

**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, 2022**

The Kansas Department of Agriculture is committed to serving Kansas farmers, ranchers, agribusinesses and the customers/consumers they serve. The Division of Agriculture Marketing, Advocacy and Outreach serves all Kansans through innovative programming and delivering solutions designed to create an environment that facilitates growth and expansion in agriculture while increasing pride in and awareness of the state's largest industry — agriculture.

The Division of Agriculture Marketing, Advocacy and Outreach was originally created in the Board of Agriculture but was transferred to the Department of Commerce in 1995. In 2011, the division was transferred into the Department of Agriculture. The Division is organized into the following programs: Agriculture Workforce Development, Domestic Market Development, International Market Development *From the Land of Kansas*/Affiliated Programs (local foods and farmers' markets), Compliance Education and Agency Outreach/Advocacy, and Economist and Statistics. 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.

Telling the story of Kansas agriculture is a cornerstone for the marketing team. Kansas has a total of 58,569 farms with an average farm size of 781 acres. Total farm acres in operation exceed 45.7 million (USDA NASS 2020 State Agriculture Overview). The Kansas agriculture sector, including 72 commodity classifications, has a total direct output of \$47.3 billion in Kansas (IMPLAN, August 2021). Capturing indirect and induced effects increases the total impact of agriculture to \$67 billion. These sectors support more than 238,000 jobs in Kansas.

International agriculture trade remains a vital component to the overall economic health and vitality of our state. Kansas commodity exports totaled \$4.05 billion in 2020, a well-received increase to the prior year despite major commodity flow and market supply chain disruptions. The top three export categories make up 80 percent of our total exports: meat, edible offal; cereals; and oilseed. In 2020 we welcomed dairy products and beverages, vinegars (including natured and denatured ethanol) into the Kansas agriculture export top ten listing for the first time. Top export destinations included: Mexico, Japan, South Korea, China and Canada, making up 76 percent of our total exports (Euromonitor; 2021 agriculture trade data will be available later this spring).

Though some aspects of the Division returned to a new normal in 2021 following the initial disruption of the COVID-19 pandemic, others remained in flux as the agency varied between on-site and telework, and

outreach efforts ranged from in-person to virtual with travel being suspended at times. One special annual highlight for our team is coordination in planning and hosting the annual Kansas Ag Growth Summit with agriculture industry stakeholders. Each Ag Marketing staffer plays a role in the success of this initiative. During July and August, 17 breakout sector meetings were held virtually totaling 24.5 hours of sector market development goal setting and metric tracking. The general Ag Summit session held on August 26 included 476 registrants, 3.5 hours of programming and included discussions on carbon sequestration, ag stress, and food system resiliency along with Kansas Ag Heroes program announcements and ag sector highlights (from above-mentioned breakout sessions).

The Agriculture Marketing team believes in the vision of the agency and mission of the Division. While it is impossible to capture the Division's total spirit of advancement and success in one document, it is important that we provide a small sample of accomplishments by program area. The team is committed to working in the now, seeking out new opportunities for farmers, ranchers and agribusinesses all while charting the next scope of influence that will positively support and continue to move our industry forward on all levels: local, state, national and international.

### **Agriculture Workforce Development**

- A new initiative launched in 2021 included the development and hosting of three agriculture workforce immersion activities. These gatherings offered secondary education students real-life, hands-on agriculture immersion experiences at a cattle feed yard, farrow to finish swine operation, and an agricultural equipment dealership. A total of 35 students from eight Kansas high schools participated. Students were engrossed in multiple facets of the individual operations, from entry-level positions to management duties.
- The Agriculture Workforce Development team engaged with over 20 secondary and postsecondary institutions reaching over 900 students, teaching about the importance of Kansas agriculture and exploring the wide range of career opportunities in the industry.

### **Domestic Market Development**

- KDA hosted a five-part webinar series entitled Livestock Marketing: Marketing Like a Champion. Nearly 150 stakeholders across Kansas and out of state registered to attend the webinars featuring four diverse speakers. Over 60 people viewed live and were able to interact with industry experts on marketing their livestock within the United States and internationally. Friends of agriculture from state departments of agriculture in Illinois, Minnesota, Missouri, New Mexico, North Carolina, Tennessee, Texas, Virginia, Washington and Wisconsin logged in to the event, as well as the president and CEO of U.S. Livestock Genetics Export, Inc.
- The Domestic Market Development team created the inaugural webinar series focused on Kansas agriculture equipment manufacturers and how to foster partnerships that can add value to their respective equipment. The Technology Development Institute and Kansas Manufacturing Services co-hosted the first event that reached over 50 manufacturers. These will continue to be offered quarterly.
- An H-2A Agricultural Worker Program webinar, developed in partnership with the Department of Revenue and Department of Commerce, updated over 70 participants on current legislation concerning the U.S. Department of Labor's H-2A program for temporary agricultural employment of foreign workers via the Farm Worker Modernization Act. The webinar also provided insight on the process and necessary documentation needed for obtaining a Commercial Driver's License (CDL) and the differences between a CDL and farm vehicle operations.

## **International Market Development**

- In 2021, international travel was once again restricted in some global markets because of COVID-19, so the KDA Ag Marketing team pivoted to virtual offerings. Together with the Nebraska Department of Agriculture, KDA hosted the Chilean Cattle Association members for an educational seminar explaining expected progeny differences in U.S. cattle breeds. A Food Export Midwest webinar, Meeting Buyer Expectations in Canada, was offered to Kansas food and feed manufacturers. The Food Export webinar was a joint effort with the Missouri Department of Agriculture.
- The International Market Development team worked with the Texas Department of Agriculture to compile and publish an International Guide for Importing U.S. Livestock and Genetics. The guide serves as a much-needed resource to provide insight on the process of importing livestock and genetics and promoting the value of U.S. genetics internationally. This importer guidebook ties together resources available to international customers that are looking to purchase live animals, embryos, or semen from the U.S.
- The domestic and international market development teams collaborated to coordinate and host three inbound trade missions from Ukraine. The Ukrainian trade teams were composed of businessmen as well as members of Parliament that had an interest in Kansas water laws and regulations and anhydrous ammonia technology and application methods. These inbound trade missions resulted in actual export sales for the Kansas farm equipment manufacturers that participated.
- A reverse trade mission from the Philippines, coordinated by the International Market Development team, resulted in orders of beef cattle semen and embryos worth nearly \$40,000. With these sales, Kansas became the first state in the U.S. to export beef embryos into the Philippines.
- During quarter four, outbound trade missions promoting U.S. beef cattle genetics were taken to Bogotá, Colombia, and Guadalajara and Aguascalientes, Mexico. These trade missions were a joint effort between KDA and the Idaho State Department of Agriculture, Montana Department of Agriculture, Nebraska Department of Agriculture, Oklahoma Department of Agriculture, and U.S. Livestock Genetics Export, Inc., as well as progressive Kansas cattlemen.

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

- KDA and K-State Research and Extension held virtual farmers' market workshops due to the pandemic limiting in-person sessions. A total of seven hours of programming was offered covering topics of food safety, sales tax for market vendors (Kansas Department of Revenue), marketing, pricing strategies, Senior Farmers' Market Nutrition Program (Kansas Department of Health and Environment) and more. The workshops included 259 attendees and supported distribution of 1,390 copies of the Foods Sold Direct to Consumers in Kansas: Regulations and Food Safety Best Practices publication through the mail to attendees and attendee groups.
- *From the Land of Kansas* hosted a booth space in the Kansas State Fair's Pride of Kansas building where it marketed and merchandised members' products. Despite a lower overall attendance at the State Fair, the booth garnered much attention and sales exceeded those of all past State Fair initiatives. There were live media interviews, social media marketing features and product sampling to name a few of the fun consumer-focused outreach activities at the booth.

- *Member Meetups* were added to quarterly calendars with the goal of making better connections between program membership and farmers' markets. These virtual sessions featured speakers highlighting program value and benefits for members and farmers' markets.
- In response to a 2020 *From the Land of Kansas* brand study conducted by New Boston Creative Group, *From the Land of Kansas* completed a website redesign for the program's main site. This refresh included a transformation of the overall layout, the addition of a farmers' market registration page, and an increase in the number of visual aids displayed throughout the site.
- *From the Land of Kansas* celebrated its fifth year of the Give the Gift of Kansas holiday gift box program with a complete sellout of 1,000 holiday gift boxes featuring products from member farmers, ranchers and agribusinesses. Gift boxes were purchased and shipped to 46 of the 50 states during the October through December holiday season.

### **Compliance Education and Agency Outreach/Advocacy**

- During 2021, the Compliance Education and Outreach team worked with the following KDA programs: Ag Business Development, Food Safety, *From the Land of Kansas*, Industrial Hemp, Workforce Development, Meat and Poultry, the agency economist, Animal Facilities Inspection, Plant Protection, and Division of Conservation. They also assisted in all agency events and helped with facilitation of Kansas State University College of Agriculture events. Nearly 6,500 people registered for events which Compliance Education and Outreach helped to coordinate, with over 4,030 participating the day of the actual events.
- Compliance Education and Outreach worked closely with KDA Food Safety and the KDA Communications team to host 12 webinars focused on a variety of food safety topics. KDA food safety inspectors presented the programs with recorded presentations and then were available for live questions from participants. Over 1650 license holders registered for the monthly webinars with nearly 700 watching live and hundreds viewing the recorded versions as their schedules allowed.
- The Animal Facilities Inspection program moved its biennial outreach program to virtual in 2021. Eight virtual sessions were held twice a week during the month of June with industry experts from across the nation providing content. Nearly 875 licensees registered for the events with 335 watching live. The majority of the sessions were recorded and many license holders have viewed the sessions since the June event.
- The KDA Industrial Hemp team coordinated an educational event for state elected officials on industrial hemp. The 90-minute webinar was watched live by 44 elected officials and was recorded for future viewing. The event featured the USDA Chief of the Industrial Hemp Program, the Kansas State Fire Marshal, an associate vice president of the Kansas Bankers Association, a grower panel featuring four Kansas licensed growers, and a processor panel with five processors from the state. KDA staff included the industrial hemp supervisor, agribusiness development managers, and compliance education program manager, along with a welcome by the Secretary of Agriculture. The elected officials were able to ask questions to those presenting for additional knowledge on industrial hemp prior to the 2022 legislative session.

### **Economist and Statistics**

- The KDA economist produced and published economic reports under a revitalized, consistent format, including the expanded 2021 Kansas Farm Facts, improved Monthly Agency Indicators series, and 2021 Agriculture Economic Contribution Report series for the state and all 105 counties.

- The team recorded weekly hay and sunflower market reports for the state in addition to livestock market reports for Dodge City, Pratt and Salina auctions in partnership with the USDA Agricultural Marketing Service.
- The economist responded to agricultural economic inquiries from the legislature, KDA Office of the Secretary and other KDA divisions and programs, researching and developing reports for over 12 unique agribusiness development projects.
- Division of Ag Marketing staff delivered multiple USDA grant programs to Kansas, improving grantee communication and meeting required deadlines. The Specialty Crop Block Grant Program included 21 open specialty crop projects across the state, representing over \$1 million in awarded funds. The Organic Certification Cost Share Program received over \$22,000 to assist producers and agribusinesses with organic certification costs. In addition, the Specialty Crop Block Grant expanded with the additional H.R. 133 Stimulus Program application period offered in fall 2021.

The Division of Agriculture Marketing is staffed with 10 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 2022 equals \$2,697,784 including 10 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 Specialty Crop Grant, USDA FSMIP FarmUs.

