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Sam Brownback, Governor

**Report on Agriculture Advocacy, Marketing and Outreach Team
to
The House Agriculture and Natural Resources Committee
By J.J. Jones
Kansas Department of Agriculture
January 31, 2013**

The mission of KDA's Advocacy, Marketing and Outreach team is simple. We are here to serve all Kansans through innovative programming and to deliver solutions designed to create an environment that facilitates growth and expansion in agriculture while increasing pride in and awareness of the state's largest industry – agriculture. 2012 was a tremendous year for our team as we completed our first full year within the Kansas Department of Agriculture.

In 1996, prior to the agriculture marketing program's move from KDA to the Department of Commerce, the team consisted of 15 full time employees (FTEs) and received \$1.1 million in state general funds and economic development incentive funds (EDIF). In 2011, prior to the program moving to KDA, the agriculture marketing program had 5.8 FTEs and \$733,000 from EDIF in FY 2011.

Executive Reorganization Order (ERO) 40, which moved the division into KDA, transferred three FTEs and \$396,000 from EDIF. The 2012 legislature increased the agriculture marketing EDIF allocation by \$250,000. However, the division is anticipating a 10 percent decrease for FY 2014. We have utilized the past 12 to 18 months to completely evaluate past and present programs and services offered by the team. At the same time, we worked with industry partners and agency partners to improve the programs and services we deliver.

The team strives to accomplish six goals each and every day:

- Retain and serve current farms, ranches and agribusinesses in Kansas
- Grow current farms, ranches and agribusinesses in Kansas
- Expand the Kansas agriculture industry
- Assist in maintaining and growing rural Kansas communities
- Raise awareness of agriculture
- Create appreciation for agriculture

The Advocacy, Marketing and Outreach Team consists of seven full-time members who work with farmers, ranchers, agribusinesses and organizations on a variety of projects that range from farmers' markets to foreign markets, agricultural education to winery registration and agribusiness recruitment to rural community improvement. The agency communications director and assistant secretary also serve as members of the team though officially on the Secretary's Executive Team. In addition to our full-time team, we are an active participant in the Governor's Intern Program and utilize a number of interns for various projects and programs throughout the year.

House Agriculture & Natural
Resources Committee

Date 1-31-2013

Attachment # 1

Four members of our team work primarily in the area of agribusiness development. This group works to maintain Kansas' robust agriculture industry while at the same time attracting additional agriculturally-based entities to Kansas. Areas of concentration for the team include:

- The Kansas Dairy Initiative
- Growing animal agriculture in Kansas
- Growing value-added agriculture in Kansas

The Kansas Dairy Initiative is a joint effort with the western Kansas Rural Economic Development Alliance and is an initiative that works closely with Kansas State University, the Kansas Dairy Association, the Kansas Livestock Association Dairy Committee, Kansas Farm Bureau Dairy Committee, Kansas Department of Health and Environment and Kansas Department of Commerce. Beginning in the mid-1990s, several out-of-state and out-of-country dairies were looking for expansion and relocation options. Since then, the Kansas Dairy Initiative has provided leadership and assistance to a variety of dairies.

The Kansas Dairy Initiative leads Kansas' efforts to retain and recruit dairies while assisting current dairies with services that allow them to remain in Kansas and potentially expand and diversify if that is their desire. Services include such things as site location, assistance in navigating and understanding the regulatory process, promotion of Kansas' assets that are important to dairies and assistance in securing capital and resources.

In addition, the initiative works to attract dairy foods processors such as Kansas Dairy Ingredients in southwest Kansas.

The most talked about success story in 2012 for the Kansas Dairy Initiative is the continued success and expansion of McCarty Family Farms of Rexford, Bird City and Scott City. Tom and Judy McCarty not only provided an opportunity for their four sons to move to Kansas and be involved in their family dairy operation but also the dairies provide employment for more than 100 Kansans at their three dairies and their on-farm processing facility. Expansion of the McCarty Family Farms has resulted in increased enrollment in local school districts, economic growth in the region and improvement in the dairy sector.

McCarty Family Farms is now the sole supplier for Dannon Yogurt's Dallas, Texas processing facility. KDA worked closely with other state agencies, local economic development groups and USDA to assist McCarty Family Farms in their expansion and diversification over the past two years.

