

Agri-business Alliance Small Group Discussion January 15 & 22, 2008

Attendees: Roger Kepley, PJ Griekspoor, Alan Woodard, Ed Frey, Jeff Roskam, Carla Ott-Calvert

Discussion Notes: (Jan 15 in black – Jan 22 in blue)

(2) Objectives: Discuss agri-business Alliance; discussion of what we should do. We will move forward with an Agri-business Innovation Center.

Develop Wichita as the Center of Agricultural Business Innovation is the ultimate vision for Wichita and the MSA.

Ideas/Suggestion from the group:

- **Banking – act as a conduit for corporate investment – put together the people with the ideas with the people who have the money. Provide the necessary contacts to start a business. Venture capital.**
- **Agriculture has an image problem. Emphasize the bio part vs. agri part.**
- **Image is that there is little or no agriculture in Sedgwick County. Need to emphasize the bio innovation.**
- **Haven't been able to "touch" the innovation that's out there.**
- **Maybe have Jim present to "REAP" about this concept.**

- **Most people don't know what innovative concepts we have in this area. How do we get this information out to people?**
- **Is there benefit to meeting w/ Carolyn McGinn and the Mayor to tell our story and get their input for the Center? We need to get the political side involved.**
- **Would it be beneficial to isolate down to a "couple" of areas to promote initially (such as food processing and/or ethanol). (Cargill and ICM)**
- **The key is that are either Cargill or ICM interested in being promoted by our efforts. What's in it for them and/or Cargill participating in this Alliance?**
- **What do we want from them and what are we going to tell them? Cargill is one of the "best" corporate citizen's in this the community. We need to develop a clear cut idea about what we want them to do. Diversify the economy and create job opportunities.**
- **Visit with Aragon marketing person who promotes venture capital. (Larry ?)**
- **Trying to grow "green" jobs. What does this mean? This might be the "sticky" factor.**

Agreements

WHO	WHAT	BY WHEN

--	--	--

January 22, 2008

(2) Objectives: Discuss agri-business Alliance; discussion of what we should do. We will move forward with an Agri-business Innovation Center.

Develop Wichita as the Center of Agricultural Business Innovation is the ultimate vision for Wichita and the MSA.

Promote the image of Wichita as the image of the Center of Agriculture and the physical center for Agriculture.

Ideas/Suggestion from the group:

- **The innovation Center has a lot of promise. Kansas is on the map and Wichita has been left out, so there are opportunities as a result of resources that already exists. Major players have an interest in providing seed money. In order to get the seed money, a plan must be developed:**
 - **How much money or resources will be put in the game from the alliance?**
 - **The mission, vision and the passion**
 - **Identify partnerships**
- **Kansas Livestock Assoc. and Cargill would probably have an interest in partnering. Kansas Farm Bureau is another potential partner. The partners might not bring in so much money, but will bring in networks.**
- **To promote Wichita as the Center of Innovative Agribusiness, we can:**

- **Identify local assets and place in a central repository**
- **Websites**
- **Connect existing local assets to the broader base of other statewide agricultural assets**
- **Promote the local companies and their programs involved in agriculture**
- **Omaha and Kansas City would be our competitors. Might want to partner with Kansas City. The location of the Center would not have to be in Wichita, but Wichita would be the area where people would come together and plan for the Center.**
- **Exploit the cost of doing business in Wichita (cost is good, education is good, the labor base is here)**
- **Make the claim the Wichita is a strong regional place for Innovative Agri Business**
- **There is statewide support for Wichita**
- **Start partnering with initiatives in Western Kansas**
- **Connect Wind Turbans with Agri Business(check the Wichita Eagle to get in touch with this issue)**
- **People need to be more aware of the resources involved with Agri business**
- **The image of agriculture might be “the man on the tractor”**
- **Buy-local group (farmers market), how and where would they fit in this agri business center?**
 - **Consumer demands will drive their involvement**
 - **Part of the puzzle. There are individual family needs as well as corporate needs.**
 - **They don’t trust the “corporate” community**
 - **The Center must decide where the strength of the Center should lie (buy-local or corporate)**

- **Initial concept revolved around corporate, based on the fact that business and jobs could be brought to the area**
- **Food, fuel and fiber is what the buy-local represent**
- **There really aren't differences in terms of ecology, water and environment. These are growth areas for everyone. (Adrian Polanski)**
- **Corporate means producers, ranchers, and people developing businesses. Buy-local are the farmers market, local growers. Corporate is international vs. local nutrition.**
- **Is this agri business innovation center or agri innovation center? If agri innovation center then the farmers market and local makes sense. Agri business is driven by profits. Need to take a look at the name.**
- **Ecology, biosciences, etc might be areas of the innovation center**