



**Farmers' Markets Receive Assistance and Training**

- The *Grow Your Farmers' Market* project hosted seven conferences. These conferences provided an overview of the research, marketing techniques, regulations and management approaches necessary to develop successful farmers' markets. These conferences directly impacted 494 market leaders, managers and organizers. Thirty-five mentoring partnerships between master marketers and apprentices were coordinated and a business planning curriculum for farmers' market organizers was developed and delivered to 371 leaders in 28 farmers' markets. *Grow Your Farmers' Market* was a joint project with the Kansas Rural Center, funded by the North Central Region Sustainable Agriculture Research and Education (SARE) program.
- After attending a Grow Your Farmers' Market workshop, the T-Bones baseball organization established a farmers' market at the CommunityAmerica Ballpark in Wyandotte County.
- As a result of training and technical assistance, the Emporia Farmers' Market Coordinator assisted two vendors to extend the growing season of fresh vegetables with the use of high tunnels (low-cost fabric covered greenhouses). The addition of early season vegetables resulted in a 20 percent sales increase for the Emporia Farmers' Market and 400 additional shoppers attending the market.
- As a result of technical assistance, the Smith Center Farmers' Market was established in 2006 and increased local producers' market access by 50 percent. In the second year, the product selection increased by 25 percent and 25 percent of Smith County residents learned about the benefits of farmers' markets and local food systems. The market created social and community involvement activities for citizens.



Top to bottom: T-Bones market, peppers and produce at Manhattan market, and vendors at Smith Center market.



**Kansas River Valley Local Foods Web Site**

Newly developed in 2007, the Kansas River Valley Local Foods Web site is a joint K-State and Kansas Rural Center initiative designed to connect local farmers and ranchers with institutions, school systems, restaurants, and buying clubs that are looking to purchase larger quantities of local foods in the Kansas River Valley area. <http://www.kansasrivervalley.com>

*The Center collaborates and facilitates with partners to develop multidisciplinary projects and activities directed towards research and outreach needs expressed by Kansas producers and other stakeholders.*



Lee Bigham, Blue Rapids, shows tour participants the regrowth on his eastern gamagrass pasture.

### Successful Grazing Tour Series Reaches 263

- A total of 263 people attended five grazing tours hosted by KCSAAC, K-State Research and Extension, the Kansas Rural Center and the Kansas Graziers Association.
- The tours were aimed at increasing the adoption of practices that reduce over-grazing, improve wildlife habitat and improve water quality.

### 2007 Summer Grazing Tour Series

**June 1** Flint Hills Grazing Tour

**August 11** Marshall County Grazing Tour

**August 24** Washington County Grazing Tour

**September 6** North Central Kansas Grazing Tour

**September 18** Land and Water Stewardship Tour

### Other 2007 Conferences and Workshops

- The Well Being of Rural Kansas: Paths to Healthy People, Healthy Environment and Healthy Economies Conference (approximately 100 people attended)
- Cultivate and Grow Your Farmers' Market Workshop (89 people attended)
- Low Stress Animal Handling Workshop (90 people attended)
- Farmer/Rancher Grant Writing Workshop (9 people attended)

### Upcoming 2008 Conferences and Workshops

- Kansas Graziers Association Winter Grazing Conference - January 19, 2008
- National SARE Conference - Kansas City, MO, March 25-27, 2008. KCSAAC assisted in organizing farm tours for the conference.
- Eastern Kansas Forage School - April 15-16, 2008

### Role of the Center

KCSAAC serves as a resource center for producers, organizations and agricultural professionals in search of information related to sustainable agriculture.

### KCSAAC receives an average of 55 requests for assistance each month.

The most common requests involve livestock/grazing systems, farmers' market and labeling information, grant sources and grant writing resources, and value-added processing. 50 percent of calls and emails are received from producers and 50 percent from non-profit organizations, extension, and state agency staff.

### The KCSAAC web site receives an average of 2089 visitors per month.

The calendar and reference library are the most commonly visited pages.

### Visit the KCSAAC web site

<http://www.kansassustainableag.org>