

KDA Launches New From the Land of Kansas™ Website

The Kansas Department of Agriculture today launched a new, interactive website, www.FromtheLandofKansas.com, for the rebranded state agricultural trademark program, *From the Land of Kansas*.

The website, which offers interactive features, including an Explore *From the Land of Kansas* map, a Buy & Sell portal, a Central Registration of Farmers' Markets and more, is part of the agency's ongoing efforts to connect Kansans with Kansas companies that offer Kansas agricultural products and services from the farm to the fork.

"Agriculture is Kansas' largest economic driver, and we are pleased to offer a program that not only benefits Kansas owned and operated agribusinesses, but also connects Kansans with Kansas products," said Secretary of Agriculture Dale Rodman. "The *From the Land of Kansas* website offers cutting-edge technology giving Kansans seeking Kansas products the tools they need at their fingertips."

Among the features of the website are the Explore *From the Land of Kansas* map and the Buy & Sell portal. The interactive map allows consumers to enter a known region or postal code in Kansas and find Kansas owned and operated businesses near them. The Buy & Sell portal allows *From the Land of Kansas* members to post agricultural products and services for sale. Kansans and Kansas companies looking to purchase specific Kansas products can search the Buy & Sell portal and directly respond to the *From the Land of Kansas* member's post.

From the Land of Kansas is dedicated to helping Kansas food and agricultural companies succeed in the marketplace. Five membership levels offering various marketing and promotional benefits are available to Kansas owned and operated agricultural businesses. Specific information about becoming a member or a partner of *From the Land of Kansas* is also available on www.FromtheLandofKansas.com.

"We have worked since 2011 to rebrand the state's agricultural trademark program and are excited to launch the *From the Land of Kansas* website. In today's global and increasingly electronic marketplace, however, we know we can do more to better serve our members and Kansas consumers. Stay tuned to the *From the Land of Kansas* website for new features and technologies in the future," said *From the Land of Kansas* program coordinator Becky Sullivan. "The goals of *From the Land of Kansas* are to help Kansas businesses marketing their food and agricultural products and services while also making it easier for Kansas consumers to find those products. This new website helps us achieve those goals."

Visit the new From the Land of Kansas [website](http://www.FromtheLandofKansas.com) to find Kansas products, goods and services across the state or to learn more about becoming a From the Land of Kansas member or partner.