#### **Examples of 2021 Division of Agriculture Marketing Publications:**

Attached:

- Kansas Agriculture and Agriculture Related Industries Economic Contribution Report (pp. 6–10)
- International Marketing and Trade Statistics (p. 11)
- Monthly Agency Indicators Report, December (pp. 12–21)
- The 2021 Ag Summit by the Numbers (p. 22)
- Ag Workforce Immersion Feature (pp. 23–26)
- H–2A Agricultural Worker Webinar (p. 27)
- 2021 Industrial Hemp Virtual Outreach Event (p. 28)
- From the Land of Kansas* 2021 Annual Report (pp. 29–37)

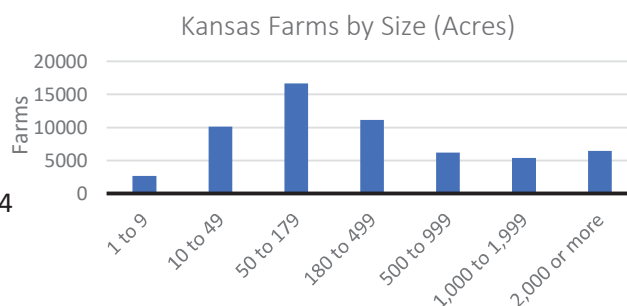
Also referenced in this report:

[International Guide for Importing U.S. Livestock and Genetics](#)

## Farm Statistics, Kansas

Number of Farms: 58,569  
 Average Farm Size: 781 acres  
 Land in Farms: 45,759,319 acres  
 Average Value of Products Sold Per Farm: \$320,964  
 Average Net Cash Farm Income Per Farm: \$49,291

Source: [USDA 2017 Census of Agriculture](#)



## Overview

The Kansas Department of Agriculture’s Economist creates annual economic contribution reports to estimate the impact of agriculture on the Kansas economy. These reports serve as important information tools for stakeholders and the general public. In this report, the model analyzes the effects of agriculture on the State of Kansas economy. For the estimated current year (2021), 72 agriculture and agriculture-related sectors directly contribute \$47.3 billion in output and 135,786 jobs to the Kansas economy. Including indirect and induced effects, agriculture and agriculture-related sectors have a total impact of \$67 billion in output, 238,543 jobs and 12% of the total Gross Regional Product (GRP).

## Estimated Economic Contribution of Agriculture

Methodology and Glossary on final page

### Results

In this model, the 72 agriculture and agriculture-related sectors have a total direct output of **\$47.3 billion** and account for **135,786 jobs** in Kansas, as shown in the following table:

Table 1: Agriculture and Agriculture-Related Sectors’ Contribution to Kansas Economy

Contribution Type	Employment	% Employment	Total Value Added	% of Gross Regional Product	Output
Direct Effect	135,786	7%	\$11,313,479,891	6%	\$47,344,413,106
Indirect Effect	60,527	3%	\$6,458,754,443	4%	\$13,093,572,023
Induced Effect	42,230	2%	\$3,691,779,649	2%	\$6,596,970,211
<b>Total Effect</b>	<b>238,543</b>	<b>12%</b>	<b>\$21,464,013,983</b>	<b>12%</b>	<b>\$67,034,955,340</b>

Note: Individual effects may not equal the total effect due to rounding.

As shown in the table above, the agriculture and agriculture-related sectors provide a total impact of approximately **\$67 billion** in output. These sectors also support a total of **238,543 jobs**, or 12% of the state’s entire workforce. 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 72 agriculture and agriculture-related sectors is approximately **\$21.5 billion**, or 12% of the GRP.

## Top Ten Sectors by Output

The table below shows Kansas’s top ten sectors by output, including direct, indirect and induced effects. The *beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming* sector is the top contributor in output to the Kansas economy, with approximately **\$8.8 billion** in total output.

Table 2: Top Ten Sectors by Output, Kansas

Sector	Total Output
Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming	\$8,760,723,353.14
Animal, except poultry, slaughtering	\$7,453,505,455.66
Grain farming	\$5,191,493,432.67
Meat processed from carcasses	\$3,452,714,004.37
Farm machinery and equipment manufacturing	\$2,719,294,669.27
Dog and cat food manufacturing	\$2,684,012,367.73
Other real estate	\$1,959,168,055.21
Wholesale - Other nondurable goods merchant wholesalers	\$1,843,311,077.73
Other animal food manufacturing	\$1,732,968,505.84
Oilseed farming	\$1,633,277,362.75

## Top Ten Sectors by Employment

Of the agriculture and agriculture-related sectors, *beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming* supports the most jobs in the state with **37,382 jobs**. The table below also illustrates the top ten sectors by total employment, including direct, indirect and induced effects in Kansas.

Table 3: Top Ten Sectors by Employment, Kansas

Sector	Total Employment
Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming	37,382.26
Grain farming	13,149.34
Animal, except poultry, slaughtering	11,551.73
Support activities for agriculture and forestry	11,059.53
Other real estate	10,475.20
Landscape and horticultural services	9,139.89
Truck transportation	8,634.06
Meat processed from carcasses	7,173.87
Wholesale - Other nondurable goods merchant wholesalers	6,439.76
All other crop farming	5,998.29

## All Direct Agriculture Sectors

The following table is a summary of all agriculture sectors represented with output and employment levels. These values estimate the value of output and the jobs these agriculture sectors support in the Kansas economy. Generally, this analysis includes three categories: production, manufacturing or processing, and services. Note, this model does not include ethanol production or wholesale and retail sales of final products.

Table 4: All Direct Agriculture Sectors, Kansas

Sector	Total Output	Total Employment
Beef cattle ranching and farming, including feedlots and dual-purpose ranching and farming	\$8,760,723,353.14	37,382.26
Animal, except poultry, slaughtering	\$7,453,505,455.66	11,551.73
Grain farming	\$5,191,493,432.67	13,149.34
Meat processed from carcasses	\$3,452,714,004.37	7,173.87
Farm machinery and equipment manufacturing	\$2,719,294,669.27	5,247.00
Dog and cat food manufacturing	\$2,684,012,367.73	2,669.00
Other animal food manufacturing	\$1,732,968,505.84	1,539.63
Oilseed farming	\$1,633,277,362.75	1,393.55
Flour milling	\$1,512,700,905.22	1,302.14
All other food manufacturing	\$891,516,918.50	2,161.95
Landscape and horticultural services	\$829,071,995.06	9,139.89
Dairy cattle and milk production	\$696,489,749.66	1,025.87
Soybean and other oilseed processing	\$681,929,966.32	146.44
Animal production, except cattle and poultry and eggs	\$626,505,547.48	3,549.74
Other snack food manufacturing	\$616,855,497.34	1,099.56
Support activities for agriculture and forestry	\$593,956,784.68	11,059.53
Confectionery manufacturing from purchased chocolate	\$544,674,595.77	1,517.83
Spice and extract manufacturing	\$477,205,993.05	653.77
Bread and bakery product, except frozen, manufacturing	\$476,957,680.54	2,961.84
Fats and oils refining and blending	\$456,138,311.07	289.70
Bottled and canned soft drinks & water	\$442,117,219.19	709.21
Lawn and garden equipment manufacturing	\$427,830,723.14	781.76
Frozen specialties manufacturing	\$415,994,628.41	1,137.32
Wet corn milling	\$402,628,961.15	223.73
Veterinary services	\$329,810,624.06	3,661.08
Nitrogenous fertilizer manufacturing	\$323,766,456.85	250.01
Fluid milk manufacturing	\$284,918,324.61	392.23
Cookie and cracker manufacturing	\$278,517,045.03	662.25
All other crop farming	\$250,402,884.58	5,998.29
Dry, condensed, and evaporated dairy product manufacturing	\$212,897,585.69	174.42
Food product machinery manufacturing	\$212,373,149.03	705.56
Frozen cakes and other pastries manufacturing	\$132,332,287.17	1,482.84
Frozen fruits, juices and vegetables manufacturing	\$114,229,142.58	210.82



Sector	Total Output	Total Employment
Cotton farming	\$103,613,096.33	763.55
Paper mills	\$94,505,506.86	125.31
Cheese manufacturing	\$83,093,926.70	92.31
Breweries	\$82,479,105.72	248.65
Poultry and egg production	\$79,209,923.27	97.59
Canned fruits and vegetables manufacturing	\$75,838,570.78	145.35
Fertilizer mixing	\$74,985,597.37	125.18
Flavoring syrup and concentrate manufacturing	\$74,106,942.58	36.49
Greenhouse, nursery, and floriculture production	\$61,449,926.33	461.04
Pesticide and other agricultural chemical manufacturing	\$60,304,468.32	44.35
Paperboard mills	\$58,436,860.48	64.38
Roasted nuts and peanut butter manufacturing	\$56,615,246.64	131.56
Tobacco product manufacturing	\$51,258,943.94	17.13
Phosphatic fertilizer manufacturing	\$48,616,095.93	54.16
Poultry processing	\$42,084,628.02	128.68
Wineries	\$40,162,936.70	145.53
Dry pasta, mixes, and dough manufacturing	\$37,349,383.74	68.69
Coffee and tea manufacturing	\$37,110,871.60	60.44
Distilleries	\$36,259,830.89	41.29
Other chemical and fertilizer mineral mining	\$32,333,517.05	131.62
Ice cream and frozen dessert manufacturing	\$31,197,639.11	82.29
Tortilla manufacturing	\$29,969,918.05	126.71
Nonchocolate confectionery manufacturing	\$24,924,451.76	53.31
Rendering and meat byproduct processing	\$24,679,609.23	55.97
Commercial logging	\$20,296,306.12	297.99
Vegetable and melon farming	\$20,087,243.65	121.84
Chocolate and confectionery manufacturing from cacao beans	\$16,364,767.03	31.05
Leather and hide tanning and finishing	\$14,174,580.56	57.04
Dehydrated food products manufacturing	\$13,455,104.35	28.31
Fiber, yarn, and thread mills	\$12,956,936.26	45.22
Forestry, forest products, and timber tract production	\$10,584,853.75	127.02
Sawmill, woodworking, and paper machinery	\$9,595,885.96	33.03
Commercial hunting and trapping	\$8,200,850.31	202.83
Sawmills	\$4,009,984.20	13.21
Tree nut farming	\$3,541,008.43	32.36
Other leather and allied product manufacturing	\$3,235,327.72	36.58
Fruit farming	\$3,153,699.99	28.49
Knit fabric mills	\$2,691,092.70	14.65
Narrow fabric mills and schiffli machine embroidery	\$1,666,339.84	10.85

## Methodology

Using the economic software IMPLAN, the equilibrium displacement model calculates the estimated output and employment of all 546 different economic sectors if the current economy experiences no shocks within the agriculture and agriculture-related industries. IMPLAN sectors are based on North American Industry Classification System (NAICS) codes. The results of this model are broken down into direct, indirect and induced effects, and the IMPLAN framework avoids double counting. All agriculture and agriculture-related sectors represented in this model use the most recent IMPLAN data available (2019), adjusted for 2021 dollars.

## Notes and Glossary

These results are based on estimated production and employment numbers, along with estimated potential sector-, industry- and economy-wide effects. Therefore, these results may differ from actual events.

Due to confidentiality policies that exist within several agencies from which IMPLAN collects their data, some sectors in some regions may not have all data available.

The model provides results in relation to the agriculture and agriculture-related sectors. These results are not equal to the total effects of all 546 sectors but rather the total effects relative to agriculture.

The following terms are used throughout this report:

- *Direct effect*: the contribution from agricultural and food products
- *Indirect effect*: the contribution from farms and agricultural businesses purchasing inputs from supporting industries within the state
- *Induced effect*: the contribution from employees of farms, agricultural businesses, and supporting industries spending their wages on goods and services within the state
- *Value added* = labor income + indirect business taxes + other property type income
- *Gross Regional Product* = final demand of households + government expenditures + capital + exports – imports – institutional sales
- *Output* = intermediate inputs + value added
- *Employment*: full-time/part-time annual average, i.e., 1 job lasting 12 months = 2 jobs lasting 6 months each = 3 jobs lasting 4 months each. A job is neither full-time nor part-time.

