

From the Land of Kansas Annual Meeting and Farmers' Market Conference

The *From the Land of Kansas* Annual Meeting and Farmers' Market Conference will be held March 1-2, 2018, at the Bluemont Hotel in Manhattan. The conference includes the annual meeting for members, partners and farmers' markets. It also will feature general sessions, specialized workshops and the opportunity to network with Kansas-based businesses.

"As we celebrate 40 years of Kansas' trademark program, we are pleased to provide this opportunity to network with other Kansas entrepreneurs in the ag industry," said Jackie McClaskey, Kansas Secretary of Agriculture. "The speakers and breakout sessions will promote continued learning and growth for the members of *From the Land of Kansas*."

The keynote speaker will be Jolene Brown, farmer, author and professional speaker, whose presentation will focus on seeing your business through the eyes of a customer. Participants in the conference will also be able to hear from other experts in the agriculture, marketing and food industries. Topics which will be featured in sessions and workshops include:

- **Small business marketing and funding**
- **Successfully coordinating, managing and sustaining a farmers' market**
- **Food industry updates**
- **Grant writing for business**

The cost to attend the event is \$95 for both days or \$75 for one day, and a block of rooms is available at the Bluemont Hotel through Feb. 16. To register or see the conference agenda, visit the website at

FromtheLandofKansas.com/FMconference. This event is sponsored by Kansas Department of Wildlife, Parks and Tourism; Kansas Association of Conservation Districts; Hy-Vee; and Blue Cross and Blue Shield of Kansas.

***From the Land of Kansas* is the state's agriculture trademark program in the Kansas Department of Agriculture. The program works to promote and support Kansas farmers, ranchers and agribusinesses that grow, raise or manufacture agriculture products or products for agriculture use. KDA is committed to its mission to help make Kansas businesses more successful, grow rural communities and expand markets for Kansas agricultural products.**

For more information, contact Janelle Dobbins, *From the Land of Kansas* marketing manager, at 785-564-6759 or Janelle.Dobbins@ks.gov. To learn more about *From the Land of Kansas*, become a *From the Land of Kansas* member, or find local Kansas food, products or services, visit FromtheLandofKansas.com.