

Approved: 2-11-98
Date

MINUTES OF THE SENATE COMMITTEE ON AGRICULTURE.

The meeting was called to order by Chairperson Steve Morris at 10:00 a.m. on February 10, 1998 in Room 423-S of the Capitol.

All members were present except:

Committee staff present: Raney Gilliland, Legislative Research Department
Jill Wolters, Revisor of Statutes
Nancy Kippes, Committee Secretary

Conferees appearing before the committee:

Others attending: See attached list

SB 523 **State conservation commission's Kansas water quality buffer initiative.**

Although there were questions as to the workability of the state program in conjunction with the Federal CRP, the consensus was that the incentive-based program is good.

Senator Corbin made a motion to pass favorably SB 523. Senator Downey seconded. The motion carried.

SB 505 **Repealing the sunset provisions of the agriculture products Development division in the department of commerce and housing.**

Handouts were distributed from the Kansas Department of Commerce and Housing including requested budget documents and other documents relative to the management of the From the Land of Kansas Trademark Program (Attachment 1).

Also distributed was material in support of **SB 505** from Michael Doane, Executive Vice-President, Kansas Association of Wheat Growers (Attachment 2), and from Jere White, Executive Director, Kansas Grain Sorghum Producers Association (Attachment 3).

Discussion centered around concern about expenditures before and after the transition between the Department of Agriculture and Department of Commerce and Housing. A request was made for Director Patty Clark to appear before the Committee to answer questions concerning some of the program difficulties and their solution.

Senator Corbin made a motion to approve the minutes of the February 5 meeting as submitted. Senator Biggs seconded. Motion carried.

The next meeting is scheduled for February 11, 1998.

SENATE AGRICULTURE COMMITTEE GUEST LIST

DATE: 2-10-98

NAME	REPRESENTING
Bill Fuller	Kansas Farm Bureau
Blake Henning	State Conservation Commission
Mike Beam	Ks LUSTK Assn.
Dan Thelmann	Ks Audubon

KANSAS

DEPARTMENT OF COMMERCE & HOUSING



February 4, 1998

Bill Graves, Governor
Gary Sherrer, Lt. Governor / Secretary

Senate Committee on Agriculture
Kansas Senate
Statehouse, Room 423-S
Topeka, KS 66612

Dear Members of the Committee:

Included with the requested budget documents are attachments we felt relative to the discussion concerning our management of the *From the Land of Kansas* Trademark Program. Please note that in addition to our direct expenditures for the trademark program, we have one FTE position as Trademark Program Director and shared support staff.

Also, please note that the Trademark Fee Fund came in with an \$8,500 balance. This is the fund used to purchase and then re-sell promotional trademark materials such as labels, banners, signs, etc.

Lee Masenthin has prepared a memo highlighting our activities. He has also included copies of newsletters which demonstrate our efforts to inform members of special events and promotions, business articles, equipment trade, and re-sale opportunities, etc.

Also included is a reprint of our section of the Kansas Department of Commerce & Housing's Annual Report. It is an excellent summary of our activities and coincides with the first portion of my original testimony before your committee.

In researching funding of the Pilot Plant facilities at Kansas State University, we assisted a total of 47 *From the Land of Kansas* companies with 190 inquiries for assistance in the first three quarters of Calendar Year 1997. Interestingly enough, Lori Robbins, owner of Home on the Range and Company, was provided assistance (through our funding process) on 14 different product inquiries during that same period of time.

*Senate Agriculture
February 10, 1998
Attachment 1*

AGRICULTURE PRODUCTS DEVELOPMENT DIVISION

700 S.W. Harrison Street, Suite 1300, Topeka, Kansas 66603-3712
(913) 296-3736 FAX (913) 296-3776 TTY (913) 296-3487 (HEARING IMPAIRED)

Page 2
Senate Committee on Agriculture
February 4, 1998

I am currently awaiting FY96 expenditure data from the Kansas Department of Agriculture, but will forward that information to you with a comparative for your review as soon as it is made available to our office.

As always, if you have further questions or concerns, we are available at your convenience to address them.

Sincerely,

A handwritten signature in cursive script that reads "Patty Clark". The signature is written in black ink and is positioned above the printed name and title.

Patty Clark
Division Director

PC:tg
Enclosures: 8

Attachments
Program Comparatives
From the Land of Kansas Trademark Program

Attached to the FY 97 Expenditures and FY98 Budget spread sheets, please find narrative information which describes our Division's objectives. Below the objectives you will note the strategies we implement to meet those defined objectives

I have circled strategies listed under Objectives #1-#4 which directly impact our efforts to provide a comprehensive marketing strategy for the Trademark Program.

Direct budget expenditures for Trademark Programs include:

- * Kansas Connection Catalog -- design, printing, distribution, internet site, fulfillment contract -- \$64,000
- * Newsletter publication and mailing -- approximately \$1,250 printing -- six printings per year -- \$7,500
- * Tradeshow Assistance Program -- \$2980
- * Marketing Seminar - \$400
- * Investment in Olathe TIC for promotion of *FLOK* companies -- \$5,000
- * Buy Kansas Expo promotion - \$2,500

Budget expenditures pulled from other program areas to assist Trademark Programs:

- * \$76,200 in funding for the Pilot Plant facilities at KSU to assist new and existing small businesses with labeling, nutritional analysis and recipe commercialization
- * Printing of Quick Reference Guide (a fingertip guide for small food processors and businesses to Kansas container companies, label companies, food processing equipment companies, etc.) -- \$8,500
- * Facilitated a Federal-State Marketing Improvement Program grant to study alternative marketing organizations and consumer demand for locally grown food products - \$52,800

M E M O R A N D U M

DATE: February 3, 1998
TO: Patty Clark
FROM: Lee Masenthin
RE: *From the Land of Kansas (FLOK) Assessment*

Improved Communications:

- Published six newsletters (see attached) to inform members of marketing opportunities.
- Established an advisory board consisting of six members (including three members from the Kansas Marketing Association (KMA)) from the various product categories. Our first meeting was held January 21, 1998. Feedback from this meeting will directly affect our value-added seminar in July.
- Met with the KMA's executive committee on three occasions (February 18, April 30, and October 28, 1997). Feedback from these meetings directly affected the trademark program (see attached letter dated April 16, 1997).
- Established a web site at www.kansasconnection.com.
- Conducted frequent radio and television interviews to promote *FLOK* products and create awareness about the program.

Created Marketing Opportunities:

- Presented *FLOK* products to Balls Foods,
- Promoted *FLOK* products in conjunction with Dillons and Balls Foods.
- Worked with radio and television personnel to generate free publicity for *FLOK* companies.

Established a Trade Show Assistance Program: To date, we have provided \$2980 in assistance that has generated \$18,232.27 in sales.

Held a Marketing Seminar: We held a seminar specifically positioned for small companies that attracted 27 participants. Our survey (see attached) indicates that the seminar was beneficial to participants.

Published the Kansas Connection Catalog: To date, the catalog has generated at least \$30,452.28 in sales.

Sourced Kansas Inputs for Manufacturers (MATCH): To date, we have sourced in-state materials for companies that has resulted in sales and saving totaling \$10,467.

Established a Gift Shop in the Olathe Travel Information Center (TIC): To date, the Olathe TIC has generated \$2445.36 in sales.

Kansas Department of Commerce & Housing

From the Land of Kansas Marketing Seminar

Survey Results

**Presented To
Lieutenant Governor/Secretary Gary Sherrer**

**Prepared by Loretta Hiner
Quality Assurance Program
September 1997**

Kansas Department of Commerce & Housing

Marketing Kansas Products

August 22, 1997

1. How many people does your company employ?

- | | | | |
|--|---|---|--|
| <input type="checkbox"/> ₁ 1 - 5 | <input type="checkbox"/> ₃ 11 - 25 | <input type="checkbox"/> ₅ 51 - 100 | |
| <input type="checkbox"/> ₂ 6 - 10 | <input type="checkbox"/> ₄ 26 - 50 | <input type="checkbox"/> ₆ More than 100 | |

2. Please evaluate the sessions using the following rating scale.

	Excellent	Good	Fair	Poor
A. Creating a Business Plan, Jack Jankovich	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
B. Having a Successful Trade Show, George Liesmann	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
C. Pricing Your Product, William Teel	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
D. Advertising, Craig Coalbock	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄
E. Brokers and Large Retailers, Jeff Biggs	<input type="checkbox"/> ₁	<input type="checkbox"/> ₂	<input type="checkbox"/> ₃	<input type="checkbox"/> ₄

F. Comments about any of the above sessions? _____

3a. Value - On a scale of 1 - 8 (8 is greatest value), please rate the value of the information or assistance provided during this workshop as it relates to your needs. (Circle your response)

- 1 2 3 4 5 6 7 8

3b. Comments? _____

4a. Please rate the effectiveness of this workshop as you believe it will help you market your product and increase sales.

- Excellent ₁ Good ₂ Fair ₃ Poor ₄

4b. Comments? _____

5a. Overall Satisfaction - please rate the overall quality of this workshop and the information provided.

- Excellent ₁ Good ₂ Fair ₃ Poor ₄

5b. Comments? _____

6a. What topics would you like to see in future workshops? _____

6b. Do you have any suggestions that would help us improve our workshops? _____

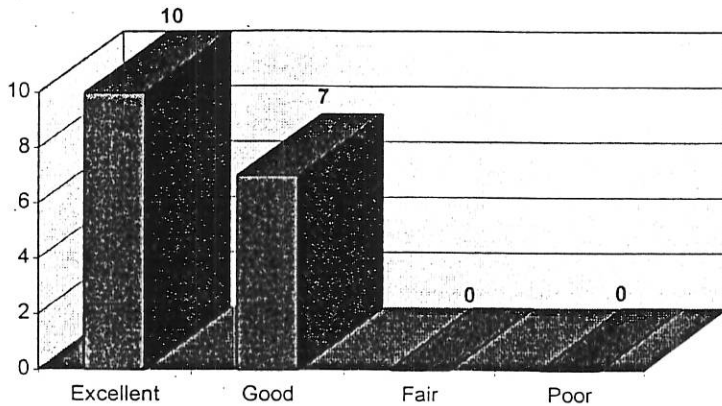
KDOC&H Quality Assurance Program

700 S.W. Harrison, Suite 1300
 Topeka, KS 66603-3712
 913-296-6022

5a. Overall Satisfaction - please rate the overall quality of this workshop and the information provided.

	Excellent	Good	Fair	Poor	Total
Response	10	7	0	0	17
Percent	59%	41%	0%	0%	100%

Overall Satisfaction - Rate the overall quality of this seminar and information provided.



5b. Comments?

- Great contacts for me.
- Need scheduled time at end of seminar for questions with each speaker.
- Do some more.

6a. What topics would you like to see in future workshops?

- As a store owner, I would like a way to test samples and make contacts.
- Packaging and shipping.
- Equipment.
- Equipment.
- Future - more diversified.
- Computer programs, more one to group talks.
- Packaging food items. More detailed about distribution, shipping, etc.
- Marketing theory/distribution channels.

6b. Do you have any suggestions that would help us improve our seminars?

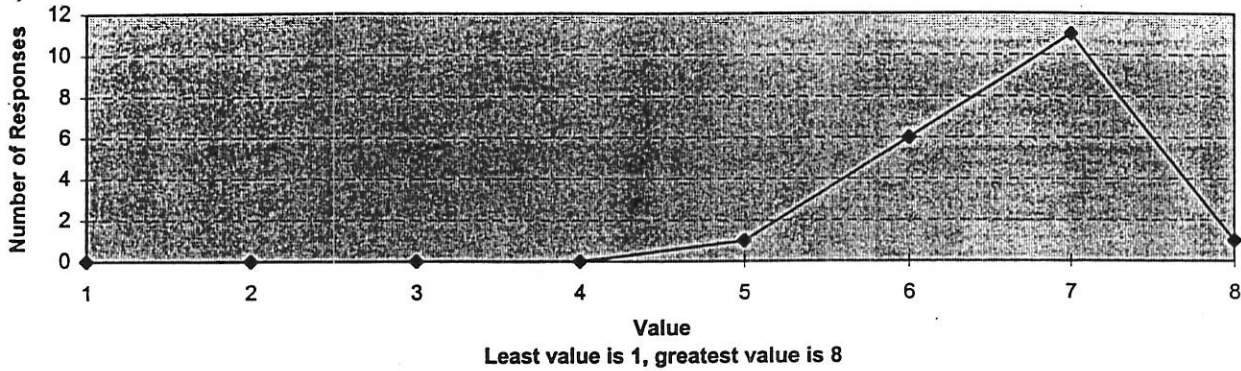
- Are there any women experts in these fields, for a change of pace?
- Great job overall.
- Stick with schedule to be fair to all speakers.
- Sessions where more than one group topic is being done, separate times.

IV ANALYSIS OF RESULTS AND CUSTOMER COMMENTS
Marketing Kansas Products

Question 3a. Value - Please rate the value of this workshop as it relates to your needs.

	1	2	3	4	5	6	7	8	Total
Number	0	0	0	0	1	6	11	1	19
Percent	0%	0%	0%	0%	5%	32%	58%	5%	100%

Value of workshop related to customer needs



1 is least value

8 is greatest value

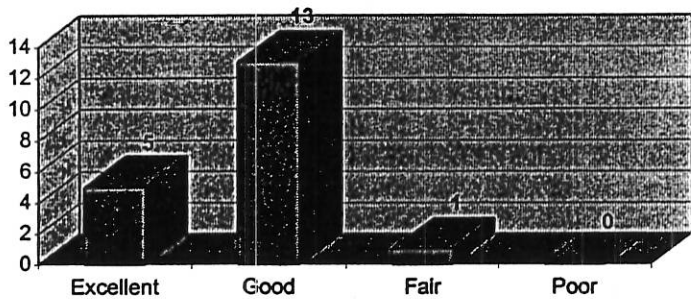
3b. Comments?

- Some didn't apply to me.
- Learned a lot.
- Biggs very good.
- Too much emphasis on food - not much time donated to other ventures.

4a. Please rate the effectiveness of this workshop as you believe it will help you market your product and increase sales.

	Excellent	Good	Fair	Poor	Total
Response	5	13	1	0	19
Percent	26%	68%	5%	0%	99%

The effectiveness of this seminar as it relates to helping customer understand all phases of the export process.



4b. Comments?

- Able to use a lot of information.

ANALYSIS OF RESULTS AND CUSTOMER COMMENTS
Marketing Kansas Products

Quality Assurance Survey Results

Seminar was held August 22, 1997

27 in attendance; 19 surveys returned = 70% response rate

Organizer's comments: It went well. However, in future workshops I'll have 3 to 4 speakers rather than 5 so each speaker can give more detail. A couple of participants felt the presentations were not detailed enough. However, the predominant comments were very positive. People indicated that it was a very good & helpful seminar.

Goal: To provide participants with relevant, practical skills with which to better market their products.

Customers: Proprietors of From the Land of Kansas Program.

1. How many people does your company employ?		
Response	Number	Percent
1-5	16	94%
6-10	0	0%
11-25	1	6%
26-50	0	0%
51-100	0	0%
More than 100	0	0%
Total	17	100%

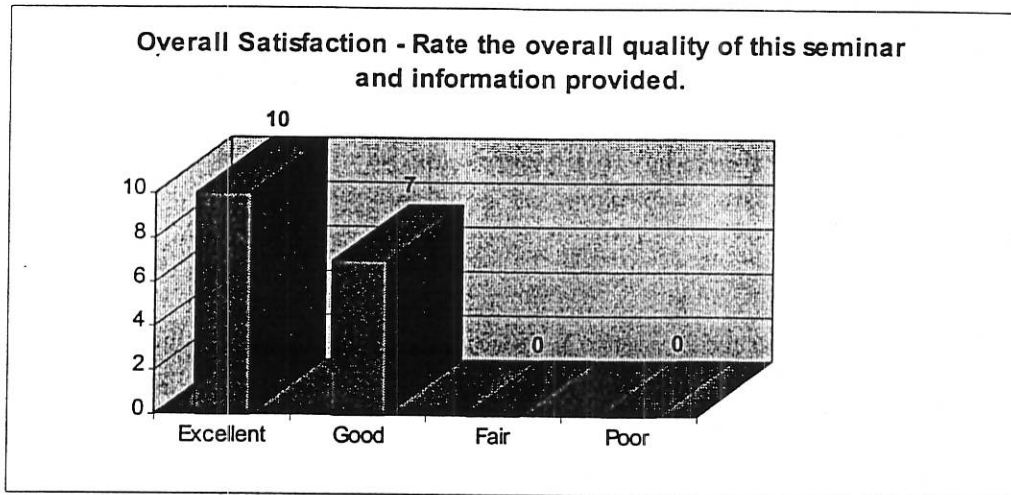
Question 2	Please Evaluate the seminar you attended using the following rating scale.				
	Excellent	Good	Fair	Poor	Total
A. Creating a Business Plan, Jack Jankovich					
Response	11	7	1	0	19
Percent	58%	37%	5%	0%	100%
B. Having a Successful Trade Show, George Liesmann					
Response	15	4	0	0	19
Percent	79%	21%	0%	0%	100%
C. Pricing Your Product, William Teel					
Response	13	5	1	0	19
Percent	68%	26%	5%	0%	99%
D. Advertising, Craig Coalbock					
Response	16	3	0	0	19
Percent	84%	16%	0%	0%	100%
E. Brokers & Large Retailers, Jeff Biggs					
Response	10	4	1	0	15
Percent	67%	27%	7%	0%	101%

F. Comments about any of the above sessions?

- These were excellent speakers. The advertising was most helpful.
- Learned a lot.
- All were great.
- Very informative.
- Good information, presentations very good, all had first-hand knowledge.
- Craig and Jeff were very good.
- Good talks to small retailers.
- Very good seminar. Only time was short.
- Too superficial – need more depth.

The majority (94%) of participants said this seminar was effective at providing them with information that will help them market their product and increase sales. One customer (5%) rated the effectiveness as Fair.

