

K-STATE
Research and Extension

Kansas Statewide Local Food Systems Virtual Town Hall

April 27, 2022

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Agenda for today

- 1) Five minute presentations by:
 - Russell Plaschka, Kansas Department of Agriculture, KDA's Strategic Growth Initiative
 - Elaine Johannes, KSRE, Hearing Voices; Seeing Signs - connections between social determinants of health and local food
 - Tori Laird, update on Kansas Food Framework
- 2) Open discussion about upcoming/ ongoing local food systems-related grants
 - KSRE: USDA Regional Food Systems Program grant
 - KSDE: Farm to School grant potential
 - KDA: Farm to Food Bank
 - Kansas Rural Center: South Central KS food hub proposal
 - Others
- 3) Brief announcements of upcoming local food systems events/initiatives in Kansas
- 4) Evaluation

Knowledge in Life NOTE: Recordings posted at: www.rrc.k-state.edu/localfoods/index.html

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THE KANSAS DEPARTMENT OF AGRICULTURE

Kansas Agriculture Growth
on a
Community Level

Russell Plaschka
Director of Agribusiness Development

April 27, 2022

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What Does Strategic Growth Look Like?

- Whose job is it?
- Most communities have done the work on the back side.
 - SWOT
- Each person has their own idea.
- Facilitate the discussion.
- Encourage continued community discussions!
 - MUST HAPPEN!
- Engage with Eco Devo, Commerce, Extension and Industry.



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Where are we looking?

– Do we have our blinders on?



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SGI: Cliff Notes Version

- Defining the county/community/region
- History
- Assets/Resources — as viewed by the participants
 - Why do YOU live, work, and stay here?
 - What if we don't have any???
- NIMBY
 - What makes sense?
- What do we want/need?



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Industry Sectors:
Place an X in the box beside the sector your county/community wishes to develop. Select at least one category beneath each sector selected and place an X in the box next to the category.

Agricultural Equipment Manufacturing and Sales

- Manufacturing
- Research and Development
- Sales/Service
- Other

Agricultural Technology and Entrepreneurship

- Crop Protection Product Manufacturing
- Crop Insurance
- Manufacturing
- Plant Growth/Pesticide Manufacturing
- Research and Development
- Sales/Service
- Other

Animal Health

- Distribution
- Manufacturing
- Research and Development
- Sales
- Other

Beef

- Animal Feeding/Finishing
- Animal Processing
- Cow/Girl - Production Operation
- Grass Fed - Production Operation
- Research and Development
- Value Added Processing
- Other

Corn

- Retail Production
- Feed Manufacturing
- Research and Development
- Sales
- Value Added Processing
- Other

Cotton

- Manufacturing/Gins
- Research and Development
- Sales
- Value Added Processing
- Other

Dairy

- Milk Development
- Milk Production
- Research and Development
- Value Added Processing
- Other

Equine

- Breeding
- Training
- Research and Development
- Show Facilities
- Training
- Other

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2. Supporting Resources:
While each agriculture sector is unique and may require different agriculture resources, there are some resources and infrastructure necessary to conduct and grow business regardless of the sector. The recruitment package will include an evaluation and description of current resources, infrastructure, services, and other amenities available as well as documentation of capacities or expansion plans for the resources outlined.

Agriculture Production, Climate and End Uses of Raw Products	Education/Training
Labor, Wage Data, and Available Workforce	Taxes/Regulatory Environment
Transportation/Infrastructure	Partnerships/Incentives
Utilities and Infrastructure Support Services	Real Estate
	Community Viability

3. Community Leadership and Support:
The recruitment package will include a summary of the leaders of community and industry organizations and economic development, especially those which have been involved in organized agricultural growth efforts. This section should demonstrate how public discussion has taken place to support this effort to seek economic growth opportunities. Letters of support from community leaders and/or organizations should be included as well.

4. Official Letter of Submission
The recruitment package will include a written letter of submission, along with official dated signatures from the submitting entity.

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THANK YOU

Russell Plaschka
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SERVING THE STATE'S LARGEST INDUSTRY...
AGRICULTURE

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Seeing Signs



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Hearing Voices



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Social Determinants of Health

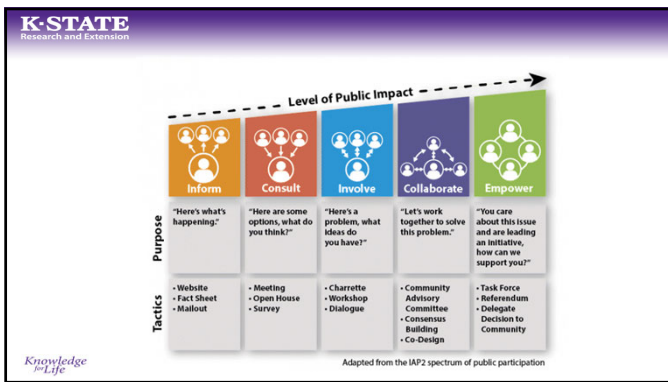


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Thank you!

