

**Kansas Department of Agriculture Marketing, Advocacy and Outreach Update  
to the House Agriculture Committee and  
Senate Committee on Agriculture and Natural Resources  
by Mike Beam, Secretary of Agriculture, and Kerry Wefald, Division Director  
January 31, 2020**

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 for our industry and that supports and advocates for agriculture.

The Kansas agriculture sector, including 68 commodity classifications, has a total direct output of \$46.9 billion in Kansas (IMPLAN, June 2019). Capturing indirect and induced effects increases the total impact of agriculture to \$65.7 billion. These sectors support more than 245,000 jobs in Kansas. International agriculture trade remains a vital component to the overall economic health and vitality of our state. Kansas commodity exports totaled \$3.83 billion, an increase in 2018 primarily due to expanded milk powder exports. The top three export categories make up 60.77 percent of our total exports: meat, edible offal; cereals; and oilseed. Top export destinations included: Mexico, Japan, Canada, South Korea and Taiwan, making up 72.41 percent of our total exports (Euromonitor; 2019 agriculture trade data will be available later this spring.)

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 is diverse and includes renewable energy production, food processing, research and education, agribusiness, technology, entrepreneurship and many value-added enterprises.

The Division of Agriculture Marketing, Advocacy and Outreach was originally created in the Board of Agriculture via the Kansas Marketing Law in 1947. The Division is organized into the following programs: Agriculture Workforce Development, Domestic Market Development, Development, Compliance Education and Advocacy, Economist and Statistics, International Market Development and *From the Land of Kansas*/Affiliated Programs (local foods and markets). Additionally, the division has a 12-member Agriculture Marketing, Promotions and Advisory Board that meets quarterly and serves as a citizen sounding board for program activities.

The agency and this division continue to focus efforts on ways the state can encourage and create market development opportunities in all aspects of the agriculture industry by engaging stakeholders; gathering and listening to feedback; accessing and maximizing federal and state

funding; and developing programming and solutions designed to meet the need of farmers, ranchers and agribusinesses. Ag marketing staffers are proud of the Kansas agriculture industry and work diligently to make life easier for farmers, ranchers and agribusinesses. A small sample of 2019 program achievements include:

### **Domestic Market Development**

- The 2019 Kansas Governor's Summit on Agriculture Growth was organized and hosted by the agency's agriculture marketing, communications and public relations teams. It attracted nearly 500 attendees focused on advancing industry outcomes and action items within 19 sectors of Kansas agriculture. Additional attendee engagement sessions included agricultural trade, industrial hemp development, rural prosperity initiative and a general discussion of Kansas agriculture hosted by Secretary Mike Beam. Agriculture Marketing staffers partner with agriculture stakeholder organizations year-round to advance sector action items and record successes.
- Continuation of the Strategic Growth Initiative pilot program resulted in more than 120 community stakeholders in six counties or regions participating in facilitated agriculture growth discussions. Since launching the pilot program in 2018, 20 counties or regions have hosted facilitation sessions aimed at matching local interests with food and agriculture growth opportunities.
- The ag marketing team partnered with the U.S. Department of Agriculture (USDA) Rural Development to coordinate and host two Jon Schallert Destination BootCamp® workshops in Abilene and Hays. More than 145 entrepreneurs, small business owners and small business resource providers attended.

### **Agriculture Workforce Development**

- KDA focused on increasing awareness of Kansas agriculture, economic impacts and agriculture workforce development opportunities with Kansas agriculture education classrooms (secondary and post-secondary), economic development colleagues throughout the state, and agribusiness/industry stakeholders. This year the team conducted career presentations and workshops reaching more than 1365 participants from 30 middle schools, high schools and post-secondary institutions. Additionally, the team provided agricultural statistics and agriculture workforce information to more than 300 stakeholders through various tradeshow and association meetings.
- The ag marketing team continued to work with peer agencies and partner stakeholder organizations to develop agriculturally focused work-based learning opportunities as well as classroom learning activities centered around in-demand careers in agriculture. Currently the team is working with eight agriculture companies to develop immersion learning experiences for secondary students interested in agricultural occupations. The companies represent agriculture manufacturing, animal feeding/finishing (swine and beef), agronomy, and equipment sales and maintenance.

