

From the Land of Kansas Program Helps Companies Expand Into Retail Distribution

Kansas agriculture companies are expanding their businesses into larger retail distribution channels. A key component of their expansion is the inclusion of GS1 barcodes on their products to allow for unique product codes in the distribution channel. The barcodes are able to be purchased at a reduced rate through the state agricultural trademark program, [*From the Land of Kansas*](#) barcode cooperative.

By incorporating an official barcode on their product packaging, companies have the ability to access new and larger retail markets including Dillon's, Whole Foods, Price Chopper and Hen House.

"The barcode cooperative is helping our member companies who are interested in taking the next step and expanding their business into retail markets," said Stacy Mayo, *From the Land of Kansas* Director. "The cooperative is a service of the trademark program that assists businesses that raise, produce, process or manufacture products in Kansas. This program helps those companies purchase barcodes at a lower price that helps decrease the barriers to entry for these retail stores."

A barcode is a series of white spaces and black bars of varying widths that are printed on labels to identify items electronically. It is often read with an optical scanner, allowing retail outlets to improve accuracy, speed and efficiency in the checkout process. In order to participate in the barcode cooperative program, a company must be a [trademark](#) member at a level 2 or above. Each bar code is \$5.00, with an annual renewal fee of \$1.00.

The *From the Land of Kansas*, trademark barcode cooperative has purchased 1,000 barcodes in bulk and has already sold more than 200 barcodes to trademark program member companies. Companies who participated in the pilot program include [Cashmere Popcorn](#), Topeka; [Kansas Foods LLC](#); Wilson [Paramount Food Grains](#), Quinter; [Prairie Harvest Market and Deli](#), Newton and [Pet-Delights](#), Topeka.

For more information about the barcode cooperative visit the trademark website at FromtheLandofKansas.com/barcode or contact the *From the Land of Kansas* trademark program at (785) 564-6755 or email fromthelandofkansas@kda.ks.gov.