- When assessing the **overall quality and customers' overall satisfaction** with this seminar, all respondents said it was Excellent (59%) or Good (41%).



CUSTOMER COMMENT SUMMARY

Customers provided a number of positive responses. They were generally pleased with the speakers' abilities at conveying information. One customer said, "they were excellent speakers," and another appreciated the speakers' "first-hand knowledge." One participant said he or she received great contacts, and another indicated that the talks were helpful to small retailers.

A few comments suggested the time allotted for the seminar was too brief. This may have prompted one customer to call the seminar "Too superficial -- need more depth."

III. CUSTOMER RECOMMENDATIONS

Number Future Topic Recommendations

- 2 Equipment
- 2 Packaging
- 2 Shipping
- 2 Distribution
- 1 Test samples
- 1 Computer programs
- 1 How to make contacts
- 1 Marketing theory

Number Suggestions to Improve Seminars

- 1 Schedule time for questions with each speaker
- 1 More workshops
- 1 Use women experts for a change of pace
- 1 Stick with schedule to be fair to all speakers
- 1 Provide multiple (concurrent) sessions at once

The following report was created by the Kansas Department of Commerce & Housing's Quality Assurance Program. This report is based on survey results pertaining to a recent Agriculture Product Marketing division seminar. The primary objective of the survey and this report is to assess customer satisfaction with the quality of information provided during the seminar.

- I. SEMINAR GOAL & SUMMARY
- II. SURVEY HIGHLIGHTS
- III. CUSTOMER RECOMMENDATIONS
- IV. ANALYSIS OF RESULTS & CUSTOMER COMMENTS
- V. COPY OF SURVEY

I. SEMINAR SUMMARY

The seminar was held on August 22 at the Lawrence Holidome. The seminar attracted twenty-seven participants. Nineteen surveys were returned for a 70% response rate.

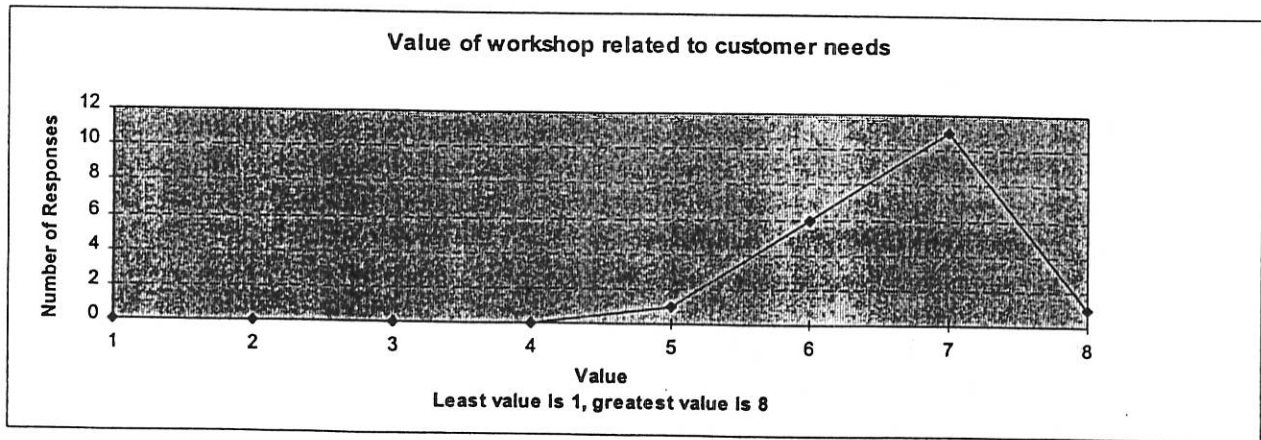
This report is based on the nineteen returned surveys. The seminar was sponsored by the Kansas Department of Commerce & Housing's From the Land of Kansas Program. The agenda featured: Creating a Business Plan, Having a Successful Trade Show, Pricing Your Product, Advertising, Brokers & Large Retailers. None of the presenters were KDOC&H associates.

SEMINAR GOAL

The main objective of the seminar was to provide participants with relevant, practical skills to better market their products. This seminar was targeted toward From the Land of Kansas companies.

II. SURVEY HIGHLIGHTS

- The overwhelming majority (94%) of participating companies employ between 1 - 5 people.
- The two sessions receiving the greatest positive response are (in descending order):
 Advertising - Craig Coalbock, Director of New Business Development, WIBW Radio
 Having a Successful Trade Show - George Liesmann, General Manager, WIBW Radio
- When customers were asked about the value of this seminar as it relates to their needs, responses were concentrated in the high end of the scale.



KANSAS

DEPARTMENT OF COMMERCE & HOUSING



April 16, 1997

Roy Seybert
Seybert Food Processing
PO Box 387
Meade, K.S 67864

Bill Graves, Governor
Gary Sherrer, Lt. Governor / Secretary

Dear Roy:

I would like to take this opportunity to thank you for the interest you have shown in improving the *From the Land of Kansas (FLOK)* trademark program. The time and energy invested by members of the Kansas Marketing Association (KMA) demonstrates that you have a sincere interest in improving the program. Lieutenant Governor Sherrer concurs and also believes that the KMA and the *FLOK* program are best served by maintaining a relationship which allows for cooperative marketing efforts. I have outlined the following plans to provide opportunities for the cooperative efforts that the Lieutenant Governor seeks:

- **Establish** an advisory council to provide input on the *FLOK* program and improve communication to the membership. I am extending the opportunity for the KMA to select three members from its organization to serve on this council. The council will also have members representing the plant product and crafted product categories as well as a representative from the Agriculture Products Development Advisory Board.
- **Hold** one-day marketing seminars in no less than four locations throughout the state. These seminars will be free of charge to *FLOK* members and will be designed to assist small business owners. The KDOC&H will sponsor speakers who address issues such as maximizing your advertising dollar, determining how to price your products and how to engage in business with large retailers.
- **Negotiate** advertising discounts during events such as *From the Land of Kansas Month*. These advertising discounts will also be of significant benefit to small businesses.
- **Provide** the KMA access to the *FLOK* trademark. The KMA should provide the KDOC&H with a written proposal of how it intends to use the trademark. We can then establish guidelines to define the trademark's use as it applies to this proposal.
- **Initiate** a tradeshow assistance package. This package would allow businesses the opportunity to explore new potential markets and would be of particular benefit to small businesses.

AGRICULTURE PRODUCTS DEVELOPMENT DIVISION

700 S.W. Harrison Street, Suite 1300, Topeka, Kansas 66603-3712
(913) 296-3736 FAX (913) 296-3776 TTY (913) 296-3487 (HEARING IMPAIRED)

- **Design** a system that will promote *FLOK* products at tradeshows in a manner that is fair and equitable to all members. Under consideration are systems such as: Entering products in a lottery that determines which products are displayed at various tradeshows; Displaying products from different categories on a timed rotational basis during a tradeshow; and, Judging products by an impartial entity and granting special display status to the award winners.
- **Provide** funding and funding opportunities to the KMA for projects that benefit Kansas companies.

I believe that the KMA and the trademark program must work together to achieve our true potential. The programs I have outlined represent excellent mechanisms for us to initiate a constructive relationship. I look forward to your feedback, particularly in regards to your advisory council nominations, proposed usage for the trademark, and proposed funding requirements. Please contact me if you have any questions.

Sincerely,

Lee Masenthin
Economic Development Representative

Agriculture Products Development Division

*Kansas Department of Commerce & Housing
1997 Annual Report*

Highlights from FY97...

- The Division provided bridge financing to U.S. Premium Beef, potentially the largest producer-owned beef marketing and processing cooperative in the United States.
- The Division established a dry edible bean cooperative with the 21st Century Alliance, and a dry edible bean processing facility with a Kansas processor.
- The Division implemented a Hazard Analysis and Critical Control Points (HACCP) Implementation Program with the Kansas Department of Agriculture to help Kansas meat and poultry processors meet new federal regulations in a cost-effective and timely manner.
- Through aggressive marketing, the Division fostered sales of \$423,044 in sales for Kansas companies through QVC's "50 in 50 Tour: Quest for America's Best."
- Staff coordinated \$277,640 worth of exports of Kansas livestock and consumer food products.
- The Division was instrumental in helping two new dairies begin production, creating 50 new jobs and a market for \$6 million of Kansas feedstuffs in rural communities.

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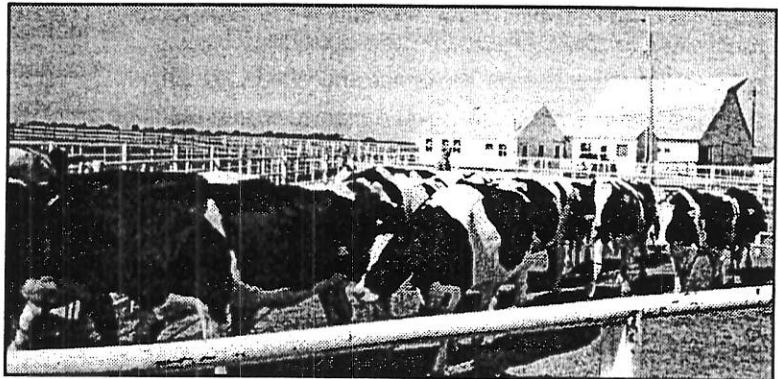
Agriculture Products Development Division

"...Thank you for the very fine help Schwan's has received from various Kansas state departments and in particular [the KDOC&H]. Schwan's is proud to inform you that we now have offices and frozen food distribution companies in Brazil and Argentina for our products made in Kansas."

John Greenlee
Director of Sales
Schwan's Foods/Tony's Pizza

"We attended the Indy Market and it was a great experience. Thanks to the Land of Kansas program for making it possible... We walked into a store in the downtown [Indianapolis] mall and were commenting on the neat products in glass jars. [When we looked closer they were] Land of Kansas products. It was nice to see a Kansas product in Indianapolis."

Sharon McFadden
Unique Equine Jewelry



Holstein heifers are prepared for export to Mexico as part of the Division's International Marketing program. The export of Kansas dairy heifers is a result of the Chihuahua (Mexico) Livestock Mission.

"Let me restate how much we at Pines appreciate the work you and the State have done in assisting our business both in the U.S. and overseas. You have provided me with many opportunities and good counsel on various occasions since I have been with Pines, and I look forward to a continued relationship."

Allen Levine
Marketing Director
Pines International, Inc.

"Thanks to you and the Value Added Center staff for your assistance to the S&M NuTec project. Funding from your group will allow this small company's innovative product to proceed to the marketplace."

Joseph C. Roetheli
General Manager
S&M NuTec, L.L.C.



June was officially proclaimed From the Land of Kansas Month by Governor Bill Graves. More than 400 Kansas companies are now a part of this popular marketing program.

Executive Summary

By Curtis Chrystal, Director

In 1996, Senate Bill 507 was passed by the Kansas Legislature, restructuring the State's involvement in the marketing of agricultural products. Pursuant to this bill, the Agriculture Products Development Division was created and placed within the structure of the Kansas Department of Commerce & Housing on July 1, 1996. The bill also eliminated the Division of Markets within the Kansas Department of Agriculture and a portion of its functions was transferred to this new division. The commodity commissions, the Grape and Wine Council, and the Aquaculture Commission remained within the Kansas Department of Agriculture. The bill also moved the State's Value Added agriculture program into the Division from Kansas State University.

In its first fiscal year, the Division has made a considerable impact on the agriculture industry in Kansas, even though the Division was not fully staffed until February 1997. Of the ten positions allocated to the Division, four were originally filled by staff who had been employed with the Kansas Department of Agriculture. In addition to these positions and the hiring of the Division Director, five professional and two clerical staff members were hired to bring the Division to its current level. One staff member is located at our field office in Garden City.

Highlights from FY97 include the formation of an assistance package for small meat processors impacted by new federal regulations, and the forming of new relationships with Kansas State University's Cooperative Extension Service and industry groups to better serve the agricultural community. The building of consortiums to assist the industry is an accomplishment of which we are particularly proud. Through the building of bridges with other organizations and offices, we have been able to serve the industry and the state at new levels and with greater impact and efficiency. You will find evidence of these successful relationships throughout our report.

In addition to the KDOC&H "Rules of the Road" (listed in the Administration Division report) and the programmatic goals and objectives that the Division uses to focus its efforts, Division staff have adopted the following principles for providing service to our clients and constituents:

Take ownership of clients, assist with their needs, and follow up to ensure quality service. Answer phones on or before the first ring. Give unmatched customer service. Be

accountable for your programs and actions. Serve your Division with pride and confidence. Maintain integrity and high ethical standards. Freely admit mistakes and don't be afraid to fail. Use resources efficiently and cost effectively. Maximize your time spent on productive endeavors. Be creative, innovative, and always looking for new opportunities.

To enhance the work of staff, an active and effective advisory board has been appointed by the Governor to provide feedback on our programs. The board is made up of leaders representing various aspects of the agricultural community and has been of great assistance in advising the Division on programmatic and industry issues.

Agriculture Products Development Division
Advisory Board Members:

Bill Wyckoff, Chairperson
Labette County State Bank
Altamont, KS

Donna Cook
Rabbit Creek Products
Louisburg, KS

Curtis Chrystal
Director, KDOC&H Agriculture Products Development
Division
Topeka, KS

Larry Jones
J.O. Cattle Company
Holcomb, KS

Thomas Martin
Biofoam Corporation
Smith Center, KS

Robert Nattier
Mid-Kansas Cooperative Association
Moundridge, KS

Jeanie Schields
Schields Farms
Goodland, KS

Strategic planning has been undertaken by the Division and the possibilities for the future are exciting. Kansas is one of the leading agricultural states in the country, and

has the potential to maintain that position and to continue its leadership in the industry. Our strategic planning has involved a thorough review of programs, how they are delivered, and what needs still exist. Opportunities in new product development, new generation cooperatives, trademark programs, and education all hold great potential for the state.

Division Overview and FY97 Results

The Division is charged by statute to accomplish, or cause to be accomplished, those actions which lead to the successful marketing of agricultural products of Kansas. To achieve this task the Division is focused in two main areas, marketing and value added. The marketing component has its focus on the price, placement, and promotion of agricultural products. The development and commercialization of new products within the agricultural sector is handled in the value added area. The Division is structured into four major sections: Marketing, *From the Land of Kansas* Trademark Program, International Marketing, and the Agricultural Value Added Center (encompassing the Food and Feeds program and the Industrial Agriculture program).

The goal of the Agriculture Products Development Division is to effectively develop, market, and promote value added agricultural products, processed food products, and agricultural commodities of Kansas for the purpose of expanding economic opportunities of Kansas' agricultural industry. This goal is being met by the Division through the following objectives:

- 1) Develop and implement projects that lead to the most advantageous marketing, promotion, and distribution of Kansas agricultural products and commodities into domestic and international marketplaces. Enhance the sales of Kansas food and agricultural products by developing unique and creative marketing strategies that result in sales and employment growth for the state's agriculture industry.
- 2) Provide detailed information and targeted assistance to the Kansas agriculture industry, consumers, and the general public regarding the marketing of food products and agricultural commodities.
- 3) Provide technical assistance to stimulate the development of new value added uses for Kansas agricultural products that are technically viable for

future business development. Identify and assess new technologies to aid in the development of alternative uses of agricultural products.

- 4) Assist in the creation, expansion, and recruitment of business and agriculture industry opportunities for the enhancement of rural communities in Kansas.

These goals have been met, and are continuing to be met, through the programs and activities which are outlined in this document. The following tables show the outcome and output measures, and results, as outlined for the above objectives.

Objective One

Develop and implement projects that lead to the most advantageous marketing, promotion, and distribution of Kansas agricultural products and commodities into domestic and international marketplaces. Enhance the sales of Kansas food and agricultural products by developing unique and creative marketing strategies that result in sales and employment growth for the state's agriculture industry.

Outcome Measures:	Marketing
<i>Actual for FY 1997</i>	
Direct sales reported from projects	\$673,340
Number of trademark companies	409

Output Measures:	Marketing
<i>Actual for FY 1997</i>	
Seminars held for training of exporters	1
Foreign trade groups hosted	7
Export directories distributed to qualified buyers	75

Objective Two

Provide detailed information and targeted assistance to the Kansas agriculture industry, consumers, and the general public regarding the marketing of food products and agricultural commodities.

Output Measures:	Marketing
	<i>Actual for FY 1997</i>
Dollar value of free media	*\$7112
Number of clients educated through seminars/trainings/forums	712
Number of inquiries for marketing information	1450
*Budget reports \$7,112 as "dollar value of publicity generated"	

Output Measures:	Marketing
	<i>Actual for FY 1997</i>
Minutes of free media time utilized	*277.50
Number of seminars/training conducted	3
Number of trade leads processed	52
*complete numbers since Jan. '97 and partial numbers from June through December '96 - only includes radio and TV and does not include print.	

Objective Three

Provide technical assistance to stimulate the development of new value added uses for Kansas agricultural products that are technically viable for future business development. Identify and assess new technologies to aid in the development of alternative uses of agricultural products.

Outcome Measures:	Agricultural Value Added Center
	<i>Actual for FY 1997</i>
Create in-state supplies of resources for clients, measured in dollars of increased economic activity, intrastate	\$45,000
Revenue produced by Value Added Center clients as a result of assistance provided.	\$500,000
Grants awarded to promote value added projects and pilot plant facilities	\$479,295
Dollar value of private investment in value added projects.	\$808,856

Outcome Measures: Foods & Feeds Program	
	<i>Actual for FY 1997</i>
Number of client responses for technical assistance	118
Number of entrepreneurs workshops given	3
Number of grant requests reviewed and analyzed	12
Number of products tested in pilot plant research	1409

Outcome Measures: Industrial Agriculture Program	
	<i>Actual for FY 1997</i>
Number of potential clients/projects evaluated	52
Number of projects considered for funding	7
Number of projects funded	3
Number of royalty positions	3

Objective Four

Assist in the creation, expansion, and recruitment of business and agriculture industry opportunities for the enhancement of rural communities in Kansas.