### **International Market Development**

- The KDA international team, in partnership with the Kansas Department of Commerce, secured a two-year State Trade and Export Promotion (STEP) Grant via the U.S. Small Business Administration to coordinate exploratory trade missions to AGRO 2019 (Kyiv, Ukraine), NAMPO Agriculture Trade Show (Bothaville, South Africa), VICTAM Asia

and Petfood Forum Asia (Bangkok, Thailand), and Foro Mascotas Pet Food International (Guadalajara, Mexico). The grant is in its second year of funding.

- Through membership in U.S. Livestock Genetics Export, Inc., (USLGE), Kansas was allocated \$40,000 in USDA Market Access Program funds to coordinate livestock genetic trade missions to Argentina, Uruguay and Zambia as well as host inbound trade teams from Costa Rica and the Philippines. A member of the KDA international trade team was selected to serve on the USLGE board of directors.
- A member of the KDA international team serves on the U.S. Grains Council Middle East/Africa/South Asia advisory team, guiding the organization's export market development efforts by providing feedback on the council's unified export strategy.
- The KDA international team coordinated Food Export Association of the Midwest buyer missions at the Food Ex Japan food show in Tokyo, the Petfood Forum in Kansas City, and the Global Pet Expo. Additionally, a member of the KDA international team serves on the marketing sub-committee, providing rankings and funding approval for branded applications from companies across the Food Export membership region. In 2019, there were eight Kansas companies that were contracted into the Food Export branded program and 13 companies took advantage of export education opportunities offered by Food Export. For the first time, the KDA hosted our Food Export liaison in state. They visited ten Kansas companies and one service provider sharing information about the services they provide through our membership in the organization.
- KDA was selected to participate in the U.S. Meat Export Federation Heartland Tour of Japan along with 23 different organizations from across the Midwest.

### **From the Land of Kansas/Affiliated Programs**

- *From the Land of Kansas* was awarded the North American Agricultural Marketing Officials Marketing of Excellence Award for the holiday gift box marketing initiative. This program highlights member food and agriculture products via Ad Astra and Konza giving options and allows customers to ship the gift of Kansas across the United States. More than 650 boxes were ordered and shipped during the holiday gift-giving season; 2019 marked the third year for offering the holiday gift box program.
- *From the Land of Kansas* continues to grow the state trademark program's membership base. Staffers completed more than 50 recruitment sessions designed to enroll and educate interested Kansans who grow, raise or produce agricultural products. These sessions allowed staff to learn about individual agribusiness marketing needs and match with trademark program offerings.
- *From the Land of Kansas* coordinated — in partnership with K-State Research and Extension — six farmers' market educational workshops that served 284 attendees in Olathe, Parsons, Dodge City, Wichita, Hays and Manhattan. These workshops covered topics such as food safety, scale certification, taxation laws, senior farmers market nutrition program and meat and poultry rules. The Kansas Department of Health and Environment and Kansas Department of Revenue also participated with KDA.
- *From the Land of Kansas* hosted the second annual Taste of Kansas farm to table event at Summit Hill Gardens in Chanute. Eighty attendees enjoyed local food items prepared and served featuring five trademark program companies.
- *From the Land of Kansas* added additional mapping capability to their [fromthelandofkansas.com](http://fromthelandofkansas.com) website allowing consumers to locate members in their own

area and even sort by member categories. The program's shop site *shop.fromthelandofkansas.com* increased member selling by 27% and added 14 product lines for an additional 36 products.

