

Consolidated Notes from Poultry Sector Workshop
August 30, 2016

Identify Kansas' advantages.

- Natural/geographical biosecurity (high health operations).
- Climate
- I-70/I-135 infrastructure.
- Nutrient management/land availability.
- Adequate supply of readily available feedstock and land resources.
- Presence in poultry genetics.

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

- Join a poultry federation for additional resources for producers and processors.
- Start with the “why grow and invest” here in Kansas...untold, no one will ever know the advantages.
- Determine headaches elsewhere (other states) and counter those as our offer.
- Proactive networking to attract investors/companies.
- Build processing or value added production plants.
- Engage consumers in our industry through transparency.
- Reach the top 25 in poultry meat and egg production.

Identify barriers to growth.

- Lack of knowledge regarding industry needs.
- Lack of labor/workforce.
- Relatively high cost to enter. Need robust education of regional lenders.
- Lack of in-state poultry processing and value-added facilities.
- Education of younger generations.
- Lack of knowledge regarding resource requirements.
- Legislation
- Employment opportunities.
- Federal regulations.
- Missing a marketing plan/story to tell.
- Compared to other states, Kansas does not have a strong history in the poultry industry.
- Does or would the corporate farm law apply?
- Overcoming a beef-centric attitude.
- Improperly stored and/or applied poultry litter may create water quality problems downstream.
- What are Clean Water Act implications looking forward?

Identify untapped opportunities and ideas for growth.

- Focus on community development aspect.
- Educate ecological development groups on industry and growth opportunities.
- Explore opportunities to join a poultry federation.
- Partner with K-State to provide research and outreach on benefits of investing in poultry production.
- Mobile processing units
- Encourage value-added production sites
- Organic
- Partner with the soybean industry.
- Cage-free production/FWAS eggs/poultry.
- Relatively higher than most other ag pursuits
 - Number of jobs/salary numbers
 - Specifically, eggs/seed stock
 - Number of jobs/salary numbers

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

- Voice to offset barriers caused by federal legislation (ex. Organic egg standards).
- Communicating challenges in a constructive way.
- Utilize student organization and Farm Bureau to advocate/educate the younger generation.
- Feasibility study
- Utilize communities to help recruit the poultry industry. Designate communities as livestock friendly and use local level economic development/community development to help educate community about animal agriculture.
- Need for a poultry federation.
 - Or to join a poultry federation.
 - Opportunities to connect.