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Kansas Rural Center launches new website

Visitors to KansasRuralCenter.org will notice a new look to the organization's "virtual" home on the web, with its official website re-launch on August 1.

KansasRuralCenter.org has long served as a valued resource for must-have information on diversified farming systems and local food systems development in Kansas.

Now, visitors to KRC on the web will find all of this information catalogued in easy-to-find topic and resource indexes around the site. The new site also contains major new content additions, including the just-released 200-page "Finding Your Niche: A Marketing Guide for Kansas Farms," and a short film about a featured small farm.

"The Kansas Rural Center's work over the years has produced a treasure trove of helpful information, especially for our state's farmers and ranchers," said Julie Mettenburg, KRC executive director. "The new website gives that work new life. We basically placed the best of this information out on new 'shelving,' to allow for easy access on a state-of-the-art technology platform."

Mettenburg notes that the site is optimized for viewing on smart phones and tablet devices, and for search engines so that new audiences can connect with the valuable information provided by KRC. It also features easy donation links from every page, as well an email sign-up to receive ongoing notices about upcoming events and information.

KRC worked with Huddle Strategic Communications, Kansas City, in the redesign. To take a tour and get acquainted with the new site, users may visit kansasruralcenter.org and visit the following suggested highlights:

Who we are: learn about the history of the Kansas Rural Center from its start in 1979. Meet our staff and board, learn how you can receive our publications and events notices, and find ways to get involved with KRC's work.

For farmers & ranchers: find how-to's and resource information that provide practical information for implementing diversified farming systems on the ground, from grazing and organics to specialty crops and more.

For consumers: information about the many activities around Kansas that are growing our local

food and farming system, from farmers markets to CSA's, community organizing events and more.

For advocates: support public policy for rural communities, their farmers and families by accessing resources to help you stay informed and know when action is needed.

What's new: keep up with KRC's news feed that provides ongoing updates and information across food and farming issues.

Events: Stay connected with sustainable food and farming events across Kansas by checking out our calendar.

Answers to FAQ's:

Looking for a specific project? You may visit "Our projects" from the bottom of the homepage or from the "Who we are" page.

Looking for something specific from the old website? You may still access it. Simply scroll to the bottom of every page, and find the address in the brown bar. It will take you a complete archive of the website as it existed on the date of transition.

Looking for a certain type of information? Simple type a topic into "search" on the left, or you may also access information by format -- tip sheets, workbooks, conference presentations and more.