

LAWRENCE BUSINESS

MAGAZINE

2025 Q3



THE FUTURE OF
AGRICULTURE



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LETTER FROM THE PUBLISHERS

When we began publishing The Lawrence Business Magazine, our goal was straightforward: to tell the stories of the people and industries that make a positive impact on Lawrence and Douglas County, and to highlight its unique character. Few industries capture that spirit more fully than agriculture. It is both our history and our future, and in this issue, we are proud to focus on the ways farming and agribusiness continue to shape our community.

HONORING OUR ROOTS

For generations, families in Douglas County have cultivated the soil, raised livestock, and built businesses that supported not only their neighbors but people around the world. The image of a field at harvest or cattle grazing along the Kansas River is part of our collective identity. But beyond the images is something even deeper: a commitment to caring for the land and passing it on in better condition for the next generation. That stewardship is a legacy worth honoring.

AGRICULTURE IN TRANSITION

Like so much of our economy, agriculture is evolving. The tractors may be bigger, the science more advanced, and the technology more precise, but the values remain the same. Today, local farmers are balancing tradition with innovation; using data to monitor soil health, drones to oversee crops, and community-supported agriculture to connect directly with consumers. These changes are not simply about efficiency; they are about resilience and sustainability in the face of new challenges.

LOCAL IMPACT, GLOBAL RELEVANCE

It is easy to forget, in the middle of downtown Lawrence, how much of our economy still depends on agriculture. From the fresh produce at the Farmers' Market to the beef raised on family ranches, agriculture fuels our local economy. Partnerships with the University of Kansas and Kansas State Extension help ensure that innovation and education are part of the equation, keeping Douglas County connected to global conversations about food, climate, and sustainability.

AGRICULTURE AS COMMUNITY

What inspires us most is that agriculture does more than sustain us materially; it connects us. It links farm families to new entrepreneurs, young people to seasoned producers, and all of us to the food on our tables. Agriculture builds community in ways that remind us how dependent we are on each other.

LOOKING FORWARD

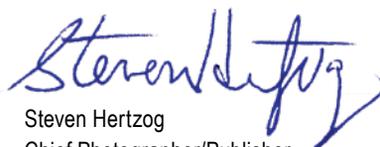
As publishers and as Lawrencians by birth and by choice, we are proud to celebrate agriculture in Douglas County. This issue honors those carrying forward a rich tradition while embracing change. Agriculture is not just a part of our past; it is essential to our future.

Please note that all our advertisers have a stake in the local economy. Whenever possible, shop locally and resist the temptation to order online. If you find something online, see if one of our local businesses has it.

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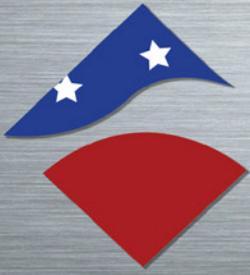
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