Outcome Measures: Garden City Field Office	
	<i>Actual for FY 1997</i>
Number of new dairies and dairy product businesses developed in Kansas	2
Value of new dairy construction	\$12 mil
Value of feedstuffs consumed	\$6 mil
Number of new jobs created in dairy operations	50
Dollar value of milk cows	6 mil
Total new production of milk	100 ml lb.
Total new gross income in dairies	\$12.0 mil

Outcome Measures: Garden City Field Office	
	<i>Actual for FY 1997</i>
Number of communities receiving technical assistance	46
Number of business development packages worked	11
Number of out-of-state dairy prospects assisted	4

Marketing

Marketing is charged with promoting the Kansas agricultural industry, its products, and the services of the Division. FY97 highlights in this area include the development of programs to assist small meat processors with the implementation of the new HACCP (Hazard Analysis and Critical Control Points) regulations, development of a gift shop at the KDOC&H Travel Information Center in Olathe that features *From the Land of Kansas* products, and coordination of a visit to the state by the QVC home shopping network.

HACCP

Meat processors of all sizes were recently impacted by a new set of federal regulations. In particular, small processors may be impacted significantly by these regulations because of the potential cost of implementation in terms of capital improvements and training. In response to this, assistance was provided by the KDOC&H and other entities with regard to the training and financing aspects of the implementation. In conjunction with the Kansas State University Cooperative Extension Service, the Kansas Department of Agriculture, and the Business Development Division of the KDOC&H, a Kansas Industrial Retraining grant was secured to provide formalized HACCP training to employees of the impacted plants. Additionally, this consortium also arranged for preliminary SSOP (Sanitation Standard Operating Procedures) training for employees of meat processing plants. Twenty-two people representing 14 meat plants attended the first three-day HACCP training workshop. Additional sessions will be held every six months until the year 2000.

The financial impact of these regulations is further being lessened by the HACCP Implementation Program (HIP), which provides financing for capital improvements through the issuance of tax-exempt private activity bonds. By working with the Kansas Development Finance Authority and the KDOC&H Business Development Division to implement this program, the Division has afforded small meat processors in the state a financial opportunity to make the needed capital investments. Results of this program will be seen in FY98.

Federal-State Marketing Improvement Grant

Application has been made to the U.S. Department of Agriculture for a grant to fund a study and the development of a distribution mechanism for small food processors in Kansas. Funding of the grant will be announced in FY98.

Olathe Travel Information Center Gift Shop

The Division has worked in conjunction with the Travel & Tourism Development Division to secure space in the Olathe Travel Information Center for a new gift shop. The shop features products consigned by participants in the *From the Land of Kansas* program. It will open in FY98, offering participants the opportunity to showcase their products in a retail environment which is visited by approximately 40,000 visitors each year.

QVC's "50 in 50 Tour: Quest for America's Best"

For the third consecutive year, the QVC television home shopping network visited Kansas. In January, trade shows were organized by the Division and were held in Lenexa and Wichita to allow QVC buyers an opportunity to select products for the show. These two shows attracted over 140 Kansas vendors. In February, the selected vendors were invited to a workshop to familiarize them with the business and legal aspects of working with QVC. Sixteen of the twenty vendors attended this workshop. Twenty were selected to participate in the telecast which was broadcast live from the Century II in Wichita in April 1997.

The show resulted in sales of \$423,044. The 1997 vendors accounted for \$380,942 of the sales, with the remainder of the volume coming from the sale of the "Best of Show" product from the previous year—Center Industries Corporation's "Telescoping Pole Clean All System." Four companies, Comfort Technologies, Inc. ("Pains End" Shoe Insoles), Honey Bake Farms, Inc. (Set of 12 Gourmet Cinnamon Danish Rolls), Mid-Continent Resource Recovery (Set of Two "Quick Brick" Outdoor Mats), and Wunderwear ("Wundershirt" Support Bra), were selected to have their products on the network in the future, laying the groundwork for additional revenue for the state.

Kansas Products Selected for QVC's 1997 50 in 50 Tour: America's Quest for the Best

Business	Location	Product
Allied Toy Company	Kansas City	Set of 3 Flip Wing Boomerangs
Bernice's Bakery	Kansas City	Set of 3 Povotica Ethnic Breads
Comfort Technologies, Inc.	Wichita	Pains End Shoe Insoles
The Daisy Patch	Topeka	Handcrafted Country Bunny
Deutschman Furniture & Glass	Goddard	Stained Glass Wood Box
Earthly Endeavors, Ltd.	Kansas City	2 Dozen Gourmet Sunflower Seed Cookies
Heartland Corp.	Olathe	Set of 4 Anti-Bacterial Kitchen Cleaner - Spot Shot
Honeybake Farms, Inc.	Kansas City	Set of 12 Gourmet Cinnamon Danish Rolls
IMS Enterprises, Inc.	Wichita	Cycle Tree Bicycle Storage System
International Licensing Corp.	Newton	Nylon Magic Hosiery Life Extender Spray
J & K Suther Promotions	Kansas City	Feed Your Friends Cookbook
Judith M. Fertig Company	Overland Park	Pure Prairie: Recipes from the Prairie Cookbook
Kalco Corp.	Leawood	Truzzles: 3 Dimensional USA Puzzles
Kansas City Gourmet Steak Company	Overland Park	Choice of Kansas City Gourmet Steaks
Kansas Kollection	Manhattan	Prairie Fertilizer with Sunflower Seeds
MenCo, Inc.	Salina	Easy Stop Automotive Parking Mat
Mid-Continent Resource Recovery	Wichita	Set of 2 Quick Brick Outdoor Mats
Patio Pal	Overland Park	Complete Soiless Tomato Growing Kit
Professional Product of Kansas, Inc.	Wichita	1 Gallon Silicone Water Sealant
Wunderwear	Leawood	Wundershirt Support Bra

Trade Show Assistance Grant Program

A grant program was established to assist small agricultural food producers and other *From the Land of Kansas* companies with marketing their products and establishing new markets via trade shows. The program is expected to assist between 150 and 200 companies annually. Twenty thousand dollars has been dedicated to this program with the expectation of generating over \$150,000 in revenue from direct sales at the trade shows and residual sales. Participants report sales at the show, as well as sales from show contacts one, three, and six

months following the show. Complete results will be reported in FY98.

Media Relations

Since October 1997, the Division has been able to secure more than \$28,400 in advertising equivalency media coverage at no cost to the Division. This includes television, radio, and print media stories. The Division also received an additional \$82,813 in media coverage for a purchase price of \$21,528.

Agriculture Products Development Division Media Value

Type of Outlet	Quantity	Purchase Price	Estimated Value based on single unit purchase price
Newspapers	671.75 column inches		\$9,869.36
Newspapers	1167.25 column inches	\$21,528.73	\$82,436.46
Trade Publications	49.50 column inches		\$837.97
Trade Publications	Full Page	\$188.72	\$377.44
Radio	260 minutes		\$14,966.00
Television	17.5 minutes		\$2,800.00

Public Relations

The Division participated in the 3i Show and Buy Kansas Expo '97, as well as 27 trade shows in conjunction with meetings and seminars. Visits were made to 71 agricultural leaders throughout the state. Additionally, the Division provided displays or related assistance to 20 different organizations during the year, and staff made presentations to 32 different industry groups. More than 1,400 clients were assisted with marketing and promotional questions, and an evaluation of existing publications and promotions was conducted.

From the Land of Kansas Trademark Program

The popular *From the Land of Kansas* program was merged in the fall of 1996 with the *From the Hands of Kansas* and *Grown in Kansas* programs, forming a comprehensive trademark program for the promotion of goods produced in Kansas. Over 400 companies registered for the program in FY97. Applications for membership were evaluated on the basis of the percentage of value added in the state. Products having over 50 percent of their value added in Kansas are accepted into the program. Companies that have the potential to add more value to their products in Kansas have been identified, and efforts have been made to match them with the facilities and vendors who have the resources to help them manufacture their products. One example is MenCo, which manufactures rubber mats out of recycled tires. MenCo is producing these mats in Puerto Rico. Staff were able to connect them with Mid-Continent Resource Recovery of Wichita, who will be able to produce the product for them, ultimately retaining more revenue in the state. Another example is Wunderwear in Lenexa, which was having product manufactured in Missouri. Through the program, the Division was able to find a manufacturer in Kansas. Members were also asked to provide business information to assist in establishing a basis for future evaluation of the program.

From the Land of Kansas members also received the opportunity to participate in special events, promotions, and seminars. Of special note, June was proclaimed *From the Land of Kansas Month* by Governor Graves. The month-long promotion involved signage in 68 Dillons and seven Hen House grocery stores throughout the state, newspaper inserts which were distributed to

486,000 households, and promotions in the Manhattan and Hutchinson malls. A display and presentation were also conducted in conjunction with the 1997 Kansas Press Association Convention in Lawrence.

FY97 also saw the expansion of the catalog program, available to *From the Land of Kansas* members. In addition to the *Kansas Connection* catalog (printed annually), an Internet catalog, and a directory will be published in FY98 as tools for the promotion of the registered products.

In evaluating the program, it became obvious that an educational component was needed in order to best serve clients. In the past, a segment of clients have relied on the program to do their promotions for them, much like an advertising agency, and have learned very little about promoting their own products. Focusing on educating clients about promotional and marketing issues will allow them to be more successful in the future. The first in a series of seminars to accomplish this was held in conjunction with the Buy Kansas Expo '97 in May 1997.

International Marketing

Initiatives in the International Marketing section resulted in sales of agricultural food products to Spain, Mexico, Egypt, Turkey, Venezuela, and Indonesia. The total volume of sales facilitated by the Division was \$114,340.

1997 Exports facilitated by the Division

Country	Type of Products	Volume
Spain	Consumer food products	\$13,060
Mexico	Livestock, consumer food products	\$139,300
Egypt	Consumer food products	\$60,000
Turkey	Consumer food products	\$3,943
Venezuela	Consumer food products	\$34,865
Indonesia	Consumer food products	\$3,600

FMI Food Show

The Division facilitated a presentation of five companies at the FMI Food Show in Chicago in May. The show resulted in \$5,000 in total sales for the Kansas companies at the show. Future orders are expected to total \$70,000 in the six months following the show.

Client Assistance

Assistance was provided to 155 clients during FY97. Assistance in this area ranged from providing information about supply lists, international marketing procedures, shipping, finance, and other aspects of international marketing. Additionally, 52 trade leads were distributed to 75 Kansas companies to initiate further action.

Chihuahua, Mexico, Livestock Show

Staff attended a livestock show in Chihuahua, Mexico, to meet with Mexican cattlemen regarding purchases of breeding livestock for their herds. This visit resulted in the establishment of a finance program to facilitate the purchase of Kansas beef and dairy animals. During FY97, three loads of animals were sold, having a total value of \$132,000. In cooperation with the Kansas Livestock Association (KLA) an advertisement was placed in the Chihuahua Cattlemen's Association magazine to promote Kansas breeding stock.

Foreign Trade Teams

Trade teams from Mexico, Canada, China, and CIS visited the state during FY97. The teams looked at a variety of agricultural products for potential purchase. In addition, a team of 30 foreign nationals working in U.S. embassies toured agricultural facilities in Kansas to learn more about the industry.

MIATCO Branded Programs

Five Kansas food companies applied for a total of \$537,334 in MIATCO (Mid-America International Agri-Trading Council) Branded Program Grants with the assistance of Division staff. This program leverages USDA funding to expand companies' export marketing programs and activities. MIATCO funding has since resulted in increased exports and newly created jobs for these companies.

Export Directory

The *Kansas Agribusiness Directory* was printed in cooperation with the KDOC&H Trade Development Division. The Directory lists agricultural products as well as agricultural-related machinery and equipment. The Directory is provided to both foreign businesses and federal government offices in addition to individuals.

Export Seminar

The Division hosted an export seminar in June, educating clients about export issues and procedures. Twenty clients attended this one-day workshop.

Agricultural Value Added Center

The mission of the Agricultural Value Added Center is to enhance the Kansas economy through technical assistance with agricultural processing endeavors. The Center's functions were previously located at Kansas State University, under the name Kansas Value Added Center (KVAC). Senate Bill 507 moved the KVAC into the Agriculture Products Development Division. The Center comprises two programs, Foods and Feeds, and Industrial Agriculture.

Foods and Feeds Program

The Foods and Feeds program assists businesses with the commercialization of products for human or animal consumption, focusing on adding economic value to grains, livestock, fruits, and vegetables. During FY97, the program reviewed 12 loan/grant applications, and provided \$287,140 in financial assistance to six Kansas businesses. Of that amount, \$10,000 was provided in grants for the development and commercialization of a salad dressing. \$277,140 was provided in the form of commercialization loans. These projects leveraged \$492,838 in private dollars and \$67,190 in in-kind assistance for a total investment of \$560,028. Repayment of the commercialization awards is required once the business has successfully entered the marketplace. FY97 projects assisted businesses in the following areas: dry edible bean processing and formation of a dry edible bean marketing cooperative, a beef marketing system, the pet food industry, and white wheat marketing.

There were 118 requests for technical assistance and information from the Foods and Feeds program in FY97. Their efforts in technical assistance and product commercialization created 10.5 full-time equivalent jobs, and increased companies' revenues by \$36,006. The Center also reviewed and followed up on 274 grants and loans that were previously awarded by the KVAC.

The Foods and Feeds program also provided \$76,263 in FY97 monies and utilized \$49,614 in carryover FY96 funding to provide for the operation of pilot plants at Kansas State University. Pilot plants were contacted by 529 companies/individuals, satisfying 1,409 requests for

assistance. Assistance ranged from nutrition labeling to microbial evaluation for beef and emu products.

The FY97 contract with Kansas State University "stepped up" the reporting requirements for those facilities receiving funding from the Center. These reports have given the Center the resources to analyze which pilot plants are being fully utilized, and where to direct future funding from the Center.

Industrial Agriculture Program

The Industrial Agriculture program is designed to assist clients in the commercialization of non-food/non-feed products made from agricultural commodities, or those which are of benefit to the agricultural community. The program was managed by KTEC during FY97. Of the \$306,000 available to the program, \$106,000 was dedicated to management services at KTEC, with the remaining \$200,000 used to provide grants and loans to clients. The management contract for this program will be eliminated during FY98, with the Agricultural Value Added Center assuming these duties.

Seven loan applications were reviewed by KTEC via this program. Three loans were made totaling \$162,390. These funds leveraged \$248,828 from the private sector. All three were awarded as commercialization loans, requiring repayment once the project has been successfully completed. Loans funded wheat straw board research, a cattle management network, and agro-plastics manufacturing.

Garden City Field Office

The Garden City Field Office assisted 46 clients with technical issues since its inception in November 1996. A total of 11 business development projects have been facilitated through this office.

The recruitment of the dairy industry to western Kansas was a major focus during FY97. Two new dairies, valued at \$6,000,000 each, were under construction in Hamilton and Stanton counties. Combined, these dairies are estimated to have gross income of \$12,000,000 per year and are expected to create 50 new jobs. The value of milk cow herds for the dairies is approximately \$6,000,000. Four additional out-of-state dairy prospects have been assisted. Also, the Division partnered with the wKREDA (Western Kansas Rural Economic Development Association) in coordinating a dairy exposition in May 1997. The event generated more than \$8,000 to wKREDA to help them in their efforts to recruit additional ag-related prospects into Kansas.

New Initiatives

During FY98, the Division plans to continue fine-tuning the products and services it provides to clients, and will continue to seek innovative ways to help the agricultural community to grow. Working in harmony with other organizations to benefit the agricultural sector will continue to be a focus, as will providing needed assistance tailored to clients.

February, 1998

Dear Friends:

It is our pleasure to bring you *The Quick Reference Guide For Food Processors*. This guide is the product of a joint effort between the Kansas Department of Commerce and Housing and the Kansas State University Research and Extension Service.

The information we have assembled is meant to provide you with a fingertip reference that will answer the day to day questions you encounter as a food processor. We have also made a great effort to provide a list of Kansas Companies that can supply your input and equipment needs. Our hope is that you will utilize these and all Kansas companies whenever possible. When Kansas Businesses work and establish networks with other Kansas Business, everyone prospers.

As always, the Kansas Dept. of Commerce and Housing and the Kansas State University Extension Service are available to answer questions and assist you with informational resources to help grow or expand your business.

Sincerely,

Gary Sherrer
Lt. Governor/Secretary

Marc Johnson
Dean, College of Agriculture

* inside cover letter
for Quick Reference Guide

NARRATIVE INFORMATION -- DA 400

DIVISION OF THE BUDGET

STATE OF KANSAS

AGENCY NAME **KANSAS DEPARTMENT OF COMMERCE AND HOUSING**

AGENCY NUMBER 300

FUNCTION NUMBER 01

PROGRAM TITLE AND NUMBER Agriculture Products Development Division- 04000

SUBPROGRAM TITLE AND NUMBER _____

1-26

AGRICULTURE PRODUCTS DEVELOPMENT DIVISION

PROGRAM GOAL:

To facilitate value added opportunities for and promote the marketing of Kansas agricultural products, while at the same time creating jobs and revenues in rural areas.

OBJECTIVE #1:

Provide an effective vehicle to develop and commercialize viable agricultural value added projects.

Strategies for Objective #1:

1. Work jointly with the Trademark and Marketing programs to develop a system that will provide client information on product sourcing, co-packing, and building site availability. Conduct marketing and promotion projects that have a high probability of yielding maximum economic benefits and sales for Kansas companies and producers.
2. Develop a quick reference guide for new and existing Kansas value added companies.
3. Administer a Foods and Feeds program that has a positive economic impact upon the state of Kansas.
4. Administer an Industrial Agriculture value added program that has a positive economic impact upon the state.
5. Provide technical and financial assistance to value added clients.
6. Provide pilot plant facilities that are economical for clients.
7. Conduct outreach to promote value added activities.

