$1,051,948,162	35.9%
3	Oilseed	\$257,503,219	8.2%
4	Animal & Vegetable Fats	\$106,853,037	3.4%
5	Misc. Edible Grains	\$47,271,959	1.5%
6	Milling products	\$43,071,788	1.4%
7	Meat, prepared	\$30,952,278	1.0%
8	Chocolate	\$22,099,411	0.7%
9	Other Animal Products	\$17,380,927	0.6%
10	Flour	\$11,930,975	0.4%
11	Fruit & Vegetables, prepared	\$9,987,606	0.3%
12	Dairy Products	\$4,584,569	0.2%
13	Live Animals	\$2,405,187	0.1%
	Other	\$324,286,345	10.3%
	Total	\$4,172,496,473	

*Data collected by Euromonitor International*