The McCarty family is an innovative leader in the dairy sector and is earning recognition nationwide for its commitment to leading the way forward for dairy production in the United States. This month, the International Dairy Foods Association awarded McCarty Family Farms the 2013 Innovative Dairy Farmer of the Year Award. Secretary Rodman nominated the McCarty Family Farms for this award.

Since the Governor's Summit on Animal Agriculture in September 2011, the team has been working on a variety of projects and issues identified at the Summit. For example, we are working more closely with regulating bodies within the departments of agriculture and health and environment to ensure the state is working to assist Kansas farmers, ranchers and agribusinesses stay in business as opposed to only enforcing rules and regulations and not also looking for business-friendly solutions. While Kansas is known for beef production and as a growing dairy state, the team is working with farms, ranches and agribusinesses that also have interest in poultry, swine and specialty crop production.

In addition to agribusiness development, the Marketing, Advocacy and Outreach team also facilitates marketing and promotional activities and services that assist Kansas farms, ranches and agribusiness market their goods and services in Kansas, across the United States and around the world.

One exciting program is the state's trademark program. Like many states, Kansas has a trademark program for Kansas agricultural products and experiences. The Kansas legislature charged the Agricultural Marketing, Advocacy and Outreach team with managing the state's trademark program more than 25 years ago. Upon moving the trademark program, in conjunction with the marketing team to the Kansas Department of Agriculture in July 2011, the team reached out to trademark members, past and present, as well as trademark program partners and supporters to evaluate the program.

After a year of focus groups and one-on-one consultations, the decision was made to re-launch the trademark program under its original and well-recognized brand, *From the Land of Kansas*. The new trademark program was given a logo facelift and was launched to Kansas companies on January 29.

The revamped program offers Kansas farms, ranches and agribusiness the opportunity to show that they are proud to call Kansas home. Furthermore, the program allows Kansas, U.S. and global consumers the opportunity to enjoy quality Kansas agricultural products, including foods, agricultural equipment, arts, crafts and experiences.

The team worked with trademark companies to design a trademark program of which Kansans can be proud. The team set a goal to have five companies join at the top level on launch day. I am pleased to report our team surpassed this goal and Kansas companies spoke with their membership dollars. As of today, six Kansas companies have joined *From the Land of Kansas* at the top tier and there are many more in the subsequent tiers.

The trademark program works closely with the Kansas State University food science, meat science and agriculture economics departments to provide a number of services to trademark companies. This partnership with K-State has created the Kansas Value-Added Center. The center is a non-concrete organization that strives to increase value-added agriculture in Kansas.

Another program offered by the Marketing, Advocacy and Outreach team includes a variety of opportunities for Kansas farms, ranches and agribusinesses to market their products overseas. The international component of our team's portfolio is based on Kansas' involvement in:

- U.S. Livestock Genetic Export, Inc. (U.S.L.G.E.) – an organization that leverages USDA Market Access Program and Foreign Market Development funds
- Food Export Association of the Midwest - an organization that leverages USDA Market Access Program funds, and

- The State Trade and Export Promotion (S.T.E.P.) Program – a grant administered by the U.S. Small Business Administration that is shared between the Kansas Department of Agriculture and Kansas Department of Commerce.

Kansas provides staff to administer programs and activities under the three programs listed above. In addition, membership dues for U.S.L.G.E. are \$5,000.00 per year and \$9,000 per year for Food Export. As a cash match for S.T.E.P., Kansas paid just over \$46,100.00.

In 2012, Kansas, via the department of agriculture and Kansas-based farms, ranches and agribusinesses, received funding for marketing activities in the amount of \$312,821.00. More simply, for every one dollar the state spent, \$5.21 was leveraged for international marketing activities from federal programs.

Several activities, such as trade missions and hosting of buyers from Russia and China, promote traditional Kansas commodities, including beef, wheat and livestock genetics. Therefore, actual sales are difficult to calculate and attribute to individual activities. However, an example of the benefits of such missions is in the Russian market for livestock genetics. Kansas first developed a presence in Russia to advertise beef cattle genetics in May 2010. At that time, no sales were reported of Kansas livestock genetics – live animals, semen or embryos – in Russia. Today, Kansas is a leading state with over \$2.5 million in livestock genetics being sold to Russian livestock producers by Kansas ranches in 2012.