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NARRATIVE INFORMATION -- DA 400

DIVISION OF THE BUDGET

STATE OF KANSAS

AGENCY NAME **KANSAS DEPARTMENT OF COMMERCE AND HOUSING**

AGENCY NUMBER 300

FUNCTION NUMBER 01

PROGRAM TITLE AND NUMBER Agriculture Products Development Division- 04000

SUBPROGRAM TITLE AND NUMBER _____

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OBJECTIVE #2:

Provide market research and development for use by Kansas producers, and to promote division services resulting in additional sales of Kansas agricultural products and providing more revenue to Kansas producers.

Strategies for Objective #2:

- ① Apply for and procure Federal-State marketing grants for specific programs.
- ② Develop and implement promotional and media campaign of substance that benefits division programs and objectives.
3. Aide and establishment of new and alternative marketing systems for existing commodity production.
4. Form an alliance with information gathering agencies to provide the agriculture industry with useful market information.
5. Develop programs in cooperation with other agricultural agencies and groups that have measurable results.

DOB USE ONLY

NARRATIVE INFORMATION -- DA 400

DIVISION OF THE BUDGET

STATE OF KANSAS

AGENCY NAME KANSAS DEPARTMENT OF COMMERCE AND HOUSING

AGENCY NUMBER 300

FUNCTION NUMBER 01

PROGRAM TITLE AND NUMBER Agriculture Products Development Division- 04000

SUBPROGRAM TITLE AND NUMBER _____

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OBJECTIVE #3:

Promote use and sales of Kansas based products resulting in additional revenues for trademark program members and create employment opportunities.

Strategies for Objective #3:

- ① Develop a method for measuring performance of trademark members and analyze same.
- ② Recruit members to become part of an effective catalog sales campaign.
- ③ Increase program membership through promotion of measurable results.
- ④ Provide educational, marketing, and business development training programs in cooperation with agencies that can provide resources.
- ⑤ Investigate distribution systems that could effectively serve members and provide measurable performance data.
- ⑥ Provide assistance to groups/organizations that have parallel goals and objectives.
- ⑦ Encourage and assist members in sourcing inputs from Kansas.
- ⑧ Develop a media presence that chronically promotes trademark program.

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NARRATIVE INFORMATION -- DA 400
DIVISION OF THE BUDGET
STATE OF KANSAS

AGENCY NAME **KANSAS DEPARTMENT OF COMMERCE AND HOUSING**
 AGENCY NUMBER 300 FUNCTION NUMBER 01
 PROGRAM TITLE AND NUMBER Agriculture Products Development Division- 04000
 SUBPROGRAM TITLE AND NUMBER _____

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OBJECTIVE #4:

Increase export sales of Kansas agricultural commodities and foods/feeds.

Strategies for Objective #4:

1. Develop and implement a program to sell dairy and beef cattle breeding stock to foreign buyers.
- ② Recruit new and encourage existing food companies to use MIATCO marketing programs to sell food products in international markets.
- ③ Continue to work with Kansas food companies in development of export markets for value added food items.
4. Develop and print an export directory of Kansas agricultural products for the international marketplace.
5. Provide technical, educational, and marketing assistance to companies interested in exporting.

Performance Measures: Objective #4:

OUTCOME MEASURES:

	Actual FY1997	Current FY1998	Reduced Resource FY1999	Current Service FY1999	Outyear #1 FY2000	Outyear #2 FY 2001
Financial assistance to Kansas companies through membership in MIATCO.	\$349,500	\$400,000	\$400,000	\$400,000	\$400,000	\$400,000
Sales produced at international trade shows of Kansas products.	\$5,000	\$25,000	\$20,000	\$25,000	\$25,000	\$25,000
Clients Provided export assistance.	155	60	60	60	60	60
Livestock sales.	\$132,000	\$150,000	\$150,000	\$150,000	\$150,000	\$150,000
Food products sales from trade leads.	\$114,340	\$50,000	\$50,000	\$50,000	\$60,000	\$60,000

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EXPENDITURES-DA 406

AGENCY NAME Department of Commerce and Housing

AGENCY NUMBER 300-00

FUNCTION NO 1

DIVISION OF THE BUDGET
STATE OF KANSAS

PROGRAM TITLE AND NUMBER

Ag Products Development 04000

SUBPROGRAM TITLE AND NUMBER

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OBJECT OF EXPENDITURE	OBJ CODE	FY97 ACTUAL	FY98 ESTIMATE	DOB USE ONLY	FY99 REDUCED RESOURCE	FY99 CURRENT SERVICE	FY99 ENHANCEMENT PACKAGE	DOB USE ONLY
01 TOTAL SALARIES AND WAGES	100	362,015	421,416		434,480	434,480		
05 Communication	200	20,309	42,040		41,040	41,040		
05 Freight & Express	210	1,649	5,500		5,500	5,500		
05 Printing & Advertising	220	76,907	61,668		61,668	61,668		
05 Rents	230	14,846	15,500		15,500	15,500		
05 Repairing & Servicing	240	725	2,250		2,250	2,250		
05 Travel & Subsistence	250	31,398	67,000		67,000	67,000		
05 Fees-Other Services	260	7,357	13,150		13,150	13,150		
05 Fees-Professional Services	270	328,430	48,000		31,845	44,000		
05 Utilities	280							
05 Other Contractual Services	290	21,560	27,327		21,250	27,327		
06 TOTAL CONTRACTUAL SERVICES		603,181	282,435		259,203	277,435	0	
10 Clothing	300							
10 Food & Forage	310							
10 Food for Human Consumption	320	325						
10 Fuel	330							
10 Maintenance Materials, Supplies, Parts	340		1,100		1,100	1,100		
10 Motor Vehicle Parts, Supplies	350	148						
10 Professional & Scientific Supplies	360	592	15,139		13,219	15,139		
10 Stationery/Office Supplies	370	5,355	11,580		11,580	11,580		
10 Scientific Research Supplies	380							
10 Other Supplies, Materials, Parts	390	5,140	9,130	5,000 - Travel 4130 - EDIC	9,130	9,130		
11 TOTAL COMMODITIES		11,560	36,949		35,029	36,949	0	
15 TOTAL CAPITAL OUTLAY	400	15,947						
20 Debt Service-Principle	600							
20 Debt Service-Interest	610							
20 INSTITUTIONAL OR DEPT DEBT		0	0		0	0	0	
25 TOTAL NONEXPENSE ITEMS	700							
30 SUBTOTAL STATE OPERATIONS		892,703	740,800		728,712	748,864	0	
35 Federal Aid to Local Units	500							
35 State Aid to Local Units	510							
36 TOTAL AID TO LOCAL UNITS		0	0		0	0	0	
37 Other Grants, Claims, and Assistance	599	839,254	650,000		695,000	640,000		
38 TOTAL OTHER ASSISTANCE, GRANTS & BENEFITS		839,254	650,000		695,000	640,000	0	
40 TOTAL EXPENDITURES		1,231,957	1,390,800		1,323,712	1,388,864	0	
FTE Positions		10.0	10.0		10.0	10.0		
Unclassified/Temporary Positions								
45 TOTAL POSITIONS		10.0	10.0		10.0	10.0	0	

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PLAN FOR FINANCING--DA410

AGENCY NAME Department of Commerce and Housing
 AGENCY NUMBER 300-00 FUNCTION NO 1
 PROGRAM TITLE AND NUMBER Agriculture Products 4000
 SUBPROGRAM TITLE AND NUMBER _____ PAGE 66

DIVISION OF THE BUDGET
 STATE OF KANSAS

FUND CODE	FUND/ACCOUNT TITLE	RECORD CLASS	FY97 ACTUAL	FY98 ESTIMATE	DOB USE ONLY	FY99 REDUCED RESOURCE	FY99 CURRENT SERVICE	FY99 ENHANCEMENT PACKAGE	DOB USE ONLY
	STATE OPERATIONS								
	SALARIES AND WAGES								
	STATE GENERAL FUND								
1000-05	STATE OPERATIONS	0	338,748						
	SUBTOTAL STATE GENERAL FUND		338,748						
	ALL OTHER FUNDS:								
2610-00	EDIF STATE OPERATIONS	0	23,267	421,416		434,480	434,480		
	SUBTOTAL ALL OTHER FUNDS		23,267	421,416		434,480	434,480		
	SUBTOTAL SALARIES AND WAGES		362,015	421,416		434,480	434,480		
	OTHER OPERATING EXPENDITURES								
	STATE GENERAL FUND:								
1000-05	STATE OPERATIONS	1							
1000-05	STATE OPERATIONS KQM EXPENDITURES	1	110						
	SUBTOTAL STATE GENERAL FUND		110						
	ALL OTHER FUNDS:								
2048-00	PUBLICATIONS & OTHER SALES	1							
2049-00	CONFERENCE REGISTRATION	1	325						
2275-00	REIMBURSEMENT & RECOVERY	1							
2331-00	MARKET DEVELOPMENT FUND	1	8,508						
2333-00	TRADEMARK FUND	1	2,501	5,000	3990				
2350-00	AGRICULTURAL DEVELOPMENT PROGRAM	1							
2610-00	EDIF STATE OPERATIONS	1	512,124	314,384		294,232	314,384		

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PLAN FOR FINANCING--DA410

**DIVISION OF THE BUDGET
STATE OF KANSAS**

AGENCY NAME Department of Commerce and Housing
 AGENCY NUMBER 300-00 FUNCTION NO 1
 PROGRAM TITLE AND NUMBER Agriculture Products 4000
 SUBPROGRAM TITLE AND NUMBER
 PAGE 67

FUND CODE	FUND/ACCOUNT TITLE	RECORD CLASS	FY97 ACTUAL	FY98 ESTIMATE	DOB USE ONLY	FY99 REDUCED RESOURCE	FY99 CURRENT SERVICE	FY99 ENHANCEMENT PACKAGE	DOB USE ONLY
2610-00	EDIF - KQM SAVINGS	1	7,120						
	SUBTOTAL-ALL OTHER FUNDS		530,578	319,384		294,232	314,384	-	
	SUBTOTAL-OTHER OPERATING EXPEND		530,688	319,384		294,232	314,384	-	
	SUBTOTAL-STATE OPERATIONS		892,703	740,800		728,712	748,864	-	
	FEDERAL AND STATE AID TO LOCAL UNITS OF GOVERNMENT								
	ALL OTHER FUNDS								
2331-00	MARKET DEVELOPMENT FUND	2							
2610-00	EDIF-STATE OPERATIONS	2							
	SUBTOTAL-ALL OTHER FUNDS		-	-		-	-	-	
	SUBTOTAL-AID TO LOCAL UNITS		-	-		-	-	-	
	OTHER ASSISTANCE, GRANTS, & BENEFITS								
	ALL OTHER FUNDS								
2331-00	MARKET DEVELOPMENT FUND	3		100,000		100,000	100,000		
2610-00	EDIF-STATE OPERATIONS	3	339,254	550,000		495,000	540,000		
	SUBTOTAL-ALL OTHER FUNDS		339,254	650,000		595,000	640,000	-	
	SUBTOTAL-OTHER ASSISTANCE		339,254	650,000		595,000	640,000	-	
	SUBTOTAL-OPERATING EXPENDITURES		1,231,957	1,390,800		1,323,712	1,388,864	-	
	TOTAL PROGRAM EXPENDITURES		1,231,957	1,390,800		1,323,712	1,388,864	-	

SALARIES AND WAGES--DA412

VISION OF THE BUDGET
STATE OF KANSAS

AGENCY NAME
AGENCY NUMBER
PROGRAM TITLE/NUMBER
SUBPROGRAM TITLE/NUMBER

Department of Commerce and Housing
300-00 FUNCTION 1
Agriculture Products Development 04000

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PAGE

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CLASSIFICATION OF EMPLOYMENT	SALARY RANGE	FY1997 ACTUAL		FY1998 ESTIMATE		DOB USE ONLY		FY1999 REDUCED RESOURCE		FY1999 CURRENT SERVICE		FY1999 ENCHANCEMENT PACKAGE		DOB USE ONLY	
		NO.	AMOUNT	NO.	AMOUNT	NO.	AMOUNT	NO.	AMOUNT	NO.	AMOUNT	NO.	AMOUNT	NO.	AMOUNT
AUTHORIZED POSITIONS															
Classified Regular															
Economic Development Rep II	28	1.0	35,895	1.0	37,024			1.0	37,950	1.0	37,950				
Economic Development Rep III	30	5.0	188,750	5.0	201,401			5.0	206,436	5.0	206,436				
Economic Development Rep I	24	1.0	14,403	1.0	29,042			1.0	29,768	1.0	29,768				
Office Assistant III	13	1.0	12,490	1.0	17,067			1.0	17,494	1.0	17,494				
Secretary II	15	1.0	13,841	1.0	19,977			1.0	20,476	1.0	20,476				
Subtotal-Classified Regular		9.0	265,379	9.0	304,511			9.0	312,124	9.0	312,124				
Classified Temporary															
Office Assistant IV			947												
Subtotal-Classified		9.0	266,326	9.0	304,511				312,124		312,124				
Unclassified Regular															
Division Director		1.0	41,540	1.0	55,827			1.0	55,827	1.0	55,827				
Unclassified Merit									1,396		1,396				
Subtotal-Unclassified		1.0	41,540	1.0	55,827				57,223		57,223				
Subtotal Authorized Positions		10.0	307,866	10.0	360,338			10.0	369,347	10.0	369,347				
Longevity Pay			960		1,000				1,000		1,000				
Subtotal-Salaries and Wages		10.0	308,826	10.0	361,338			10.0	370,347	10.0	370,347				

SALARIES AND WAGES--DA412

DIVISION OF THE BUDGET
STATE OF KANSAS

AGENCY NAME
AGENCY NUMBER
PROGRAM TITLE/NUMBER
SUBPROGRAM TITLE/NUMBER

Department of Commerce and Housing
300-00 FUNCTION 1
Agriculture Products Development 04000

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PAGE

1-34

CLASSIFICATION OF EMPLOYMENT	SALARY RANGE	FY1997 ACTUAL		FY1998 ESTIMATE		DOB USE ONLY		FY1999 REDUCED RESOURCE		FY1999 CURRENT SERVICE		FY1999 ENCHANCMENT PACKAGE		DOB USE ONLY	
		NO.	AMOUNT	NO.	AMOUNT	NO.	AMOUNT	NO.	AMOUNT	NO.	AMOUNT	NO.	AMOUNT	NO.	AMOUNT
KPERS			7,335		13,695				14,777		14,777				
FICA			23,034		27,642				28,332		28,332				
Workers' Compensation			4,477		5,239				5,740		5,740				
Unemployment Compensation			597		723				1,111		1,111				
State Leave Pay Assessment			1,420		1,662				1,592		1,592				
Single Member Health-Full Time		10.0	13,813	10.0	21,980			10.0	23,430	10.0	23,430				
Part Time															
Dependent Health-Full Time			2,513	6.0	6,696			6.0	7,254	6.0	7,254				
Part Time															
Subtotal-Fringe Benefits			53,189		77,637				82,236		82,236				
Subtotal-Salaries and Wages		10.0	362,015	10.0	438,975			10.0	452,583	10.0	452,583				
Shrinkage					17,559				18,103		18,103				
TOTAL-SALARIES AND WAGES		10.0	362,015	10.0	421,416			10.0	434,480	10.0	434,480				
Unclassified Temporary															
TOTAL STATE POSITIONS		10.0		10.0				10.0		10.0					

Feb./Mar. 1998 Vol. 2 No. 1

Look for our Website at:
www.kansasconnection.com

The **KANSAS CONNECTION**

FROM THE LAND OF KANSAS

A newsletter for Participants of the Kansas Trademark Programs

Loans for Young Entrepreneurs

In this issue...

- Alternative Sources for Employees
- Olathe Travel Information Center
- Successful Trade Show Exhibiting
- From the Land of Kansas Advisory Board
- Tax Alert for Greenhouse Growers
- Home Bakers Fire up Ovens for Festival of Breads

The Farmer's Home Administration (FmHA) offers the Rural Youth Loan Program to make loans available for amounts up to \$5,000. A rural youth is generally defined by the program as an individual at least 10-years-old but less than 21 who lives in a rural area or is associated with a population center of less than 10,000.

Loans can be made for a wide variety of projects and are usually connected with organizations such as Future Farmers of America and 4-H clubs. Examples of previously successful projects include lawn and garden services, livestock and crop production, repair shops, catering services, art and craft sales, and roadside stands among others.

The loan applicant and his/her projects must be recommended by a project advisor and may also require the consent of a parent or guardian. Although the advisor is not responsible for guaranteeing the loan, a co-signor is sometimes required. The loan is also secured by a lien on the property purchased with loan funds. The advisor's primary role is to provide guidance to the young entrepreneurs. The advisor can be someone such as a 4-H sponsor, county extension agent, home economist, or vocational instructor.

These loans don't require a down payment and can be made with a dollar-for-dollar security arrangement. The loan applicant and the FmHA representative develop a cash-flow analysis to determine income and expenses related to the project. A repayment plan is generally based on the project's revenue. Interest rates on these loans are subject to change, but are currently around 6.75 percent.

The Rural Youth Loan Program is very versatile and can be a great tool for starting long-term businesses. Applications for the program are available from your county FmHA representative. For more information on this program, contact Jane Laib of the Lyon County Farm Service Agency at (316) 343-6944 or your local Farm Service Agency.



Alternative Sources for Employees

Small businesses throughout Kansas are finding it difficult to hire and retain employees for jobs that primarily involve manual labor and repetitive tasks. Programs that train disabled individuals for these types of jobs can provide your business with a staffing solution while also benefiting the community.

Programs managed by Kansas Rehabilitation Services help train disabled individuals for a wide variety of jobs. Some of the jobs that trained disabled individuals are successfully staffing include janitorial, dish washing, food service, grocery sacking, light industrial, and non-patient jobs in nursing homes and hospitals.

Depending on circumstances, Vocational Rehabilitation Services can provide a variety of benefits. Your business may be eligible to hire a disabled employee for a free, 80-hour trial period. Job Coaching is also available. Coaching involves a staff person who will assist with the employees on-the-job training. The coach's level of involvement varies with the complexity of the job. Some businesses may also be eligible to have a disabled employee's wages subsidized by as much as 50 percent for a limited time. Agencies also can help provide transportation and other support as needed.

