

From the Land of Kansas Central Farmers' Market Registration



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Central Farmers' Market Registration

- ▶ More than 85 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



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Resources

- ▶ Annual Regional Farmers' Market Workshops
 - ▶ Olathe, Chanute, Great Bend, Wichita, Colby
 - ▶ Annual Conference: Manhattan
- ▶ Food Safety Regulations and Best Practices guide
- ▶ Sampling Safety guide
- ▶ Marketing templates
- ▶ Monthly e-newsletter: Farmers' Market Network



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Access to Grant Programs

- ▶ Farmers' Market Promotion Program
- ▶ Specialty Crop Block Grant Programs
 - ▶ Savor the Season
 - ▶ Meet Me at the Market



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Kansas Department of Agriculture Resources

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



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- ▶ 2018 Membership Program
- ▶ Access to e-commerce platform
- ▶ Marketing opportunities with Chef Alli
- ▶ Events and tradeshow
- ▶ Tradeshow Stipend Program
- ▶ Discounted rates with partner organizations
 - ▶ Kansas Value Added Foods Lab
 - ▶ Center for Rural Enterprise Engagement
- ▶ Marketing assistance



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