



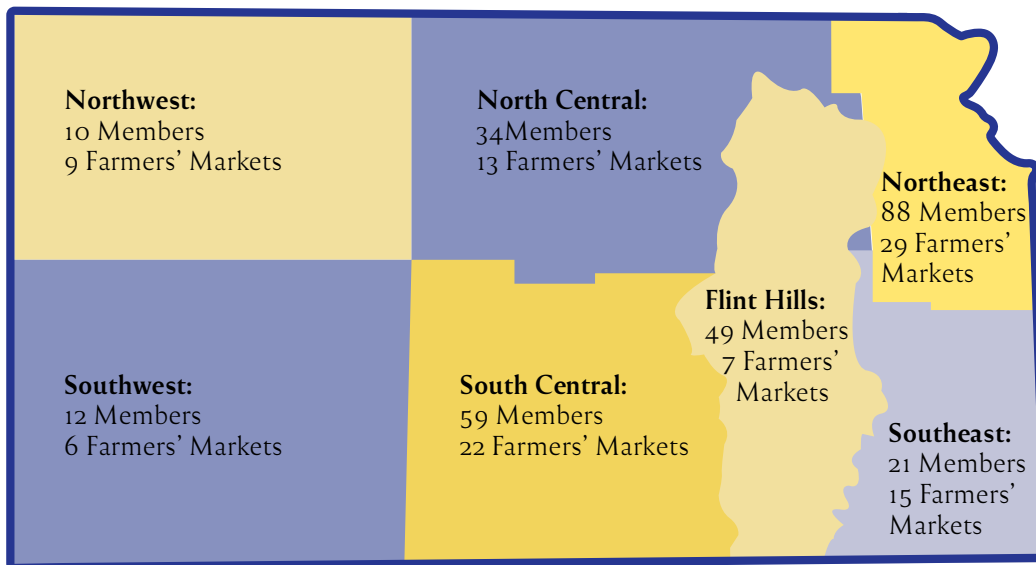
— FROM THE LAND OF —
KANSAS

The *From the Land of Kansas*[™] trademark program's goal is to promote and celebrate agricultural experiences and products grown, raised or produced in Kansas. In addition, the program works with and supports those using Kansas-raised ingredients and retailers selling Kansas agricultural products.

2022 Annual Report

MEMBERS BY REGION

From the Land of Kansas members are distributed across the seven Kansas regions. We have a variety of member businesses that include farms, food companies, agri-tourism locations, wineries, and more. Farmers' markets range in size and type, often reflecting the personality of the community where they are located. *From the Land of Kansas* seeks to make it easier for consumers to shop for local Kansas foods and, as a result, are supporting Kansas foods, agriculture, and communities. In 2022 the program gained 69 new members and 11 new farmers' markets.



69
New Members



11
New Farmers' Markets

Contact Info

Sammy Gleason

From the Land of Kansas
Marketing Manager
Sammy.Gleason@ks.gov

Robin Dolby

From the Land of Kansas
Marketing Coordinator
Robin.Dolby@ks.gov

Jenn Hill

From the Land of Kansas
Membership Coordinator
Jennifer.Hill@ks.gov

fromthelandofkansas@ks.gov | (785)564-6700

PROGRAM OVERVIEW

Members



274
Members



101
Farmers' Markets

Social Media Followers



12,168



1,169



2,022

Newsletters



2,524
Contacts

Active Barcodes



734
Barcodes

2022 SPECIAL EVENTS

Website Updates

From the Land of Kansas strives to connect consumers with Kansas businesses. Website updates were made to make it more user friendly. These changes consisted of adding the interactive map to the landing page and search filters. Search filters were added to the member directory. The filters allow users to search for businesses by state region and categories.



On the e-commerce website, e-commerce members products were added to the homepage allowing for quicker access to purchase Kansas-made products as well as a button to subscribe to the newsletter. Over 100 different products were sold on the site this year. Wright's Sunflower Oil and Wheatland Foods' Snaxsun's were the best-selling products.

Presentations and Member Visits

From the Land of Kansas had the opportunity to speak at several events and meetings throughout the state. Starting in February, our team headed to a Leadership class in western Kansas, following a Local Foods/Ag Month program in eastern Kansas in March, a ByWays committee meeting and Heartland ByWays conference in March and May, a media event at the Brookville Hotel in Abilene in August and in December the Westloop Westside Business Association in Manhattan. Despite some COVID-related obstacles, we were still able to visit a variety of member farms as well, including Boot Hill Distillery, Grannie's Homemade Mustard, Queen Marie Gluten Free, Mill Dam Christmas Tree Farm, Overland Park Farmers' Market, Bruce's Bullseye Farms, H+H Collection, Cocoavino, The Pickle Cottage, and several others. During our visits we gathered videos and photos to help promote their farms and businesses throughout the year.