### **Compliance Education and Advocacy**

- Industrial hemp education and market development outreach registered 2,391 individuals attending 55 unique events held in 2019. Additional compliance education and market development outreach was done via newspaper and magazine articles in addition to webinars, television and radio reports. Meeting locations ranged from Lawrence to Russell to Bird City and Sublette to Wichita to Ft. Scott. A snapshot of those who requested presentations include K-State Research and Education county agents, economic development professionals, law enforcement, crop insurance providers, and community/leadership groups, as well as many associations and organizations.
- The division continues to partner across the agency to provide advocacy and outreach support. Two examples include: in October, staffers partnered with the Division of Water Resources to host three Quivira National Wildlife Refuge Impairment public meetings in St. John. The first was specifically for crop consultants and agronomists with 70 participants. The latter two meetings were held on the same day in St. John and a total of 711 touchpoints were made between in-person and online attendance. Earlier in the year, the division partnered with Small Animal Facilities and hosted two webinars, in addition to the program's annual meeting, as outreach for their licensees. 130 license holders participated in these outreach events.
- The education and events staff assisted with coordination of the KDA activities at the Kansas State Fair, including quarterly agency Board meetings, Agriland educational experience, Kansas Grape Stomp, Kansas Ag Appreciation Luncheon (160 participants) and the *From the Land of Kansas* merchandising space. Additionally, KDA provided support for the Women Managing the Farm Annual Conference, Kansas Association for Conservation and Environmental Education (KACEE) Conference and Kansas Jr. Livestock LEAD Challenge. These three advocacy and outreach events included 375 participants.

### **Economist and Statistics**

- Ag marketing staff authored and maintained the annual Agriculture Estimated Economic Contribution reports for the state as well as 105 individual counties, and fielded agriculture data requests and prepared summary reports for sector stakeholders, community leaders and local economic development professionals.
- Over \$1 million in grants were administered by KDA ag marketing, directly supporting growth and market development for Kansas agriculture.
- Hay market data collection was expanded to include more than 100 Kansas weekly and monthly contributors. Additionally, two livestock market reporters transitioned to in-house to cover key sale locations in partnership with the USDA Agriculture Marketing Service.

The Division of Agriculture Marketing is staffed with 13 full-time equivalents who are guided daily by agency and division goals, objectives and agriculture growth strategy action items. Total operating realigned resources budget for Fiscal 2019 totaled \$3,251,607 including 13 unique

funding (income) categories: State General Fund, Economic Development Initiatives Fund, Market Development, State Water Plan – Crop and Livestock Research, Trademark Fund, Conference Registrations, Reimbursement and Recovery, USDA Organic Cost Share, USDA Service Member Ag Vocation (SAVE), USDA Specialty Crop Grant, US SBA STEP Grant, USDA Rural Business Development Grant, FSMIP Reintroducing Kansas Grains into Pet Food. Total FY2019 expenditures recorded equaled \$2,777,308.

**Support Documents for Reference**

- Kansas Agriculture Growth Strategy – Sector Successes
- Estimated Economic Contribution of Agriculture and Agriculture Related Sectors
- International Marketing and Trade Statistics
- Kansas Hay Market Report



# Kansas AGGROWTH

GROW SMARTER. GROW STRONGER. GROW KANSAS.

Growing Kansas agriculture... *together*



# Kansas AG SUMMIT

GROW SMARTER. GROW STRONGER. GROW KANSAS.

Since late 2015, KDA has helped lead the Kansas agriculture industry in development of a statewide agricultural growth strategy for 19 sectors of agriculture in the state. In addition to hundreds of small group meetings, three statewide Ag Growth Summits have been held to provide opportunities for leaders in agriculture sectors to identify desired growth outcomes for those sectors, and then to outline specific action items to achieve those outcomes. Documents have been developed to share and track those outcomes and action items, and they serve as working documents to guide efforts that are being made to achieve those outcomes.

The Ag Growth Strategy initiative is a vital partnership between public and private leaders within the Kansas ag industry. The desired growth outcomes identified by the ag sectors guide the work of the Kansas Department of Agriculture, as we work toward our vision that Kansas will provide an ideal environment for long-term, sustainable agricultural prosperity and statewide economic growth.

The following is an abbreviated list of growth achievements within the 19 sectors of Kansas agriculture since the inception of the Ag Growth Project.

