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NEWS RELEASE –

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For Immediate Release

**KANSAS RURAL CENTER, KANSAS DEPARTMENT OF COMMERCE
TO HOST AGRICULTURE MARKETING WORKSHOPS**

Sessions to be held in Dodge City, Marysville, Independence, Lawrence, Newton

The Kansas Rural Center and the Kansas Department of Commerce will host a series of five direct marketing workshops for agricultural producers beginning April 27 throughout Kansas.

The workshops are designed for all farmers and agricultural producers who are looking to expand their business through direct marketing. The sessions will cover topics such as business planning, food safety, value-added opportunities, marketing principles, agritourism and more. Guest presenters include Mercedes Taylor-Puckett (Kansas Rural Center), Steve Morris (Kansas Department of Agriculture), Becki Rhoades (Kansas Department of Commerce) and Jan Jantzen (Flint Hills RC&D).

“These workshops will interest farmers who are currently involved in direct marketing, those trying to create an identity for their farm or business, those working to identify or expand their customer base or people who are providing marketing assistance to farmers,” said Taylor-Puckett, who is the Local Foods and Farmers Market Project Coordinator with the Kansas Rural Center. “Communities across Kansas are beginning to look at the potential of regional food production as an economic development opportunity. Farmers and value-added producers will want to meet the increased demand for local foods, and these workshops will help develop a road map for direct marketing farm products.”

The locations and dates for the workshops are as follows:

Dodge City: Tuesday, April 27
Victory Electric, Hampton Room
3230 N. 14th Ave

Marysville: Wednesday, May 5
Masonic Temple.
US 36 and 17th Street

Independence: Monday, May 10
Memorial Hall
410 N. Penn Ave.

Lawrence: Wednesday, May 12
Douglas County Fair Grounds, Dreher Building
2110 Harper

Newton: Thursday, May 13
Prairie Harvest
601 Main Street

All workshops go from 9 a.m. to 3 p.m.

Online registration is available at www.ksfarmersmarkets.org/producers/events. To ensure adequate materials and availability of lunch for all participants, advance registration is recommended. Walk-in registration will be welcome, but the availability of lunch cannot be guaranteed.

The workshops are sponsored by the Kansas Rural Center, the Kansas Department of Commerce, Kansas Department of Agriculture, Kansas State Research and Extension and USDA Risk Management Agency.

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