Kansas State Fair

From the Land of Kansas hosted a booth at the Kansas State Fair featuring products from 12 of its members. This event garnered much attention and sales exceeded that of all past *From the Land of Kansas* state fair booths for the year 2022, with over \$20,000 in sales. Members who participated in this retail opportunity include Alma Creamery, Bruce's Bullseye Farms, Cashmere Gourmet Popcorn, Cocoavino, H+H Collection, Holmes Made Salsa, Kansas Premium Meats, Positively Soap & Candle Co, The Pickle Cottage, Twisted Pepper, Sustain-A-Grain and Wheatland Foods Inc.



2022 SPECIAL EVENTS

2022 FARMERS' MARKET/DIRECT-TO-CONSUMER VIRTUAL WORKSHOPS

Whether selling at farmers' markets or directly to the consumer, learn more about marketing, pricing, food safety, sales tax, beneficial programs, and more.



Farmers' Market/Direct-to-Consumer Workshops

The Kansas Department of Agriculture and K-State Research and Extension held virtual farmers' market workshops from January 31 - February 4. Topics included food safety, sales tax for market vendors, marketing, food packaging, and more. There were 227 attendees across five days. The archived sessions are available on the website.

Holiday Gift Boxes

A total of 14 members were featured in the *From the Land of Kansas* Holiday Gift Boxes. Two box options were available for purchase, The Konza Box for \$30 and Ad Astra box for \$55. The boxes were sold online at shop.fromthelandofkansas.com. The Holiday Gift Boxes got a new look for 2022. The boxes were custom made to be more winter holiday season orientated. Approximately 800 gift boxes were received throughout the U.S. this holiday season. The gift of Kansas made it to 45 different states with Kansas being the leading state followed by Colorado and California.



From the Land of Kansas -
The State Trademark...



Meet Kansas Businesses

Promotional Videos

Two new promotional videos were created during the year. The first video showcases the program and informs businesses, members and consumers about the program and how it can provide assistance for them. In the second video, members shared their experiences working with From the Land of Kansas and the importance of supporting local businesses.

Organic Cost Share Program

The Kansas Department of Agriculture received \$22,350 to fund the 2022 Kansas Organic Certification Cost Share Program which reimbursed a portion of the costs incurred by producers and agribusinesses who obtain one or more organic certifications.

Specialty Crop Conference Reimbursement Grant

The Kansas Department of Agriculture received a U.S. Department of Agriculture Specialty Crop Block Grant in October 2020 for over \$35,700 in reimbursement funds for specialty crop growers attending conferences. Attendance helps them increase the competitiveness of their specialty crop growing operations. Due to COVID-19 all conferences were virtual in 2020, therefore the funds were not fully expended and the grant was extended to September 2022. Most Specialty Crop Conferences were back in person in 2022 and several growers took advantage of the conference reimbursement. Also, *From the Land of Kansas* hosted and coordinated a six-part Specialty Crop Webinar series as part of the grant. There were 220 participants at the live portion of the webinar series with over 225 viewing the presentations online.

Membership Benefits

The program offers an array of opportunities and marketing services to Kansas companies — big and small — who grow, raise or produce products in the state. Our goal is to help each business grow in a manner tailored to their individual needs by providing resources and marketing opportunities at a price that fits their budget. Listed below are the free and paid benefits that were available for the 2022 membership year.

Free Membership Benefits

From the Land of Kansas Web Listing.....	Free
Online Promotion – Blogs, Facebook, Twitter, Instagram.....	Free
UPC Barcode Program.....	Free
My From the Land of Kansas Story.....	Free
Facebook Networking Group.....	Free
From the Land of Kansas Merchandise 50% Discount.....	Free
Food Export Program.....	Free

Online Marketing

Social Media Member of the Month	\$75
Guest at From the Land of Kansas Facebook Live Event and Onsite Visit	\$150
Upkeep of Kansas Tourism Web Profile	\$10
Feature in Trademark Connections (consumer e-newsletter) and Blog Post	\$40
Special Event E-Blast	\$25

Design & Consultation

Communication Piece Design	\$25/item
Logo Design	\$250
Storefront Consultation	\$75
Social Media Consultation.....	\$40
Website Consultation.....	\$60

Special Events & Product Marketing

Pop-Up Stores	\$75
Taste of Kansas Ag Experience Dinner	\$250
Kansas State Fair	\$350
Holiday Gift Boxes	\$250

E-Commerce

Product Listings on E-Commerce Website.....	\$100
E-Commerce Featured Header	\$60
E-Commerce Featured Main Page	\$25

Program Discounts

Kansas Value Added Foods Lab	\$50
Kansas Value Added Meats Program	\$50
Trademark Logo Use (or free with purchase of \$25 of other benefits)	\$25

2022 MEMBER DIRECTORY

The *From the Land of Kansas* program seeks to help Kansans find and support Kansas-made products and Kansas-based businesses. Our 2020 brand study says “Kansans value shopping local — a large majority said it was very important or important to them to purchase local products.”