- Jumpstart funding was awarded to nine Kansas-based agribusinesses to support new and expanding enterprises.
- Truck weights on state highways have been increased, allowing the transport of up to 90,000 pounds on six axles, to maximize efficient movement of agricultural products and reduce environmental impact.
- Kansas announced Cattle Trace, a collaborative partnership to conduct a pilot project aimed at developing and testing a purpose-built infrastructure capable of tracing cattle movement through the supply chain for disease traceability purposes.
- A biofuels infrastructure grant to Kansas for \$1.3 million is being used to improve consumer access to E15 by partnering with gas stations across the state to install pumps that can supply E15.
- Southwest Kansas is home to the largest single-dryer dairy processing plant in North America, which recently received the Sustainable Plant of the Year award.
- A national alfalfa checkoff program now provides funding for alfalfa research.
- The Kansas Expocentre has announced that approved expansion plans for Domet arena will provide greater opportunities for larger equine programming.
- Kansas is a national leader in the development of Secure Food Supply plans at cattle feeding and dairy operations. As of July 1, 16 Kansas dairies and 25 feed yards have completed or are in the process of developing site-specific biosecurity plans.
- The Kansas Wheat Innovation Center expanded in March 2018 to increase its capability to house critical wheat research dedicated to cutting edge wheat genetic improvement for Kansas wheat farmers.
- A Kansas sorghum processor has established a market for baijiu alcohol in China, expanding the operation's export opportunities.
- Numerous pet food trade missions over the past year have opened discussions with potential export market opportunities: Petfood Forum Asia in March 2018, China in August 2017, Cochran Fellowship in-country from Serbia in March 2018.
- The Kansas Grain Sorghum Commission, in partnership with U.S. Grains Council and KDA, increased the number of trade missions — developing and further strengthening global relationships for the state's sorghum farmers and agribusinesses.
- The Kansas Legislature passed the Alternative Crop Research Act, allowing the cultivation of industrial hemp in a research program, and the rules and regulations are underway with a goal that planting can begin in 2019.
- A survey was conducted to investigate the economic impact of specialty crop growers in Kansas and their effect on the local food systems, to provide knowledge of the scope and needs of producers.
- The Kansas governor signed a bill passed by the state legislature in 2018 which set into statute guidelines related to animal conversion units, poultry facilities, and confined feeding facilities.
- From the Land of Kansas has reorganized with a new benefits structure and more marketing opportunities which can help food processors.
- Colleges and universities in the state are actively engaged in promoting UAS/precision agriculture as a career option to secondary students, and are partnering with tech companies to enhance their ag tech programs.



# Kansas

## Estimated Economic Contribution of Agriculture and Agriculture Related Sectors

06/07/2019

Using the most recent IMPLAN data available (2017) adjusted for 2019, 68 agriculture and agriculture related sectors were analyzed to determine their overall contribution to the Kansas economy.<sup>1</sup>

These 68 sectors have a total direct output of approximately **\$ 46.9 billion** and support **134,057 jobs** in Kansas.

Running the model for all 68 sectors simultaneously produces the following results:

2019 Adjusted Agriculture, Food, and Food Processing Sector Contribution to Overall Kansas Economy					
Contribution Type <sup>2</sup>	Employment	% Employment	Total Value Added <sup>3</sup>	% of Gross Regional Product <sup>4</sup>	Output <sup>5</sup>
Direct Effect	134,057	7.0%	11,460,174,958	7.1%	46,384,549,519
Indirect Effect	56,598	2.9%	6,098,781,727	3.8%	12,080,816,993
Induced Effect	54,884	2.8%	4,221,207,037	2.6%	7,266,713,167
<b>Total Effect</b>	<b>245,539</b>	<b>12.7%</b>	<b>21,780,163,722</b>	<b>13.4%</b>	<b>65,732,079,679</b>

As shown in the above table, agriculture and agriculture related industries support **245,539 jobs, or 12.7%** of the entire workforce in the state. The total final sales of all products in these sectors is approximately **\$ 65.7 billion**.

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 68 sectors is approximately **\$ 21.8 billion, or 13.4% of the GRP**.

<sup>1</sup> Article on building a contribution analysis in IMPLAN that avoids double counting:

<https://implanhelp.zendesk.com/hc/en-us/articles/115002801513-Considerations-of-Contribution-Analysis>

<sup>2</sup> 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.

