

Farmers' Market Promotion Act Signed into Law

Farmers' markets across Kansas will have access to more marketing and promotion opportunities and receive other benefits provided through the Farmers' Markets Promotion Act, SB 120, which was signed into law by Governor Sam Brownback.

SB 120 designates the Secretary of Agriculture as the registration authority for farmers' markets, establishes a central registration of the markets and limits the legal liability of registered farmers' markets. There will be no fee associated with the registration. However, registered farmers' markets will have access to marketing, outreach and advocacy efforts through the *From the Land of Kansas* state agricultural trademark program, the ability to receive benefits from federal grant dollars that are awarded to the Kansas Department of Agriculture on behalf of Kansas farmers' markets and legal liability protection.

"Farmers' markets play an important role in agricultural advocacy and rural economic growth. Establishing a central registration of farmers' markets in Kansas will enable KDA to apply for federal grants and other resources on behalf of Kansas farmers' markets for promotional and marketing activities," Secretary of Agriculture Dale Rodman said. "From 1987 to 2012, the number of farmers' markets in Kansas increased from 26 to 118. As we see this segment of agriculture continue to grow in the future, the Farmers' Market Promotion Act will enable KDA to partner with the markets and help them be more successful."

When discussions began about establishing a central registration for farmers' markets with KDA, the department reached out to the markets for their input. Approximately 25 percent of the Kansas farmers' market coordinators were contacted and 93 percent of them responded with positive feedback.

"Farmers' markets play an important role in agriculture by giving consumers access to fresh food products while also connecting them with the farmers and ranchers who raised the food," Secretary Rodman said. "KDA looks forward to providing support and assistance to help this growing sector in agriculture."