

## Agricultural Trademark Program Celebrates 25th Anniversary

Kansas Governor Sam Brownback and Secretary of Agriculture Dale Rodman teamed up with Jordy Nelson, Green Bay Packers wide receiver from Leonardville, Kan., and the Peterson brothers, social media agricultural advocacy sensations from Assaria, Kan., to celebrate the Kansas agricultural trademark program's 25<sup>th</sup> anniversary and launch the new *From the Land of Kansas* agricultural trademark program at events in Kansas City, Wichita and Topeka.

*From the Land of Kansas*, facilitated by the Kansas Department of Agriculture (KDA), helps brand, support and celebrate Kansas agricultural products and services. For the past year, KDA has been working to rebrand and structure the trademark program to best serve its members and consumers. The three-stop public launch included stops at two program members, Original Juan's Specialty Foods in Kansas City and the Wichita Brewing Company and Pizzeria in Wichita. At the final stop, the Kansas State Capitol Building in Topeka, Governor Brownback signed a proclamation officially declaring *From the Land of Kansas* as the Kansas state food and agricultural trademark.

"One of my top priorities as governor is to help Kansas grow. From small family-owned stores on Main Street to major retailers and all businesses between, we are committed to helping grow Kansas and the *From the Land of Kansas* trademark program will play an important role in our efforts," said Governor Brownback, who was secretary of agriculture in Kansas when the agricultural trademark program began in 1988. "*From the Land of Kansas* will help consumers identify Kansas products and educate them about our state's largest industry, employer and economic driver while also helping grow agriculture from farm to fork."

Jordy Nelson was recognized as the program spokesman. Nelson, who is active in his family's diversified farm near Leonardville when he is not on the football field, said his passion for agriculture and for promoting Kansas led him to this program.

"Professional athletes have their names and faces on advertisements for different products everywhere – from food to cars to clothes. But what many people may not realize is that all of those products rely on agriculture," Nelson said, whose family also owns Nelson's Landing, a restaurant in Leonardville that is a *From the Land of Kansas* member. "I'm proud to be a part of the *From the Land of Kansas* trademark program. I am excited to help educate consumers about agriculture in Kansas, and promote and market Kansas-based agricultural businesses. I am excited to help celebrate Kansas."

*From the Land of Kansas* will offer domestic and international marketing and promotional benefits to its members, which include farmers and ranchers, agricultural manufacturers and processors, agritourism businesses, value-added agricultural products and, for the first time ever, restaurants. The program also partners with retailers and farmers' markets to help promote its members' products. The Peterson brothers, who have become famous for their music video parodies to promote agriculture, launched a video parody of "YMCA" to further educate potential members and consumers about *From the Land of Kansas*. They performed the song live during the event in Topeka. For more information, visit [www.FromtheLandofKansas.com](http://www.FromtheLandofKansas.com).

"The Kansas Department of Agriculture is committed to supporting our partners in agriculture and doing all we can to ensure agriculture remains our state's largest economic driver," Secretary Rodman said. "As consumers are becoming more involved and interested in knowing where their food comes from, *From the Land of Kansas* will help educate them about agriculture while also helping the industry grow. I encourage Kansas companies to consider joining the program and Kansas consumers to look for the *From the Land of Kansas* brand."