Additionally, data is still being collected regarding sales generated from Kansas' international marketing activities that can be tracked. To date, more than \$182,000 in sales has been reported with estimated sales of more than \$600,000 coming in during 2013 from 2012 marketing activities.

The Kansas Department of Agriculture led 12 out-bound trade missions to in 2012 to the following nations:

- | | | |
|---------------|---------------|-----------|
| • Russia | • Singapore | • Mexico |
| • China | • Australia | • Taiwan |
| • South Korea | • Germany | • Georgia |
| • India | • Switzerland | |

Also during 2012, the team hosted or co-hosted buyers from 19 countries, including:

- | | | |
|--------------|------------------|------------------------|
| • Russia | • Japan | • El Salvador |
| • Kyrgyzstan | • South Korea | • Guatemala |
| • Kazakhstan | • Singapore | • United Arab Emirates |
| • China | • Spain | • Indonesia |
| • Canada | • United Kingdom | • Vietnam |
| • Germany | • Brazil | |
| • Hong Kong | • Colombia | |

Based on both qualitative and quantitative data, I am confident to say a positive return on investment has been garnered from the \$312,821.00 spent on international marketing activities in 2012.

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One success story our team is extremely proud of that occurred in 2012, is the assistance Agricultural Marketing, Advocacy and Outreach programs provided Sticky Stack Pancake Syrup and Toppings of Kansas City, Kansas. Sticky Stack participated in a June 2012 mission to Germany and Switzerland. Sticky Stack's success in Germany is summed up best by the in-market contractor who was helping our team facilitate the mission – "I have been helping companies export for over 20 years and I've only seen this twice ... an on-site sale." During this mission Sticky Stack was able to sign an agreement for its product line to be on the shelves of KaDeWe, Europe's largest department store in Berlin, Germany.

We strive to increase pride in and awareness of agriculture, which is the largest economic driver in the state. Throughout 2012, team members have led a series of initiatives to do just this. Highlights from the year include, Kansas' celebration of Kansas and National Agriculture Week, working with the Kansas Department of Education on the Farm to School program, working with Kansas FFA and Kansas 4-H to provide domestic and international agricultural education activities and working with the Kansas State Fair and Kansas commodity commissions to showcase Kansas agriculture during the state fair and throughout the year. The team also administers the Specialty Crop Block Grant program and works to improve production practices through directed research and promotes specialty crop products at farmers' markets and in direct marketing venues.

Additionally, the team coordinates the agricultural statistic services provided by KDA. This includes Kansas hay and sunflower market reports, the livestock market reports, the bluestem pasture survey and the custom rates survey.

While our team subscribes to the mantra of putting our good to the test and making our better best, we feel 2012 was a successful year for Kansas agriculture and we are excited for the possibilities to continue and expand the programs and services that allow us to serve all Kansans.



From the Land of Kansas Trademark Membership Guidelines

FROM THE LAND OF
KANSAS

From the Land of Kansas is a 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. All Kansans can apply for membership in the program provided 100 percent of their item's ingredients or processes are Kansas-based. The program offers membership in the following categories:

Grower/Producer:

- 100 percent of the product is grown/produced in Kansas

Value-Added Agriculture (non-food products):

- 100 percent of product's raw materials are acquired from Kansas
- 100 percent of the product's processing, manufacturing or craftsmanship is done in Kansas

Restaurant:

- Restaurant is Kansas owned or restaurant serves one or more primary Kansas food ingredients (note: franchises that are Kansas based will be allowed in the trademark, others will not)
- Restaurant identifies which food products are from Kansas/locally grown

Manufacturer/Processor (food and non-food products):

- 100 percent of the product's processing or manufacturing is done in Kansas

Agritourism:

- Business must be a registered agritourism operation with the Kansas Department of Wildlife, Parks and Tourism
- A majority of marketing, management and purchasing decisions are done in the state of Kansas
- Business provides an agriculture-based experience

** All products and businesses must be in good standing and meet standards set forth by local, state and national regulating authorities.*

Partners of *From the Land of Kansas* do not register or pay fees. Partners will be invited to key trademark events (i.e. the annual meeting, the state trademark tradeshow, etc.), be identified on the trademark website and will be provided promotional materials for Kansas products and services upon request. These partners include:

- **Farmers Markets:** Farmers markets across the state who register with our program will be given *From the Land of Kansas* promotional supplies and networking opportunities with agribusinesses and consumers.
- **Retailers:** Retailers we recognize as partners must have three or more Kansas products in their store. In-store Kansas promotional displays will be provided upon request.