Businesses can also subcontract services to a variety of sheltered workshops that exist throughout the state. These sheltered workshops are successfully providing services such as sewing, making belts, assembly, labeling, mailing, food packaging, and general packaging. Virtually any sub-assembly process that does not have to be physically attached to a production line can be subcontracted to these sheltered workshops.

The individuals in this program are often thrilled to perform the routine jobs for which it is difficult to hire and retain employees. Utilizing these services can help fill your staffing needs and let your business grow. Providing a disabled individual with a job also makes them less dependent on government programs and gives them a source of pride. For more information call Kansas Rehabilitation Services at (785) 296-3911.

Olathe Travel Information Center

The *From the Land of Kansas* shop in the Olathe Travel Information Center (TIC) has already generated over \$2,000 in sales for the participating companies. However, the shop still has room available for more products.

You can place your products in the Olathe TIC on a consignment basis. The Kansas Department of Commerce & Housing (KDOC&H) charges a flat fee of \$25.00 per product annually to place items in the shop. The KDOC&H then applies this money to the cost of contracting the management services for the Olathe TIC. The KDOC&H does not profit in any way from products sold in the Olathe TIC.

Currently, we have products in the gift shop that include note cards, paintings, prints, T-shirts, jerky, emu products, toy airplanes, kaleidoscopes, refrigerator magnets, yellow bricks, E-Z lines, books, Christmas ornaments, chocolates, sunflower seeds, towel racks, and limestone crafts. However, the gift shop has room for many more products.

If you have any questions or would like to place your product in the Olathe TIC gift store, please contact Lee Masenthin at (785) 296-3736 or e-mail at agprod@ink.org.



Upcoming Events...

February 13-15, 1998
Home and Garden
Show, Salina
785-823-1457

March 6-8, 1998
RV Sport & Travel
Show, Garden City
316-276-2366

March 6-8, 1998
Antique Show & Sale,
Larned
316-285-6916

March 6-7, 1998
KOFO Home &
Garden Show, Ottawa
785-942-1220

March 13-15, 1998
Showcase '98-Home &
Garden Expo,
Hutchinson
316-662-3391

March 20-22, 1998
AMBUCS Home &
Leisure Show, Dodge
City
316-225-5452

March 24-26, 1998
Mid America Farm
Expo, Salina
785-827-9301

March 28, 1998
Heritage Toy Show,
Abilene
785-263-2681

April 4, 1998
Forpaz Park Opening
Day, Independence
1-800-882-3606

April 17-19, 1998
Arts & Crafts Fair,
Dodge City
316-227-8196

April 17-19, 1998
Spring Fling XVI,
Ulysses
316-356-4700

April 23-25, 1998
New Beginning Festival,
Coffeyville
1-800-626-3357

April 23-25, 1998
3I Show, Great Bend
316-227-8082

April 25, 1998
St. Johns Arts & Crafts
Show, Beloit
785-738-3722

May 1-3, 1998
Buy Kansas First Expo
Kansas ExpoCentre,
Topeka
785-272-3456

May 1-3, 1998
Kanza Days, Winfield
316-221-2420

May 2, 1998
May Daze, Burlington
316-364-2002

May 2, 1998
Spring Fling, Cedar
Vale
316-758-2240

May 2, 1998
Art in the Park,
Lawrence
785-841-1019

May 2, 1998
Hutchinson Art
Association 36th Annual
Outdoor
Art Fair, Hutchinson
316-663-2461

May 2, 1998
Lansing Daze, Lansing
1-800-844-4114

May 2, 1998
Annual Herb Market
98, Leavenworth
913-682-7759

May 2-3, 1998
St. Xavier's Spring Craft
Fair, Junction City
785-762-7874

May 2-5, 1998
FMII/U.S. Food Export
Showcase
McCormick Place,
Chicago, Illinois
785-296-3174

May 8-10, 1998
Rattlesnake Roundup &
Festival, Sharon Springs
785-852-4935

May 8-17, 1998
Wichita River Festival,
Wichita
316-267-2817

May 10, 1998
Mothers' Day
Wildflower Sale,
Junction City
785-238-LEAF

May 15-16, 1998
Spring Celebration,
Sterling
316-278-3360

May 16, 1998
Turkey Creek Festival,
Merriam
913-362-8245

May 16-20, 1998
National Restaurant
Association Hotel-Motel
Show
McCormick Place,
Chicago, Illinois
312-853-2525

May 22-24, 1998
19th Annual Yates
Center Days, Yates
Center
316-625-3235

May 23, 1998
Yellow Brick Road
Festival, Sedan
316-725-5221

May 23-24, 1998
Riverbend Art Fair,
Atchison
913-367-9022

May 23-25, 1998
Santa Fe Trail Days,
Larned
316-285-6916 or
1-800-747-6919

May 30, 1998
Art in the Park,
Independence
1-800-882-3606

May 30, 1998
Midway Daze, Kinsley
316-659-3642

June 5-7, 1998
Flint Hills Rodeo,
Strong City
316-273-6694

June 5-7, 1998
17th Annual Good 'Ol
Days, Fort Scott
316-223-2334

June 6, 1998
25th Annual Fest in the
Park, Ellinwood
316-793-9514

June 6, 1998
Riverless Festival,
Phillipsburg
1-800-543-2321

June 7-8, 1998
35th Annual River
Valley Arts Festival,
Arkansas City
316-442-5895

June 12-14, 1998
Wah-Shun-Gah Days,
Council Grove
316-767-5413

June 12-14, 1998
Smoky Hills River
Festival, Salina
785-826-7410

June 13, 1998
Straunfest, Burlington
316-364-2002

June 13, 1998
Sunfest, Gardner
913-856-6464

June 13, 1998
Chase Festival, Chase
316-938-2943

June 17-21, 1998
John Brown Jamboree,
Osawatomie
913-755-4114

June 19-20, 1998
Twin Rivers Festival,
Emporia
316-343-4757

June 19-21, 1998
Second Echoes of the
Trail, Fort Scott
316-223-0310

June 20, 1998
Prairie Heritage Day,
Colby
785-462-7643

July 2-5, 1998
Wild West Festival, Hays
785-628-8201

July 3-4, 1998
Toronto Days, Yates
Center
316-637-2294

July 3-4, 1998
Chisholm Trail Festival,
Newton
316-283-7232

Continued on page 4



Successful Trade Show Exhibiting

Upcoming Events...

Successful marketing for any company almost always involves exhibiting at trade shows. Although exhibiting at trade shows may appear simple, it requires careful planning and attention to detail. The companies that have the greatest success at trade shows do so because they follow some basic principles.

Select an appropriate show. A good show must reach your target market. The products you are selling must be appropriate for the show. When considering a particular show, ask the promoter who are the other exhibitors, who will attend the show, and how many will attend the show. Contact previous exhibitors and ask them about their opinions on the show. A good show must also be well promoted. Ask the show organizer how they intend to market the show and draw customers. If you are searching for shows at which to exhibit, consult the Internet at www.tscentral.com or www.exhibitor.net, your area convention and visitors bureau, the Kansas Travel and Event Guide, or contact us at the Kansas Department of Commerce & Housing.

Create your booth presentation.

A professional and appealing display is critical for attracting visitors. Your booth should present a positive image of your products and services, regardless of your budget. Your company name and logo should be prominently displayed. Live product demonstrations, samples, and prize drawings should be used whenever

possible to provide incentive to draw customers into your booth.

Prepare to sell to your booth visitors.

One simple key to selling at trade shows is to always keep your booth staffed. Everyone who staffs the booth should also have a basic understanding of your products and services. Be proactive and approach people as they pass your booth, rather than waiting for them to ask you questions. Develop a standard introduction with which to meet visitors. Your introduction should last no more than five to ten seconds. Develop a pleasant way to "disconnect" yourself from visitors who are not legitimate sales leads. And of course, get contact information from legitimate sales leads.

Follow-up your sales leads.

Surveys estimate that 80 percent of sales leads are not followed up effectively. Therefore, immediate follow-up provides an excellent opportunity for you to separate yourself from the competition. Follow-up calls and letters should be completed as soon as possible after the show.

Evaluate your performance.

It's helpful to evaluate your participation in the trade show and decide what type of future involvement would be most beneficial. Make a list of things you would do differently next year, supplies that will be needed, and tips you pick up from other successful booths.

Exhibiting at trade shows is an excellent way to increase sales potential. Companies who are patient and committed to establishing a presence will benefit in the long run.

Continued from page 3

July 4, 1998
4th of July, Lebo,
Burlington
316-364-2002

July 4, 1998
4th of July Celebration,
Osage City
785-528-4090

July 4-5, 1998
Chatsuqua Days,
Ottawa
785-242-1411

July 4-5, 1998
Go 4th, Topeka
785-582-4000

July 7-12, 1998
Kansas Wheat Festival,
Wellington
316-326-7466

July 11, 1998
Coal Centre Days,
Prescott
913-471-4871

July 12-14, 1998
Richmond Free Fair,
Ottawa
785-835-6329

July 15-19, 1998
Franklin County Fair &
Rodeo, Ottawa
785-229-3520

July 17-19, 1998
Four State Farm Show,
Pittsburg
800-879-1112

July 17-19, 1998
Colby Pickin' on the
Plains Bluegrass
Festival, Colby
785-462-7643



From the Land of Kansas Advisory Board

Using your nominations, our first *From the Land of Kansas* Advisory Board has been appointed to help provide feedback on continuously improving the trademark program. Our first meeting was held January 21 in Hutchinson. At the time of this writing, minutes were not available for publication.

The Advisory Board members were selected to represent the various categories of the trademark program. These members are: Brent Bergen of the Wheat Bin, Judy Dick of Country Reflections, Brad Streeter of Kansas Kollection,

Allen Stevens of the Kansas Greenhouse Growers Association, and Shirley Voran of the Kansas Wheat House. These members have experience that includes retailing, marketing, and production for a wide variety of items.

The *From the Land of Kansas* program is here to serve your needs. The Advisory Board is one tool to help ensure the trademark program accomplishes this goal. If you have questions or suggestions regarding any aspect of the trademark program contact Lee Masenthin via email at agprod@ink.org or at (785) 296-3736.

Tax Alert for Greenhouse Growers

Reprinted from the American Nursery & Landscape Association's December 1997 Newsletter

"Just nine days after the American Nursery & Landscape Association's (ANLA) testimony before the agency, the Internal Revenue Service (IRS) issued announcement 97-120 on November 28 bringing needed clarity aggressively sought by ANLA in response to an earlier proposed tax rule.

In so doing, the IRS publicly announced that nursery and greenhouse growers using the current farming exemption under Section 263A of the Internal Revenue Code are permitted to deduct applicable costs *'even if the plants are partly grown by another person or are grown by the nursery in temporary containers'*. Moreover, the IRS announced that the troubling phrase *'merely buying and selling'* used in the earlier proposed rule with respect to growers refers only to taxpayers who merely buy and resell plants grown entirely by others.

The IRS proposal had implicitly suggested two distinctive issues that could impact nursery and greenhouse growers, namely that neither plants grown in containers, nor those grown by another, are capable of further cultivation and development. Announcement 97-120 effectively put this issue to rest in the industry's favor."

The Agriculture Products Development Division is located in the Kansas Department of Commerce & Housing. The Division seeks to promote Kansas Agricultural Products and the Kansas Agricultural Industry within the state as well as nationally and internationally. The Division provides a link to other resources in the Department including the Business Development, Trade Development, Housing, Community Development, and Travel and Tourism Divisions. For more information on the Agriculture Products Development Division or on the Kansas Department of Commerce & Housing, please contact:

Agriculture Products
Development Division
Kansas Department of
Commerce & Housing
700 S. W. Harrison Street,
Suite 1300
Topeka, Kansas 66603-3712
Phone 785-296-3736
Fax 785-296-3776
TTY 785-296-3487
email: agprod@ink.org



The Kansas Connection

Home Bakers Fire Up Ovens for Festival of Breads

By, James Pritchett

Public Information Officer, Kansas Wheat Commission

MANHATTAN, Kan.—Hearth and home are warming this month as home bakers across the state begin preparing for the fifth biannual Kansas Festival of Breads contest.

Home bakers 14 years of age and older can participate in the contest sponsored by the Kansas Wheat Commission, Kansas Wheathearts and Kansas Department of Commerce and Housing, Agricultural Products Development Division.

"This contest celebrates the tradition of home-baking and creates awareness of the Kansas wheat industry and the successful From The Land of Kansas Program," said Cindy Falk, director of education and consumer services for the Kansas Wheat Commission.

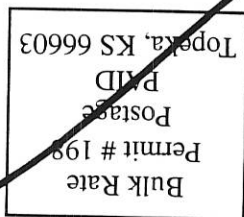
This year contestants may enter one product in each of the four categories. Categories are bread machine bread, traditional pan bread, fancy bread and dinner rolls. Pre-entry is required to participate. Pre-entry forms and contest rules are available through county extension agents or directly from the Kansas Wheat Commission. Recipes must also be submitted with pre-entry forms and are due March 2.

Contestants must take their entries to one of 37 designated collection points across the state along with an official entry form between 8:30-10 am. March 16. Those who enter more than one category must have an official entry form for each product.

Entries will be transported to Manhattan March 17 for judging. Judges will select two finalists from each category. Top winners in each category will receive cash prizes of \$300 and runners up will earn \$100.

In addition, each finalist will receive hotel accommodations for one night in Manhattan and a basket of Kansas trademark products. The American White Wheat Producers Association will also award an additional \$25 to the best entry using hard white wheat in each category. These eight finalists will participate in the state Festival of Breads April 4 in Justin Hall on the Kansas State University campus in Manhattan. The contest will be held in conjunction with the K-State Open House.

For complete rules and entry forms, contact a county extension office or send a self-addressed, stamped business-sized envelope to: Kansas Wheat Commission, Festival of Breads, 2630 Clafin Road, Manhattan, KS 66502-2743



KANSAS
DEPARTMENT OF COMMERCE & HOUSING
Agriculture Products Development Division
700 SW Harrison Street, Ste 1300
Topeka, KS 66603-3712

The KANSAS CONNECTION

A newsletter for Participants of the Kansas Trademark Programs



Kansas Correctional Industries

In this issue...

- American Royal Farm Family Gift Basket
- Surplus Equipment Offered
- Marketing Seminars
- Olathe Travel Information Center

The Topeka Correctional Facility is actively seeking businesses that may be interested in conducting operations at their 8th & Rice location in Topeka. This facility houses women in minimum, medium, and maximum security units.

There are numerous advantages for businesses operating in conjunction with Kansas Correctional Industries. There are no overhead costs for using the facilities. There is also space available at this location to build new facilities if necessary. Also, the workers are guaranteed to show for work unless they suffer from a confirmed illness. Furthermore, there are tax incentives for hiring inmates that are eligible for parole within a year.

The prison staff pre-screens the inmates to help determine who is allowed to apply for these positions. The inmates are very competitive for these jobs because they pay minimum wage, give the inmates work experience, and provide activity that alleviates boredom. Therefore, the companies who conduct these operations attract the best workers in the prison.

Although the companies pay unemployment and workers compensation tax, they do not pay out any claims.

Participating companies can also generate good publicity. In addition to providing job training, companies are paying inmates more than the typical prison wage. A portion of the money the inmates earn is sent to their families as well as the Crime Victims Reparation Board for victims compensation.

Participating companies must have an individual available on site to supervise a shift. The prison will provide training to the supervisor at no charge. The training would vary depending on what the participating company and the Kansas Department of Corrections deem necessary. Typically, the prison prefers to work with shifts of at least ten workers. Currently the Kansas Department of Commerce & Housing's Division of Travel and Tourism and Michaud, Inc. have operations at the Topeka facility. The Division of Travel and Tourism operates a telephone switchboard operation where inmates take calls and provide travel information.

continued on page three

American Royal Farm Family Gift Basket

November 12 will be Kansas Day at the American Royal. We appreciate the companies that have committed to displaying and promoting their products at the reception that evening. The American Royal also annually selects a Kansas Farm Family of the Year and would like to present them with a gift basket of Kansas products. In addition to receiving the gift basket, area mayors present the family with keys to their cities, and a breakfast is held in their honor. Anyone interested in contributing to this promotional gift basket, please contact Lee Masenthin at (785) 296-3736.

The Agriculture Products Development Division is located in the Kansas Department of Commerce & Housing. The Division seeks to promote Kansas Agricultural Products and the Kansas Agricultural Industry within the state as well as nationally and internationally. The Division provides a link to other resources in the Department including the Business Development, Trade Development, Housing, Community Development, and Travel and Tourism Divisions. For more information on the Agriculture Products Development Division or on the Kansas Department of Commerce & Housing, please contact:

Agriculture Products
Development Division

Kansas Department of
Commerce & Housing

700 S. W. Harrison Street, Suite 1300

Topeka, Kansas 66603-3712

Phone 913-296-3736

Fax 913-296-3776

TTY 913-296-3487



The Kansas Connection

The Atlanta International Gift & Home Furnishings Market

The Atlanta International Gift & Home Furnishings Market will be held January 10-14, 1998, at the AmericasMart-Atlanta.

This show caters to volume buyers for the following product categories: Holiday, Floral, Basket, Garden Products; Jewelry & Fashion Accessories; Bed, Bath, Linen, Personal Care Products; Cash & Carry Jewelry; Collectable Dolls; Country Collectibles; Designer Stationary; Gourmet & Housewares; Handcrafted Design (Juried); High Design (Juried); Home Accents & Home Furnishings; Kids Collection; Men's Gifts; Multi-Cultural Gifts; Museum; Souvenir & Trend; New Resources; Stationary, Related Gifts & Collectibles; Tabletop & Fine Gifts; and, General Gifts.

Booth-space sizes and prices depend on the product category. Booths range in size from 8'x10' to 10'x10' while costs range from \$1548 to \$1935 per booth. An \$800 deposit is required to reserve a space and full payment is due by October 31. KTSAP and From the Land of Kansas Trade Show Assistance can be awarded to eligible companies for this show.