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# International Marketing and Trade Statistics

3/11/2021

\*Trade data range Jan. 1 to Dec. 31, 2020

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

KDA 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:

- Food Export Association of the Midwest
- U.S. Grains Council
- U.S. Livestock Genetics Export, Inc.
- U.S. Meat Export Federation

In the past five years, 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.

Kansas Ag Exports, 2016–2020	
Year	Agricultural Exports
2016	\$3,465,295,787
2017	\$3,634,471,709
2018	\$3,831,353,977
2019	\$3,830,776,684
2020	\$4,045,269,938

Calendar Year 2020 Kansas Ag Exports, By Product			
Rank	Product	2020 Exports	Percent
1	Meat, Edible Offal	\$1,603,078,974	39.63%
2	Cereals	\$997,917,731	24.67%
3	Oil Seed	\$640,283,088	15.83%
4	Residues, Wastes	\$269,216,857	6.66%
5	Dairy Products	\$124,838,488	3.09%
6	Beverages, Vinegar	\$99,452,998	2.46%
7	Fats, Animal, Vegetables	\$86,671,785	2.14%
8	Misc Edible Preps	\$51,321,928	1.27%
9	Milling Products	\$50,379,748	1.25%
10	Cereal, Flour, Starch	\$39,312,555	0.97%
	Other	\$82,795,786	2.05%
	<b>Total</b>	<b>\$4,045,269,938</b>	

Calendar Year 2020 Kansas Ag Exports, By Country			
Rank	Country	2020 Exports	Percent
1	Mexico	\$1,451,106,666	35.87%
2	Japan	\$678,151,343	16.76%
3	South Korea	\$332,291,999	8.21%
4	China	\$330,562,496	8.17%
5	Canada	\$303,709,281	7.51%
6	Taiwan	\$201,752,508	4.99%
7	Brazil	\$99,781,731	2.47%
8	Vietnam	\$88,399,905	2.19%
9	Hong Kong	\$88,244,363	2.18%
10	Malaysia	\$84,862,980	2.10%

Kansas exported to 89 countries in 2020.  
All data collected by Euromonitor International.

*The mission of the KDA Agricultural Marketing, Advocacy and Outreach Team is to serve all Kansans through innovative programming and delivering solutions designed to create an environment that facilitates growth and expansion in agriculture while increasing pride in and awareness of the state's largest industry – agriculture.*



# December 2021

MONTHLY AGENCY INDICATORS REPORT  
DECEMBER 20, 2021

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## Overview

The indicators in this report serve as a monthly snapshot of Kansas agriculture to better inform Kansas Department of Agriculture employees. Each indicator has a graph to give a visual representation of the data, as well as a brief explanation of what each indicator is measuring.

## November Highlights

- In October 2021, Kansas surpassed the \$4 billion mark in agricultural exports for 2021, with over \$4.33 billion through October 2021. This is more than \$1.11 billion greater than the same period in 2020 and approximately \$330 million greater than total exports in 2020.
- Drought conditions have expanded through the state after a month of low precipitation (0.35 inches). Dryness has spread in the eastern half as drought worsens in the western half. Extreme drought conditions (D3) have appeared in the far southwest corner. In tandem, soil moisture across the state has declined significantly in the past month.
- In food safety licenses, November saw 150 openings and 81 closings for a gain of 69 establishments. So far, Kansas has had a net gain of 231 licenses in 2021.

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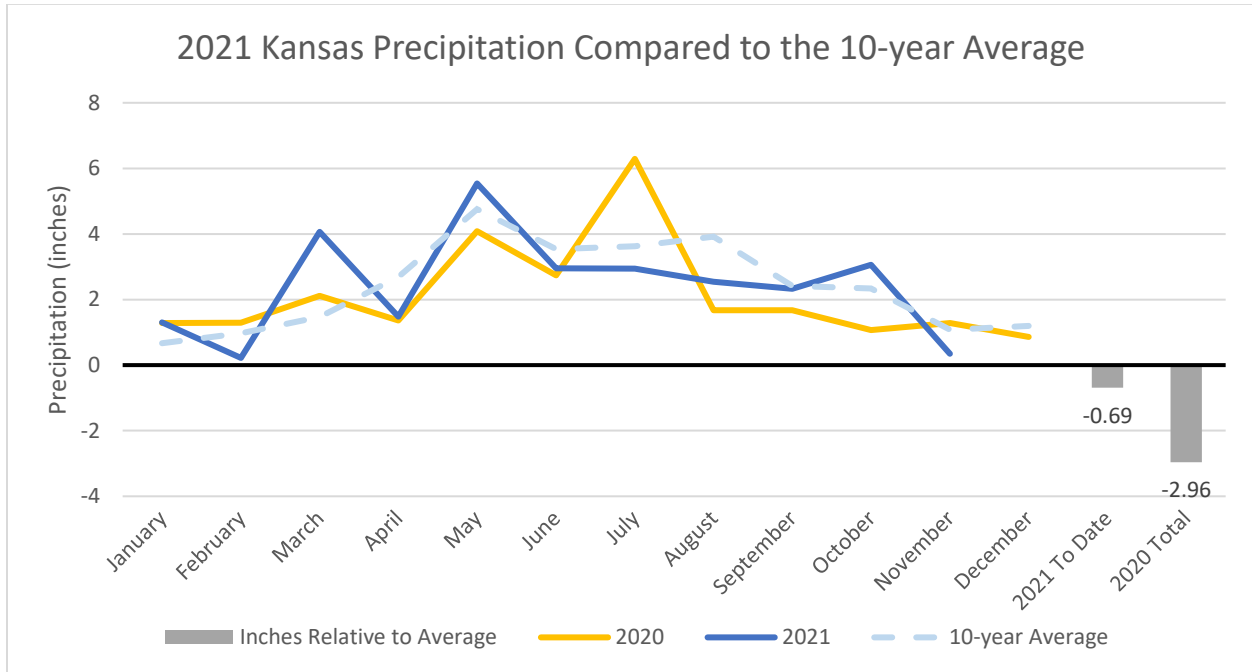
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DIVISION OF AGRICULTURAL MARKETING  
KANSAS DEPARTMENT OF AGRICULTURE

## Precipitation



Source: [NOAA](#)

The 2021 Kansas Precipitation Compared to the 10-Year Average graph shows the rainfall each month and the year-to-date cumulative rainfall difference from the ten-year average.

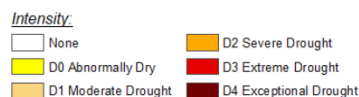
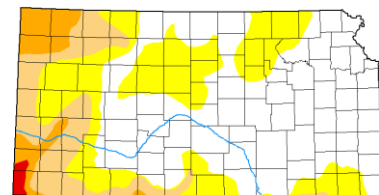
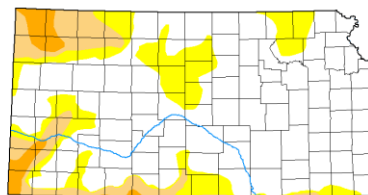
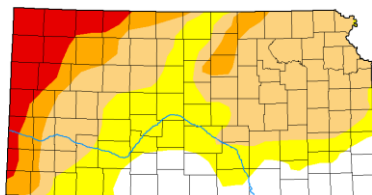
- November saw an average of 0.35 inches of precipitation across the state.
  - 0.73 inches below the 10-year average for the month.
  - Through November, Kansas is 0.69 inches below the 10-year average.
- Rainfall for 2020 was 2.96 inches below the 10-year average.

## U.S. Drought Monitor, Kansas

Previous Year: December 8, 2020

Previous Month: November 9, 2021

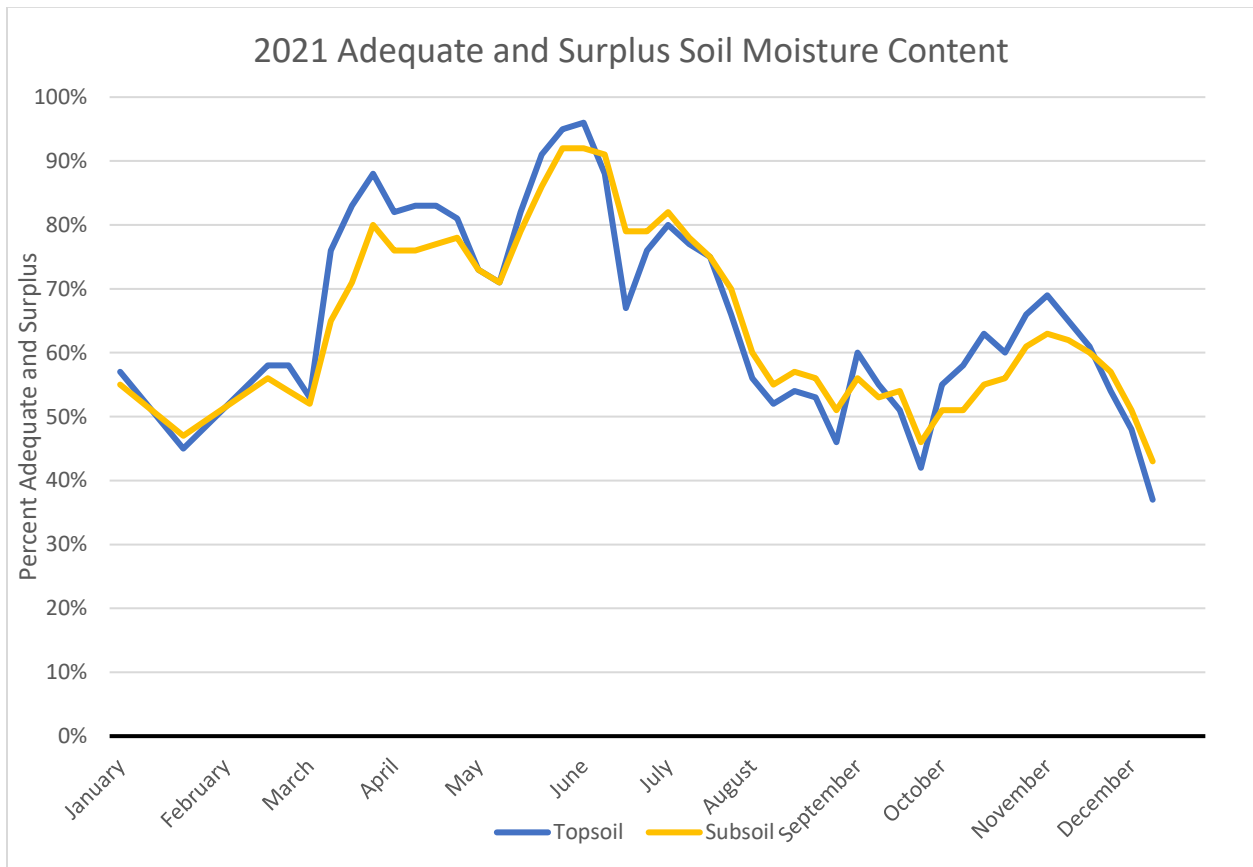
Current Month: December 7, 2021



Source: [U.S. Drought Monitor](#)

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KANSAS DEPARTMENT OF AGRICULTURE

## Soil Moisture



Source: [USDA NASS](#)

The Adequate and Surplus Moisture Content graph shows the percent of topsoil and subsoil in the state reported as having adequate and surplus soil moisture content.

- As of November 14, 65% of topsoil and 62% of subsoil had adequate or surplus moisture.
- As of December 12, 37% of topsoil and 43% of subsoil had adequate or surplus moisture.

