

From the Land of Kansas



— FROM THE LAND OF —
KANSAS

Who are we

- ▶ We are the states' trademark program, designed to promote and celebrate agricultural experiences and products grown, raised or produced in Kansas. The *From the Land of Kansas* brand makes it easier for people to find and support Kansas-made products and Kansas-based businesses. The program offers an array of incentives to Kansas companies - big and small - who grow, raise, serve or produce products in the state.
 - ▶ Farmers and Ranchers
 - ▶ Producers and Processors
 - ▶ Value Added Agriculture
 - ▶ Manufacturing
 - ▶ Restaurants
 - ▶ Agritourism
 - ▶ Retail Partners

History of the Trademark



August 4: The first From the Land of Kansas logo is trademarked with a native sunflower centered in the outline of the state. The trademark is to be used as a marketing tool for the promotion and development of markets for Kansas agricultural products.



August 17: Program is named Simply Kansas. The logo consists of a gold oval partially outlined in warm red along the bottom with Simply Kansas in stylized typeset.

State trademark program moves to the Kansas Department of Agriculture.

Kansas Board of Agriculture is formed (building upon work of Kansas State Agricultural Society).

Kansas Department of Agriculture becomes a state agency.

1872

1978

1995

2010

2011



1977

1984

1996

2015

A From the Land of Kansas trademark is developed.

January 10: The logo is updated with an outline of the state of Kansas with a half sunflower and the words From the Land of Kansas on the inside.

June 14: From the Land of Kansas trademark program moves to the Kansas Department of Commerce.

March 10: Program returns as From the Land of Kansas. The new logo is a circular concentric design appearing in blue with double exterior perimeter rings of yellow, blue with a white rope, a then yellow. The interior blue circle contains a yellow wheat head with two small, white five point stars. Below the icon are the words From the Land of Kansas.



FROM THE LAND OF KANSAS

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 assistance
 - ▶ Events and tradeshows (Purple Ribbon Marketplace)
 - ▶ Newsletters
 - ▶ Discounted rates with Kansas Value Added Foods Lab
 - ▶ Review full benefit catalog [online](#)

Shop.FromtheLandofKansas.com

- ▶ Sunflower Oil
 - ▶ Honey
 - ▶ Popcorns
 - ▶ BBQ sauces, mixes and rubs
 - ▶ Pet treats
 - ▶ From the Land of Kansas branded items
-
- ▶ Holiday gift boxes are offered again this year
 - ▶ Ship anywhere in the U.S.
 - ▶ Makes shopping easy and you support businesses in your state!



The screenshot shows the homepage of the From the Land of Kansas Marketplace. At the top, there is a navigation bar with the logo and the text "FROM THE LAND OF KANSAS". Below the navigation bar, there are tabs for "Non-Food", "Food Items", and "Gift Boxes and Certificates". The main content area features a large banner image of various products like honey, BBQ sauce, and pet treats on a wooden table, with an American flag in the background. Below the banner, there is a welcome message: "Welcome to the From the Land of Kansas Marketplace". There are also links for "Welcome to the From the Land of Kansas Marketplace" and "The From the Land of Kansas program exists to promote and support Kansas farmers, ranchers and agricultural businesses. For more information on the program, please explore the main site at www.FromtheLandofKansas.org". Below this, there is a section for "Featured products" with four items: "Holiday Gift Boxes" (\$25.00), "Twisted Tex Mex Dip Mix" (\$6.00), "2021 KANSAS! Calendar" (\$9.00), and "Golden Prairie Honey Farms Honey" (\$4.00). Each product has an "ADD TO CART" button.



FROM THE LAND OF
KANSAS

Give the Gift of Kansas

Celebrate the special relationships in your life this holiday season by treating your family and friends to a heart-warming gift box filled with goods from around the Sunflower State! Your purchase directly supports small Kansas businesses and promotes local Kansas communities.

Each holiday gift box includes an array of delicious sweet and salty snacks, useful sunflower oil and so much more!



Ad Astra Gift Box



Konza Gift Box

**Prices do not include tax and shipping.

**If you are ordering a quantity of more than 10 gift boxes, please call 785-564-6759 to ensure your delivery can be fulfilled by December 25.