FROM THE LAND OF
KANSAS

From the Land of Kansas Trademark Program Application

A business or product may be accepted into the *From the Land of Kansas* trademark program in one or more categories, as detailed in the guidelines. The annual fee for the From the Land of Kansas Trademark Program is due Jan. 1, each year. Please complete this application in its entirety; only complete, typed applications will be accepted. Incomplete applications will not be reviewed.

Business Name: _____

Owner(s): _____

Owner(s) Street Address (city, state, zip) _____

Owner(s) Mailing Address _____

Owner's Telephone: () - Ext. _____ Fax: () - _____

Owner's E-mail Address: _____

Marketing Contact (if different from owner): _____

Street Address: _____

Mailing Address: *(will show on website)* _____

Telephone: () - Ext. _____ Fax: () - _____

Toll Free Number: () - _____ County: _____

E-mail Address: _____ Web site: _____

Number of Employees: _____

Is this business registered with the Kansas Secretary of State's Office? Yes No

How is your business classified for federal income tax purposes? Non-Profit For-Profit

What year was your business established? _____

Average sales per year: _____

How did you learn about this program? _____

Does your business do retail sales? Yes No Does your business wholesale? Yes No

Indicate the category of membership (see Guidelines for specifications). If applying in multiple categories, please complete the application for each category selected. All categories must complete pages 10 & 11!!

- Agritourism (pg 5) Value-Added Agriculture (pg 6) Restaurants (pg 7)
- Grower/Producer (pg 8) Manufacturer/Processor (pg 9)

Approved by Program Manager: _____



FROM THE LAND OF
KANSAS

Is your facility required to be licensed and inspected? Yes No If yes, provide license number _____

Is this business your primary source of income? Yes No

Would you like your business listed in an online directory? Yes No

Select which level of membership you would like (see charts on pg. 4-5 for benefits of each level):

Level 1:

Level 2:

Level 3:

Level 4:

Level 5:

***Special charter member (enrolled in 2013) guarantee:** *Member fees will not change for the first three years for chartered members.*

Becky Sullivan

State Trademark Program Coordinator

Becky.sullivan@kda.ks.gov

Work: 785-296-6080

www.fromthelandofkansas.com

Approved by Program Manager: _____

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Member Benefits

Level 1: Free Level 2: \$100 Level 3: \$500 Level 4: \$1,000 Level 5: \$2,000

Member contact information listed on website	X	X	X	X	X
Weekly email about business development opportunities	X	X	X	X	X
# of product categories featured on website	1	3	6	No Limit	No Limit
Company website link featured on trademark program website		X	X	X	X
Access to and permitted usage of the From the Land of Kansas Logo		X	X	X	X
Graphic design for re-labeling & promotions with new trademark logo <i>(Only the first 20 companies to register will receive this benefit)</i>		X	X	X	X
Exhibit space at the From the Land of Kansas state tradeshow					
Included in the From the Land of Kansas tent at the KS Sampler Festival <i>(Participants still pay normal festival fee)</i>		X	X	X	X
Featured in trademark social media & earned media promotions <i>(i.e., press releases, Facebook, Twitter, Pinterest)</i>			X	X	X
Included in Kansas Pavilions at international food shows <i>(Participants still pay normal show fees)</i>				X	X
Video feature of your company on trademark website					X
Featured in trademark paid promotions					X
Featured in new brochure and other printed promotions <i>(i.e., local food brochure to restaurants, recipe cards, etc.)</i>					X
Invited to take part in meeting with international buyers Kansas hosts					X
Featured in mobile & online technologies as developed					X
Access to one free product labeling test through K-State <i>(\$150 value for Kansas companies, \$900 commercial value)</i>					X
Access to one free shelf life test from K-State <i>(Commercial value of test: \$5,000)</i>					X

At full price 25% Discount 50% Discount 75% Discount & Prime location



FROM THE LAND OF
KANSAS

Agritourism Category

TYPE OF AGRITOURISM EXPERIENCE OFFERED:

Mark all that apply:

