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World's Largest Food and Beverage Fair

Three *From the Land of Kansas*® companies will travel to Cologne, Germany, to attend [Anuga](#), the world's largest food and beverage fair, Oct. 5-9, 2013.

[Mixes, Inc.](#), Hutchinson; [Rabbit Creek Products](#), Louisburg; and [Original Juan Specialty Foods](#), Kansas City have been awarded funds through the State Trade and Export Promotion Program (STEP) grant from the U.S. Small Business Association to participate in the Anuga. STEP serves to link Kansas producers with foreign markets through trade shows and international business development. The Kansas Department of Agriculture (KDA) administers the STEP program and awards grant funds.

"As we look to continually grow the Kansas agriculture economy, we must partner with countries around the world," said Secretary of Agriculture Dale Rodman. "Attending Anuga is a great opportunity for *From the Land of Kansas* businesses to grow their businesses in the international marketplace."

Anuga's trade fair concept is unique, bringing supply and demand together in 10 specialized trade shows at one location, including shows for fine foods, drinks, chilled and fresh foods, meats, frozen food, dairy products, bread, bakery and hot beverages, organic products, food service, and retail services and technology. Our three *From the Land of Kansas* companies will be featuring their specialty food products in the USA Pavilion at the show. More than 6,500 companies from 100 countries participated in Anuga 2011, and more than 155,000 trade visitors from 180 countries attended in 2011.

For more information on how to become involved in Kansas international missions or to become a *From the Land of Kansas* member, contact JJ Jones, KDA Marketing and Trade Director, at jj.jones@kda.ks.gov or (785) 296-3737 or visit www.fromthelandofkansas.com.