### Definitions:

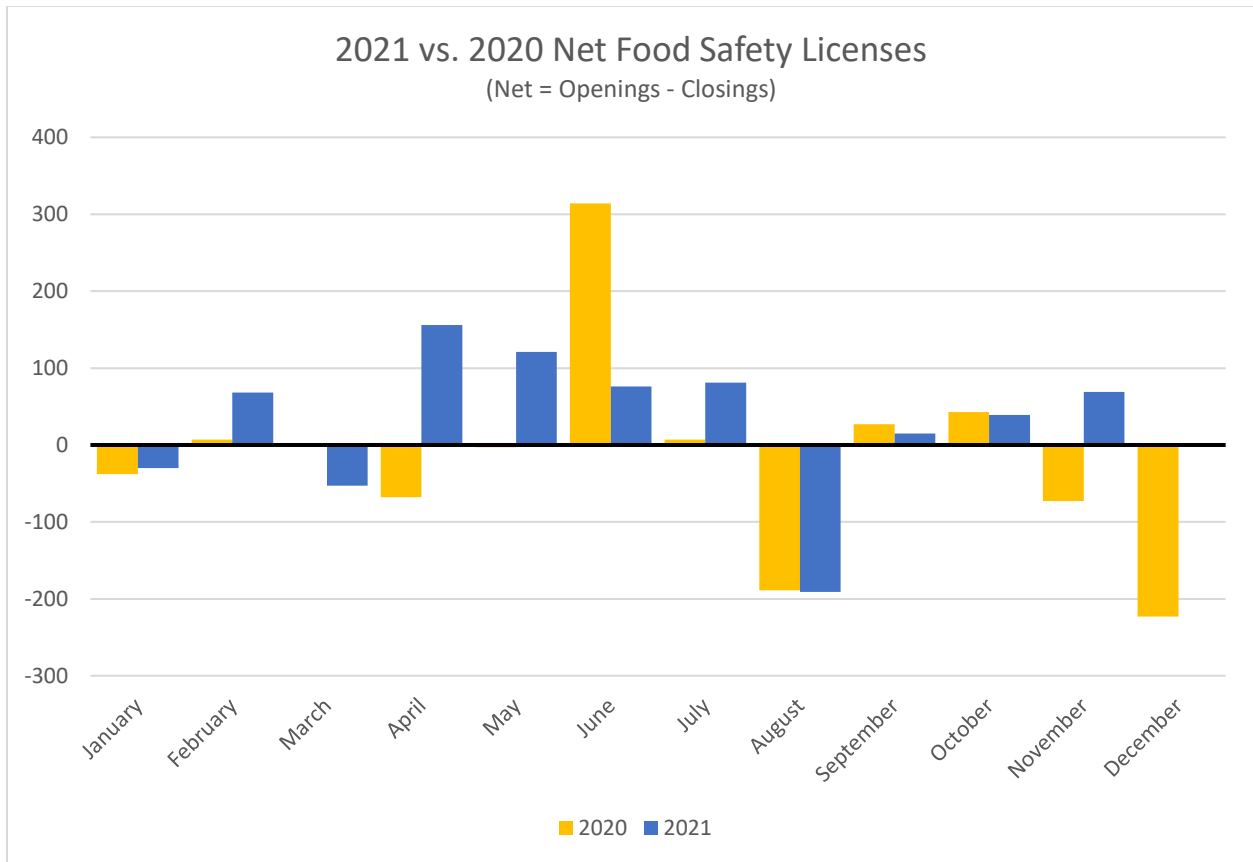
**Topsoil:** the top six inches of soil

**Adequate soil moisture:** Soil moist. Seed germination and/or crop growth and development would be normal or unhindered.

**Surplus soil moisture:** Soil wet. Fields may be muddy and will generally be unable to absorb additional moisture. Young developing crops may be yellowing from excess moisture.

Source: [USDA NASS](#)

## Net Food Safety Licenses



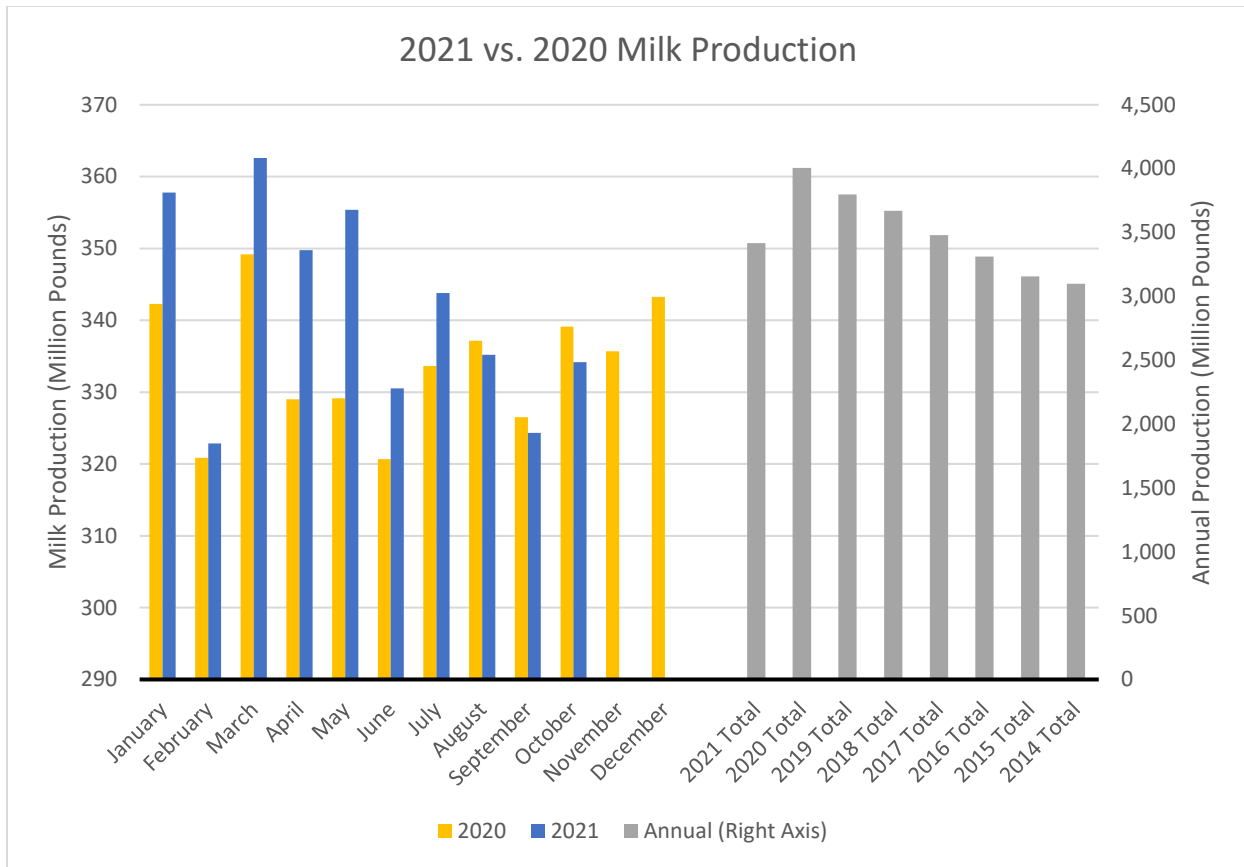
Source: KDA Food Safety and Lodging Program

The 2021 vs. 2020 Net Food Safety Licenses graph shows the net number (net = openings – closings) of food safety licenses issued in each month compared to the same month in the previous year.

- November saw 150 openings and 81 closings for a gain of 69 establishments.
  - So far, Kansas has had a net gain of 231 licenses in 2021.
- In 2020, Kansas had a net loss of 197 licenses.
- In 2019, Kansas had a net loss of 101 licenses.

*Note: Food establishment and processor licenses must be renewed by March 31 each year; thus, this is when many establishments are officially closed. Therefore, February and March often have a net loss.*

## Milk Production



Source: KDA Dairy Inspection Program

The 2021 vs. 2020 Milk Production graph illustrates total milk production by month. An increase in cows milked or efficiency increases state production. A smaller milked herd size or reduction in efficiency decreases state production.

- October 2021 milk production was over 334 million pounds.
  - This falls behind October 2020 milk production by approximately 5 million pounds, or 1.46%.
- In 2020, over 4 billion pounds of milk was produced in Kansas.

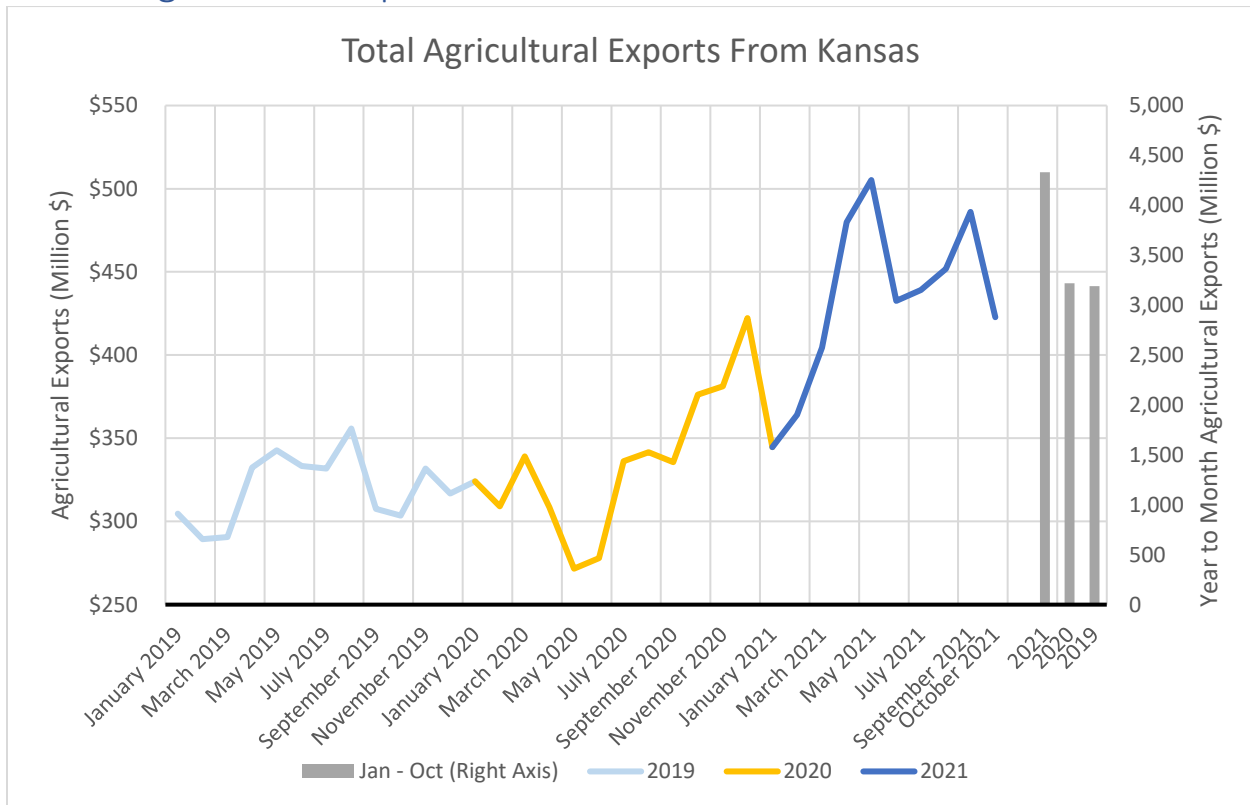
### Kansas Ranking Among U.S. States

- 16<sup>th</sup> in milk cow inventory with 173,000 head as of January 1, 2021.
- 16<sup>th</sup> in total milk production for 2020.

Source: [USDA NASS](#)



## Kansas Agricultural Exports



Source: USA Trade® Online (U.S. Census Bureau)

The Total Agricultural Exports From Kansas graph shows the value of agricultural products exported from Kansas each month. Exports are a critical portion of the Kansas ag economy.

- In October 2021, Kansas exported over \$422 million in agriculture products.
  - Through October 2021, Kansas agricultural exports total \$4.33 billion.
  - This is more than \$1.11 billion greater than the same period in 2020, an increase of 34.5%.
- In 2020, Kansas exported more than \$4.0 billion in agricultural products.

