

NEWS RELEASE

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Regional Farmers' Market Workshop in Iola Feb. 1

MANHATTAN, Kan. — The Kansas Department of Agriculture and K-State Research and Extension will host a regional workshop at Allen Community College in Iola on Saturday, Feb. 1, 2020. This is the first of six regional workshops which are being offered this year to assist farmers' market vendors and managers. The other workshops will be held in Wichita, Olathe, Hiawatha, Beloit and Leoti.

Kansas farmers' markets not only provide a fresh food source, but also stimulate the local economy. In 2019, 57 farmers' markets were registered with KDA's Central Registration of Farmers' Markets.

"Farmers' markets provide growers a wonderful opportunity to have real interaction with consumers, and a chance to tell their farm's story," said Londa Nwadike, consumer food safety specialist with K-State Research and Extension and the University of Missouri. "It's also important for farmers to understand certain legal, safety and financial parameters before choosing to sell at a farmers' market."

The keynote will feature tips on marketing and making a profit, and will be followed by updates from KDA. The KDA weights and measures program will also offer free scale certification at the workshops for attendees. Workshop topics will include:

- Double Up Food Bucks Program and Accepting EBT
- Kansas Senior Farmers Market Nutrition Program Certified Farmer Training
- Marketing Tips
- Produce Safety Update
- Produce Grower Panel

The workshop will be held at Allen Community College, 1801 N. Cottonwood in Iola, and will conclude with a tour of Parker's Greenhouse. Onsite registration will open at 8:30 a.m. and the workshop will begin at 9:00 a.m. and conclude by 3:00 p.m.

Registration is now open at a cost \$20 per participant to cover the cost of lunch. Lunch will only be guaranteed to those participants who register by January 24. Registration for the

workshop, along with the other February regional farmers' market workshops, can be found at FromtheLandofKansas.com/FMworkshop or at local extension offices.

For more information, contact Robin Blume, KDA's education and events coordinator, at 785-564-6756 or robin.blume@ks.gov. The workshops are funded by the Kansas Center for Sustainable Agriculture and Alternative Crops, the Kansas Sustainable Agriculture Research and Education Program, K-State Research and Extension, and the Kansas Department of Agriculture.

KDA is committed to providing an environment that enhances and encourages economic growth of the agriculture industry and the Kansas economy. The Kansas Ag Growth Strategy has identified training for small companies via workshops as a key growth outcome for the specialty crop sector. The farmers' market workshops will provide education through partnerships to help make Kansas farmers, ranchers and agribusinesses more successful.

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