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Global Markets Continue to Play a Significant Role

Kansas' reputation for producing a safe, wholesome, affordable food supply is well known not only in the United States but also around the world. With more than 95 percent of all consumers living outside the borders of the United States, chances are a steak processed in Garden City, flour milled in Stafford County, ethanol distilled in Garnett, salsa made in Kansas City or a host of other Kansas agricultural products have made their way to destinations including Canada, Mexico, Germany, Nigeria, Russia and countless others.

Data for 2013 is not yet available, but 2012 was a good year for Kansas agricultural exports. Kansas farmers, ranchers and agribusinesses sold more than \$4.0 billion worth of agricultural products to foreign customers. Meat, primarily beef, continued to be the category leader generating just over \$1.0 billion in annual revenue – a five percent increase from 2011. Cereal grains were next with just over \$1.0 billion in annual sales for 2012.

The Kansas Department of Agriculture's Agricultural Advocacy, Marketing and Outreach Team serves Kansas companies to develop strong business plans for the future and build relationships for potential customers both domestically and internationally. The department partners with Food Export-Midwest, U.S. Livestock Genetics Export Inc., and other trade and commodity organizations to provide international trade opportunities for Kansas farms, ranches and agribusinesses.

Looking ahead through 2014 are more opportunities for Kansas farms, ranches and agribusinesses to either begin exporting or to expand their current export markets. Participating in KDA-sponsored focused trade missions and buyers' missions, are just two of the many opportunities available. Several buyers' missions take place domestically and are often held in conjunction with various food and agricultural trade shows. These venues enable companies to meet one-on-one with prospective buyers from around the world.

[Click here](#), for more information, including the 2014 activity calendar, about the efforts of the KDA Agricultural Advocacy, Marketing and Outreach team to promote Kansas agriculture in overseas markets and learn how you can take part.