<sup>3</sup> Value added = labor income + indirect business taxes + other property type income

<sup>4</sup> GRP = final demand of households + governments expenditures + capital + exports - imports - institutional sales

<sup>5</sup> Output = intermediate inputs + value added

The following tables document top industries affected by employment and output, as well as a listing of all industries that were analyzed.

### Top 10 Sectors by Employment

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 42,801 employees. This table also shows the amount of jobs that are created by the agriculture industry in Kansas.

Description	Total Employment	Total Output
Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming	42,801.6	8,281,329,288.4
Wholesale trade	11,413.2	2,604,521,402.0
Animal, except poultry, slaughtering	11,151.7	7,832,767,277.6
Landscape and horticultural services	10,974.1	712,975,467.4
Grain farming	9,041.7	4,202,572,254.9
Support activities for agriculture and forestry	8,863.6	489,190,182.1
Truck transportation	7,707.9	1,287,383,768.6
Meat processed from carcasses	6,900.4	3,611,849,226.7
Real estate	6,611.4	1,189,425,039.3
Farm machinery and equipment manufacturing	4,431.3	1,753,688,715.1

### Top 10 Sectors by Output

The Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming industry directly contributes approximately \$ 8.3 billion to the Kansas economy. This table also shows how much revenue is generated in other industries by having a strong agriculture industry.

Description	Total Employment	Total Output
Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming	42,801.6	8,281,329,288.4
Animal, except poultry, slaughtering	11,151.7	7,832,767,277.6
Grain farming	9,041.7	4,202,572,254.9
Meat processed from carcasses	6,900.4	3,611,849,226.7
Dog and cat food manufacturing	2,443.9	3,419,976,618.5
Wholesale trade	11,413.2	2,604,521,402.0
Other animal food manufacturing	1,363.7	1,799,894,926.9
Farm machinery and equipment manufacturing	4,431.3	1,753,688,715.1
Oilseed farming	1,796.4	1,713,614,375.5
Flavoring syrup and concentrate manufacturing	490.2	1,424,062,987.8

Below is a summary of all sectors included in this analysis with employment levels and output level. These values can tell how many jobs are represented by each sector and the amount of final sales they contributed to the Kansas economy.

<b>Description</b>	<b>Employment</b>	<b>Output</b>
Oilseed farming	1,834.99	1,713,614,379.88
Grain farming	9,236.06	4,202,572,265.63
Vegetable and melon farming	112.31	19,204,000.47
Fruit farming	152.94	10,361,904.14
Tree nut farming	61.40	8,789,097.79
Greenhouse, nursery, and floriculture production	618.32	73,087,585.45
Cotton farming	323.27	68,689,002.99
All other crop farming	3,826.49	280,982,055.66
Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming	43,843.96	8,281,329,101.56
Dairy cattle and milk production	1,441.68	590,823,974.61
Poultry and egg production	104.89	73,559,524.54
Animal production, except cattle and poultry and eggs	4,474.00	610,004,089.36
Commercial logging	236.59	6,735,587.60
Commercial hunting and trapping	387.56	4,571,575.64
Support activities for agriculture and forestry	8,954.38	489,190,185.55
Dog and cat food manufacturing	2,548.84	3,419,976,562.50
Other animal food manufacturing	1,422.32	1,799,894,897.46
Flour milling	953.34	1,172,115,234.38
Wet corn milling	30.01	56,026,794.43
Soybean and other oilseed processing	194.75	899,698,730.47
Fats and oils refining and blending	319.22	488,700,500.49
Breakfast cereal manufacturing	123.49	97,269,454.96
Nonchocolate confectionery manufacturing	73.97	29,882,860.18
Chocolate and confectionery manufacturing from cacao beans	163.33	110,634,918.21
Confectionery manufacturing from purchased chocolate	1,381.32	470,717,956.54
Frozen fruits, juices and vegetables manufacturing	61.59	25,983,922.96
Frozen specialties manufacturing	1,218.45	445,477,203.37
Canned fruits and vegetables manufacturing	185.49	86,402,442.93
Dehydrated food products manufacturing	67.85	28,862,894.06
Fluid milk manufacturing	302.80	220,740,875.24
Dry, condensed, and evaporated dairy product manufacturing	370.39	518,272,583.01
Animal, except poultry, slaughtering	11,399.42	7,832,767,578.13
Meat processed from carcasses	7,053.66	3,611,849,365.23
Rendering and meat byproduct processing	124.83	59,668,003.08
Poultry processing	29.76	8,403,494.83
Bread and bakery product, except frozen, manufacturing	3,425.92	456,826,721.19
Frozen cakes and other pastries manufacturing	117.31	18,853,767.40
Cookie and cracker manufacturing	417.42	156,085,586.55
Dry pasta, mixes, and dough manufacturing	252.55	159,828,475.95
Tortilla manufacturing	154.49	31,854,000.09
Roasted nuts and peanut butter manufacturing	50.82	31,153,623.58
Other snack food manufacturing	783.51	407,030,303.96