*Note: There are three common sources of agricultural trade data: USA Trade® Online, USDA Global Agricultural Trade System (GATS), and Euromonitor International. USA Trade® Online (U.S. Census Bureau) and USDA Global Agricultural Trade System (GATS) report trade data by HS codes as well as in aggregated form. Euromonitor International aggregates data across multiple sources, including USA Trade® Online and USDA Global Agricultural Trade System (GATS), for their reported data. Each system has different reporting and update times resulting in minor discrepancies between sources. Typically, these discrepancies are less than one percent. This report utilizes USA Trade® Online data due to ease of access and timely updates.*

## Plant Exports

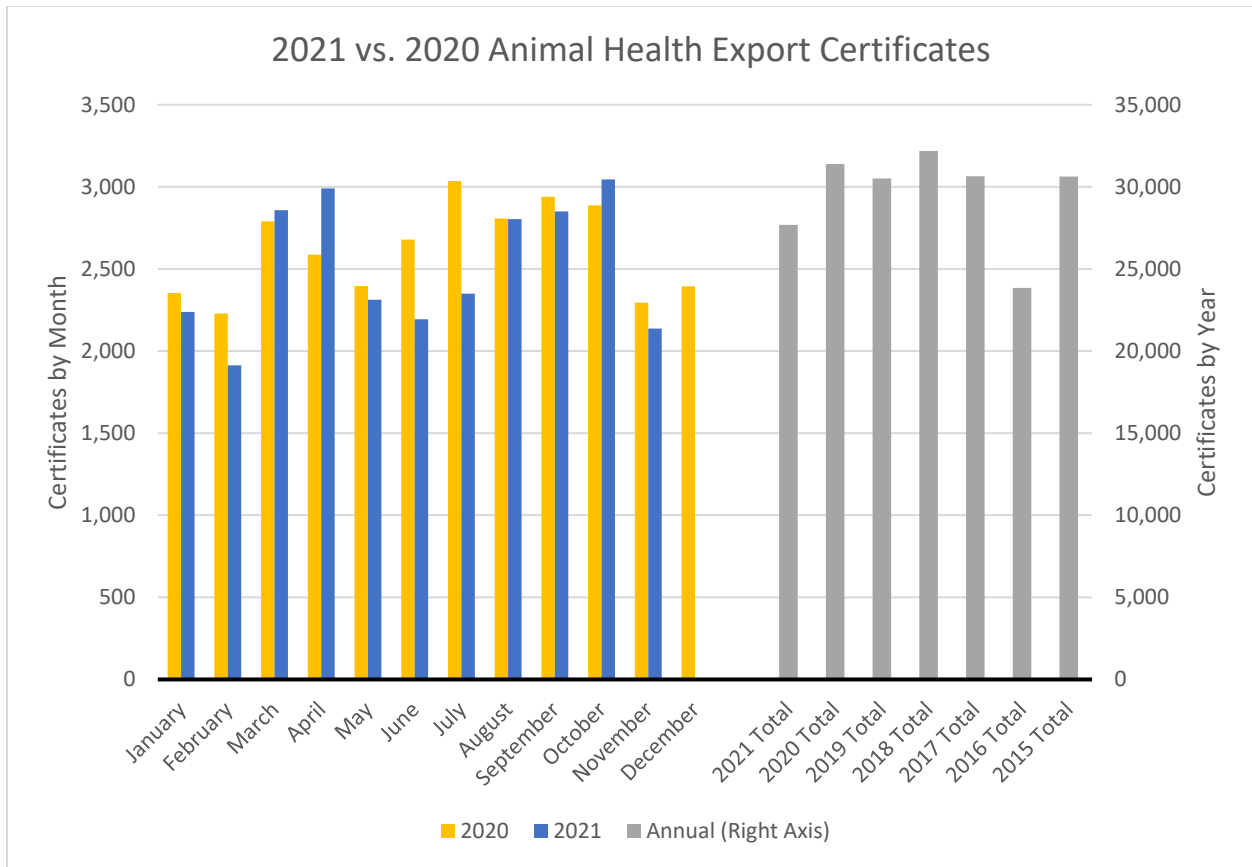


Source: KDA Plant Protection Program

The 2021 vs. 2020 Phytosanitary Export Certificates graph shows the number of certificates issued by month compared to the previous year on the left axis. The right axis illustrates the year-to-date and annual numbers. All plants exported from Kansas must be inspected and issued an export certificate.

- In November 2021, 847 certificates were issued.
  - Through November 2021, 7,485 certificates have been issued.
  - This is an increase of 1,131 certificates (8.2%) compared to the same period in 2020.
- In 2020, 7,272 export certificates were issued, down 18.8% from 2019.
- In 2019, 8,960 export certificates were issued, down 8.2% from 2018.
- In 2018, 9,760 export certificates were issued, up 70.8% from 2017.

## Animal Exports

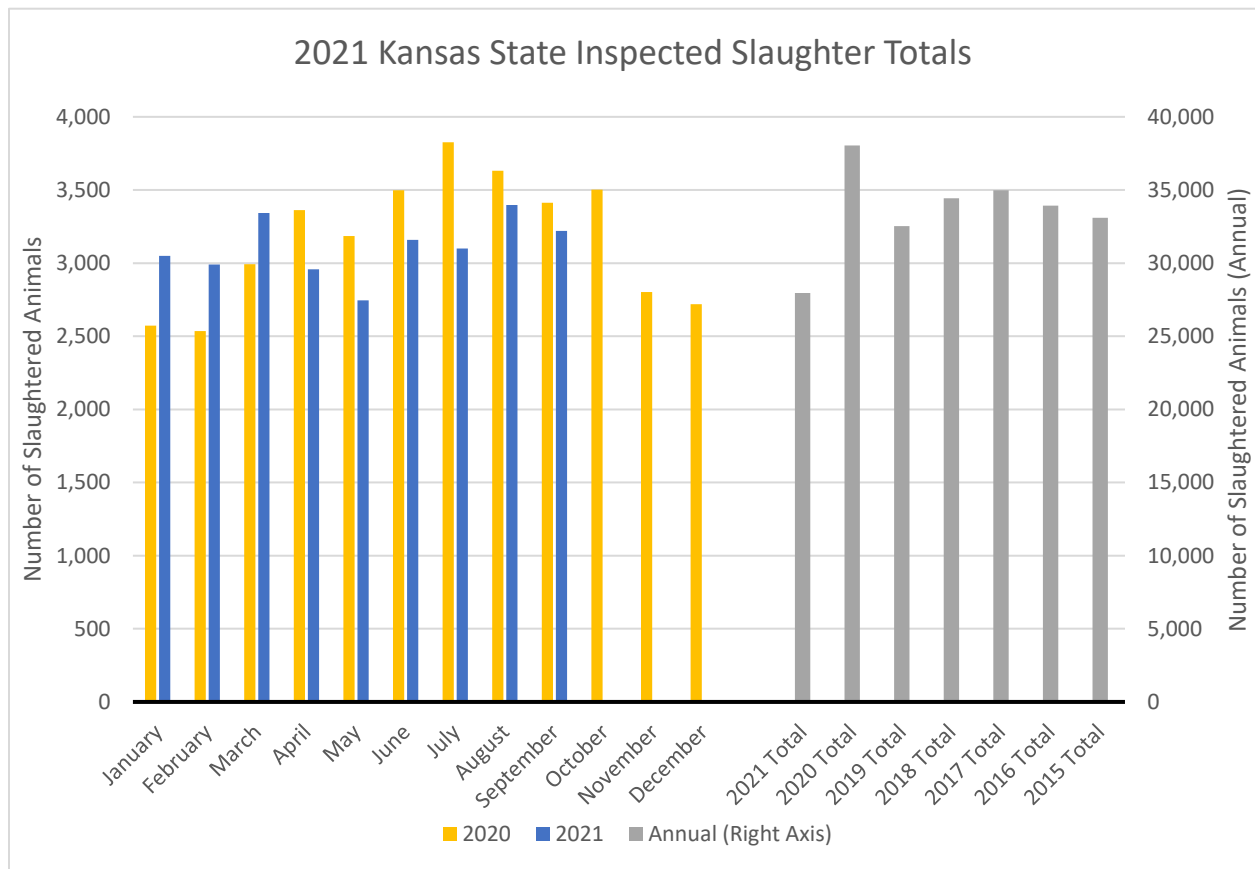


Source: KDA Division of Animal Health

The 2021 vs. 2020 Animal Health Export Certificates graph shows the number of certificates issued by month. All animals exported from Kansas must be inspected before an export certificate is issued by the KDA Division of Animal Health.

- In November 2021, 2,138 certificates were issued.
  - Through November 2021, 27,694 export certificates have been issued.
  - This is a decrease of 1,307 certificates (4.5%) compared to the same period in 2020.
- In 2020, 31,395 export certificates were issued, up 2.9% from 2019.
- In 2019, 30,505 export certificates were issued, down 2.5% from 2018.
- In 2018, 32,181 export certificates were issued, up 5% from 2017.

## Kansas State Inspected Slaughter



Source: KDA Meat and Poultry Inspection Program

This 2021 Kansas State Inspected Slaughter Totals graph shows the monthly and annual running total number of all animals, other than poultry, slaughtered under inspection of the KDA Meat and Poultry Inspection Program. These numbers do not reflect all animals, other than poultry, slaughtered in Kansas, as many facilities only have federal inspectors and do not report numbers to KDA.

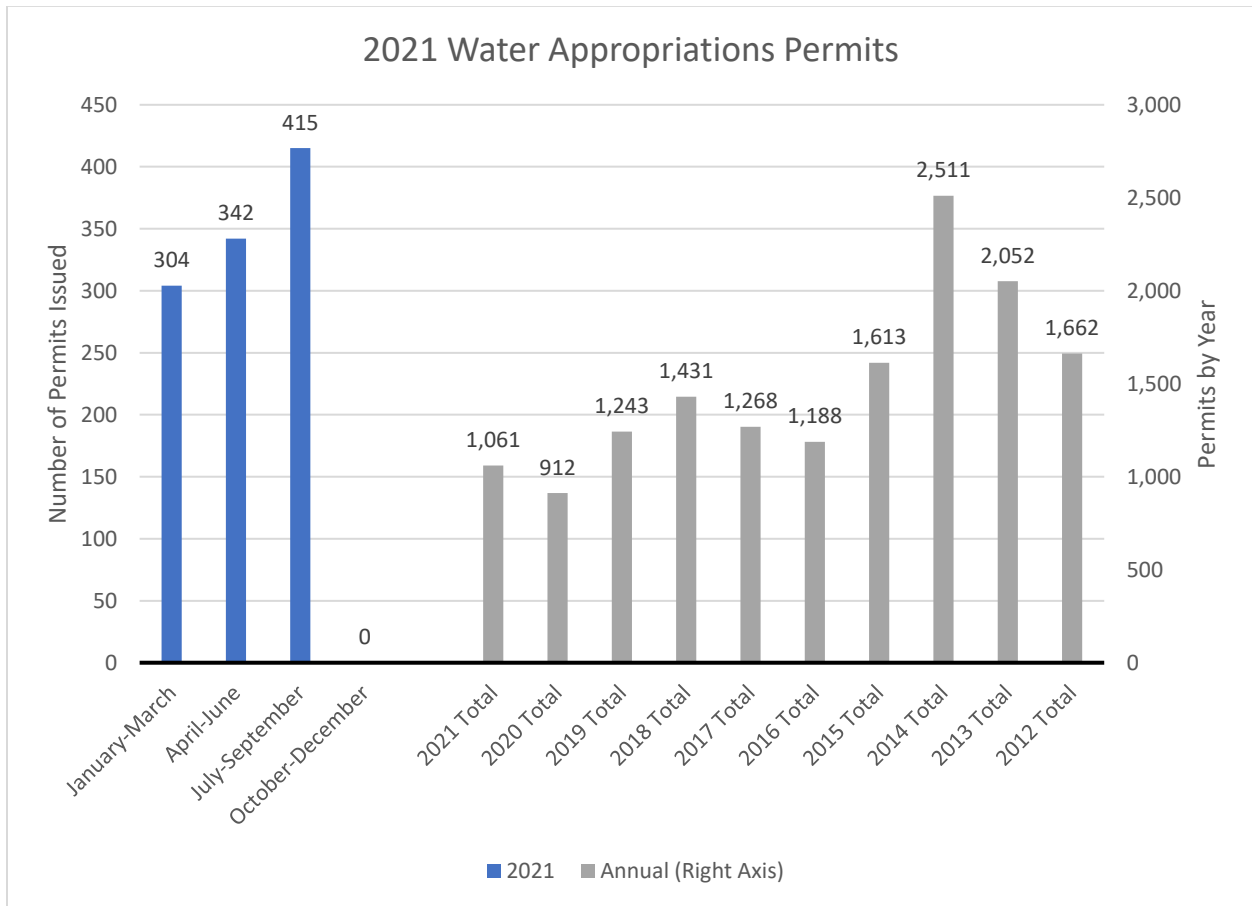
- Through September 2021, 27,964 animals have been slaughtered in state inspected facilities.
  - 1,053 less animals than the same period in 2020, a loss of 3.63%.
- In 2020, 38,042 animals were slaughtered, up 16.9% from 2019.
- In 2019, 32,535 animals were slaughtered, down 5.5% from 2018.

