

# From the Land of Kansas



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**KANSAS**

# Central Farmers' Market Registration

- ▶ More than 57 registered markets of all sizes from Overland Park to Syracuse
- ▶ Registration provides
  - ▶ Limited legal liability
  - ▶ Access to resources
  - ▶ Marketing and Promotion
    - ▶ Social Media
    - ▶ Kansas Fresh mobile app
    - ▶ Farmers' Market Month
- ▶ Must renew every year

# Resources

- ▶ Annual Regional Farmers' Market Workshops
  - ▶ Iola, Wichita, Olathe, Hiawatha, Beloit, Leoti
- ▶ Food Safety Regulations and Best Practices guide- English & Spanish
- ▶ Sampling Safety guide- English & Spanish
- ▶ Food Labeling for Kansas Food Producers and Processors - English & Spanish
- ▶ Farmers' Market Marketing Online Toolkit
- ▶ Monthly e-newsletter: Farmers' Market Network



# Farmers' Market Online Toolkit



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[Kansas Businesses](#) ▾

[Farmers' Markets](#) ▾

[About the Program](#) ▾

[More](#) ▾

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## Farmers' Market Online Toolkit

This online toolkit was made possible by the USDA Specialty Crop Block Grant, "Meet Me at the Market" awarded to the Kansas Department of Agriculture. The purpose of this grant is to help farmers' markets and vendors market specialty crops. To access a resource, click on the link.

**General Marketing Guide** - Utilize this guide as you explore ways to publicize your farmers' market, engage your community, and bring new customers to the market.

**Online Toolkit Guide**- This guide provides directions on how to edit and use the fillable templates and online resources available.

**Seasonality Calendar** - This printable seasonality calendar helps farmers' market customers understand when specific fruits and vegetables are ripe and ready for purchase at their local Kansas farmers' market.

**Fillable Templates**- These templates include a postcard, newsletter, posters, and testimonial graphic that can be edited to fit your markets' needs.

[Poster 1](#)

[Poster 2](#)

[Poster 3](#)

[Newsletter](#)

[Postcard](#)

[Testimonial](#)

Kids' Activity Sheets- Let kids interact with your market vendors and learn about specialty crops using these maze and scavenger hunt activity sheets.

[Farmers' Market Maze](#)

[Farmers' Market Scavenger Hunt](#)

Social Media Graphics- Save these graphics of recipes to use on your social media pages to advertise specialty crops at your market.

[Arugula](#)

[Asparagus](#)

[Beans](#)

[Bell Peppers](#)

[Blueberries](#)

[Brussels Sprouts](#)

[Cabbage](#)

[Cantaloupe](#)

[Carrots](#)

[Cauliflower](#)

[Cilantro](#)

[Collard Greens](#)

[Cucumber](#)

[Dill](#)

[Eggplant](#)

[Green Beans](#)

[Jalapenos](#)

[Kale](#)

[Mint](#)

[Okra](#)

[Onion](#)

[Parsnips](#)

[Peaches](#)

[Pears](#)

[Peas](#)

[Pecans](#)

[Pineapple](#)

[Potatoes](#)

[Pumpkins](#)

[Scallions](#)

[Spaghetti Squash](#)

[Spinach](#)

[Strawberries](#)

[Sweet Corn](#)

[Sweet Potatoes](#)

[Tomatoes](#)

[Turnips](#)

[Watermelon](#)

[Zucchini](#)

# Kansas Department of Agriculture Resources

- ▶ Specialty Crop Block Grants
- ▶ Organic Certification Cost Share Program
- ▶ Ag Stress assistance
- ▶ From the Land of Kansas state trademark program

# Access to Grant Programs

- ▶ Specialty Crop Block Grant Programs
  - ▶ Conference Education Support
    - ▶ This project will financially assist Kansas specialty crop growers in attending a recognized conference focused on specialty crop growing techniques and industry to increase their knowledge base. Specialty crop growers will also be able to develop a plan of action to incorporate knowledge gained into their operations.
      - ▶ Had over the 30 allowed applications
  - ▶ Always watch for newsletter or Closed FB Group announcements of grant opportunities
    - ▶ Usually in the fall around Oct/Nov

# Organic Cost Share Program

- ▶ Farms and businesses that produce, process or package certified organic agricultural products are eligible to be reimbursed for 75 percent of certification-related costs – up to \$750 per category of certification – for expenses paid from Oct. 1, 2019 through Sept. 30, 2020.
  - ▶ Always watch for newsletter or Closed FB Group announcements of organic cost share opportunities
    - ▶ Usually in the late summer around Aug



# Ag Stress assistance

- ▶ [Kansasagstress.org](https://kansasagstress.org)
- ▶ Provides resources and support to those dealing with ag-related stress
- ▶ Partnered with KSRE & other ag partners
- ▶ Can find local and national resources



The image shows a banner for the Kansas Ag Stress Resources website. The banner features a dark background with a close-up of soil. On the right side of the banner, a pair of hands is shown holding a small green seedling in a mound of soil. The text on the banner includes the website name, a phone number for 24/7 support, and a navigation menu.

**KANSAS**  
Ag Stress Resources

For free 24/7 support, call  
**1-800-447-1985**  
Regional Concern Hotline

HOME FAMILY SUPPORT MENTAL HEALTH SERVICES CURRENT EVENTS OUR PARTNERS

# From the Land of Kansas

- ▶ Promote and celebrate agriculture experiences and products that are grown, raised, or produced in Kansas
  - ▶ Farmers and Ranchers
  - ▶ Producers and Processors
  - ▶ Value Added Agriculture
  - ▶ Manufacturing
  - ▶ Restaurants
  - ▶ Agritourism
  - ▶ Retail Partners

# From the Land of Kansas

- ▶ 100% of the product is grown, raised or produced in Kansas
- ▶ 100% of the products' processing, manufacturing, or craftsmanship is done in Kansas
- ▶ Your restaurant is Kansas owned or serves one or more primary Kansas food ingredients. Restaurant needs to identify which food products are from Kansas.
- ▶ Business provides an agriculture based-experience in Kansas. To qualify, agritourism businesses must be registered with the [Kansas Department of Wildlife, Parks and Tourism](#).
- ▶ Business offers three or more Kansas products for sale in their store.
- ▶ Additionally, all products and businesses must be in good standing and meet standards set forth by local, state and national regulating authorities.

# Benefits

- ▶ Free and paid benefits for businesses of any size
  - ▶ UPC barcodes
  - ▶ Use of *From the Land of Kansas* logo
  - ▶ Access to e-commerce platform
  - ▶ Marketing opportunities with Chef Alli
  - ▶ Events and tradeshows
  - ▶ Tradeshaw Assistance Program
  - ▶ Discounted rates with Kansas Value Added Foods Lab
  - ▶ Marketing assistance
  - ▶ Review full benefit catalog [online](#)

# How to Sign Up

- ▶ Be sure you have all proper licenses- if you are not sure, we can help you find out
- ▶ Submit an application
- ▶ Select your benefits for the year
  - ▶ You now have the opportunity to select benefits that are valuable to you!
- ▶ Stay in touch for new events and opportunities
- ▶ Renew every January
  - ▶ If you are not sure if you have renewed, email us at [fromthelandofkansas@ks.gov](mailto:fromthelandofkansas@ks.gov) to verify

# Questions

Janelle Dobbins

Marketing Manager

[Janelle.dobbins@ks.gov](mailto:Janelle.dobbins@ks.gov)

785-564-6759



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