Coffee and tea manufacturing	80.64	46,470,478.06
Flavoring syrup and concentrate manufacturing	499.59	1,424,062,988.28
Spice and extract manufacturing	695.72	409,811,950.68
All other food manufacturing	1,965.21	680,617,126.46
Bottled and canned soft drinks & water	669.02	484,871,215.82
Breweries	171.62	69,989,433.29
Wineries	125.07	36,340,259.55
Distilleries	31.84	27,554,668.43
Fiber, yarn, and thread mills	12.48	3,560,869.46
Narrow fabric mills and schiffli machine embroidery	41.86	6,167,049.41
Knit fabric mills	10.65	1,653,205.28
Leather and hide tanning and finishing	67.23	21,315,490.72
Other leather and allied product manufacturing	62.71	5,930,542.47
Sawmills	49.31	12,882,715.23
Paper mills	29.90	23,103,450.78
Paperboard mills	147.01	121,418,174.74
Nitrogenous fertilizer manufacturing	245.18	264,405,487.06
Fertilizer mixing	113.84	62,811,698.91
Pesticide and other agricultural chemical manufacturing	67.94	84,450,569.15
Farm machinery and equipment manufacturing	4,480.27	1,753,688,720.70
Lawn and garden equipment manufacturing	1,293.78	604,300,964.36
Food product machinery manufacturing	640.11	198,067,306.52
Sawmill, woodworking, and paper machinery	26.45	6,501,211.17
All other industrial machinery manufacturing	1,002.71	261,998,718.26
Veterinary services	4,385.81	455,110,473.63
Landscape and horticultural services	11,099.09	712,975,463.87

All 105 counties in Kansas have IMPLAN models and an agricultural contribution summary report. 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 the contribution of production agriculture and processing 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.



# International Marketing and Trade Statistics

January 2020

\*Trade data range Jan. 1 to Dec. 31, 2018

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 Genetics Export, Inc.
- Food Export Association of the Midwest
- North American Agriculture Marketing Officials
- U.S. Meat Export Federation

Organized inbound and outbound trade missions and meetings promoting the Kansas agriculture industry have been held with representatives from the following countries: Argentina, Australia, Azerbaijan, Bulgaria, Brazil, Canada, China, Colombia, Costa Rica, Croatia, Cuba, Ethiopia, France, Ghana, Guatemala, Indonesia, Israel, Japan, Kazakhstan, Korea, Kyrgyzstan, Madagascar, Mexico, Moldova, Mozambique, Nepal, Nigeria, Pakistan, Panama, Paraguay, Peru, Philippines, Russia, Rwanda, Serbia, South Africa, Spain, Taiwan, Tajikistan, Tanzania, Thailand, Turkey, Ukraine, Uruguay and Zambia.

Calendar Year 2018 Kansas Ag Exports, By Product

Rank	Product	2018 Exports	Percent
1	Meat, Edible Offal	\$1,694,334,470	44.2%
2	Cereals	\$878,838,224	22.9%
3	Oilseed	\$507,116,441	13.2%
4	Residues, Wastes	\$318,340,993	8.3%
5	Fats, Animals, Vegetables	\$106,245,105	2.8%
6	Dairy Products	\$87,212,440	2.3%
7	Misc. Edible Preps	\$64,547,979	1.7%
8	Milling Products	\$48,285,187	1.3%
9	Animal Products, NESOI	\$30,127,119	0.5%
10	Cocoa & Cocoa Prepared	\$21,051,270	0.5%
	Other	\$75,254,749	2.00%

