



— FROM THE LAND OF —  
**KANSAS**

# **MEMBERSHIP BENEFITS GUIDE**

— Grown. Raised. Produced. —



## — FROM THE LAND OF — **KANSAS**

Dear Kansas Business Owner,

Welcome to the *From the Land of Kansas* program. We are excited you are investing in the growth of your business. The state trademark program has a long history of helping Kansas-based businesses who grow, raise, produce, or process products in our state.

Our goal is to help each business grow in a manner tailored to their individual needs and to give members the resources and marketing opportunities at a price that fits their budget.

Whether you are a new or well-established business, *From the Land of Kansas* will provide you the necessary network, exposure, educational opportunities, and up-to-date information. These opportunities and resources can help you take your business to the next level as a member of our supportive statewide community.

From a study done in 2020 by New Boston Creative Group, we know that 88.8% of consumers think it is either important or very important to shop local and 63.9% do so frequently. They also found that 81% of consumers are more likely to buy products with the *From the Land of Kansas* logo. We encourage our members to show they are a local business by utilizing our trademark logo. This is just one of the many ways you can use the program to its full advantage.

As you plan your upcoming year of membership with *From the Land of Kansas*, know we are here to provide support and guidance. Let us know if you have questions about benefits, other services we provide, or if you need advice about what would be beneficial for your business.

Thank you for choosing to do business in Kansas. We look forward to seeing your business grow!

Sincerely,

*From the Land of Kansas Team*

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# From the Land of Kansas

## BENEFIT REFERENCE

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Expand Retail Outlets.....	Free
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Social Media Video and On-site Visit.....	\$150
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Featured Products.....	\$30
Featured Header .....	\$50
Product Listing.....	\$100

### DESIGN & CONSULTATIONS.....PAGE 7

Promotional Design Piece.....	\$45/each
Online Marketing Consultation .....	\$50
Logo Design.....	\$250
Social Media Development.....	\$50

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Trademark Logo Use .....	\$25 (or free with purchase of \$25 in other benefits)
Kansas Value Added Food Lab.....	\$50
Kansas Value Added Meats Program .....	\$50
From the Land of Kansas Merchandise Discount.....	50% Off

# Free Membership PROGRAM BENEFITS

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## **FROM THE LAND OF KANSAS WEB LISTING**

Your business will have its own profile on our FromtheLandofKansas.com website. This profile will contain information about your business including a business description, business address, interactive map directions, contact information, links to your social media pages, and photos. Your profile is maintained by our staff and can be updated at any time.

## **MY BUSINESS STORY**

At anytime throughout the year we encourage you to send us an up to 250 - word synopsis of your business story. We will then share it on our social media to highlight your business.

## **SHARED SOCIAL MEDIA POSTS**

Finding methods of reaching new audiences is an integral component of marketing. We are happy to share our audience with you. We will share social media posts that feature your business and share it with our loyal following of Kansas consumers.

## **EXPAND RETAIL OUTLETS**

The program will work to connect *From the Land of Kansas* members with retail outlets to help get their products into stores. Additionally, retail outlets that want to include specific local Kansas products in their stores often will reach out to the program. Let us help you expand your retail opportunities!

## **MEMBER EXCLUSIVE FACEBOOK NETWORKING GROUP**

Be sure to request to join our exclusive *From the Land of Kansas* Members Facebook group. This group allows you to connect with other members from across the state so you can network, ask questions, share success stories, and keep up to date with opportunities available through *From the Land of Kansas* and the Kansas Department of Agriculture.

## **FOOD EXPORT PROGRAM**

Interested in expanding your market globally? Food Export supports U.S. suppliers of food and agriculture products by providing exporter education, market entry opportunities to meet qualified buyers, and ways to save money on international marketing efforts. Recognizing there is great potential to access foreign buyers at large trade shows located within the U.S., the USDA Foreign Agricultural Service has authorized certain U.S.-based shows as “eligible for reimbursement.” Exhibitors may be eligible for a 50% reimbursement of costs incurred to exhibit at eligible shows.