### Kansas Ranking Among U.S. States

- 3<sup>rd</sup> in cattle on feed with 2,660,000 head as of January 1, 2021.
- 3<sup>rd</sup> in commercial red meat production with 6,028,000,000 lbs. in 2020.
- 10<sup>th</sup> in all hogs and pigs inventory with 2,040,000 head as of December 1, 2020.
- 12<sup>th</sup> in meat and other goats with 40,000 head as of January 1, 2021.
- 14<sup>th</sup> in market sheep and lambs with 25,000 head as of January 1, 2021.

Source: [USDA NASS](#)

## Water Appropriation Permits



Source: KDA Division of Water Resources

The 2021 Water Appropriations Permits graph shows the number of permits issued by the KDA Division of Water Resources by quarter. These numbers include new water appropriations, new term, new temporary and change permits submitted by all businesses.

- Between July and September 2021, 415 permits were issued.
  - 26 new water appropriations
  - 154 new term
  - 74 new temporary
  - 161 change permit applications
- In 2020, 912 new permits were issued, down 26.63% from 2019.
- In 2019, 1,243 new permits were issued, down 13.14% from 2018.
- In 2018, 1,431 new permits were issued, up 12.85% from 2017.



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

## THE 2021 AG SUMMIT BY THE NUMBERS

In 2021, the Kansas Department of Agriculture held its sixth annual Kansas Summit on Agricultural Growth as a virtual webinar series. Farmers, ranchers, agribusiness owners, and other industry professionals across Kansas agriculture were invited to join KDA online as agriculture leaders from across the state networked, collaborated, and engaged with others from throughout all corners of Kansas agriculture.

These are the results of those online webinars:

### TOTAL ATTENDANCE

**1,175**

The 2021 Ag Summit saw 1,175 people register for different sessions. In the end, nearly 1,000 people attended.

### PANEL EXPERTS

**84**

Panelists provided their expertise during these interactive sessions designed to promote action and engagement within specific sectors.

### BREAKOUT SESSIONS

**16**

These sessions took place over a four-week period and were recorded for those unable to participate the day of the event.

### SUMMIT DISCUSSIONS

**3**

KDA invited guest speakers to lead discussions on topics that impact Kansas agriculture during the 2021 Summit: *Carbon Sequestration, Ag Stress, and Securing Local Food Systems.*

### AG HEROES

**6**

Kansas Ag Heroes was established as a way to recognize those in the agriculture industry who went above and beyond to serve others and better their community when it was needed most.

### ONLINE VIEWS

**915**

For those unable to attend the live sessions, recordings were provided for easy access.

# Students explore feed yard job opportunities



**NUTRITION:** Brandon Depenbusch (left), with Ward Feed Yard and Innovative Livestock Services, leads students through mixing starter and finishing feed rations for cattle. Depenbusch worked with KDA to bring the Immersion Experience to Ward Feed Yard in Larned, Kan., on Nov. 3.

## KDA's first Immersion Experience Field Day brings students to the Ward Feed Yard

Jennifer M. Latzke | Nov 09, 2021

Many in agriculture found their future career paths by working alongside family members on the farm or ranch. But, how do you recruit new generations of employees to work in various farming and ranching careers, when many of them are generations removed from the ag sector?

The Kansas Department of Agriculture is working with industry leaders in the state to offer Immersion Experience Field Days for high school students interested in agricultural careers. The first one was Nov. 3, at Ward South Feed Yard in Larned, Kan. Two more are scheduled in November that will focus on equipment and swine production.

### An idea

Russell Plaschka is the manager for the KDA Ag Business Development and Workforce Program. He says the idea for these Immersion Experiences came from a need to connect high school students with industry to give an insight into the various careers open to them in agriculture.



**ANIMAL HEALTH: Brittany Miller (center), with Ward Feed Yard, walks students through the steps the cowboy crew takes when a sick animal comes into the hospital ward at the Immersion Experience at Ward Feed Yard on Nov. 3.**

“It’s not just a field trip, not just a guest lecture, but we wanted to get as hands-on as we can get to really show the students that these are some really awesome careers in your backyard,” he says. “They may drive by the feed yard, and they may think, ‘Well, the only jobs out there are as a feed truck driver, or as cowboys riding the pens.’ But there’s so much more that happens behind the scenes that they don’t know about.” And maybe, by giving them a glimpse of those activities, it could turn into a career for them, he adds.

## Putting it together

Of course, gathering 18 students from four nearby high schools to spend a morning job-shadowing on a busy feed yard needs extra planning for safety — and to make the lessons worth the time off from school. Plaschka says they reached out to Brandon Depenbusch with Ward Feed Yard and Innovative Livestock Services, who was firmly on board. Depenbusch turned to the service providers the feed yard uses to come to the Immersion Experience, and share their career opportunities as well.

For example, representatives from Murphy Tractor, Dodge City, Kan., brought out loader equipment and taught students to safely move feed in a silage bunker. Dodge City Kenworth representatives put students in a feed truck and had them operate it on a test track. There were stations teaching animal health care methodology in the hospital pens, feed technology and software in the conference room, nutrition and processing in the feed mill, and cattle evaluation and marketing in the pens — all hands-on, in real-world settings.





**VET MED: Ryan Breiner (left), with Elanco, walks a group of students through the steps to prepare to dose a steer with animal health products. The student practiced intramuscular and subcutaneous shots on grapefruit, just like vet students start out doing.**

“The plan was to get the students to get the feel of what these jobs may be like,” Plaschka says.

Deppenbusch says service companies are a big part of the team that supports feed yards every day, and those careers are important for students to see and experience as well.

## Making time

As a former teacher, Plaschka knew that making the Immersion Experiences as hands-on as possible would attract agricultural educators.

“A lot of these teachers understand that the real focus for ag education and FFA chapters and in schools in general is, we’ve got to give the students an opportunity to get a career when they leave high school or college, or whatever,” he says. The goal was to also reach out to career technology programs and senior career classes in high schools without ag programs. And by reaching out to local schools, it shows youth the careers that are in their backyards.

Anita DeWeese is the agriculture teacher and FFA advisor at Skyline School, Pratt, Kan. She brought students to the Immersion Experience to get the hands-on experience with career tracks.

“My philosophy is, don’t let school get in the way of the education,” she says. “It’s so vital for students to actually see what goes on.” That helps them connect the classroom learning with what they might do as a career. And that’s even more important for students without family in the ag industry who didn’t grow up working cattle with family.



**FEED WAGON: A student practices operating a feed wagon by laying down a line of feed on an imaginary bunk set up between the cones. Students attending the Immersion Experience at Ward Feed Yard were able to test their skills with the guidance of industry experts.**

## Come work in ag

For example, Chris Burris, Ward Feed Yard general manager, didn't have parents who farmed, and he came to the feedlot industry by working for area farmers and judging meats at Kansas State University.

Ron Tessman, technical consultant for Elanco, came out to the Immersion Experience to show students that there are many paths where a veterinary medicine degree can lead them — from clinical work, to laboratory research, to providing support to feed yards and more.

Deppenbusch says days like the Immersion Experience not only connect students with where their food comes from, but also are recruitment opportunities for the industry.

"It's become harder and harder to find employees, whatever industry you're in," he says. "But this is an opportunity for us to interact with some of those high school kids that are trying to make their decision in life as far as what they're going to do."



# H-2A Agricultural Worker Program

## FREE WEBINAR

**Wednesday, April 7, 2021 • 7:00 p.m.**

The Kansas Department of Agriculture will host a free informational webinar focused on updates to the H-2A guest worker program including CDL requirements for custom harvesting and farm employees. The webinar will take place virtually on April 7th, 2021, at 7:00 p.m.

Highlights will include updates from industry experts on these topics.

- Representatives from the National Council of Agricultural Employers will be on hand to provide updates related to the Farm Worker Modernization Act and the impacts it could have on H-2A program users.
- Mandi Sieren, Operations Manager with U.S. Custom Harvesters, will brief participants on the services offered through the organization.
- Dixie Cravens, Foreign Labor Certification Manager, and Wendy Inzunza, State Monitor Advocate with the Kansas Department of Commerce, will provide a brief overview of the programs and services offered through Kansas Workforce Centers.
- Kent Selk, Drivers Services Director, and Brian Brunt, Kansas State CDL Coordinator, with the Kansas Department of Revenue will provide information related to requirements for CDL and farm vehicle operations.

**REGISTER HERE**

For more information contact Russell Plaschka,  
KDA ag business development and workforce program manager, at  
[Russell.Plaschka@ks.gov](mailto:Russell.Plaschka@ks.gov) or call 785-564-7466.



**Industrial Hemp Virtual Outreach Event  
Kansas Elected Officials  
November 4, 2021  
6:30-8:00 p.m.**

- 6:30-6:35 p.m.**      **Welcome** — Mike Beam, Secretary of Agriculture
- 6:35-6:40**      **KDA Update** — Braden Hoch, KDA Industrial Hemp Supervisor  
Rules and regulations, licenses and acres
- 6:40-6:50**      **USDA Update** – Bill Richmond, Chief, USDA Domestic Hemp  
Production Program  
Federal program and industrial hemp classification
- 6:50-7:05**      **Grower Panel Discussion**  
Tom and Debbie Crites, Nate Hiatt, Derrick Ross, Melissa Nelson
- 7:05-7:15**      **Q&A to Grower Panel**
- 7:15-7:20**      **Kansas Fire Marshal Update** — Doug Jorgensen, Fire Marshal  
Update and license types
- 7:20-7:35**      **Processor Panel Discussion**  
Heath Martin, Jeff Wilkens and Tina Kelly, Melissa Nelson,  
Weston Bert
- 7:35-7:45**      **Q&A to Processor Panel**
- 7:45-7:50**      **Market Development Opportunities** — Russell Plaschka, KDA  
Agribusiness Development Manager
- 7:50-7:55**      **Kansas Bankers Association** — Kelly VanZwoll, Associate Vice  
President, Kansas Bankers Association
- 7:55-8:00**      **Open Q&A**



— FROM THE LAND OF —  
**KANSAS**

# 2021 Annual Report

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The *From the Land of Kansas*<sup>™</sup> trademark program's goal is to promote and celebrate agricultural experiences and products grown, raised or produced in Kansas. In addition, the program works with and supports those using Kansas-raised ingredients and retailers selling Kansas agricultural products.