Total \$3,831,353,977

All data collected by Euromonitor International

Kansas Ag Exports, 2014-2018

Year	Agricultural Exports
2014	\$4,172,548,909
2015	\$3,318,539,202
2016	\$3,465,295,787
2017	\$3,634,471,709
2018	\$3,831,353,977

2018 Kansas Ag Exports, Top 10 Countries

Rank	Country	2018 Exports	Percent
1	Mexico	\$1,254,881,334	32.74%
2	Japan	\$754,018,565	19.67%
3	Canada	\$320,385,359	8.36%
4	South Korea	\$279,025,488	7.28%
5	Taiwan	\$167,209,183	4.36%
6	Hong Kong	\$149,047,050	3.89%
7	China	\$113,117,766	2.95%
8	Nigeria	\$78,346,723	2.04%
9	Vietnam	\$73,412,871	1.92%
10	Iraq	\$49,600,000	1.29%

\*Calendar 2019 trade data will be available on or before March 1, 2020



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Mike Beam, Secretary

Laura Kelly, Governor

This is a sample of the Kansas Hay Market Report which is prepared weekly and published on KDA and USDA websites as well as local and regional print publications and affiliated social media sites, and broadcast on ag radio stations.

DC\_GR310  
Manhattan, KS Tue December 10, 2019      Kansas Department of Agriculture  
Kansas Hay Market Report

Ground/Grinding alfalfa movement:      Southwest/South Central  
Tonnage: 12,664/8,408      Last week: 8,591/8,635      Last year: 9,475/6,002

Hay market trade is moderate, demand was slow to moderate, and prices remain steady. Alfalfa inquires and movement have increased, now that harvest has wrapped up. Grinding alfalfa seems to be plentiful, however higher quality hay is difficult to find. The grass hay market has slowed a bit and producers report that there is plenty of round bales to be found. According to the U.S. Drought Monitor, southwest Kansas saw an expansion of abnormal dryness (D0) and moderate drought (D1). The continued developing dryness has caused low streamflow conditions and impacts to the winter wheat. Currently, 48.36 pct of the state is in some form of drought category with Finney, Kearney, Grant, Stanton and Morton counties suffering through the worst with severe (D2) and extreme (D3) drought conditions. If you have any extra hay to sell and/or need hay here in Kansas, use the services of the Internet Hay Exchange: [www.hayexchange.com/ks.php](http://www.hayexchange.com/ks.php).

#### Southwest Kansas

Dairy alfalfa, ground/delivered, grinding alfalfa steady; movement moderate. Alfalfa: horse, premium small squares 240.00-250.00. Dairy 1.00-1.05/point RFV, Supreme 185.00-226.00, Premium 170.00-195.00, Good 160.00-170.00. Stock or Dry Cow 160.00-170.00. Fair/Good grinding alfalfa, 115.00-125.00, Ground and delivered locally to feedlots and dairies, 150.00-160.00. Sudan: large rounds 55.00-65.00. Wheat straw: large rounds 40.00-50.00, large squares 65.00-75.00 delivered. The week of 12/01-12/07, 12,664T of grinding alfalfa and 1,631T of dairy alfalfa was reported bought/sold.

#### South Central Kansas

Dairy alfalfa, grinding alfalfa, ground/delivered, alfalfa pellets, steady; movement slow to moderate. Alfalfa: horse, small squares 250.00-275.00 (market adjustment). Dairy, 1.00-1.05/point RFV, Supreme 195.00-225.00, Premium 175.00-200.00, Good 165.00-175.00. Stock cow, 130.00-150.00. Fair/Good grinding alfalfa, 90.00-105.00. Ground and delivered locally to feedlots 135.00-145.00; Alfalfa pellets: Sun cured 15 pct protein 200.00-205.00, 17 pct protein 205.00-220.00, Dehydrated 17 pct 300.00-310.00. Grass Hay: Bluestem, good small squares 7.00-8.00/bale, large rounds 60.00-70.00, large squares 75.00-85.00. Brome, small squares 7.00-8.00/bale, large rounds 100.00-110.00, lesser quality 70.00-80.00. Sudan: large rounds 65.00-75.00. Oat hay, 80.00-85.00. Teff: mid to large squares 140.00-160.00. Wheat Straw: small squares 5.50-6.50/bale, large squares 70.00-75.00, large rounds 55.00-65.00. The week of 12/01-12/07, 8,408T of grinding alfalfa and 825T of dairy alfalfa was reported bought/sold.

