

## KDA Ag Marketing Program Team

The Kansas Department of Agriculture's (KDA) Agricultural Advocacy, Marketing and Outreach team (marketing program team) is seeking talented Kansans to serve on the program's newly created advisory board. Any interested Kansan who currently resides in the state is eligible to apply.

The mission of the [KDA marketing program](#) team is to serve all Kansans through innovative programming and deliver solutions designed to create an environment that facilitates growth and expansion in agriculture while increasing pride in and awareness of the state's largest industry – agriculture. Since the program's transfer from the Kansas Department of Commerce to KDA, via an executive reorganization order in 2011, the program's team has grown to include nine full-time team members in four sub-divisions including, international agricultural market development, agriculture business development, *From the Land of Kansas* and communications.

Highlights of the program's accomplishments include:

- Leading eighteen international trade missions (12 outbound and six inbound) in 2012;
- Developing a series of [licensing guidelines](#) to aid existing and prospective agribusinesses in navigating state regulatory requirements;
- Rebranding and launching the state's agricultural and food trademark program, [From the Land of Kansas](#); and
- Raising more than 75,000 meals for food insecure Kansans through the first-ever statewide food drive in celebration of Kansas Agriculture Day on March 19, 2013.

The advisory board will advise the team on a diverse array of initiatives, including the *From the Land of Kansas* state food and agricultural trademark program, international agricultural development, agriculture business development and agricultural education.

"I am proud of the foundational work the marketing program team has accomplished since coming back to the Kansas Department of Agriculture in 2011," said Secretary of Agriculture Dale Rodman. "As we move forward, we need innovative agricultural leaders to work alongside us and offer feedback and directions in how KDA can better cater to the agribusiness and marketing needs of Kansas."

The marketing program team is seeking nine to 12 members for the advisory board with experience in at least one of the following sectors: livestock industry, commodity production, specialty crop production, local foods or farmers' markets, restaurant and food service industry, value-added agriculture, agricultural education, rural economic development, food processing, finance and banking, agricultural cooperatives and marketing/economics. Members will be appointed by Secretary Rodman to either a two-year or four-year term.

All interested persons can apply to serve on the advisory board by submitting a resume, cover letter/statement of interest and tax clearance confirmation PDF via email to the marketing program team manager [J.J. Jones](#). The [online tax clearance form](#) is submitted electronically through the Kansas Department of Revenue. Individuals who submit the form will receive email notification with a link to a downloadable PDF, certifying good standing. Please download and email the PDF, in addition to the resume and cover letter, to Jones. Applications will be accepted until September 1, 2013. All questions should be directed to Jones either via email or phone at (785) 296.3737.

For more information about the marketing team, please visit the KDA [website](#).