- | | | |
|---|--|--|
| <input type="checkbox"/> Hunting | <input type="checkbox"/> Hay Rack Ride | <input type="checkbox"/> U-Pick |
| <input type="checkbox"/> Fishing | <input type="checkbox"/> Amusement Rides | <input type="checkbox"/> Vineyard |
| <input type="checkbox"/> Bird Watching | <input type="checkbox"/> Christmas Trees | <input type="checkbox"/> Winery |
| <input type="checkbox"/> Plants/Flowers | <input type="checkbox"/> Western Experience | <input type="checkbox"/> Pumpkin Patch |
| <input type="checkbox"/> Maze | <input type="checkbox"/> Farm/Ranch Experience | |
| <input type="checkbox"/> Other: _____ | | |
-

FACILITY AMENITIES:

Mark all that apply:

- | | | |
|--|--|---|
| <input type="checkbox"/> Lodging | <input type="checkbox"/> Dining | <input type="checkbox"/> Tasting Room |
| <input type="checkbox"/> Motor Coach Parking | <input type="checkbox"/> Concessions | <input type="checkbox"/> Pre-Booked/Group Events |
| <input type="checkbox"/> Tent Camping | <input type="checkbox"/> Guided Tours | <input type="checkbox"/> Special Events/Festivals |
| <input type="checkbox"/> Restrooms | <input type="checkbox"/> Retail/Gift Shop | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> RV Hook Ups | <input type="checkbox"/> Accessible to individuals with disabilities | |

Approved by Program Manager: _____



FROM THE LAND OF
KANSAS

Value-Added Agriculture Category

Please complete for each value-added agricultural product; attach additional pages if necessary.

From the Land of Kansas Value-Added Agriculture Description:

Product #1 Name: _____

Agricultural product used in product: _____

Product Description:

What percent of raw materials used in this product is acquired from Kansas? _____

What percent of raw materials is grown or manufactured in Kansas? _____

What percent of the processing or manufacturing of this product is done in Kansas? _____

Is the packaging of this product done in Kansas? Yes No

Location? _____

Are the packaging materials for this product acquired in Kansas? Yes No

Location? _____

What percent of the product design and development occurs in Kansas? _____

What is your estimated production capacity (example: 100 gallons/day or 20,000 units/year)? _____

Product #2 Name: _____

Agricultural product used in product: _____

Product Description:

What percent of raw materials used in this product is acquired from Kansas? _____

What percent of raw materials is grown or manufactured in Kansas? _____

What percent of the processing or manufacturing of this product is done in Kansas? _____

Is the packaging of this product done in Kansas? Yes No

Location? _____

Are the packaging materials for this product acquired in Kansas? Yes No

Location? _____

What percent of the product design and development occurs in Kansas? _____

What is your estimated production capacity (example: 100 gallons/day or 20,000 units/year)? _____

Approved by Program Manager: _____

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FROM THE LAND OF
KANSAS

Restaurant Category

Individual restaurants that are Kansas owned qualify to be a member of the trademark program. In the case of franchises, the restaurant chain is eligible if the headquarters are in Kansas. Please list each From the Land of Kansas product used in your restaurant, or specify where your restaurant is registered. Attach additional pages if necessary.

From the Land of Kansas Products offered in Restaurant:

Company/Vendor #1; Product #1: _____

Product Description:

Company/Vendor #1; Product #2: _____

Product Description:

Company/Vendor #1; Product #3: _____

Product Description:

Company/Vendor #4; Product #4:

Product Description:

Is your restaurant registered in Kansas?

Who are your primary customers?

Approved by Program Manager: _____



FROM THE LAND OF
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Grower/Producer Category

Does your business do institutional sales, such as hospitals, restaurants? Yes No

Have shelf life and nutritional analysis studies been conducted for your product (s)? Yes No

Are you interested in marketing your product nationally or internationally? Yes No

Please complete for each product produced; attach additional pages if necessary.