#### Southeast Kansas

Dairy alfalfa, grinding alfalfa, ground/delivered, grass hay steady; movement slow. Alfalfa: horse or goat, 230.00-250.00. Dairy 1.00-1.05/point RFV. Stock

cow 160.00-170.00. Fair/Good grinding alfalfa, 115.00-125.00. Ground and delivered, none reported; Grass hay: Bluestem, small squares 130.00-140.00, good, mid squares 120.00-140.00, large squares, 100.00-120.00, large rounds 60.00-70.00. Brome, good, small squares 125.00-150.00, mid to large squares 120.00-135.00, large rounds 90.00-100.00, lesser quality 75.00-85.00; Wheat Straw: mid and large squares 60.00-80.00, large rounds 55.00-65.00. The week of 12/01-12/07, 3,377T of grass hay was reported bought/sold.

Northwest Kansas

Dairy alfalfa, grinding alfalfa, ground/delivered steady; movement slow. Alfalfa: Horse or goat, 205.00-215.00. Dairy, Premium/Supreme 1.00-1.05/point RFV. Stock cow, fair/good 150.00-160.00. Fair/good grinding alfalfa, 100.00-110.00. Ground and delivered locally to feedlots and dairies, 125.00-135.00.

North Central-Northeast Kansas

Dairy alfalfa, grass hay, grinding alfalfa, ground/delivered steady; movement slow to moderate. Alfalfa: horse, premium small squares 9.50-10.50/bale. Dairy 1.00-1.05/point RFV, Supreme 185.00-210.00, Premium 170.00-195.00, Good 160.00-170.00. Stock Cow, 150.00-160.00. Fair/good, grinding alfalfa, 110.00-125.00. Ground and delivered 130.00-160.00. Grass hay: Bluestem, small squares 7.00-8.00/bale, mid to large squares 85.00-100.00, large rounds 75.00-85.00. Brome, small squares 7.50-8.50/bale, mid to large squares 115.00-150.00, large rounds 80.00-95.00; Sudan, large rounds 55.00-65.00. Wheat Straw: small squares 5.00-6.00/bale delivered, large squares 100.00-110.00 delivered, large rounds 60.00-70.00. The week of 12/01-12/07, 299T of grinding alfalfa and 650T of dairy alfalfa was reported bought/sold.

\*\*\*Prices are dollars per ton and FOB unless otherwise noted. Dairy alfalfa prices are for mid and large squares unless otherwise noted. Horse hay is in small squares unless otherwise noted. Prices are from the most recent sales. \*CWF Certified Weed Free

Alfalfa Quality Guidelines

Quality	ADF	NDF	*RFV/RFQ	**TDN-100%	**TDN-90%	CP
Supreme	<27	<34	>185	>62	>55.9	>22
Premium	27-29	34-36	170-185	60.5-62	54.5-55.9	20-22
Good	29-32	36-40	150-170	58-60	52.5-54.5	18-20
Fair	32-35	40-44	130-150	56-58	50.5-52.5	16-18
Utility	>35	>44	<130	<56	<50.5	<16

\*RFV calculated using the Wis/Minn formula. \*\*TDN calculated using the Western formula. Quantitative factors are approximate, and many factors can affect feeding value. Values based on 100% dry matter (TDN showing both 100% & 90%). Guidelines are to be used with visual appearance and intent of sale (usage).

Source: Source: Kansas Department of Agriculture - Manhattan, Kansas  
 Kim Nettleton 785-564-6709  
 Posted to the Internet: [www.ams.usda.gov/mnreports/DC\\_GR310.txt](http://www.ams.usda.gov/mnreports/DC_GR310.txt)

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