

Farmer Stakeholder Feedback Executive Summary



8

round tables



126



producers and other industry
stakeholders participating

In recognition of the upcoming 10-year anniversary of the Kansas Wheat Innovation Center, Kansas Wheat initiated a series of producer roundtables. Held in locations around the state, sessions were designed to identify the current and future interests and priorities of Kansas Wheat producers to inform the work of the Kansas Wheat staff and Kansas Wheat Commission and Kansas Association of Wheat Growers boards.

Kansas Wheat farmer stakeholder sessions confirmed the commitment and resiliency of Kansas Wheat farmers.

Kansas Wheat farmers have a long tradition of demonstrated commitment to producing a safe, nutritious product that meets the needs of consumers. Today, Kansas Wheat farmers are using cutting edge research to purposely select wheat varieties and use regionally specific management practices to produce the best wheat crop possible.

Kansas Wheat farmers recognize that there are new markets for wheat with an increasing relevance

in the food and fuel markets. There is a commitment to exploring new marketing opportunities presented by preferred variety programs and producing high protein wheat to meet market demand.

Kansas Wheat farmers use sustainable practices and the latest research to protect natural resources. There is a commitment to making agronomic decisions and applying research to reduce inputs and to select wheat varieties that will perform well in their region.

Kansas Wheat farmers recognize the increasing interest of consumers in understanding where and how their food is produced. There is commitment to transparency with consumers to share the story of how a safe, nutritious wheat crop is produced.

Kansas Wheat farmers have a long tradition of demonstrated resilience. Weather has always been a factor impacting production, yet extreme weather events over the past few years have put increasing pressure on Kansas Wheat farmers. Additional pressures have resulted from market volatility, disruption of supply chain, increased cost of inputs, and workforce availability.

These factors have created an increasingly challenging environments to produce wheat.

To address these challenges, Kansas Wheat will continue to provide leadership in promotion and market development through research, education, and information. The Kansas Wheat Innovation Center will continue to work to get improved wheat varieties into the hand of farmers faster. Kansas Wheat will help producers practically apply research innovation to their on-farm management decisions through regionally held Wheat Rx programs and other outreach.

The voice of Kansas Wheat producers is the foundation for the work of Kansas Wheat. Kansas Wheat will continue to host farmer stakeholder roundtables to gain insight into current state of wheat production in Kansas. Producer input from the roundtables will be used to identify priorities for future investment in research, educational programming, support for market development, and advocacy.

