

Atchison To Host NEK Farmers' Market Regional Workshop

Kansas farmers' markets across the state are doing much more than just providing a fresh food source. The farmers offering their produce, as well as the consumers taking advantage of the farm-fresh offerings are also stimulating the local economy. There are now 130 active farmers' markets in Kansas compared to the 26 in operation in 1987. The growth in this sector helps provide Kansans with additional revenue and more high-quality food choices.

To help assist current or prospective market vendors, five regional workshops will be held. The regional workshop in Atchison, Kansas will be at Highland Community College-Atchison campus on February 7, 2015.

"Expanding local markets allows Kansans the opportunity to boost their local economies. Farmers are able to develop relationships with their consumers, and consumers can be comforted knowing where their food was grown," said Stacy Mayo, *From the Land of Kansas* trademark program director.

"Selling food directly to consumers through farmers' markets provides growers a chance to tell their farm's story, but has its own set of legal, safety and financial parameters," said Londa Nwadike, consumer food safety specialist with K-State Research and Extension and the University of Missouri.

A fee of \$25 a person will cover the costs of the conference, including lunch. Registration forms can be found at: www.FromtheLandofKansas.com/FMConference.

Workshop topics include:

- Vendor marketing best practices
- Safe Food practices
- Value-added foods
- Accepting non-cash payments

The workshop will be held at Highland Community College-Atchison campus, 1501 W. Riley Street, Atchison, KS 66002. Event kick off will begin at 9 a.m. and end at 3 p.m.

Regional workshops are supported by a K-State Research and Extension Epsilon Sigma Phi Endowment Grant, *From the Land of Kansas*, and the Kansas Department of Health and Environment. For more information, please contact Diane Nielson, KSU Atchison County Extension, at (913) 833-5450 or dnielson@ksu.edu or Ray Ladd at cladd@ksu.edu.