

## **Consolidated Notes from Animal Health Sector Workshop**

*August 30, 2016*

### **Identify Kansas' advantages.**

- Relatively small Ag “family” — we can be flexible and efficient.
- Ag friendly communities/state
- KC animal health corridor — world’s largest concentration of animal health companies.
- Proximity to the livestock industry, especially cattle and hogs.
- Centrally located in country to feed population centers.
- Many well-respected public and private education and research centers already in Kansas’ northeast region.

### **What does growth look like to you? What should our industry goals be?**

- Land grant mission adequately funded, including teaching, research, students and extension.
- Establish Kansas as global center for animal health research, education, and training.
- Develop a long-term plan to integrate ag education into public schools.
- Evidence based use of products vs. marketing.
- Support producers vs. consumer marketing
- Improve coordination between public and private entities: recruitment of animal health companies.
- Develop healthy and productive public/private relationships.
- Figure out what the message is and who/how to tell it
  - Unifying message taken out to consumers (non-ag classrooms, metro areas)
  - Proactively disseminating information about animal health
- Increase consumer confidence and trust in animal agriculture through improved transparency about on-farm practices and individual animal traceability
- Utilize K-State Olathe classrooms as a center for urban/rural interface
- Develop animal health related educational opportunities for those who don’t go to college and stay in rural Kansas to go directly to work

### **Identify barriers to growth**

- Lack of standard health regulations from state to state.
- Consumer perception and lack of education — animal health products and technologies.
- Self-proclaimed experts through social media.
- Identifying and securing early-stage capital for startups.
- Regulatory approval process for new products is too slow and cumbersome.
- Challenges to continued availability of antibiotics for animal health. Will need to develop vaccines, etc. to offset loss of antibiotics.
- Identifying and securing a qualified labor force and the ability to screen potential candidates to ensure they have the right motives to work in animal agriculture

- Well-trained/engaged real-world trained veterinarians with the ability to relation to production.
- Change the process of vet school selection.
- Lack of a traceability system
- Impact in small communities and what have on the younger generations.
- Rather than just pushing kids toward college, there needs to be better education pathways that provide a direct continuum from curriculum to job opportunity
- Companies preying on consumers' fears — proactively addressing/disseminating correct information for entire ag sector
- Need rural veterinary practitioners
- Understanding federal and state government rules and regulations — for new and startup companies, including companies that already exist internationally

### **Identify untapped opportunities and ideas for growth.**

- Improve coordination, communication and transparency about the role private industry will play in research at NBAF
- Develop new or modify existing business incentives to help recruit animal health companies
- Leverage community college bioscience courses and training and technical schools' laboratory technician trainings
- Connect with consumers' values to earn permission to share science/economics
  - Start the message with our values in animal agriculture, then go into science/economics
- Strengthen community college/technical school partnerships to address workforce needs.
  - Colby Vet Tech program
  - Small community retain jobs
  - Rural Development
- Traceability
  - Determine how to balance regulations with consumer/markets
  - Determine opportunities for market driven traceability in Kansas agriculture
  - Connect traceability to consumers
- Three Kansas Regent schools in the animal health corridor.
- Encourage more exposure at high school level through short courses related to biotechnology or other opportunities in agriculture
- Correct misinformation about agriculture and proactively disseminate the truth about Ag
- Develop high school students that are job ready.
- Explore opportunities to grow animal health presence in smaller communities
- Classroom teaching meets needs of private industry and producers on “ground”
- Identify opportunities to leverage agriculture education programs to connect with consumers in urban areas in the state
- Giving a day of ideas for younger generation to develop interests.
  - State directory
  - Fertilizer manufacturers

- Other job shadow day to help develop
- Expose students to experiences.

### **What do we do next? What's our action plan?**

- Develop educational or workforce preparation programs for those not headed to 4-year college program
  - Develop career pathways based on real world experience vs a standardized test
  - Similar to Colby's vet tech program
  - Promote other community college programs
  - Kids going into college based on tests — not life experience — career pathway pointed based on test
  - Need “job-mentoring” day — shadowing
  - Develop a directory for job-shadow experiences
- Traceability
  - Market opportunities for domestic beef vs export (market-driven traceability)
  - Regulatory obstacles and consumer obstacles
  - Managing data streams
  - Consumer opportunities (market driven, beef with a story — source and process)
- Take advantage of state's geography in promoting livestock biosecurity and continue efforts at the individual, industry and state level in emergency preparedness
- Explore opportunities to increase consumer confidence & acceptance while addressing consumer perceptions related to animal health and production issues
  - Be proactive and transparent about addressing concerns about livestock production practices — confined feeding, antibiotic use, other technologies