## **EDUCATIONAL OPPORTUNITIES**

The program works to seek out and create educational opportunities that will be of benefit to members. These opportunities will be shared in the monthly Trademark Tidbits newsletter and in the private *From the Land of Kansas* Members Facebook group.



# Additional Benefits

## ONLINE MARKETING

### KANSAS TOURISM WEB PROFILE.....\$30

Kansas Tourism hosts the travelks.com website which features profiles for retail or tourism businesses across the state. We will create your profile or do a yearly update to keep your profile up to date on their website for the year, freeing you to focus on running your business.

### SPECIAL EVENT E-BLAST .....\$35

If you have an event you want to advertise, we will create an email about your event to send out to our over 2,500 subscribers. Be sure to hurry and claim your spot for this benefit. Limited to 10 spots!

### FEATURE IN MONTHLY E-NEWSLETTER.....\$40

Access more than 2,500 readers (and growing) who are interested in local products and events. Our monthly newsletter features photos and an article to showcase your business. This will include an interview for the article. Our goal is to tell your unique story to Kansans. The article will also be posted as a blog on our website. Limited to 10 spots.

### SOCIAL MEDIA DEVELOPMENT.....\$50

Are you interested in promoting your business on social media, but not sure where to start? Whether you are just beginning or want to expand into new platforms, let us help you develop a plan. This benefit includes a discussion about your social media goals, assistance with setting up your account, and a review of a manageable social media plan that works for you.

### SOCIAL MEDIA MEMBER OF THE MONTH.....\$75

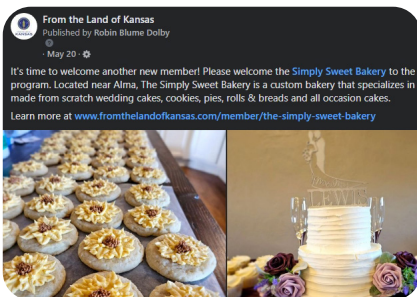
Be our featured member of the month on social media. We will plan a collection of posts about your business to feature on our Facebook and Instagram pages. Limited to 10 spots.

### SOCIAL MEDIA VIDEO AND ON-SITE VISIT.....\$150

Let our team visit your business and record a video or host a Facebook Live event that can reach over 12,000 people. This will allow customers to learn about your business, products and services. The Facebook Live will be shared on our page and a recorded clip can be shared on multiple platforms. Limited to 5 spots.

### PRODUCT PHOTOGRAPHY.....\$30/\$50 (10+ PRODUCTS)

Let our team provide you with professional photos of your products. Send in one of each of the products you would like photographed, and our team will provide you with two photo options for each product. Photos will be provided at a high quality and resolution. Products will then be kept by the program to be used in gift baskets or other promotional activities.



# Additional Benefits

# E-COMMERCE

## FEATURED PRODUCTS .....\$30

Feature your best-selling product on the home page of shop.FromtheLandofKansas.com. Featured products will be on the homepage for one month. You must have your product listed on our e-commerce website to utilize this benefit. Limited to 10 spots.

## FEATURED HEADER.....\$50

Reserve the e-commerce header image to feature your business to consumers. Featured headers will be for one month. Choice of month is provided on a first come, first served basis and is limited to 10 spots. You must have your product listed on our e-commerce website to utilize this benefit.





## PRODUCT LISTING.....\$100

On shop.FromtheLandofKansas.com, you can list an unlimited number of your Kansas-made products for sale. Our e-commerce is a one-stop shop for consumers to purchase Kansas-made products. Sale revenue from your listed products will be directly deposited into your bank account at the end of the month.