The Atlanta Gift Show can be a tremendous opportunity for interested companies. Last year, 70% of the attending buyers placed orders on the trade floor. By offering buyers 3,500 exhibits, 1,000 showrooms and 27 product collections, this show will attract serious buyers from around the world. For more information, contact the Atlanta International Gift & Home Furnishings Market at (404) 220-2200.

Olathe Travel Information Center

The Olathe Travel Information Center (TIC) began selling From the Land of Kansas products in late August. Because the summer's peak tourist traffic is winding down, the Agriculture Products Development Division will sponsor radio spots this fall and winter in the Kansas City Metro area. These spots will be aimed at attracting residents who are interested in purchasing Kansas merchandise for the holidays. Some display space remains available. If you are interested in placing products in the Olathe TIC, please contact Lee Masenthin at (785) 296-3736.

Trade Show Assistance

Many of you are already taking advantage of the From the Land of Kansas Trade Show Assistance program. This program provides up to \$250 assistance annually for members to market their products at trade shows, craft fairs and exhibitions.

In addition to this assistance package, the Kansas Department of Commerce & Housing offers the Kansas Trade Show Assistance Program (KTSAP) through the Division of Trade Development. The objective of KTSAP is to introduce small Kansas companies to foreign markets through trade shows. KTSAP applies to trade shows that attract international buyers to the United States or shows that take place in foreign countries.

This program will reimburse successful applicants up to one-half of their expenses directly attributable to the company's participation in an approved show. A company may be reimbursed up to \$1500 per approved domestic show and \$3500 per foreign show. A company may also be reimbursed up to \$3000 for domestic shows and \$7000 for foreign shows during the fiscal year (July 1 - June 30), thus allowing companies to receive assistance for multiple shows in a given year. Like the From the Land of Kansas package, KTSAP will only fund attendance at trade shows not previously attended by applicants.

The following are examples of direct expenses that the Kansas Department of Commerce & Housing will consider for reimbursement: booth space; participation fees; on-site booth/space design and construction; booth furniture and/or equipment rental; booth utility costs; booth assembly/disassembly; interpreter fees; translation fees; transportation of materials to foreign shows, custom brokers fees; Foreign Value Added Tax (VAT); and, Visas.

Examples of expenses which are not eligible for reimbursement are: compensation of an employee or broker; travel; meals; lodging; hospitality; promotional giveaways; construction of portable displays; mileage for private vehicles; transportation of materials to domestic shows.

KTSAP provides an excellent opportunity to market products at a trade show that is international in scope. For more information on this program, contact Brenda Cowdin at (785) 296-4027.

Marketing Seminar

The Kansas Department of Commerce & Housing wishes to thank all the speakers and participants who helped make the first From the Land of Kansas marketing seminar a success. Topics included creating a business plan, having a successful trade show, product pricing, advertising, and dealing with brokers and large retail stores. There were 29 participants from 22 different companies.

The feedback from the seminar was positive and constructive. Participants indicated that the speakers were very good and well qualified in their fields. It appears that addressing how to create a business plan was somewhat redundant for many of the participants. Most participants have been proactive and gathered information on business plans and small business development. Participants also indicated that they desired to get more detailed information when possible.

Because of this constructive feedback, future seminars will involve three to four speakers, rather than five. This will allow more time for each speaker to provide greater detail. This will also eliminate the presentation of redundant information. All From the Land of Kansas members will be notified as future seminars are scheduled.

Correctional Industries

continued from page one

Michaud is a company that provides amenities to the hotel industry. Inmates fill, pack and ship lotion, mouthwash, and shampoo bottles.

If you are interested in this opportunity or require more information, contact Lee Masenthin at (785) 296-3736, Richard Koerner, Warden, at (785) 296-7211 or Ed Henry at (785) 747-2251.



Surplus Equipment Available

Twin Valley Popcorn recently acquired Pioneer Marketing, Inc. As a result, Twin Valley now has surplus food processing and office equipment.

Available equipment includes: a dry popper, sifter, 600# coater/tumbler, 30-gallon candy dump steam kettle, 40-gallon steam kettle with mixer, 120-gallon steam kettle, salt box & slurry pump, vacuum aspirator, caramel kettle, two packaging machines, caramel slurry pump, small boiler, pallet jack, forklift moto-truck, battery charger, twist-tie machine, 3M tape-

closer system, semi-automatic labeler, electronic scale, high-pressure cleaner, pallet wrapper, 1971 GMC truck, four drum dollies, two drum heaters, as well as tables, racks, and conveyors.

Available office equipment includes six desks, 17 chairs, three filing cabinets, three 8' folding tables, conference room table, metal storage unit, and two printer carts.

If you are interested in any of these materials or require more information, contact Lee Masenthin at (785) 296-3736 or Ed Henry at (785) 747-2251.

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DEPARTMENT OF COMMERCE & HOUSING
Agriculture Products Development Division
700 SW Harrison Street, Ste 1300
Topeka, KS 66603-3712



KANSAS CONNECTION

A newsletter for Participants of the Kansas Trademark Programs

CHRISTMAS TREE GROWERS

In this issue...

- New Division Director Named
- "Buy Kansas First" Expo
- Upcoming Events
- Trade Show Search

With Christmas fast approaching, many of you will soon be looking to select and cut a fresh Christmas tree.

We encourage you to select your tree from one of the following *From the Land of Kansas* Christmas tree growers.

Judy Flynn	Garden Place Nursery, Inc.	1301 NE 14	Abilene	67410	785-263-1301
Truman Ward	Poverty Hollow Christmas Tree Farm	6523 SW 69th Street	Auburn	66402	785-256-2156
Charles Wilderson	Wilderson Tree Farm	14820 Parallel	Basehor	66007	913-724-1057
Mike Kasl	Kasl Christmas Tree Farm	PO Box 311	Belleville	66935	785-527-2036
Bob Schmidt	Nativity Pines Tree Farm	16317 SW 10th Street	Benton	67017	785-778-1571
James Potter	Potter & Son's Christmas Tree Farm	4723 SE Berryton Road	Berryton	66409	785-862-6653
Robert Grelinger	Windy Knoll Farm	15630 E 47th Street South	Derby	67037	785-733-0918
James Pottorff	Pottorff Christmas Tree Farm	3820 SW 230th	Douglass	67039	785-746-2417
Cris Crawford	Evening Star Pines	9820 Evening Star Road	Eudora	66025	785-542-1634
Charlie Armour	C & D Circle Star Christmas Trees	40579 Hedge Lane	Fontana	66026	913-849-3635
Donald Bowles	Bowles Christmas Tree Farm	417 N Hobart	Glen Elder	67446	785-545-3515
Richard Rees	Pine Apple Farm	2881 31st St.	Grantville	66429	785-246-3388
Aleda Koepke	Pine Meadow Farm	519 North F Street	Herington	67449	785-258-2462
Jerome Hageman	Shady Grove Christmas Tree Farm	7321 NE 10th	Kingman	67068	316-297-4831
Ann Peuser	Clinton Parkway Nursery	4900 Clinton Parkway	Lawrence	66047	785-842-3081
Eric Walther	Strawberry Hill Christmas Tree Farm	794 Highway 40	Lawrence	66049	785-841-0916
Tony Baker	Evergreen Associates	17277 Springdale Road	Leavenworth	66048	913-651-3829
Brian Wassenberg	Evergreen Tree Farm	1130 11th Road	Marysville	66508	785-562-3358
Rick Headrick	Headrick's Plants & Pines	318 Washington	Mullinville	67109	316-548-2219
Lloyd Schroeder	Pine Creek Farm	RR 2 Box 78	Newton	67114	316-367-2606
Jim Bowen	Bowen's Christmas Tree Farm	996 S. 260th St.	Pittsburg	66762	316-231-1307
Jerry Eck	BEL Tree Farm	615 S Holmes Road	Salina	67401	785-823-3334
Virginia Street	Meadowlark Farm	11610 N. 151st St. W.	Sedgwick	67135	316-796-0659
Marshall McLin	Reindeer Forest Christmas Tree Farm	3744 NW Hoch Road	Silver Lake	66539	785-582-4794
I. Sonny	Miller Tree Farm	PO Box 813	Syracuse	67878	316-384-7732
Charles Anderson	Anderson's Christmas Trees	5040 NE Kincaid	Topeka	66617	785-246-3788
Robert Kahler	B & B Pines	2138 NE 39th Street	Topeka	66617	785-286-1927
Bill Bryant	Bird's Nest Tree Farm	1884 Quivira Road	Washington	66968	785-325-2618
Cathy Brady	Brady Nursery, Inc.	11200 W. Kellogg	Wichita	67203	316-722-7516
Bob Scott	Prairie Pines Christmas Tree Farm	4055 N Tyler	Wichita	67205	316-722-1145

NEW DIVISION DIRECTOR NAMED

The Kansas Department of Commerce & Housing (KDOC&H) has named Patty Clark as the Director of the Agriculture Products Development Division. Ms. Clark replaces Curtis Chrystal who returned to the private sector to resume a career in banking.

"We are extremely confident in Patty's abilities to build on the success this division has established in only one year," said Gary Sherrer, Lt. Governor/KDOC&H Secretary. "She has been a leader in agricultural organizations and activities throughout Kansas. Her extensive background and relationship with the Kansas agriculture community will serve Kansans well."

Ms. Clark comes to the agency with a wealth of agricultural experience. She and her husband and brother-in-law own and operate Hillcrest Farms of Kansas, Inc., a diversified family farm in Chautauqua and Montgomery counties. In operation since 1975, Hillcrest Farms consists of corn, wheat, soybeans, cotton, and cow-calf/stocker operations on native and tame pasture. Ms. Clark is also owner/partner in Kansas Select, a mail order company utilizing Kansas and Midwestern manufactured food and gift items for individual and corporate clientele.

Ms. Clark holds a bachelor of science degree in agriculture from Kansas State University. She is a member of the Governor's Agriculture Advisory Board, Kansas CattleWomen, the Kansas Beef Council Executive Committee, the Cattlemen's Beef Board, and the 21st Century Alliance Board of Directors. She also served as the first chairperson of the Kansas Agriculture & Rural Leadership, Inc. (KARL).

"I look forward to this opportunity to serve the agriculture community and the state of Kansas in this capacity," said Clark. "While the Agriculture Products Development Division has proven very successful in just one year, we intend to do even more our second year."



The Kansas Connection

"BUY KANSAS FIRST" EXPOSITION

WIBW Radio will again be hosting the 11th annual "Buy Kansas First Exposition" on May 1 - 3, 1998. The "Red, Hot & Wild" barbecue contest will again be held in conjunction with the exposition. WIBW has developed a rebate for first-time exhibitors, and the Kansas Department of Commerce & Housing is hosting a Buyers' Reception. Both of these developments will benefit *From the Land of Kansas* members at this event.

WIBW is pleased to announce that first-time exhibitors who are utilizing the *From the Land of Kansas* Trade Show Assistance program will receive an additional \$100 rebate. This combined package could be worth up to \$350. The 1998 booth costs will range from \$250 to \$450, depending on location. The WIBW rebate can be used for a booth upgrade or for expenses not covered by the *From the Land of Kansas* Trade Show Assistance program such as travel, meals and lodging.

The Kansas Department of Commerce & Housing is also pleased to host a Buyers' Reception before the show opens to the public on Friday evening. This reception will be an invitation-only event to provide manufacturing representatives, brokers, and retailers an opportunity to meet with *From the Land of Kansas* vendors while enjoying hors d'oeuvres and cocktails. This event will take place on the exposition floor, allowing exhibitors to promote their products to guests.

The combination of Trade Show Assistance, WIBW's additional rebate, a Buyers' Reception, and over 8,000 public attendees will make the 1998 "Buy Kansas First" exposition a great event. For more information, contact George Liesmann of WIBW Radio at (785) 272-3456 or Lee Masenthin at (785) 296-3736.

INTERNATIONAL MARKETING ASSISTANCE

The Mid-America International Agri-Trade Council (MIATCO) is a non-profit association comprised of 12 midwestern state departments of agriculture, departments of commerce and trade offices. MIATCO offers the Branded Program to assist U.S. companies in their international marketing and promotional campaigns. Companies producing, processing, or representing food and agricultural products may be eligible for funding assistance to support these efforts. To participate, your company must:

- Be incorporated in the United States, and have offices, manufacturing facilities or source significant product from MIATCO's 12 state region (IA, IL, IN, KS, MI, MN, MO, NE, ND, OH, SD, & WI).
- Have products that are at least 50 percent U.S. agricultural product by weight, excluding added water and packaging.
- Promote products as "Product of the U.S.A.," or "Made in America."

For more information on the Branded Program or other MIATCO programs, visit their web site at <http://www.miatco.org>, or contact MIATCO via phone at (312) 944-3030, or e-mail at miatco1@miatco.org. You may also contact Jerry Dudley, International Marketing Manager for the Agriculture Products Development Division at (785) 296-3736 for more information on international marketing opportunities.

Upcoming Events...

- | | | | | |
|--|---|--|---|---|
| February 13-15, 1998
Home and Garden Show,
Salina
785-823-1457 | April 23-25, 1998
New Beginning Festival,
Coffeyville
1-800-626-3357 | May 8-17, 1998
Wichita River Festival,
Wichita
316-267-2817 | June 6, 1998
Riverless Festival,
Phillipsburg
1-800-543-2321 | June 13, 1998
Chase Festival,
Chase
316-938-2943 |
| March 6-8, 1998
RV Sport & Travel Show,
Garden City
316-276-2366 | April 23-25, 1998
3I Show,
Great Bend
316-227-8082 | May 10, 1998
Mother's Day,
Wildflower Sale,
Junction City
785-238-LEAF | June 7-8, 1998
35th Annual River
Valley Arts Festival,
Arkansas City
316-442-5895 | June 17-21, 1998
John Brown Jamboree,
Osawatomie
913-755-4114 |
| March 6-8, 1998
Antique Show & Sale,
Larned
316-285-6916 | April 25, 1998
St. Johns Arts & Crafts Show,
Beloit
785-738-3722 | May 15-16, 1998
Spring Celebration,
Sterling
316-278-3360 | June 12-14, 1998
Wab-Shun-Gah Days,
Council Grove
316-767-5413 | June 19-20, 1998
Twin Rivers Festival,
Emporia
316-343-4757 |
| March 6-7, 1998
KOFO Home &
Garden Show,
Ottawa
785-942-1220 | May 1-3, 1998
Kanza Days,
Winfield
316-221-2420 | May 16, 1998
Turkey Creek Festival,
Merriam
913-362-8245 | June 12-14, 1998
Smoky Hills River
Festival, Salina
785-826-7410 | June 19-21, 1998
Second Echoes of the Trail,
Fort Scott
316-223-0310 |
| March 13-15, 1998
Showcase '98-Home &
Garden Expo,
Hutchinson
316-662-3391 | May 2, 1998
May Daze,
Burlington
316-364-2002 | May 22-24, 1998
19th Annual Yates
Center Days,
Yates Center
316-625-3235 | June 13, 1998
Strawfest,
Burlington
316-364-2002 | June 20, 1998
Prairie Heritage Day,
Colby
785-462-7643 |
| March 14, 1998
St. Patrick's Day
Celebration,
Emporia
316-342-5393 | May 2, 1998
Spring Fling,
Cedar Vale
316-758-2240 | May 23, 1998
Yellow Brick Road
Festival, Sedan
316-725-5221 | June 13, 1998
Sunfest,
Gardner
913-856-6464 | |
| March 20-22, 1998
AMBUCS Home &
Leisure Show,
Dodge City
316-225-5452 | May 2, 1998
Art in the Park,
Lawrence
785-841-1019 | May 23-24, 1998
Riverbend Art Fair,
Atchison
913-367-9022 | | |
| March 24-26, 1998
Mid America Farm Expo,
Salina
785-827-9301 | May 2-3, 1998
St. Xavier's Spring
Craft Fair,
Junction City
785-762-7874 | May 23-25, 1998
Santa Fe Trail Days,
Larned
316-285-6916 or
1-800-747-6919 | | |
| March 28, 1998
Heritage Toy Show,
Abilene
785-263-2681 | May 2, 1998
Hutchinson Art
Association 36th Annual
Outdoor Art Fair,
Hutchinson
316-663-2461 | May 30, 1998
Art in the Park,
Independence
1-800-882-3606 | | |
| April 4, 1998
Forpaz Park Opening Day,
Independence
1-800-882-3606 | May 2, 1998
Lansing Daze,
Lansing
1-800-844-4114 | May 30, 1998
Midway Daze,
Kinsley
316-659-3642 | | |
| April 17-19, 1998
Arts & Crafts Fair,
Dodge City
316-227-8196 | May 2, 1998
Annual Herb Market 98,
Leavenworth
913-682-7759 | June 5-7, 1998
17th Annual Good 'Ol
Days, Fort Scott
316-223-2334 | | |
| April 17-19, 1998
Spring Fling XVI,
Ulysses
316-356-4700 | May 8-10, 1998
Rattlesnake Roundup &
Festival,
Sharon Springs
785-852-4935 | June 6, 1998
25th Annual Fest
in the Park,
Ellinwood
316-793-9514 | | |

The Agriculture Products Development Division is located in the Kansas Department of Commerce & Housing. The Division seeks to promote Kansas Agricultural Products and the Kansas Agricultural Industry within the state as well as nationally and internationally. The Division provides a link to other resources in the Department including the Business Development, Trade Development, Housing, Community Development, and Travel and Tourism Divisions. For more information on the Agriculture Products Development Division or on the Kansas Department of Commerce & Housing, please contact:

Agriculture Products
Development Division

Kansas Department of
Commerce & Housing

700 S. W. Harrison Street, Suite 1300
Topeka, Kansas 66603-3712

Phone 785-296-3736

Fax 785-296-3776

TTY 785-296-3487



The Kansas Connection

CRAFT & GOURMET FOOD BROKER

Dean Haas of Haas and Associates is looking for new and interesting craft and gourmet food items. Mr. Haas maintains a permanent space at the Columbus Gift Mart in Ohio and attends two gift shows per year in Pennsylvania and Kentucky. Mr. Haas also has representatives working in Ohio, West Virginia, Kentucky, and Pennsylvania who market products to truck stops, convenience stores, hospital gift shops, and other retail outlets. If you would like to present your product to Mr. Haas, contact him at:

Haas & Associates
682 Palisades Drive
Akron, OH 44303
PH: (330) 864-0046
FX: (330) 864-0748

TRADE SHOW SEARCH

Searching for an appropriate trade show to promote your products just became easier. If you have internet capabilities, you can log on to www.exhibitornet.com and select from over 30,000 trade shows based on location and trade show type. This web site is produced and maintained by *Exhibitor* magazine, a publication for trade show and event marketing management.