Product #1

Product Line (i.e. condiments, bakery mixes, jellies): _____

Product Description:

What percent of raw materials used in this product is acquired from Kansas? _____

What percent of raw materials is grown or manufactured in Kansas? _____

What percent of the processing or manufacturing of this product is done in Kansas? _____

Is the packaging of this product done in Kansas? Yes No

Location? _____

Are the packaging materials for this product acquired in Kansas? Yes No

Location? _____

What percent of the product design and development occurs in Kansas? _____

What is your estimated production capacity (example: 100 gallons/day or 20,000 units/year)? _____

Product #2

Product Line (i.e. condiments, bakery mixes, jellies): _____

Product Description:

What percent of raw materials used in this product is acquired from Kansas? _____

What percent of raw materials is grown or manufactured in Kansas? _____

What percent of the processing or manufacturing of this product is done in Kansas? _____

Is the packaging of this product done in Kansas? Yes No

Location? _____

Are the packaging materials for this product acquired in Kansas? Yes No

Location? _____

What percent of the product design and development occurs in Kansas? _____

What is your estimated production capacity (example: 100 gallons/day or 20,000 units/year)? _____

Approved by Program Manager: _____



FROM THE LAND OF
KANSAS

Manufacturer/Processor Category

Does your business do institutional sales, such as hospitals, restaurants? Yes No

Have shelf life and nutritional analysis studies been conducted for your product (s)? Yes No

Are you interested in marketing your product nationally or internationally? Yes No

Please complete for each product produced; attach additional pages if necessary (if you have more than three products than please just complete one general description of your companies goods and the processes taken to create them).

From the Land of Kansas Product Description

Product #1

Product Line (i.e. condiments, bakery mixes, jellies):

Product Description:

What percent of raw materials used in this product is acquired from Kansas?

What percent of raw materials is grown or manufactured in Kansas?

What percent of the processing or manufacturing of this product is done in Kansas?

Is the packaging of this product done in Kansas? Yes No

Location?

Are the packaging materials for this product acquired in Kansas? Yes No

Location?

What percent of the product design and development occurs in Kansas?

What is your estimated production capacity (example: 100 gallons/day or 20,000 units/year)?

Product #2

Product Line (i.e. condiments, bakery mixes, jellies):

Product Description:

What percent of raw materials used in this product is acquired from Kansas?

What percent of raw materials is grown or manufactured in Kansas?

What percent of the processing or manufacturing of this product is done in Kansas?

Is the packaging of this product done in Kansas? Yes No

Location?

Are the packaging materials for this product acquired in Kansas? Yes No

Location?

What percent of the product design and development occurs in Kansas?

Approved by Program Manager: _____



FROM THE LAND OF
KANSAS

What is your estimated production capacity (example: 100 gallons/day or 20,000 units/year)? _____

Approved by Program Manager: _____

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FROM THE LAND OF
KANSAS

From the Land of Kansas Web Site Information

Please fill out this form exactly as you want the information to appear on the website at: www.fromthelandofkansas.com

On Line Categories

Please check the appropriate categories for the products you raise, produce, and process or grow.

- | | | |
|--|---|---|
| <input type="checkbox"/> Agricultural Equipment | <input type="checkbox"/> Ethnic Foods | <input type="checkbox"/> Meat and Meat Products |
| <input type="checkbox"/> Agritourism | <input type="checkbox"/> Flavorings, seasonings | <input type="checkbox"/> Non-Food Products |
| <input type="checkbox"/> Beverages | <input type="checkbox"/> Flour, Baking Mixes | <input type="checkbox"/> Nuts |
| <input type="checkbox"/> Bread, Baked Goods, Desserts | <input type="checkbox"/> Fiber Products | <input type="checkbox"/> Organically Certified |
| <input type="checkbox"/> Candy | <input type="checkbox"/> Fish | <input type="checkbox"/> Pasta, Rice |
| <input type="checkbox"/> Candles | <input type="checkbox"/> Fresh Fruit | <input type="checkbox"/> Pet Food |
| <input type="checkbox"/> Commodity – Corn | <input type="checkbox"/> Fresh Vegetables and Herbs | <input type="checkbox"/> Restaurant |
| <input type="checkbox"/> Commodity - Cotton | <input type="checkbox"/> Frozen Foods | <input type="checkbox"/> Salad Dressing |
| <input type="checkbox"/> Commodity - Sorghum | <input type="checkbox"/> Gifts/Gift Baskets | <input type="checkbox"/> Sauces—BBQ, Pasta, etc |
| <input type="checkbox"/> Commodity - Soybean | <input type="checkbox"/> Gluten-Free | <input type="checkbox"/> Snack Food |
| <input type="checkbox"/> Commodity - Wheat | <input type="checkbox"/> Honey | <input type="checkbox"/> Tortillas |
| <input type="checkbox"/> Cosmetics (lotion, soap, etc) | <input type="checkbox"/> Ingredients | <input type="checkbox"/> Wholesaler |
| <input type="checkbox"/> Dairy Products | <input type="checkbox"/> Jams, Jellies, Fruit Butters | <input type="checkbox"/> Wine |
| <input type="checkbox"/> Edible seeds | <input type="checkbox"/> Live Cattle | <input type="checkbox"/> Other (indicate below) |
| <input type="checkbox"/> Eggs | <input type="checkbox"/> Live Hogs | |

If you feel there is a category missing please note here:

Please provide a brief (150 words or less) description of your company, business or farm.