How to Sign Up

- ▶ Be sure you have all proper licenses- if you are not sure, we can help you find out
 - ▶ All types of licensing guides at <https://agriculture.ks.gov/kda-services/licensing-guides>
- ▶ 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 to verify

Central Farmers' Market Registration

- ▶ More than 76 registered markets of all sizes from Overland Park to Syracuse
- ▶ Registration provides
 - ▶ Limited legal liability
 - ▶ Access to resources
 - ▶ Marketing and Promotion
 - ▶ Social Media
 - ▶ New app to be debuted next Spring
 - ▶ Farmers' Market Month
- ▶ Must renew every year



Resources

- ▶ Annual Regional Farmers' Market Workshops
 - ▶ Feb 2021
- ▶ Monthly e-newsletter: Farmers' Market Network



- ▶ Farmers' Market Marketing Online Toolkit

Farmers' Market Online Toolkit



FROM THE LAND OF
KANSAS

[Kansas Businesses](#) ▾

[Farmers' Markets](#) ▾

[About the Program](#) ▾

[More](#) ▾

[Shop](#)

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](#)

Handouts

- ▶ English and Spanish versions
 - ▶ Food Safety Regulations and Best Practices guide
 - ▶ Sampling Safety guide
 - ▶ Food Labeling for Kansas Food Producers and Processors

Revised January 2020



Overview: Allowed Foods, Label Requirements

Farmers markets are growing in popularity across the United States and across Kansas. These markets provide a valuable market outlet for local farmers and allow consumers to purchase healthy local produce and other foods. To protect this key market outlet, it is essential that the food sold at farmers markets is produced and processed according to the relevant governmental rules, regulations, and guidelines. Not only will this produce products that are as safe as possible, it will also assure your customers that your business, as well as the entire farmers market, has product quality and safety in mind.

*** Retail food sales (including at farmers markets) in Kansas are regulated for food safety by the Kansas Department of Agriculture (KDA) Food Safety and Lodging program. Therefore, if you are selling products in Kansas, the state requirements listed in this document are what you need to follow. More information on how to obtain the various KDA licenses mentioned in this document is included after the tables and in subsequent sections of the document. KDA encourages vendors to contact them with any questions regarding licensing, as KDA is happy to guide people through the licensing process.*

** Vendors should also check with the market where they are selling, as their requirements may be more stringent than state governmental regulations.*

** More detailed requirements for most products listed in the tables below are included in subsequent sections of this document.*

Note: This applies to all direct-to-consumer sales of food, including festivals, bazaars, craft shows, and similar events where people making the products sell their own products. The listed licensing

exemptions would also apply to exempt foods sold online and shipped to the customer's home or delivered by the producer directly to the end consumer. Note that for foods sold online to a person in another state(s), the seller must also follow the rules of the receiving state(s).

Foods NOT allowed to be sold at Kansas farmers markets (WITHOUT proper licensing)

- **Home canned pickles, meats, vegetables, and sauerkraut.** More information on home-canned foods regulations is available in subsequent tables.
- **Home baked potentially hazardous foods** (includes cream or meringue pies, custards, cheesecakes, cream-filled cupcakes or donuts, cream cheese-based frostings or fillings, etc.). *NOTE: potentially hazardous foods are foods that require temperature control for safety.*
- **Homemade dairy products** (cheese, yogurt, ice cream, etc.).
- **Uninspected meat or poultry** (must be processed at an inspected facility; note the poultry exemption indicated in the table that begins on page 2).
- Sprouts require proper licensing.

Overview: Allowed Foods, Label Requirements	1
General Food Safety Practices, Selling Fresh Produce, Samples, and Demos	7
Selling Prepared Foods and Baked Goods	11
Selling Meat, Eggs, and Dairy Products	12
Key Contacts	15

Kansas Department of Agriculture Resources

- ▶ Specialty Crop Block Grants
- ▶ Organic Certification Cost Share Program
- ▶ Ag Stress assistance

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.

▶ Applications close Dec 18

- ▶ <https://agriculture.ks.gov/kda-services/grants-and-cost-share-programs/specialty-crop-grower-conference-grant>

Organic Cost Share Program

- ▶ Farms and businesses that produce, process or package certified organic agricultural products are eligible to be reimbursed for 50 percent of certification-related costs — up to \$500 per category of certification — for expenses paid from Oct. 1, 2019 through Sept. 30, 2020.
 - ▶ Applications close Dec 15
 - ▶ <https://agriculture.ks.gov/kda-services/grants-and-cost-share-programs/organic-cost-share-program>

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 "KANSAS Ag Stress Resources". 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 circle of soil. To the right of the hands, the text reads: "For free 24/7 support, call 1-800-447-1985 Regional Concern Hotline". Below the banner is a dark blue navigation bar with white text for the following categories: HOME, FAMILY SUPPORT, MENTAL HEALTH, SERVICES, CURRENT EVENTS, and OUR PARTNERS.

Follow us!



www.fromthelandofkansas.com

Questions

Janelle Dobbins

Marketing Manager

Janelle.dobbins@ks.gov

785-564-6759

Sammy Gleason

Marketing Coordinator

Sammy.Gleason@ks.gov

785-564-6755



— FROM THE LAND OF —
KANSAS