If you do not have internet capabilities but need trade show information, the Agriculture Products Development Division can access this web site for you. If you need help locating information about a specific show or upcoming shows in general, contact Lee Masenthin at (785) 296-3736 or via e-mail at agprod@ink.org.

PUT THIS NEWSLETTER TO WORK FOR YOU

As *From the Land of Kansas* members, the Kansas Connection is your newsletter. It is intended to be a functional and helpful networking tool. Several members have already taken advantage of the Kansas Connection by using it to promote shows and list equipment for sale. If you wish to publicize an event, list equipment for sale, present a good business contact, or source equipment, supplies or services, let the Kansas Department of Commerce & Housing help. To include information in the newsletter, fax information to the Agriculture Products Development Division at (785) 296-3776, e-mail us at agprod@ink.org, or contact Lee Masenthin at (785) 296-3736.

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Agriculture Products Development Division
700 SW Harrison Street, Ste 1300
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June 1997 Vol. 1 No.3

The KANSAS CONNECTION

A newsletter for Participants of the Kansas Trademark Programs



FROM THE LAND OF KANSAS MONTH

In this issue...

- From the Land of Kansas: What Does It Do For Me?
- Catalog
- Trade Show Assistance
- Point of Purchase Materials
- Web Site
- Advisory Board
- QVC Results

June's *From the Land of Kansas Month* was a successful promotion. The trademark program and member businesses were promoted in newspapers, on radio and television, as well as at retail stores and trade shows. Governor Graves helped with the promotion by officially proclaiming June as *From the Land of Kansas Month*.



Pictured are: (Back row) John Rolfe, Deputy Secretary, KDOC&H; Becky Klingler, KDOC&H; Lee Masenthin, KDOC&H; Bev Stanwix, PRN Fashions; Diana Endicott, Rainbow Organic Farms; Ernie and Betty Dirks (Betty's DeLites); Curtis Chrystal, Director, Agriculture Products Development Division, KDOC&H; Matt Brisch, Communications Director, KDOC&H. (Front Row) Governor Bill Graves.

We kicked off *From the Land of Kansas Month* at a gathering of Kansas business leaders at Terradyne Country Club in Andover. This reception was hosted by the Business Development Division to promote *Business Appreciation Month*. The *From the Land of Kansas* program was also promoted in conjunction with this event. The

event at Terradyne is an excellent example of the cooperation that exists within the Department of Commerce & Housing and the opportunities it creates.

The media got involved in *From the Land of Kansas Month* in a number of ways. Many of you took advantage of the advertising discounts offered by the *Topeka Capital Journal*, *Wichita Eagle* and *Kansas City Star* to promote your products. Also, these papers wrote a variety of stories featuring member companies. The Noon Day News on WIBW continued to feature *From the Land of Kansas* products during June. Also, we aired 3,840 promotional spots on 40 radio stations across the state. We also promoted products and companies *From the Land of Kansas* at the Kansas Press Association's annual convention in Lawrence.

Other events included the grand opening for PRN Fashions new Topeka store. We also held a promotion at the Manhattan Town Center Mall in conjunction with Kansas Kollection and Anderson's BBQ Sauce Co. We coordinated another event with The Hutchinson Festival in conjunction with the Hutchinson Mall. Also, our thanks go to Dillons and Hen House food stores who helped us promote the *From the Land of Kansas* products in their stores throughout Kansas.

Our thanks to all of you who participated in and made this a successful promotion!

From the Land of Kansas: WHAT DOES IT DO FOR ME?

by Lee Masenthin

The *From the Land of Kansas* program has much to offer its members. Membership in the trademark program is free. Participation entitles you to receive this newsletter on a bi-monthly basis. It provides information on the trademark program and a calendar of upcoming events. Your company and its products will also be listed in the *From the Land of Kansas* directory which is distributed to members to use for networking. The directory is also a powerful sales tool because we routinely distribute it at trade shows and send it to individuals and companies inquiring about Kansas products. Members can also utilize the KDOC&H's Kansas Match program. Kansas Match is a database designed to match a company's need for particular goods and services with Kansas companies that have those goods or services available.

The division also sponsors a number of programs designed to provide opportunities for small Kansas businesses. In addition to the *Kansas Connection* catalogue, the internet web site, the Commercial Buyers Guide, point-of-sale materials, and trade show assistance packages, we offer access to technical services.

Some of these services are available through the Kansas State University Foods & Nutrition Extension office. The division helps fund this office to provide a variety of technical services for food manufacturers. Kansas State has pilot plant facilities that can be used to research and develop a variety of food products. The extension office also provides services such as nutritional analysis for food labeling, shelf-life studies, chemical and physical testing, acidified food testing and new product consultation.

Marketing Seminars will be another valuable service available to *From the Land of Kansas* members this fall. The division will be presenting these seminars at several locations throughout the state. Our goal is to help members improve their skills at marketing their products. I envision this program as being one of the cornerstones for helping Kansas companies help themselves. We will have speakers address issues such as effective advertising, pricing your products and how to present your products to large buyers. These seminars need to serve you and your company's needs. I appreciate any feedback regarding topics that would attract your interest.

Marketing seminars, promotions, technical services, point-of-purchase materials, directories, catalogues, trade show assistance packages and web sites are all designed to help you promote your products and their Kansas identity in a very dynamic economic environment. This program will remain flexible to best serve members' needs. I welcome your input and solicit your suggestions to continuously improve this program.

The Agriculture Products Development Division is located in the Kansas Department of Commerce & Housing. The Division seeks to promote Kansas Agricultural Products and the Kansas Agricultural Industry within the state as well as nationally and internationally. The Division provides a link to other resources in the Department including the Business Development, Trade Development, Housing, Community Development, and Travel and Tourism Divisions. For more information on the Agriculture Products Development Division or on the Kansas Department of Commerce & Housing, please contact:

Agriculture Products
Development Division
Kansas Department of
Commerce & Housing
700 S. W. Harrison, Street,
Suite 1300
Topeka, Kansas 66603-3712
Phone 785-296-3736
Fax 785-296-3776
TTY 785-296-3487



The Kansas Connection

Announcing

New Marketing Opportunities for *From the Land of Kansas* Members

Sell to Travelers who visit the Olathe Travel Information Center

Over 40,000 people visit the Olathe Travel Information Center each year. The Gift Shop in the center will officially be filled with products consigned by *From the Land of Kansas* members beginning in July. If you would like your products to be displayed and sold at this shop, please return the form at the bottom of this announcement. There will be a small consigning fee for each product (\$25.00) and you can choose up to three of your products for the shop. After receiving your form, we will forward a consignor's contract to you and will place the order for products following your signing of the contract. Opportunities will also be available throughout the year for you to personally represent your product to gift shop customers.

Demonstrate Your Craft or Host a Tasting of your Food Product at the State Fair

From the Land of Kansas members will have the exclusive opportunity to share their product with guests at the 1997 Kansas State Fair as part of the program in the Agriculture Products Development Division Booth. Members have the opportunity to sign up on a first come first serve basis by submitting the form below to the Division office. You will be contacted in August with the date that you are assigned or if there are no time slots available. In addition, the *From the Land of Kansas* products that we have in stock will be displayed in the Division's State Fair Booth. If you have not provided us with your product samples and wish for them to be included in this display, please send them prior to August 15, 1997. If you are a business that wishes to display live plants, please contact Becky Klingler in the Division office to make the appropriate arrangements.

***Don't forget to apply for the new Trade Show Assistance Grant Program
sponsored by the Agriculture Products Development Division***

_____ I am interested in consigning products to the Olathe Travel Information Center Gift Shop. Please send me more information.

_____ I would like to demonstrate my product or craft at the Kansas State Fair. Please assign me a time to do so.

Name: _____ Title: _____

Business Name: _____

Description of Demonstration: _____

Return to: Agriculture Products Development Division, KDOC&H, 700 SW Harrison St, Suite 1300, Topeka KS 66603-3712

KANSAS CONNECTION CATALOGUE

The Kansas Connection catalogue is due for distribution before the end of July. This will allow customers to get their catalogue in plenty of time to make holiday purchasing decisions. The catalogue will be distributed to subscribers of KANSAS! Magazine and *From the Land of Kansas* members. In addition, the catalogue will be mailed to contacts from trade shows, those who have made a request by phone or mail and other people around the world who want information on Kansas products. We will circulate over 60,000 catalogues to people who have an affinity for Kansas and products *From the Land of Kansas*.

TRADE SHOW ASSISTANCE

The Agriculture Products Development Division is offering a new trade show assistance package to *From the Land of Kansas* participants. The purpose of this program is to assist Kansas businesses in promoting their products at trade shows and to implement tracking of the results. This new program should not be confused with the package currently offered through the Trade Development Division which requires the presence of international buyers at a trade show.

This assistance package will provide awards of up to \$250 which may be used for booth rental and related expenses. To be eligible, companies must be registered in the *From the Land of Kansas* program and be attending a particular trade show for the first time. Companies may receive one award per year.

By creating another cost-effective opportunity to explore new markets, this program will be of particular benefit to small companies. This program is funded with a budget of \$20,000, which will allow for approximately 80 awards. If you are interested in this program, you may request an application from the Agriculture Products Development Division. To request an application or more information, please contact Lee Masenthin or Becky Klingler at (913) 296-3736.

POINT OF PURCHASE MATERIALS

We now have available the following materials highlighting "Quality from the Heartland". All have been printed in our three-color (gold, green and brown) format:

18.25" x 18.25", diamond-cut posters. The poster is printed on both sides for those who may wish to display it from a ceiling mount.

15" x 18" plastic bags. These have die-cut handles and no gusset with an approximately 10"x10" design on both sides.

34" x 45.5" polyvinyl banner. These are printed on ten-ounce vinyl with sunfast ink. Each banner has four grommets and sewn hems.

5" x 5" shelf talkers. These are die-cut into a half-diamond shape and have a tab that can be looped through and attached to a store shelf.

Kansas Connection Web Site

If you have internet capabilities, log on and examine the Kansas Connection catalogue at www.kansasconnection.com. We are excited about the opportunity to promote Kansas products over the internet because of the incredible growth that is occurring in this medium. If you are interested in advertising your products on this web site, contact Lee Masenthin at (913) 296-3736.



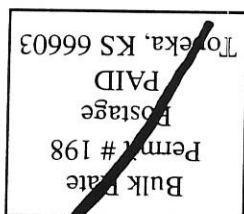
ADVISORY BOARD

The division is establishing a *From the Land of Kansas* Advisory Board to facilitate communication and provide feedback on our programs. This will help to ensure the *From the Land of Kansas* program evolves to best meet the marketing needs of its members. The board will consist of representatives from a variety of product categories. *From the Land of Kansas* members may nominate potential board members by submitting their nominations in writing by July 31, 1997, to Lee Masenthin. The board will meet on a quarterly basis at various locations throughout the state.

QVC RESULTS

The broadcast from the Century II auditorium in Wichita of QVC's *50 in 50 Tour: America's Quest for the Best* was a great success! The live broadcast aired April 25, 1997, and featured 20 newly selected Kansas products as well as the Best of Show winner from 1996. Lieutenant Governor Gary Sherrer helped kick off the event. Over 300 Kansans were in the studio audience to enthusiastically support the Kansas products.

QVC reported that total sales for the show were \$423,044. The 20 new products sold \$380,942 and there were eight products which sold out during the show. The Best of Show for this year's broadcast was Wunderwear's Wundershirt Support Bra, first runner-up was Honeybake Farms' Set of 12 Gourmet Cinnamon Danish Rolls, and second runner-up was Mid-Continent Resource Recovery's Quick-Brick Mats. These three companies will be asked to return to QVC for future broadcasts. Congratulations to all the QVC participants!



KANSAS
DEPARTMENT OF COMMERCE & HOUSING
Agriculture Products Division
700 SW Harrison Street, Ste 1300
Topeka, KS 66603-3712

May 1997 Vol. 1 No. 2

KANSAS CONNECTION

A newsletter for Participants of the Kansas Trademark Programs



To The Membership

Dear Members,

As the new coordinator for the *From the Land of Kansas* program, I am proud to have the opportunity to work with such a wide variety of Kansas companies. I have already been fortunate enough to meet or speak with many of you and to gather your feedback. As we continue with this program, I look forward to meeting and speaking with even more members and hearing your ideas.

Like most native Kansans, I share your pride and sense of accomplishment whether you manufacture Kansas goods, sell products through retail outlets, or produce plants and plant products. Through my work with companies such as Tyson Foods and ConAgra, I have played the role of supplier and customer for a variety of companies worldwide. I have learned first hand that Kansas producers have an excellent reputation within, and beyond, the Kansas borders.

While supplying companies throughout the United States, Latin America, the Pac-Rim, and Europe, my customers noted their positive images of our work ethic and the quality it produces. The Japanese, for example, have perhaps the highest standards for quality and service of anyone I have helped supply. On one occasion, representatives from my company took members of a Japanese company out to dinner after their tour of our plant. The Japanese quality assurance manager and I were swapping stories of long hours and seven-day work weeks, when the quality assurance manager noted that he was impressed because he realized that Kansans

work as hard as the Japanese. When we as Kansas companies deliver value to a customer, it strengthens a reputation from which we all benefit.

As a customer, I learned the value of maintaining business relationships with Kansas-based companies. Whether our company was purchasing services, ingredients, packaging materials, or office supplies, our in-state distributors and suppliers never failed to bend over backwards to keep us supplied. On several occasions, I was able to work with a Kansas contractor and to schedule 36-hours worth of downtime work despite my ability to provide them with less than 36 hours notice. That contractor's commitment to us under those circumstances earned them our additional business.

I know that many of your experiences with customers and suppliers parallel my own. That is why I am excited about this opportunity to work with people that understand what Kansas has to offer. As you continue to make your Kansas products and services valuable to more and more customers, we plan to make the *From the Land of Kansas* logo as visible as possible. This will give you the opportunity to capitalize on the benefits of being recognized as *From the Land of Kansas*.

A handwritten signature in cursive script that reads "Lee Masenthin".

Lee Masenthin

In this issue...

- Membership Profile
- Trade Show Packets
- Point of Purchase Materials
- Events calendar

Trade Show Packets

The Kansas Department of Commerce & Housing is providing a packet of information to companies interested in learning how to have a more successful trade show booth. If you or someone you know are interested in receiving more information, please contact:

Lee Masenthin

Kansas Department of Commerce & Housing
Agriculture Products Development Division
700 S.W. Harrison, Suite 1300
Topeka, KS 66603-3712
(913) 296-3736

FAX (913) 296-3776 TTY (913) 296-3487

From The Land Of Kansas Month

A special promotion for *From the Land of Kansas* products and companies will take place for the entire month of June. Radio and television announcements will be asking consumers to try products *From the Land of Kansas*. Special displays in area stores and newspaper inserts will also be used in the promotion. Look for June to be a terrific month for products *From the Land of Kansas*.

The Agriculture Products Development Division is located in the Kansas Department of Commerce & Housing. The Division seeks to promote Kansas Agricultural Products and the Kansas Agricultural Industry within the state as well as nationally and internationally. The Division provides a link to other resources in the Department including the Business Development, Trade Development, Housing, Community Development, and Travel and Tourism Divisions. For more information on the Agriculture Products Development Division or on the Kansas Department of Commerce & Housing, please contact:

Agriculture Products
Development Division

Kansas Department of
Commerce & Housing

700 S. W. Harrison Street, Suite 1300
Topeka, Kansas 66603-3712
Phone 913-296-3736
Fax 913-296-3776
TTY 913-296-3487



The Kansas Connection

Membership Profile

Members received a survey in November asking for information about their company and the *From the Land of Kansas* program. We would like to extend special thanks to the 242 companies that responded. The survey results contain the following points that have been important in helping to guide the program:

- 91% of respondents employ 25 or fewer people
- 53% of respondents report annual gross sales of less than \$50,000.

This information clearly indicates that our program needs to continually improve on methods of helping small business. The results also show that:

- 45% of respondents market their product through specialty or gift outlets
- 51% of respondents retail their products on their own premise.

These numbers signify the importance of retail sales by members. This also indicates that there may be untapped opportunity in wholesale markets. Finally, the survey results show that:

- 52% of respondents found the label/hangtags as the most helpful marketing tool that the program provided.

This response also provides two insights. First, we need to continue providing hangtags and labels so that you can identify your products as *From the Land of Kansas*. It also shows that we have the opportunity to improve the success of our other programs.

How are we using this data to make the program more successful? First, the department is committed to helping small business through programs such as Kansas Match. Kansas Match is a database designed to match companies that need supplies and services with companies that have those supplies and services available. Secondly, we are looking at improving wholesale opportunities by introducing the Commercial Buyers Guide. Also, the division is looking for ways to make our marketing programs even more successful. One possible enhancement is a centralized fulfillment system for the Kansas Connection catalog that would allow catalog shoppers to place orders with a single phone call. We also will be promoting *From the Land of Kansas* products across the state for the entire month of June.

These programs result from feedback provided by the members. Members' input impacts the program and is essential to its success - thanks to the respondents. Anyone wishing to discuss these programs or other issues regarding the *From the Land of Kansas Program* should contact Lee Masenthin at (913) 296-3736.