Members of the state trademark program range widely in variety. Our members include farmers, food businesses, restaurants, agritourism businesses, retailers, equipment manufacturers, and many more. We are proud to welcome 69 new members in 2022.

11th Lane Roastery & Blessed Bees
14 Hands Ranch
1850 Farm
1886
21st Century Bean Processing, LLC
7C Family Farms
A&H Farm
A True Kansas Treasure – Joel Condray
Ad Astra Agriculture, LLC
Ad Astra Akaushi
Alchemy Coffee Werks
Alma Bakery & Sweet Shoppe
Alma Creamery
Amanda's Bakery and Bistro
Arlwin Manufacturing
Auntie Anne's Handcrafted Soaps
Autrey Pork and Poultry
Baking Traditions, LLC
Bar C Innovations
Bauer Farms
Beaver Creek Farms, LLC
Beth Kydz Sudz
Black Dog Salsas and Pepper Jellies, LLC
Blue Sky Farms
Blueville Nursery, Inc.
Bon Terre, LLC
Boot Hill Distillery
Booth Creek Wagyu
Bos Hill Blooms
Bowlin Farms, LLC
Bradley's Bones
Bramble's Edge Farm
Britt's Garden Acres
Bruce's Bullseye Farms
Brunkow Family Lamb
Buon-Riche Foods, Inc.
Cashmere Gourmet Popcorn
Castle Farms Fresh Meats
Cedar Street Toffee
Chapman Creek Cattle Company
Chez Matou Catering, LLC
Cocoavino

Cookies by Gayla
CookieTown
Corner House Cattle Company
Country Girl Market, Catering, and Bakery
Country Road Farms & Country Market
Cowboy Prairie Dust
Crescent Moon Winery
Cressler Creek Log Cabin, LLC
Crooked Post Winery
D. Palma and Co. Mercantile
Davis Farms
DB's
Dirt Road Cattle Company
Dohm Farms Inc.
Dome Engraving, LLC
Dorema Farm
Eagle Ridge Ranch
Eco-Cattle, LLC
Elderslie Farm
Elsie Grace's
Ernestos Mexican Food Inc.
Etta Sue's Sweet Treats
Franska Farms
Farmer Direct Foods, Inc.
Farview Farms Meat Company
Fire Lake Soapery
Fireplace Mantels by Joseph
Flora Farm Produce, LLC
Food Life Joy
Free Day Popcorn Company, LLC
Fulton Valley Farms
Garbage Mouth, LLC
Gieringer's Family Orchard & Berry Farm
Good Karma Micro Dairy, LLC
Grace Hill Winery
Grammy Tammy's Creations
Granma Hoerner's
Granma's Goodies
Grannie's Homemade Mustard
Graze the Prairie
Grazing Plains Farm

Green Valley Honey
Griggs Bros. Farms Inc.
Grill Side Barbeque
Grimm's Gardens
H+H Collection
Half Day Creamery, LLC
Happy Valley Farm
Hastago Farmhouse Market
Helmuth Country Bakery, Inc.
Herrick Smoke House
Hidden Mesa Farm LLC
Highland Vineyards and Winery
Hildebrand Farms Dairy
Hoganville Family Farms
Holmes Made Salsa
Holy Field Vineyard and Winery, LLC
Holy Goat Creamery
Home on the Range Candles
HomeGrown Kansas Gal
Honey Berry
Hook's Legacy Customs
Hornberger Farms
Hotspot Produce & Farm
ICT Urban Greens
Irvine's Just Beyond Paradise
Jefferson Hill Farm and Winery
JET Produce
JK Specialties
John's Veggies
Joplin Blacksmithing and Ironworks
K&R Enterprise
Kansas Farmland Outfitters/TimBuck2 Lodge
Kansas Foods, LLC
Kansas Originals Market & Gallery
Kansas Premium Meats
Kansas Sampler Foundation
Karen's Country Kitchen
Katrina's Garden Market
KattleEnergy
KC Pumpkin Patch/KC Wine Co.
Kettle Coffee