Featured Header Example

### Featured products

			
Prairy Traditional Pfeffermüsse	Prairy Cranberry Trail Mix	Prairy Lemon Sugar Cookies	Prairy Anise Free Pfeffermüsse
☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆	☆☆☆☆☆
\$2.29	\$2.49	\$2.29	\$2.29
<a href="#">ADD TO CART</a>	<a href="#">ADD TO CART</a>	<a href="#">ADD TO CART</a>	<a href="#">ADD TO CART</a>

## Additional Benefits

# DESIGN & CONSULTATIONS

### PROMOTIONAL DESIGN PIECE.....\$45/EACH

Let us help you design a postcard, letterhead, flyer, info/graphic or other media piece promoting your business. We also encourage you to carry the *From the Land of Kansas* logo on your piece. We do not print materials; you will be emailed a digital copy.

### ONLINE MARKETING CONSULTATION.....\$50

Are you struggling with taking your website or social media to the next level? This benefit includes two virtual consultation appointments and a report of written recommendations for your website or any social media platform you use. We will analyze your platform and provide input on how you can engage more of your audience and provide the appropriate information to your customers. We will meet with you to discuss your layout and content, teach you how to read insights, develop strategies to increase consumer traffic or engagement, monitor your progress, and answer questions.

### LOGO DESIGN.....\$250

Let us help you design a logo that fits your business and tells your story. We can help revamp your current logo or create a new one for your business.

#### Promotional Design Piece Example

		
<p><b>OUR FARM</b></p> <p>Griffith Family Farm 565 E 110th Ave N Peck, KS 67120</p> <p><b>Farm Hours</b> Monday - Saturday   4 pm - 7 pm The gate will be closed during non-visiting hours.</p> <p><b>Order Fulfillment</b> Pick up is available at the farm as well as at the local Farmers Markets we attend. We also deliver to El Dorado, Wichita, Wellington, Belle Plaine, Peck, Valley Center, Andover, Maize, Derby, Haysville, and Goddard. See our online store for details.</p>	<p><b>OUR PHILOSOPHY</b></p> <p><b>Transparency</b> - Anyone is welcome to visit the farm anytime.</p> <p><b>Grass-Based</b> - Pastured livestock and poultry, moved frequently to new grass, offer landscape healing and nutritional superiority.</p> <p><b>Community</b> - We believe in integrity food. We should seek food closer to home, in our own local areas.</p> <p><b>Nature's Template</b> - Mimicking natural patterns on a domestic scale insures that we are raising our animals holistically with nature.</p>	<p>Managing livestock holistically to enhance soil health, biodiversity, and animal well-being, delivering safe, authentic, nutritious food that strengthens our local economy.</p> <p>565 E 110th Ave N Peck, KS 67120</p> <p><b>Farm Hours</b> Monday - Saturday   4 pm - 7 pm The gate will be closed during non-visiting hours.</p>



# Additional Benefits

## SPECIAL EVENTS

### POP-UP STORES.....\$75

Pop-up stores occur at events across the state throughout the year. These pop-ups are staffed by *From the Land of Kansas* employees to sell a variety of members' products to attendees at conferences and events. Products must be delivered to the event or to the Kansas Department of Agriculture. Enrolling in this benefit guarantees inclusion in at least two pop-up stores.

### HOLIDAY GIFT BOX.....\$250

Holiday gift boxes are sold online at [shop.FromtheLandofKansas.com](http://shop.FromtheLandofKansas.com) and shipped everywhere in the U.S. This benefit allows your products' inclusion in the gift box. You must have adequate stock of your product available to meet order needs of 500+. Inclusion of products is on a first come, first served basis, with the condition of meeting price, size and shipping requirements of the gift box.

### KANSAS STATE FAIR BOOTH.....\$350

Reserve 1 of 12 spots in the *From the Land of Kansas* booth at the Kansas State Fair. Staff will stock and sell your products each day of the state fair. Members will be required to make arrangements to deliver products to the fair and pick up leftover merchandise. During the fair you will be allowed to schedule one day to attend the fair to host a sampling of your products. Any cancellations must be made 60 days prior to the fair for a 50% refund.