Sportsman Expo

The Abilene Area Chamber of Commerce is sponsoring the Sportsman Expo in Abilene on Saturday, July 26, from 10:00 a.m. to 5:00 p.m., and Sunday, July 27, from 11:00 a.m. to 4:00 p.m. Activities will be held at Eisenhower Park, and Sterl Hall and Armory. Activities include bass-fishing tips, turkey calling, taxidermy, golf, archery, entertainment, demonstrations, door prizes, free seminars and much more. Call the Abilene Chamber of Commerce at (913) 263-1770 for more information.

Upcoming Events...

- | | | | | |
|---|---|--|--|---|
| <p>April 24 - 26, 1997
31 Show, Garden City
316-227-8082</p> <p>May 3, 1997
Herb Market '97,
Leavenworth
913-682-7759</p> <p>May 3 - 4, 1997
KLOE-KKCI Home and
Garden Show,
Goodland
913-899-2309</p> <p>May 4, 1997
Art in the Park,
Laurence
913-842-2249</p> <p>May 10, 1997
Midwest Winefest,
Wichita
316-262-4938</p> <p>May 17, 1997
High Plains Arts
Festival, Ulysses
316-356-3009</p> <p>May 24 - 25, 1997
Riverbend Art Fair,
Atchison
913-367-2427</p> <p>June 7 - 8, 1997
River Valley Arts
Festival, Arkansas City
316-442-5895</p> <p>June 7 - 8, 1997
Skunk Run Days,
Ottawa
913-242-1411</p> <p>June 13 - 15, 1997
Smoky Hill River
Festival, Salina
913-826-7410 or 913-
825-7556</p> <p>June 14, 1997
Prairie Days, Canton
316-628-4455</p> <p>June 20 - 21, 1997
Twin Rivers Festival,
Emporia
316-343-4757</p> | <p>June 21, 1997
Prairie Heritage Day,
Colby
913-462-7643</p> <p>June 21, 1997
Straunfest, New Strawn
316-364-2002</p> <p>July 9 - 13, 1997
Kansas Wheat Festival,
Wellington
316-326-7466</p> <p>July 19 - 20, 1997
Farm Heritage Days,
Bonner Springs
913-721-1075</p> <p>July 21 - 26, 1997
Showcase Kansas, Hays
913-625-2578</p> <p>August 6 - 10, 1997
Tri Rivers Fair, Salina
913-827-4425</p> <p>August 16, 1997
Art in the Park,
Garden City
Stevens Park,
Downtown</p> <p>August 16, 1997
Walnut Valley Doll
Show, Winfield
316-221-2160</p> <p>August 22 - 23, 1997
11th Annual Kechi
Fair, Kechi
316-744-9287</p> <p>September 5 - 14, 1997
Kansas State Fair,
Hutchinson
316-669-3600</p> <p>September 6, 1997
Art in the Park,
McPherson
316-241-6669</p> <p>September 6, 1997
Marigold Festival/
Rainbow's End Arts and
Crafts Fair, Great Bend
Brit Spaugh Park and
Zoo</p> | <p>September 8 - 17, 1997
5-State Free Fair,
Liberal
316-624-3712</p> <p>September 20, 1997
Art in the Park and
Craft Show, Marion
316-382-3425</p> <p>September 20, 1997
Hillsboro Art and Crafts
Fair, Hillsboro
316-947-3506</p> <p>September 20, 1997
Shawnee Arts and
Crafts Fair, Shawnee
913-268-6663</p> <p>September 20 - 21,
1997
Kansas Capital
Quilters Guild Annual
Quilt Show, Topeka
913-478-3034</p> <p>September 27, 1997
Artist Alley Festival,
Chanute
316-431-0056</p> <p>September 27, 1997
Fair on the Square,
Lyons
316-257-2842</p> <p>September 27, 1997
30th Anniversary Arts
and Crafts Festival,
Kingman
316-532-3694</p> <p>October 4, 1997
Art in the Park,
Winfield
316-221-2160 or 316-
221-2162</p> <p>October 4, 1997
Oktoberfest, Stafford
316-234-6951</p> <p>October 4 - 5, 1997
Hidden Glen Arts
Festival, Olathe
913-780-3540</p> | <p>October 4 - 5, 1997
Oktoberfest, Atchison
913-367-2427</p> <p>October 5 - 11, 1997
Homecoming Festival,
Fredonia
316-378-3221</p> <p>October 11 - 12, 1997
Kansas Showcase,
Manhattan
913-539-3500</p> <p>October 18, 1997
Farmers Market,
Mankato
National Guard Armory</p> <p>October 18, 1997
Sigma Phi Epsilon Annual
Craft Fair, Stockton
913-425-6162</p> <p>October 18 - 19, 1997
Maple Leaf Festival,
Baldwin City
913-594-7564</p> <p>October 25, 1997
Solomon Valley Arts and
Crafts Show
913-738-5488</p> <p>November 7 - 8, 1997
7th Annual Handmade
Holiday Craft Show,
Valley Center
316-755-7340</p> <p>November 8, 1997
Allen County
Community College Fall
Arts and Crafts Show,
Iola
316-365-5116,
ext. 218</p> <p>November 8, 1997
Spirit of Shawnee Craft
Show and Festival,
Shawnee
913-631-5200</p> <p>November 8 - 9, 1997
French Market, Liberal
316-624-2810</p> | <p>November 13 - 16, 1997
Annual Holiday Food &
Gift Festival, Denver,
Colorado
503-526-1080</p> <p>November 15, 1997
Nu Phi Mu Craft Fair,
Goodland
913-899-2309</p> <p>November 21 - 23, 1997
Annual Holiday Food &
Gift Festival, Tulsa,
Oklahoma
503-526-1080</p> <p>November 22 - 23, 1997
YWCA See and Sell,
Salina
913-826-7200</p> <p>November 29, 1997
Homemade for the
Holidays, Manhattan
913-776-8829</p> <p>December 1 - 31, 1997
Victorian Christmas,
McPherson
316-245-2574</p> <p>December 6, 1997
Christmas Craft Fair,
Atwood
Columbian Hall,
Lake Road</p> <p>December 6, 1997
St. Johns Arts and Crafts
Show, Beloit
913-738-3722</p> <p>December 6, 1997
Santa's Gifts and Goodies,
Washington
913-325-2051</p> <p>December 13, 1997
Christmas Craft Show,
Iola
316-365-6981</p> |
|---|---|--|--|---|



1997-1998 Registration Program

In response to members voicing concern about the need to fill out a new application for their company every year, we are adjusting the renewal procedure. Members will not necessarily have to reapply for membership this December. Instead, members will be placed alphabetically into 12 individual groups with each group being reviewed during a different month of the year. During this review, we will contact members by mail, phone, or in person to ascertain if there have been significant changes to their products, processes, or services. If significant changes have occurred, we may then require the member to complete an additional application. If there have been no significant changes, then we will be able expedite that company's renewal.

Point-of-Purchase Materials

Table-top placards are now available. These are attractive 8 1/2" x 11", easel-backed placards which feature the trademark logo and promote "Quality From The Heartland".

Production of the red, blue and yellow labels has been discontinued. This includes the 1" x 5/8", 2" x 2" and 3 1/8" x 3 1/8" labels. By producing all of the *From the Land of Kansas* labels in the trademark colors of green, brown and gold, we can improve trademark recognition. The division still has rolls of the red, blue and yellow labels, so they may be ordered until the inventory has been depleted.

Family Expo

The Abilene Area Chamber of Commerce is sponsoring the Family Expo in Abilene on Saturday, June 28, from 10:00 a.m. to 5:00 p.m., and Sunday, June 29, from 11:00 a.m. to 4:00 p.m. Activities will be held at Eisenhower Park, and Sterl Hall and Armory, and include a style show, demonstrations, entertainment, door prizes, free activities for children, and much more. Call the Abilene Chamber of Commerce at (913) 263-1770 for more information or an exhibitor packet.

NOTICE: This is the final issue of Kansas Connection being sent to companies that have not renewed their membership.

KANSAS
DEPARTMENT OF COMMERCE & HOUSING
Agriculture Products Development Division
700 SW Harrison Street, Ste 1300
Topeka, KS 66603-3712

Bulk Rate
Permit # 198
Postage
PAID
Topeka, KS 66603

February 1997 Vol. 1 No.1

The
KANSAS
CONNECTION
A newsletter for Participants of the Kansas Trademark Programs



Dear Kansas Trademark Program Participant,

In this issue...

- New Division Director named
- Catalog
- Events calendar

The Kansas Connection is a newsletter designed specifically for the Kansas Trademark program participants. The newsletter will be published bimonthly beginning this month. It will feature news about the trademark programs in addition to information about other state programs that may be of interest to participating companies. We will introduce the staff of the Agriculture Products Development Division to you in the coming The From the Land of Kansas and Grown in Kansas Trademark programs have, along with many of the agriculture marketing functions, moved from the Kansas Department of Agriculture to the Kansas Department of Commerce & Housing. The move, which was effective July 1, 1996, will allow participating companies "one stop shopping" when utilizing the state's economic development programs. The Agriculture Products Development Division joins other divisions of KDOC&H including:

- Business Development
 - Travel and Tourism
 - Trade Development
- Community Development and
 - Housing.

By joining forces with these other divisions, the Agriculture Products Development Division will be able to connect trademark program participants with valuable resources to help them in their endeavors.

A third trademark program, From the Hands of Kansas, has also been integrated with the From the Land of Kansas and Grown in Kansas programs. The From the Hands of Kansas program was previously administered by the Trade Development Division of KDOC&H. In addition to the trademark programs, the Agriculture Products Development Division houses the Agriculture Value Added Program, the International Marketing Program, and general agriculture marketing functions for the state.

I would also like to take this opportunity to thank all of the participating companies who responded to the survey sent this fall. We received over two hundred and seventy-five completed surveys and will be using the information as we form the strategic plan for the trademark program.

On behalf of the staff of the division, we wish you a prosperous spring and look forward to working with you in the future.

Curtis Chrystal
Division Director

Buy Kansas Expo '97

The 1997 Buy Kansas Expo will be held in Topeka on May 2, 3, and 4, 1997. This is an opportunity to showcase your product to consumers and buyers alike. In addition to the Expo, the division will be hosting a marketing seminar. The show averages 10,000 people in attendance and is an annual event.

New this year in conjunction with the show is The First-Ever Red, Hot & Wild Barbecue Cookoff Championship.

If you would like to receive information on the show, or the Cookoff, please contact George Liesmann at (913)272-3456.

The Agriculture Products Development Division is located in the Kansas Department of Commerce & Housing. The Division seeks to promote Kansas Agricultural Products and the Kansas Agricultural Industry within the state as well as nationally and internationally. The Division provides a link to other resources in the Department including the Business Development, Trade Development, Housing, Community Development, and Travel and Tourism Divisions. For more information on the Agriculture Products Development Division or on the Kansas Department of Commerce & Housing, please contact:

Agriculture Products
Development Division

Kansas Department of
Commerce & Housing

700 S. W. Harrison, Street, Suite 1300

Topeka, Kansas 66603-3712

Phone 913-296-3736

Fax 913-296-3776

TTY 913-296-3487



The Kansas Connection

New Division Director Named



Curtis Chrystal, Division Director

Curtis Chrystal has been named as the Director of the Agriculture Products Development Division in the Kansas Department of Commerce & Housing. Chrystal, a native of Coon Rapids, Iowa, has 13 years of experience in the banking industry. His most recent position, the President and CEO of First National Bank and Trust Company, Junction City, brought him to Kansas. Prior to his tenure in banking, Chrystal was the cofounder of Datum Enterprises, Ltd., a microcomputer programming and consulting firm located in Coon Rapids, Iowa.

Chrystal is a graduate of Iowa State University with a B.S. in entomology. Following graduation he started his own farming operation in addition to joining his family operation in which he is still active.

Chrystal brings with him a keen interest and understanding of the opportunities and challenges facing agriculture today. He has implemented a strategic planning process for the Division as a whole as well as for the trademark programs.

New Trademark Program Staff

Lee Masenthin has joined the Agriculture Products Development Division and will be coordinating the From the Land of Kansas Trademark Program. Lee is a graduate of Kansas State University's feed science and management program. Prior to joining the division he worked for ConAgra and Tyson. With several years worth of private industry experience, Lee will bring new opportunities to trademark program members.

Lee replaces Charlene Patton who has embarked on a free lance career in food marketing and writing for children's publications. We know that you will want to join us in welcoming Lee to this position and in wishing Charlene the best in her new career.

The Kansas Connection Catalog

The 1997 Kansas Connection Catalog will be published in three different versions in order to provide the best possible exposure for trademark program products.

Beginning in 1997, the Kansas Connection will be published on the internet, as a Buyers Guide, and as the traditional gift catalog. This will enable you as a participating company to expand your exposure and to provide the appropriate information for each of the audiences that you are addressing.

1997 Registration for Trademark Programs

Registration packets were mailed to participating companies on December 10, 1996. This year the registration form includes questions that will help in tracking the success of the program. After applications are received, approved companies will have the opportunity to register to participate in upcoming catalogs, trade shows and special events. Promotions for 1997 include QVC's 50 in 50 Quest for the Best, Handmade at the New York International Gift Fair, the Kansas Connection Catalog, and several new programs like the Kansas Connection Internet Catalog and the Kansas Connection Buyers Guide.

All businesses desiring to use the trademark must submit a completed application for review in order to be considered for the 1997 program. Companies not submitting the 1997 application can no longer use the From the Land of Kansas logo.

If you know of others that are interested in becoming Kansas Trademark program participants, please contact the Agriculture Products Development Division at (913) 296-3736. We will be happy to send application materials to anyone interested in learning more about the program.

Division Focus

The KDOC&H Business Development Division has as its primary objective the enhancement of the Kansas economy through initiatives and activities that create and retain jobs and increase the level of capital investment in Kansas. The Division has responsibility for a number of programs that directly impact businesses, communities and individual citizens, including; business finance and work force training, business expansion and recruitment and technical assistance for small business. Minority and Women-owned business development is also a focus.

The Business Development Division provides support to other economic development entities that are working to enhance opportunities in their local areas. From the Land of Kansas businesses who want to learn more about the programs offered by the Business Development Division can contact Steve Kelly, division director, and his staff in Topeka at (913)296-5298, or may contact staff in one of the six regional offices located throughout the state.

Hill City	(913)674-3495
Manhattan	(913)776-6555
Topeka	(913)296-5298
Garden City	(316)275-7643
Wichita	(316)683-1495
Pittsburg	(316)231-0983



Upcoming Events...

March 14, 1997 through March 15, 1997

Agriculture Value Added Conference in Manhattan

Contact: Fadi Aramouni, KSU, (913)532-1668

April 24, 1997 through April 26, 1997

3I Show in Garden City

Contact: Eddie Estes, 3I Show, (316)227-8082

April 26, 1997 (Tentative)

Kansas Broadcast of QVC's 50 in 50 Tour: Quest for America's Best

May 2, 1997 through May 4, 1997

'97 Buy Kansas Expo in Topeka

Contact: George Liesmann, WIBW, (913)272-3456

May 4, 1997 through May 6, 1997

U.S. Food Export Showcase in Chicago

Contact: Jerry Dudley, KDOC&H, (913)296-3736

September 5, 1997 through September 14, 1997

Kansas State Fair in Hutchinson

Contact: The Kansas State Fair, (316)669-3600

Bulk Rate
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Postage
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Topeka, KS 66603

Agriculture
Products
KANSAS Department of Commerce & Housing
700 SW Harrison Street, Ste 1300
Topeka, KS 66603-3712



P.O. Box 1266 • Manhattan, KS 66505-1266 • (785) 587-0007 • FAX (785) 587-0003

February 6, 1998

Senator Steve Morris
300 SW 10th Ave, Room # 143-N
Topeka, KS 66612-1504

Dear Senator Morris,

I am writing to indicate our strong support for S 505, which removes the sunset clause from the statute authorizing the Agriculture Products Development Division (APDD) within the Kansas Department of Commerce.

The KAWG has addressed the future of the APDD with a standing resolution of our membership. The resolution simply reads:

The KAWG supports the continuation of the Ag Products Development Division.

Furthermore, we support the strategic direction of the APDD. The APDD staff has worked to leverage dollars and joint efforts with groups representing families of farmers who are attempting to add value to their commodities. By providing the technical or financial assistance they need, the state is better able maximize the value of high economic impact commodities such as wheat, corn, soybeans and cattle.

In an era of increasing accountability, we must focus our attention on in high impact areas where our state currently holds a competitive advantage. Production agriculture is strong in Kansas. Let's make it even stronger. We can do so by retaining a greater share of the processing value of those commodities within the state. In turn, we will create jobs, improved economic activity and a larger tax base.

Thank you for your consideration on this matter. Your leadership on issues affecting our members is appreciated.

Sincerely,

Michael Doane
Executive Vice-President

*Senate Agriculture
February 10, 1998
Attachment 2*



January 19, 1998

Senator Steve Morris
Kansas State House
Topeka, Kansas 66612

Dear Senator Morris,

The Kansas Corn Growers and Kansas Grain Sorghum Producers Associations wish to go on record to support the continuation of the Kansas Agricultural Products Development Division. Agriculture is the most vital industry in our state. It has remained so in times of change, only because our leaders have had the foresight to position agriculture for a strong future. We no longer operate in a farm economy that can thrive without new products and uses for our commodities, both food and non-food.

While some of our constituents might debate where such a program should be located, the issue of whether such a program should exist is not controversial. The important issue is cooperation among all of the affected parties. This program is very young, but appears to have forged many strategic alliances between the public and private sector. Our relationship with the program and staff is excellent. We believe it serves the state well.

As always, we would like to thank you and the members of the committee for their hard work on behalf of Kansas agriculture. If I can assist in those efforts in any way, please don't hesitate to call.

Sincerely,

A handwritten signature in cursive script that reads "Jere White".

Jere White
Executive Director

*Senate Agriculture
February 10, 1998
Attachment 3*

P.O. BOX 446, GARNETT, KS 66032-0446 • PHONE (913) 448-6922 • FAX: (913) 448-6932