From the Land of Kansas
Central Farmers’ Market
Registration
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
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
Access to Grant Programs

- Farmers’ Market Promotion Program
- Specialty Crop Block Grant Programs
  - Savor the Season
  - Meet Me at the Market
Kansas Department of Agriculture Resources

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

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