Elaine Johannes, PhD
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 785-410-2249 (cell phone)



National Extension Framework for Health Equity and Well-Being
<https://www.aplu.org/members/commissions/food-environment-and-renewable-resources/board-on-agriculture-assembly/cooperative-extension-section/ecop-members/ecop-documents/2021%20EquityHealth%20Full.pdf>



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Kansas Food Framework

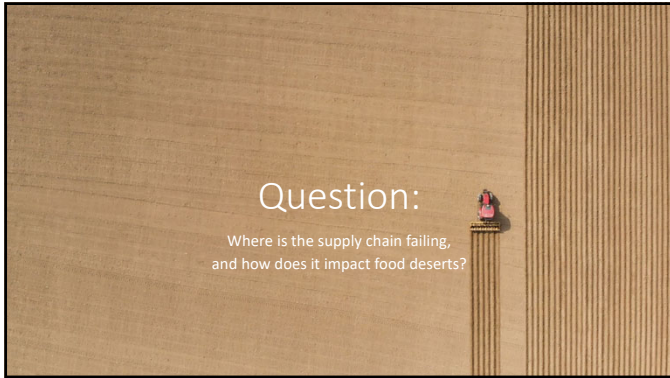
Tori Laird
 2021 Youth Ag Summit Delegate
 April 27, 2022

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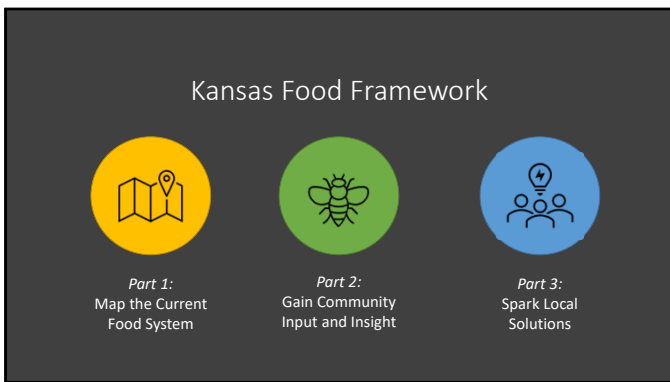


Food Desert:
an area with limited access to affordable, healthy foods

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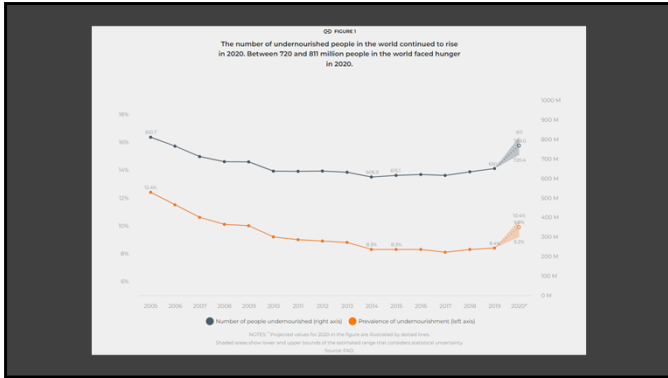
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K-STATE Research and Extension USDA Regional Food Systems Program grant

- Applying for implementation grant. **Due May 16, 2022**
- Planned objectives:
 - 1: **Increase local food system education and coordination capacity across the state**
 - Create a KSRE Center for Local Food Systems, hire a full-time Local Food System Coordinator for the state.
 - 2: **Facilitate partnerships, coordination, and access to resources across the state.**
 - Convene local food systems stakeholders through virtual town halls, annual convening and roundtable meetings
 - Fund intern positions at non-profits, farmers markets, and KSRE offices to work on local foods issues
 - 3: **Develop marketing and promotion strategies**
 - Develop digital media marketing resources and trainings specific to the Kansas local food system
 - Develop a consumer educational campaign on reasons to buy local
- Cash match secured (25% required) from KSRE and KS Center for Sustainable Agriculture & Alternative Crops
- Letter of Commitment Interest Form – please complete by next **Monday May 2.**
https://kstate.qualtrics.com/jfe/form/SV_a59W0j9lajuP5-40

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3) Brief announcements of upcoming local food systems events- all partners

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Upcoming KSRE events

- Produce Safety-related trainings and resources available at: www.ksre.k-state.edu/foodsafety/produce/index.html
 - FSMA PSA, Intro to Produce Safety, GAPs food safety plan
- Urban Food Systems Symposium: Sept 26-28, KC
 - Professional travel scholarships available
- Numerous other local activities upcoming

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- **Next Kansas local foods virtual town hall: July 27, 2022**
- Register here: [K-State Local Foods Virtual Town Hall \(constantcontact.com\)](http://K-State Local Foods Virtual Town Hall (constantcontact.com))

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Contact Details

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