Web Site Information: A benefit of the *From the Land of Kansas* program is the opportunity to feature your company on www.fromthelandofkansas.com. This will provide another avenue of marketing your product(s) and company.

Approved by Program Manager: _____



FROM THE LAND OF
KANSAS

Policies and Requirements

1. **The *From the Land of Kansas* logo may only be used on, and in the marketing of, products approved and registered with the Agricultural Marketing Program of the Kansas Department of Agriculture.**
2. There is an annual fee based on your chosen membership level to be a member of the trademark program. Annual membership renewals are required and companies will be notified of the annual renewal registration process approximately 60 days prior to the due date.
 - a. Checks should be payable to the Kansas Department of Agriculture.
3. Marketing materials are available to registered companies for a fee which represents the cost of the materials.
4. All information requested on the application must be accurately provided in order for this application to be processed. To the best extent possible, sales, salary and employee numbers are kept confidential (these may be subject to Kansas Open Records Act – KORA). These numbers may be used in aggregate figures, but a company will not be listed individually without written consent.
5. The right to use the *From the Land of Kansas* logo may be revoked at any time if abused, used on unapproved products, or if used in a manner unbecoming to the state.
6. Specifications for use of the logo provided on logo sheets must be followed.
7. Products must meet the following standards in order to be considered for the program:
 - Products meet requirements as set forth by the *From the Land of Kansas* program and membership guidelines.
 - All products and companies must be in good standing and meet standards set forth by the appropriate local, state and national regulatory authorities.
8. The application reviewing committee reserves the right to use its own discretion when approving or denying applicants the right to participate in the program.

I acknowledge and agree, pending approval, that the usage of the *From the Land of Kansas* trademark will be adhered to as required in this application. I further agree that the logo will only be used for the specific product(s) covered by this application and used according to the specifications on the provided logo sheets. The Kansas Department of Agriculture reserves the right to revoke this application if at any time the use for which it is granted is abused. I also note that this approval is for participating in a marketing program and does not indicate my product or label meets state or federal safety or labeling requirements. It is my responsibility to ensure the products and labels I sell meet all applicable laws.

Signature: _____ Title: _____

Date: _____

Trademark Program Coordinator Signature: _____ Date: _____

Return completed form and your membership fee, with checks made payable to:

*Kansas Department of Agriculture
Trademark Program Coordinator
109 SW 9th Street 4th Floor, Topeka, Kansas 66612-1280
Phone: (785) 296-3737 • Fax: (785) 296-3776*

Approved by Program Manager: _____

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FROM THE LAND OF
KANSAS

Please send the following items depending on your chosen level:

Level 1: We will upload your company information on our website and add you to our *From the Land of Kansas* e-mail listserv for frequent marketing and business enhancement opportunity notifications.

Levels 2 through 5: Answer the following questions regarding participation this year:

Are you interested in participating in a summer *From the Land of Kansas* tradeshow in Topeka? (*This would be a two-day event, one day focusing on buyers and one on public marketing.*)

Are you interested in being in a *From the Land of Kansas* tent at the Kansas Sampler event this May 4th and 5th in Liberal Kansas?

Levels 3 through 5: Answer the following questions regarding participation this year:

What events/products would you like to be featured in the *From the Land of Kansas* social media marketing this Jan 2013 through Jan 2014? List up to five product features or events you would like marketing through Facebook, Pinterest, Twitter or LinkedIn:

Levels 4 and 5: Answer the following questions regarding participation this year:

Please check which Kansas Pavilions you are interested in participating in this upcoming year:

Summer Fancy Food Show
(June 30-July 2, 2013 in New York City)

Yes No

International Food Fair and National Restaurant Assoc. Shows
(May 18 - 21, 2013 in Chicago, IL)

Yes No

ANUGA World's Largest Food Show
(October 5-9, 2013 in Cologne, Germany)

Yes No

Winter Fancy Food Show
(January 2014, San Francisco, CA)

Yes No

Level 5: Please send us the following:

Preferred dates you would like to be featured with a video on paid promotions as well as the *From the Land of Kansas* website and social media:

Approved by Program Manager: _____

Please send us a physical product of yours if you would like to be featured in the photo for the front of the *From the Land of Kansas* general brochure.