### TASTE OF KANSAS EVENTS

Interested in sharing your Kansas products with your community? Please reach out to us and we will help host an event at your local Kansas farm or business. Depending on our staff availability and size of event, we can handle 2-6 events per year. Based on first come, first serve, basis. Our goal is to help host Kansas tasting events in all six regions throughout the state.





# Additional Benefits

# PROGRAM DISCOUNTS

## UPC BARCODE PROGRAM.....\$5 EACH/\$1 YEARLY RENEWAL

Barcodes or UPCs are a required step toward selling your products in many stores. We offer barcodes at a discounted price of \$5 per barcode with an annual maintenance fee of \$1. Barcodes can be created for you at any time and paid for upon creation. Visit [shop.FromtheLandofKansas.com](http://shop.FromtheLandofKansas.com) to purchase barcodes.

## TRADEMARK LOGO USE.....\$25

With the purchase of \$25 in other benefits or by purchasing this trademark logo use benefit you can have access to use the *From the Land of Kansas* logo for your packaging or in advertising. Using the trademark logo can share with consumers that you are a member and that your products are Kansas-made! You can also purchase *From the Land of Kansas* logo stickers to use on your products.

## KANSAS VALUE ADDED FOOD LAB.....\$50

The Kansas Value Added Foods Lab offers a wide array of services to Kansas businesses including:

- Food product development from concept to commercialization
- Process authority services
- Nutrition Facts panel generation and ingredients listing
- Chemical and physical testing
- Regulatory compliance
- Education opportunities for food processors

This program benefit will offer you a 30% discount on the Kansas Value Added Foods Lab services, except for shelf-life testing and sensory analysis. Membership verification is required. For more information, contact the Kansas Value Added Foods Lab at [kvafl@ksu.edu](mailto:kvafl@ksu.edu) or 785-532-1294.

## KANSAS VALUE ADDED MEATS PROGRAM.....\$50

The Kansas Value Added Meats Program offers an array of services to Kansas businesses including:

- Shelf-life evaluation
- HACCP training and assistance
- Microbiological and quality assessment
- Prerequisite program training
- Product and process development

You will receive free nutrition facts labeling, water activity and pH testing with this benefit. For more information, contact 785-532-1247.

## FROM THE LAND OF KANSAS MERCHANDISE DISCOUNT.....50% OFF

*From the Land of Kansas* purchases merchandise branded with the *From the Land of Kansas* logo to increase brand awareness and encourage consumer investment in the brand. All members can purchase this merchandise at half price for personal use or for resale.



# *From the Land of Kansas*

## RESOURCES

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The *From the Land of Kansas* program is located within the Agricultural Marketing, Advocacy and Outreach Team at the Kansas Department of Agriculture.

The mission of the KDA Agricultural Marketing, Advocacy and Outreach team is to serve all Kansans through innovative programming and delivering 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.

The Marketing team has identified the following team goals:

- Retain and serve current farms, ranches and agribusinesses in Kansas.
- Grow current farms, ranches and agribusinesses in Kansas.
- Expand the Kansas agriculture industry.
- Assist in maintaining/growing rural Kansas communities.
- Raising awareness of agriculture.
- Create appreciation for agriculture.

The Ag Marketing team is a strong voice for Kansas agriculture and will continue to advocate for agriculture in a variety of ways. Partnerships with educational institutions and programs and agricultural organizations will allow for building a stronger and more consistent message for Kansas agriculture year-round.



To learn more about the team, visit [www.agriculture.ks.gov/AgMarketing](http://www.agriculture.ks.gov/AgMarketing).

The *From the Land of Kansas* program also works with other state agencies and organizations to provide resources and education to assist members as they grow and develop their businesses. To find a list of resources, visit <https://www.fromthelandofkansas.com/page/resources>







**GROWN.  
RAISED.  
PRODUCED.**



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