2022 MEMBER DIRECTORY

Ki KoKo Farms
Krehbiels Specialty Meats, Inc.
Kreitzler Retail Liquor Store
LaHacienda South, LLC.
Lampe Heritage Farm and Pumpkin Patch
Lavender Hill Farm KCK
Lazy T Ranch Adventures LLC
Leaf Logic Tea
Leafy Green Farms
Leffler Prime Performance
Legacy Farms Coffee
Legacy Orchard
Leonard Meats & Smokehouse
Let It Rise, LLC
Liquid Art Winery & Estate
Little Hawk Farm
Little Red Hen Ranch
Long View Farm
Longford Water
Lulabelle's Flowers Farm
Luther's BBQ
Lyons Creek Local, LLC
Madd House Hill, LLC
Marian Vavra Wheat Art
Maz's Produce
McCune Farm to Market
Midland Holiday Pines
Mike's Garden Fresh Produce
Milk & Honey Creamery, LLC
Hill Dam Christmas Tree Farm
Miller's Homestyle Meals
Mindfully Made
Miracle Gardens
Misty Morning Farms
MJE Livestock Equipment
Moja Food USA
Morning Light Kambucha
Narrow Trail Farm
Nemaha Valley Cattle Company
New Hope Farm & Apiary
Next to Nature Farm
Nitro Joe's
Northstar Produce
Nu Life Market, LLC
Nusz Farms, LLC
Oatie Beef, LLC
Okie-Mo Acres
Original Limelights
Oz Winery
Pacheco Beef, LLC
Pack'N Flavor Smalltown Market
Papa Baldy's
Parks Pasture Pork

Pat & Rachel's Gardens
Patrick Dugan's Coffee House
Pat's Beef Jerky
Pendleton's Country Market
Perry's Pork Rinds
Pet-Delights
Pine Lake Christmas Tree Farms
Pines International, Inc.
Pioneer Bluffs
Pleasant Ridge
PoPt! Gourmet Popcorn
Positively Soap & Candles Co.
Prairie Views
Prairie Wind Farms
Prairieland Market
Prairy
Princeton Popcorn Company, LLC
Prothe's Pecans
Queen Marie Gluten Free
R Family Farms, LLC
Rabbit Creek Tasteful Gourmet
Range 23 Brewing
Rawhide Portable Corral, Inc.
Reeder Creek Farms
Rees Fruit Farm
RemeBees
Reverie Coffee Roasters
Rocking G Farms
Romney Farms, LLC
Route Step Farm
Row Shaver Systems, LLC
Rowantree Farm
Rowe Ridge Vineyard & Winery
Safely Delicious
Salsa Molino's
Sarah Jane's, LLC
Schaake's Pumpkin Patch
Schenker Family Farms, Inc.
Schlaegel Homegrown Popcorn
Shield Agriculture Equipment
Signet Coffee Roasters, LLC
Skyview Farm and Creamery
Smokehouse Seven, LLC
Smoky Hill Vineyards & Winery
Somerset Ridge Vineyard & Winery
South Baldwin Farms
Spice It Up, LLC
Spring Creek Bee & Honey Farm, LCL
Spring Creek Creations
Stafford County Flour Mills
Steph's Garden
Steve's Jams and Jellies
Stone Pillar Vineyard and Winery
Strawberry Hill Povitica Company

Strong Roots Healthy Farming, LLC
Stumpy's Smoked Cheese
Sunflower Food Company
Sustain-A-Grain
Sweet Streams Lavender Co.
T Creek Bees & Honey
Taste T Farm
The Blonde Grill
The Chunky Poodle
The Goat Milk Soap Store, LLC
The Kountry Attic
The Paisley Pear Wine Bar, Bistro, and Market
The Pickle Cottage
The Red Rock Guest Ranch
The Smiling M Farm
The Sweet Granada
Thomas Mini Farm
Thrill's Kettle Corn & Diner
TNR Hills
TOAST
TT Cattle Butcher Beef
Turner Flowers & Country Store
Twisted Pepper Co. LLC
Two Birds Farm, LLC
Two Brothers BBQ
Van Becelaere Greenhouse & Feed Store
Victory Gardens
Walker Creek Farm
Waymaster Farms. Inc.
Werner Creek Farm
Wheat State Wine Co., LLC
Wheatland Foods Inc.
Whispering Elm Farm
Wholly Cow Market
Wichita Cheesecake Company
Wild Ivy Herb Farm, LLC
Wilkins Acres
Wind River Farm
Wright Enterprises
Wyldeewood Cellars
Yoder Meats
Z&M Twisted Vines Wines and Winery
Zydeco Meadery

2022 FARMERS' MARKET DIRECTORY

In accordance with the Kansas Farmers' Market Promotion Act, From the Land of Kansas maintains a central registration of farmers' markets in Kansas. The registration is used to encourage and promote markets and efficiently connect producers with consumers. In 2022 we welcomed 11 new farmers' markets.