FROM THE LAND OF
KANSAS

Mail to:

*Kansas Department of Agriculture
Attn: Becky Sullivan
109 SW 9th Street, 4th floor
Topeka, KS 66612-1280*

Please e-mail becky.sullivan@kda.ks.gov a high-resolution JPEG or TIFF file of your company's logo if you would like to be featured on the back of the *From the Land of Kansas* T-Shirts and other printed items.

Are you interested in international markets?

If yes, which countries would you be interested to meet buyers from?

Are you interested in utilizing the free product label testing and/or shelf life testing from the Kansas State Food Science Institute?

If yes, when do you plan to use these free resources?

Any other needs or request for special paid promotions or target audiences you would like to communicate with:

Approved by Program Manager: _____

McCarty Family Farms Earns 2013 Innovative Dairy Award

— Family Farm Recognized for Commitment to Animal Care, Communities, Employees and Environment

TOPEKA – The McCarty Family Farms, a family-owned dairy farm in western Kansas, was recognized as the 2013 Innovative Dairy Farmer of the Year, an award co-sponsored by the International Dairy Foods Association (IDFA) and Dairy Today magazine. The Kansas Department of Agriculture (KDA) nominated the McCarty Family Farms for the award, which honors active dairy farms in the United States that are improving efficiency through forward-thinking management practices, production technologies or marketing programs.

“Tom and Judy McCarty took a risk and moved from rural Pennsylvania to the plains of Kansas in 1999 to give their four sons the opportunity to fulfill their goals of being dairy farmers,” said Kansas Secretary of Agriculture Dale Rodman. “Thirteen years later, the McCarty Family Farms has become an innovative leader in the Kansas dairy sector and a key component in three western Kansas communities, Bird City, Rexford and Scott City, creating steady jobs and a boost to the rural economies.”

In 2010, the McCarty family began discussions with the Dannon Company, the top selling yogurt maker in the United States, which resulted in a multi-year agreement for the McCarty’s to become the sole supplier for fresh milk at Dannon’s yogurt plant in Fort Worth, Texas. As a result of the agreement, the McCarty’s built a milk processing plant at the Rexford dairy in 2011 that will enable them to exclusively and directly supply Dannon with condensed skim milk and pasteurized cream.

Currently, the McCarty’s process approximately 500,000 pounds of milk each day from around 59,000 gallons of raw milk that comes from all three dairy locations. Condensing milk at the processing plant allows the McCarty’s to reclaim 39,000 gallons of water daily and has reduced the number of trucks needed to ship milk by 75 percent.

At McCarty Family Farms, Secretary Rodman said animal care and well-being is a top priority. Staff at each of the locations has completed the Dairy and Beef Quality Assurance certifications. The McCarty dairies are among the fewer than 20 dairies in the country that have completed the Validus Animal Welfare Review Certification, an intensive animal welfare training program that was developed by dairy experts and is regularly reviewed by world renowned animal welfare expert Temple Grandin.

“By receiving certification for these science-based, industry-led animal care and handling guidelines, the McCarty’s have demonstrated a true commitment to not only providing their animals with the highest quality of care but also to basing their production practices on the latest science,” Secretary Rodman said.

Secretary Rodman said the McCarty’s have made significant investment to become more efficient but have also made investments in their more than 100 employees and in their communities. McCarty Family Farms has put a priority on making long-term hires, focusing on hiring individuals with families and

providing them with dynamic benefits, including competitive wages and health benefits, paid vacations, opportunities for bonuses, flexible work hours and a generous housing package.

“By making it a priority to invest in their employees, the McCarty dairies have created happier, healthier work and home environments for their employees, who in turn, generate economic growth in their local economies,” Rodman said. “Expansion of the McCarty dairies has also led to increased enrollment in schools, small business expansion and regional economic growth. The McCarty model to build environmentally responsible, socially sustainable, economically thriving rural communities can be a model for other dairy farms in Kansas and across the nation.”

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