

## Resources And Information Available To Aide Farmers' Markets

In efforts to continuously support farmers' markets in the state, the Kansas Department of Agriculture, through the *From the Land of Kansas* agriculture trademark program, has collected data and updated resources available to markets across the state on the *From the Land of Kansas* website.

Farmers' markets keep dollars in local Kansas communities and are an important factor in building stronger economies across the state. In order to help evaluate the economic value of the market, KDA has created an economic impact analysis model for farmers' markets to utilize and record their data. A summary of the information model and a worksheet for recording are available for download at [FromtheLandofKansas.com/FMAnalysis](http://FromtheLandofKansas.com/FMAnalysis).

"We created this tool for Kansas farmers' market vendors to evaluate the impact of their local markets," said Josh Roe, Kansas Department of Agriculture assistant secretary. "We have the resources to help the markets evaluate their benefit to the local economy."

An economic impact analysis model was developed using the Emporia Farmer's Market. In 2013, the money spent at this market was estimated at \$97,244.51. This spending generated a gross impact of \$176,822.20 and value added \$91,761.10 to the Kansas economy.

"Through our evaluation, we were able to quantify the value of a farmers' market to communities in Kansas," said Roe. "Markets give vendors a prime location to sell their goods while establishing a connection with their customers and simultaneously allowing consumers the opportunity to purchase foods and other products that are produced locally. All of these aspects help to strengthen local economies across rural and urban areas of the state."

To aid farmers' markets as they navigate food safety regulations and label requirements required by both the state and the federal government, KDA partnered with Kansas State Research and Extension to develop The Food Safety for Kansas Farmers' Market Vendors: Regulations and Best Practices guide. This guide has been updated and can be found at [FromtheLandofKansas.com/farmersmarkets](http://FromtheLandofKansas.com/farmersmarkets).

"The guide was updated in 2014 and after listening to feedback and questions from market managers and vendors, we updated the guide to make it more user-friendly and complete," said Julie Roller, *From the Land of Kansas* specialist. "Our goal is to serve farmers' markets by continuing to evaluate the resources available for markets managers and vendors."

An additional resource for markets is the Central Registration of Kansas Farmers' Markets. Registered markets have access to marketing, outreach and advocacy efforts through *From the Land of Kansas*. Registration is free and participants are also offered the opportunity for limited liability insurance, which is available to help protect the legal liability of farmers' markets through SB 120 established in 2013.

Kansas currently has 34 markets registered on the *From the Land of Kansas* website. To locate local farmers' markets, visit [Fromthelandofkansas.com/ksfms](http://Fromthelandofkansas.com/ksfms). For more information on how to register a farmers' market and receive benefits for the market please visit [FromtheLandofKansas.com/farmersmarkets](http://FromtheLandofKansas.com/farmersmarkets).

