

Governor Proclaims August As Farmers' Market Month

Promoting a growing sector of the state's agriculture economy, Governor Sam Brownback proclaimed August as Farmers' Market Month in Kansas.

"During the month of August, the *From the Land of Kansas* team will visit markets in all of the state's nine regions," said Julie Roller, *From the Land of Kansas* specialist. "We are also working with many of the farmers' markets to promote the importance of shopping at your local farmers' market, not only during August but all season long."

Farmers' markets are an important link between farmers, ranchers, food producers and agriculture artisans and consumers by providing consumers access to fresh, locally grown foods and allowing deeper relationships to grow. Farmers' markets are also economic drivers that boost small businesses and support local economies. There are more than 140 farmers markets in Kansas. They can be found in small, rural communities as well as urban areas.

The Kansas Department of Agriculture used an IMPLAN-based input-output model, to estimate that more than \$97,000 in spending occurred at the Emporia Farmers Market in 2013. This spending generated a gross impact of \$176,822 and value added of \$91,761 to the Kansas economy.

In 2013, Governor Brownback signed SB 120 or the Kansas Farmers' Market Promotion Act, which established a central registration of farmers' markets in Kansas. The registration encourages and promotes farmers' markets across Kansas, and provides limited liability for farmers' markets.

"Since 2014, the number of registered farmers' markets in Kansas has doubled," Roller said. "We are excited about the growth and look forward to working with new and expanding markets."

Farmers' markets can register with the state's agricultural trademark program, *From the Land of Kansas*, to have access to free marketing, outreach and advocacy efforts. Registered farmers' markets also have ability to receive benefits from federal grant dollars awarded to KDA on behalf of farmers markets.

KDA and *From the Land of Kansas* strive to serve Kansas farmers, ranchers, agribusinesses and consumers by expanding agricultural markets and providing support and assistance to help Kansas businesses grow.

To locate local farmers markets, visit <http://FromtheLandofKansas.com/ksfms>. For more information on how to register a farmers market and receive benefits for the market, please visit FromtheLandofKansas.com.