Abilene Farmers' Market
Allen County Farmers' Market
Ark City Farmer and Art Market
Arlington Farm and Art Market
Atchison Farmers' Market
Barber County Farmers' Market
Basehor Farmer & Craft Market
Belleville Farmers' Market
Bonner Springs Farmers' Market
Border Queen Farm & Art Market
Breadbasket Farmers' Market
Burlingame Farmers' Market
Cawker City Farmers' Market
Cherryvale Farmers' Market and More
Cheyenne Co Farmers' Market
Clay Center Farmers Market
Coffeyville Farmers' Market
Columbus KS Farmers' Market
Colwich Farmers' Market
Cottin's Hardware Farmers Market
Cowley Farmers' Market Association
Decatur County Farmers' Market
Dexter Community Garden and Farmers Market
Dexter Farmers' Market
Dodge City Farmers' Market
Downtown Farmers' Market of Manhattan Inc.
Downtown Garden City Farmers' Market
Downtown Hays Market
Downtown Topeka Farmers' Market
Ellsworth Cowtown Farmers' Market
Emporia Farmers' Market
Eskridge Farmers' Market
Farmers Market at Clinton Parkway Nursery

Fort Scott Farmers' Market
Frankfort Farmers Market
Fredonia Kansas Farmers' Market
Fresh Start Youth Garden Market
Galena KS Farmers' Market
Gardner Farmers' Market
Garnett Farmers' Market
Geary Community Farmers Market
Girard Farmer's Market
Goodland Open Air Market
Great Bend Summer Street Stroll Farmers Market
Greely County's Fresh Farmers Market
Grinnell Community Market
Harper County Homegrown Farm & Art Market
Harvey County Farmers' Market
Haven Farmers Market
Haysville Hometown Market
Hiawatha Farmers Market
Hillsboro Farmers' Market
Independence Farmers & Makers Market
Jewell Farmers' Market
Kansas Grown! Inc.
KC Farm School Farmers Market
Kearny County Farmers Market
Kingman Farmers Market @ The Binyard
Larned - Hillside Farmers' Market
Lawrence Farmers' Market
Leavenworth Farmers' Market
Lenexa Farmers' Market
Liberal KS Farmers' Market
Main Street Chanute Farmers' Market
Marysville Farmers Market
McPherson County Farmers' Market
Merriam Farmers' Market

MHK Community Market
Mission Market
Monday Farmers Market At Your Library
Moundridge Farmers Market
Newton Farm & Art Market
Nomad Market KC
Norton Farmers' Market
Olathe Farmers' Market
Old Town Farm & Art Market
Osborne County Farmers' Market
Our Small Town Market
Overbrook Farmers' Market
Overland Park Farmers' Market
Paola's Music and the Market
Park Place Farmers' Market
Parsons Farmers' Market
Perry Lecompton Farmers' Market
Philips County Farmers' Market
Pittsburg Area Farmers' Market
Pomona Farmers' Market
Quinter Farmers' Market
Reno County Farmers' Market
Salina Farmers' Market
Silver Lake Farmers' Market
Solomon Valley Farmers' Market
Spring Hill Farmers' Market
Step Back in Time Food Market
Thomas County Farmers Market
Tonganoxie Farmers' Market
Trailside Market
Vesper Farmers' Market
Wabaunsee County Farmers' Market
Walnut Valley Farmers' Market
Wellsville Farmers' Market

Testimonials

“From the Land of Kansas brings all these different companies together; When we need products for gift boxes or our store, From the Land of Kansas is about the first place we go.”

Cody Dillon, Alma Creamery

“The thing that stood out the most to us was the time slot given us to sample our product, meet people face to face, and let them experience our pickles firsthand. We're a new company that got a later-than-expected start in the year. From the Land of Kansas believed in us and didn't cancel our State Fair date, even though everyone was nervous that our labels may not arrive in time. They helped launch us and give us a boost in awareness at the State Fair. They were personal and quick to talk to the public and their knowledge of our product was evident. I was also pleased with the presentation of all the different companies' products and impressed with the customer flow layout. There was a lot of care put into it.”

Trent Stimpert, The Pickle Cottage

“It's been the best thing for our business; We have seen growth from the program every year consistently. We love having the logo on our website because it's an automatic accreditation of our farm. We love the online store to share our products on the website.”

Christina Blincoe, Sweet Streams Lavender