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

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10,920  
Followers



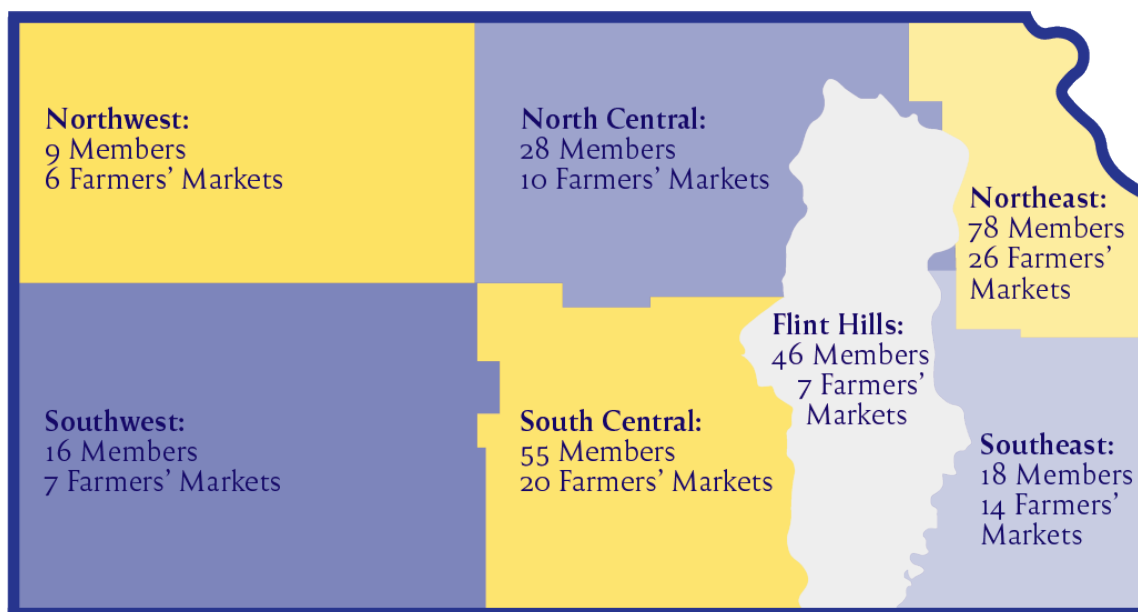
1,155  
Followers



1,823  
Followers

## Members and Farmers' Markets by Region

From the Land of Kansas members are distributed across the seven Kansas regions. The program has a variety of member businesses that include farms, food companies, agritourism locations, wineries, and more. Farmers' markets range in size and type, often reflecting the personality of the community where they are located. From the Land of Kansas seeks to make it easier for consumers to shop for local Kansas foods and support Kansas agriculture and communities.





# 2021 ANNUAL REPORT

MEMBERS: 250 • FARMERS' MARKETS: 90 • BARCODES IN USE: 833



## Farmers' Market/Direct to Consumer Workshops

The Kansas Department of Agriculture and K-State Research and Extension held virtual farmers' market workshops from February 16-19. Topics included food safety, sales tax for market vendors, marketing, pricing strategies, and more. There were 259 attendees across 4 days. You can find the archived sessions on our website.



## Food Safety Guides

The *Food Safety for Kansas Farmers' Market Vendors: Regulations and Best Practices* and the *Food Labeling for Kansas Food Producers and Processors* guides were distributed, in both Spanish and English, to workshop attendees. More than 1500 copies were also sent to all markets who are registered with the Central Registration for Farmers' Markets.

## Incubator Kitchen Resource Guide

The Kansas Department of Agriculture and *From the Land of Kansas* continue to support an Incubator Kitchen Resource Guide to provide critical information about 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). There are currently 16 incubator kitchens across the state of Kansas and two of them are offered by *From the Land of Kansas* members.

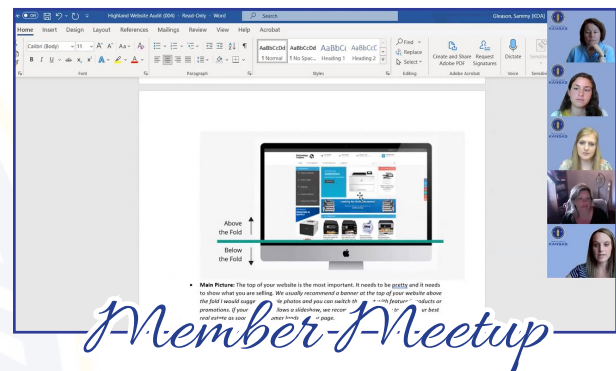
## Presentations

From the Land of Kansas staff had the opportunity to present at a variety of meetings. These include the Rural Caucus, Women Managing the Farm, Community America Wellness Fair, Kansas Food Action Network, Kansas Farm and Food Council, and the Kansas Turf & Landscape Conference.



## Member Meetup

Due to COVID-19, the program was limited in opportunities for in-person meetings with our members. To stay connected, staff offered members and farmers' market managers four Zoom meetings to meet with them and their fellow members. These meetings were hosted throughout the year and featured guest speakers, program highlights, and member opportunities.



## Website Redesign

The year of 2021 included a redesign of the *From the Land of Kansas* website. The changes made were in response to the 2020 brand study in an effort to increase usability for consumers so brands would be easier to locate. Upgrades included a transformation of the overall layout, the addition of a farmers' market registration page, and an increase in the number of visual aids throughout.



## Kansas State Fair

*From the Land of Kansas* hosted a booth at the Kansas State Fair featuring products from nine of its members. This event garnered much attention and sales exceeded that of all past *From the Land of Kansas* state fair booths for the year 2021, with over \$14,700 in sales. Members who participated in this retail opportunity include Alma Creamery, Holmes Made Salsa, Kansas Kitchen, PoPt! Gourmet Popcorn, Schrockbier Old Smokehouse, Sticky Spoons, The Pickle Cottage, Twisted Pepper, and Wright Enterprises.



## Holiday Gift Boxes

A total of 17 members were featured in the *From the Land of Kansas* holiday gift boxes. In celebration of the fifth year for the gift box program, a third box — the Bluestem Box — was sold alongside our Ad Astra and Konza Boxes. All were packaged by the Flint Hills Volunteer Center and were shipped to over 46 states. They were sold online at [shop.fromthelandofkansas.com](http://shop.fromthelandofkansas.com). This year, we SOLD OUT of the 1,000 gift boxes we had stocked.



## Specialty Crop Conference Reimbursement Grant

The Kansas Department of Agriculture received a U.S. Department of Agriculture Specialty Crop Block Grant in October 2020 for over \$35,700 in reimbursement funds for specialty crop growers attending conferences. Attendance helps them increase the competitiveness of their specialty crop growing operations. Due to COVID-19 all conferences were virtual in 2020, therefore the funds were not fully expended and the grant is extended until September 2022.

## Organic Cost Share Program

The Kansas Department of Agriculture received over \$22,000 in U.S. Department of Agriculture funds to reimburse producers and handlers of agricultural products who are obtaining or renewing their certification under the National Organic Program that produce, process or package certified organic agricultural products. Businesses were eligible to be reimbursed for a portion of certification (or re-certification) related expenses.





# 2021 ANNUAL REPORT



MEMBER BUSINESSES: 250

The *From the Land of Kansas* program seeks to help Kansans find and support Kansas-made products and Kansas-based businesses. Our 2020 brand study says "Kansans value shopping local — a large majority said it was *very important* or *important* to them to purchase local products." The program offers an array of opportunities and marketing services to Kansas companies — big and small — who grow, raise, serve or produce products in the state.

Members of the state trademark program range widely in variety. Our members include farmers, food businesses, restaurants, agritourism businesses, retailers, equipment manufacturers, and many more. This year we were proud to welcome 53 new members.

14 Hands Ranch  
 21st Century Bean Processing LLC  
 A & H Farm  
 A True Kansas Treasure - Joel Condray  
 AAA Ranch  
 Alma Bakery & Sweet Shoppe  
 Alma Creamery  
 Amanda's Bakery and Bistro  
 Arlwin Manufacturing  
 Auntie Anne's Handcrafted Soaps  
 Autrey Pork and Poultry  
 Baking Traditions LLC  
 Bar C Innovations  
 Beaver Creek Farm, LLC  
 Beth's Kyzd Sudz  
 Black Dog Salsas and Pepper Jellies LLC  
 Blazefork Lamb  
 Blue Sky Farms  
 Bon Terre LLC  
 Boot Hill Distillery  
 Boot Hill Museum, Inc.  
 Booth Creek Wagyu  
 Bowlin Farms LLC  
 Bradley's Bones  
 Brant's Meat Market  
 Britt's Garden Acres  
 Bruce's Bullseye Farms  
 Brunkow Family Lamb  
 Cashmere Gourmet Popcorn  
 Cedar Street Toffee  
 Chapman Creek Cattle Company

Chautauqua Hills Farm LLC  
 Cimarron Valley Produce, LLC  
 Cookies by Gayla  
 Corner House Cattle Company  
 Cottonwood Croft, LLC  
 Country Road Farms & Country Market  
 Cowboy Prairie Dust  
 Crescent Moon Winery  
 Cressler Creek Log Cabin, LLC  
 Crooked Post Winery  
 D. Palma and Co. Mercantile  
 Davis Farms  
 DB's  
 Dirt Road Cattle Company  
 Dorema Farm  
 Eagle Ridge Ranch  
 Eat Pallucca's LLC  
 Elderslie Farm  
 Fanska Farms  
 Farmer Direct Foods, Inc.  
 Farview Farms Meat Company  
 Fire Lake Soapery  
 Flora Farm Produce, LLC  
 Food Life Joy  
 Fossil Springs Winery  
 Free Day Popcorn Company LLC  
 Fulton Valley Farms  
 Gary's Pumpkin Patch and Fall Festival  
 Gieringer's Family Orchard & Berry Farm  
 Goddard Farm LLC  
 Good Karma Micro Dairy, LLC

Grace Hill Winery  
 Grammy Tammy's Creations  
 Grand Prairie Mushrooms LLC  
 Grandma Hoerner's  
 Grandpa's Best  
 Grannie's Homemade Mustard  
 Graze the Prairie  
 Grazing Plains Farm  
 Great Harvest Baking Company  
 Green Valley Honey  
 Griggs Bros. Farms Inc.  
 Grill Side Barbeque  
 Grimm's Gardens  
 H+H Collection  
 Half Day Creamery, LLC  
 Happy Valley Farm  
 Hazel Hill Chocolate  
 Helmuth Country Bakery, Inc.  
 Hidden Mesa Farm LLC  
 Highland Vineyards and Winery  
 Hildebrand Farms Dairy  
 Hoganville Family Farms  
 Holmes Made Salsa  
 Holy Field Vineyard and Winery, LLC  
 Holy Goat Creamery  
 HoneyBerry  
 Hook's Legacy Customs  
 Hotspot Produce & Farm  
 It's a Sweet Treat Day Bakery  
 Jackson Meat  
 Jams by Judy  
 Jefferson Hill Farm and Winery  
 JET Produce  
 JK Specialties  
 John's Veggies  
 Joly Jalapa  
 Joseph's Fireplace Mantels  
 K & R Enterprise  
 Kansas Aquaponics Shrimp  
 Harvesters, Inc.  
 Kansas Foods, LLC  
 Kansas Originals  
 Kansas Premium Meats  
 Kansas Protein Foods LLC  
 Kansas Sampler Foundation  
 KattleEnergy  
 KC Pumpkin Patch/KC Wine Co.  
 Kearney Cattle



