January 29, 2013

Kansas Agricultural Companies

Dear Kansas Companies and Partners:

In celebration of this year’s Kansas Day, Jan. 29th, we are launching the new, re-vamped Kansas trademark program for Kansas agricultural companies! What is a trademark program you may ask? The purpose of our state’s trademark program is to identify and make available Kansas grown, raised and processed products to our consumers while educating and enhancing business opportunities for our Kansas companies.

State statute established in the late 1980’s that our state would have a “brand” of Kansas to help consumers in our state, nation and world to identify Kansas agricultural products. The membership of this program ranges from value-added agriculture products (for example soy candles), all the way to specialty food processors and Ag Machinery manufacturers. In the 80’s through the early 2000’s the program was known as “From the Land of Kansas,” however changed to “Simply Kansas” when it moved from the Department of Agriculture over to Commerce in 2005.

The program has moved back into the Kansas Department of Agriculture and over the past two years has undergone strenuous evaluation through focus groups, surveys, other state input and public relation agencies insights. From the research and feedback collected, we have recreated our program to better benefit you, the members we strive to serve.

We have decided to go back to our original name, “From the Land of Kansas,” which still has great brand equity in the state of Kansas. The new program logo is a timeless image representing our state’s seal, motto with the stars, most recognizable state symbol of wheat and the words that clearly define that the products and services this brand represents are from our great state of Kansas.

We hope you will join us in celebrating our state’s agricultural roots and entrepreneurial spirit. The new program is very much a “you get out of it what you put in” format. Instead of the old Simply Kansas program’s $25 flat fee and same package of incentives, this new program has a portfolio of benefits and deliverables ranging from earned and paid promotions for your company, international experiences, the popular “From the Land of Kansas” tradeshow to be held in Topeka and more.

The Agricultural Marketing, Advocacy and Outreach team is here to serve and promote you. Today launches our member recruitment. This spring we will do a large public launch that will include media, the announcement of our program’s spokesperson and the launch of the website.

Thank you for representing our state’s wholesome, hardworking character and providing quality products to consumers all over the world. For questions about the new program please contact Becky Sullivan at: W: 785-296-6080, C: 913-515-5016 or by e-mail at becky.sullivan@kda.ks.gov. Sincerely,

Becky Sullivan
Trademark Program Coordinator
Enclosures