

Savor The Season Recipe Cards Available

In an effort to add cooking inspiration and education into farmers' markets, *From the Land of Kansas* has partnered with Kansas Farm Bureau to launch Savor the Season. The campaign promotes Kansas specialty crops. Savor the Season is designed to educate and excite consumers about cooking with local produce using tasty, seasonal recipes and providing tips and tricks to cooking with these special ingredients.

Eye-catching and informational recipe cards, featuring ten different Kansas fruits, vegetables or herbs are available for farmers to share with consumers. Each recipe card provides information on the selection, storage, nutrition and kitchen tips for the featured seasonal crop from a registered dietician and a chef. Recipes were created by Kansas' very own Chef Alli.

"Sharing important nutritional information in an innovative way is key to gaining consumer support," Stacy Mayo, *From the Land of Kansas* director said. "We recognize some consumers may be nervous to try specialty crops because they do not know much about them. The Savor the Season cards will help guide consumers as they select, store and prepare these tasty fruits and vegetables. All of the recipes are delicious and can be made quite effortlessly."

Both farmers and farmers' markets can reap great benefits from engaging with the Savor the Season campaign. Educating consumers about Kansas crops and how they can be prepared for cooking makes the shopping process less intimidating. Asparagus, peaches, zucchini and kale are some of the crops spotlighted in the recipes. Each recipe includes a full nutrition panel, provided by Kansas Value Added Center, housed at Kansas State University, as well as tips on washing, storing and flavor pairing for the spotlighted fruit or vegetable.

Providing support and assistance to help make Kansas businesses more successful, grow rural communities, expand markets for Kansas agricultural products, level the playing field, grow the agricultural workforce, and encourage more farms, ranches, and other agriculture businesses to expand in Kansas is a core mission for the Kansas Department of Agriculture.

The recipe cards are available for specialty crop farmers and market managers to order. They can be found at Shop.FromtheLandofKansas.com/SavortheSeason. Shipping is the only cost for farmers and farmers' markets who are ordering the recipe cards. For more information, please contact KDA, farmersmarket@kda.ks.gov.