# 2021 ANNUAL REPORT



MEMBER BUSINESSES: 250

Kettle Coffee  
Ki Koko Farms  
Krehbiels Specialty Meats, Inc  
Lampe Heritage Farm Pumpkin Patch LLC  
Lazy T Ranch Adventures LLC  
Leaf Logic Tea  
Leafy Green Farms  
Leffler Prime Performance  
Legacy Farms Coffee  
Legacy Orchard  
Let It Rise, LLC  
Liquid Art Winery & Estate  
Little Hawk Farm  
Little Red Hen Ranch  
Long View Farm  
Luther's BBQ  
Madd House Hill LLC  
Main Street Café and Bakery  
Marian Vavra Wheat Art  
McCune Farm to Market  
Middle Creek Winery  
Midland Holiday Pines  
Mike's Garden Fresh Produce  
Mill Dam Christmas Tree Farm  
Mine Creek Farm  
MJE Livestock Equipment  
Moburts Inc.  
Morning Light Kombucha  
Nana's Comfort Foods  
Narrow Trail Farm  
Native Customs  
Next to Nature Farm  
Nitro Joe's  
Northstar Produce  
Nu Life Market, LLC  
Oatie Beef LLC  
Okie-Mo Acres  
Oregon Trail Farm  
Ornery Brother Distilling & Milo Vodka  
Oz Winery  
Papa Baldy's  
Parks Pasture Pork  
Pat & Rachel's Gardens  
Patrick Dugan's Coffee House  
Pendleton's Country Market  
Perry's Pork Rinds  
Pet-Delights

Piccalilli Farm  
Pine Lake Christmas Tree Farm  
Pines International, Inc.  
Pioneer Bluffs  
Pleasant Ridge  
PoPt! Gourmet Popcorn  
Prairie Views  
Prairie Wind Farms  
Prairieland Market  
Prairy  
Princeton Popcorn Company  
Prothe's Pecans  
Queen Marie Gluten Free  
R Family Farms, LLC  
Rabbit Creek Tasteful Gourmet  
Range 23 Brewing  
Rawhide Portable Corral, Inc.  
Red Beard Coffee LLC  
Reeder Creek Farms  
Rees Fruit Farm  
RemeBees  
Reverie Coffee Roasters  
Ringel Farms  
Rommey Farms LLC  
Route Step Farm  
Row Shaver Systems, LLC  
Rowantree Farm  
Rowe Ridge Vineyard & Winery  
Safely Delicious  
Salsa Molino's  
Sarah Jane's LLC  
Sargeant's Berry Farm  
Schaake's Pumpkin Patch  
Schenker Family Farms, Inc.  
Scheopner's Water Conditioning LLC  
Schlaegel Homegrown Popcorn  
Schrockbier Old Smokehouse  
Shield Agricultural Equipment  
Sifers VALOMILK Candy Co.  
Signet Coffee Roasters LLC  
Skyview Farm and Creamery  
Smith's Market  
Somerset Ridge Vineyard & Winery  
Soul Sister Ceramics  
South Baldwin Farms  
Spice It Up LLC  
Spring Creek Bee & Honey Farm, LLC  
Spring Creek Creations

Stafford County Flour Mills  
Steph's Garden  
Steve's Jams and Jellies  
Sticky Spoons  
Stone Pillar Vineyard and Winery  
Strawberry Hill Povitica Company  
Strong Roots Healthy Farming LLC  
Sunflower Food Company  
Sweet Designs Cakery  
Sweet Streams Lavender Co.  
T Creek Bees & Honey  
Taste T Farm  
Ten Mile Farm  
The Corner on Main  
The Flower Nook  
The Goat Milk Soap Store LLC  
The Lavender Patch Farm  
The Paisley Pear Wine Bar, Bistro and Market  
The Pickle Cottage  
The Red Rock Guest Ranch  
The Salt Creek Farm  
The Smiling M Farm  
The Spice Merchant  
The Sweet Granada  
Thomas Mini Farm  
Thrill's Kettle Corn & Diner  
TNR Hills  
Tonja's Toffee, LLC  
Topped Barn Farm  
Twisted Pepper Co. LLC  
Two Birds Farm LLC  
Two Brothers BBQ  
Vista Drive In, Inc.  
Vogel Family Vineyards  
Walker's Tea  
Waymaster Farms, Inc.  
Werner Creek Farm  
Wheat State Wine Co., LLC  
Wheatland Foods Inc.  
Whispering Elm Farm  
Wholly Cow Market  
Wright Enterprises  
Wyldeewood Cellars  
Yoder Meats  
Z & M Twisted Vines Wines & Winery  
Zydeco Meadery



# 2021 ANNUAL REPORT



REGISTERED FARMERS' MARKETS: 90

In accordance with the Kansas Farmers' Market Promotion Act, *From the Land of Kansas* maintains a central registration of farmers' markets in Kansas. The registration is used to encourage and promote markets and efficiently connect producers with consumers.



Abilene Farmers' Market  
 Allen County Farmers' Market  
 Arlington Farm and Art Market  
 Atchison Farmers' Market  
 Barber County Farmers' Market  
 Basehor Farmer and Craft Market  
 Baxter Springs Farmers' Market  
 Bebo's Place, Dexter  
 Belleville Farmers' Market  
 Blue Valley FFA Market  
 Bonner Springs Farmers' Market  
 Border Queen Farm & Art Market, Caldwell  
 Bowlin Family Farms, Olathe  
 Burlingame Farmers' Market  
 Cawker City Farmers' Market  
 Cherryvale Farmers' Market and More  
 Chetopa Farmers' Market  
 Cheyenne Co Farmers' Market  
 Clay Center Farmers' Market  
 Columbus Farmers' Market  
 Colwich Farmers' Market  
 Conway Springs Farmers' Market  
 Cottin's Hardware Farmers' Market, Lawrence  
 Cowley Farmers' Market Association  
 Decatur County Farmers' Market  
 Dexter Farmers' Market  
 Dodge City Farmers' Market  
 Downtown Farmers' Market of Manhattan Inc.  
 Downtown Garden City Farmers' Market

Downtown Hays Market  
 Downtown Topeka Farmers' Market  
 Ellsworth Cowtown Farmers' Market  
 Emporia Farmers' Market  
 Eskridge Farmers' Market  
 Fort Scott Farmers' Market  
 Frankfort Farmers' Market  
 Galena, KS Farmers' Market  
 Gardner Farmers' Market  
 Garnett Farmers' Market  
 Geary Community Farmers' Market  
 Girard Farmers' Market  
 Great Bend Summer Street Stroll Farmers' Market  
 Greeley County's Fresh Farmers' Market  
 Harvey County Farmers' Market  
 Haven Farmers' Market  
 Haysville Hometown Market  
 Hiawatha Farmers' Market  
 Hillsboro Farmers' Market  
 Independence Farmers' & Makers' Market  
 Jetmore Downtown Farmers' Market  
 Kansas Grown! Inc., Wichita  
 Katrina's Garden Market, Soldier  
 KC Farm School Farmers' Market  
 Larned - Hillside Farmers' Market  
 Lawrence Farmers' Market  
 Leavenworth Farmers' Market  
 Lenexa Farmers' Market  
 Liberal, Kansas Farmers' Market  
 Lyndon Farmers' Market

Main Street Chanute Farmers' Market  
 Marysville Farmers' Market  
 McPherson County Farmers' Market  
 Merriam Farmers' Market  
 Mission Market  
 Monday Farmers' Market at Your Library, Topeka  
 Moundridge Farmers' Market  
 Newton Farm & Art Market  
 Norton Farmers' Market  
 Olathe Farmers' Market  
 Old Town Farm & Art Market  
 Our Small Town Market, Harper  
 Overbrook Farmers' Market  
 Overland Park Farmers' Market  
 Paola's Music and the Market  
 Park Place Farmers' Market  
 Parsons Farmers' Market  
 Perry Lecompton Farmers' Market  
 Pittsburg Area Farmers' Market  
 Pomona Farmers' Market  
 Quinter Farmers' Market  
 Reno County Farmers' Market  
 Salina Farmers' Market  
 Santa Fe (Chanute) Farmers' Market  
 Solomon Valley Farmers' Market  
 South Hutch Farmers' Market  
 Spearville Farmers' Market  
 Spring Hill Farmers' Market  
 Thomas County Farmers' Market  
 Tonganoxie Farmers' Market  
 Wellsville Farmers' Market

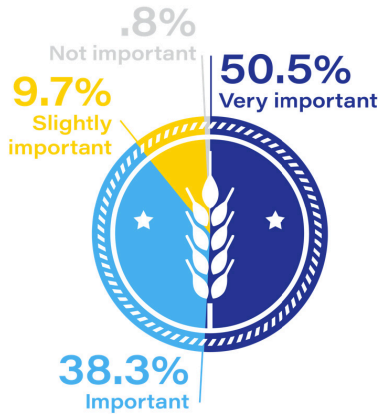


# 2021 PROMOTIONAL EFFORTS

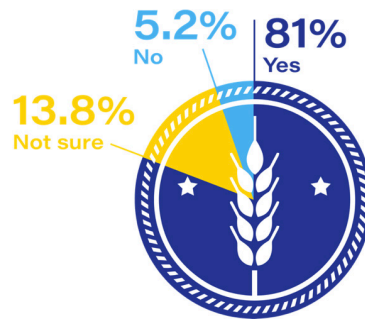


In our 2020 brand study done by New Boston Creative Group, it was shown that most people believe it is important to shop local and many believe they would be more likely to purchase a product with a *From the Land of Kansas* logo, yet many people are still unaware of the program. Ultimately, we needed to enhance brand awareness.

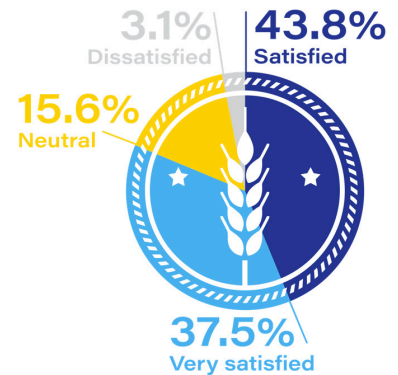
## Brand Study Statistics



Over 85% of people believe it's important or very important to shop local.



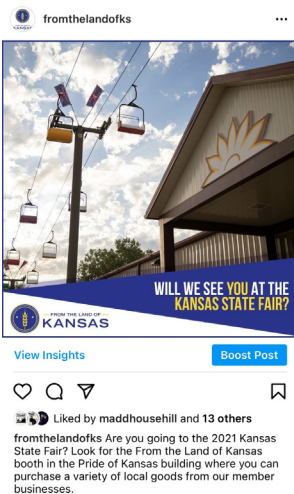
Eighty-one percent of people would be more likely to purchase a product with a *From the Land of Kansas* logo.



Over 80% of our members are either satisfied or very satisfied with the services the program provides.

In response to the study, we partnered with a Kansas ad agency to help build brand awareness among target audiences and program members. We also wanted to increase advertising efforts for events and programs such as farmers' market resources and our Kansas State Fair booth. It's important Kansans understand how they can use our program to know if a product is local.

## Promotional Materials



# Testimonials

*"The Social Media and Website Consultation benefits offered by From the Land of Kansas are wonderful resources that all businesses should be signing up to use! They provided so much useful and helpful information for our business, regarding areas we needed to improve in with our social media accounts and our online store. This, in turn, has positively impacted our growth and revenue. We are very thankful these benefits are available to From the Land of Kansas members!"*

**Lisa Ragan, Safely Delicious**

*"The thing that stood out the most to us was the time slot given us to sample our product, meet people face to face, and let them experience our pickles firsthand. We're a new company that got a later than expected start in the year. From the Land of Kansas believed in us and didn't cancel our State Fair date, even though everyone was nervous that our labels may not arrive in time. They helped launch us and give us a boost in awareness at the State Fair. They were personal and quick to talk to the public and their knowledge of our product was evident. I was also pleased with the presentation of all the different companies' products and impressed with the customer flow layout. There was a lot of care put into it."*

**Trent Stimpert, The Pickle Cottage**

*"Thank you for the opportunity to participate in the From the Land of Kansas Instagram story takeover. I learned so much in the process. Your encouragement really helped as we continue to grow our social media presence and the market. From the Land of Kansas is a great blessing to local businesses. All the best!"*

**Laura Schmigel, Newton Farm & Art Market**