



Spring 2009

## Simply...Flavor

### Top 5 Food Trends

- Combining sweet and savory flavors
- Seasonal cooking—using local ingredients
- Hand-held foods
- Slow-cooker dinners
- Bite-sized desserts

Consumers are looking to utilize these trends in an economical way. Pairing foods and ingredients that are easy on the budget but high on flavor is a way to keep consumers coming back for more. With Spring dawning, opportunities grow for utilizing local produce to add flavor and appeal for the health conscious consumers.

Tap into the current trends to add new dimension to the products you carry and keep consumers interested in your new offerings.

## Simply Kansas Program Open to Agritourism

The Kansas Department of Commerce announced at the 2009 Kansas Agritourism Conference a new membership category of the Simply Kansas program—agritourism! By combining Kansas-made products with experiences in agriculture, the best of both worlds are brought together.

Simply Kansas is a symbol for quality products from Kansas producers. Now, Kansas agritourism businesses will be able to utilize the benefits of the Simply Kansas program to further market their products and experiences, further defining themselves as a quality business for the consumer.

To become a Simply Kansas member, agritourism businesses must first register their business with the state. As a registered operation, businesses can access a myriad of benefits including scholarships, limited liability signage and the Agritourism Attraction Development Loan. The business can enjoy more opportunities by joining the Simply Kansas program. The \$25 registration fee gets the business posted in the on-line

directory, as well as making them eligible for the Business Enhancement Grant and other benefits.

For more information on becoming a member and agritourism opportunities, visit [www.simplykansas.com](http://www.simplykansas.com) or [www.kansascommerce.com](http://www.kansascommerce.com) or call (785) 296-8132.

## Simply Kansas Products Featured at Agritourism Conference Reception

The reception at the 2009 Agritourism Conference held in Great Bend March 25-26 included members of the Simply Kansas trademark program. The buffet featured eight food companies along with five wineries. Simply Kansas products were also included in the Ag Day luncheon menu for Kansas legislators.

Simply Kansas receptions are a way to highlight the members of the program and the quality foods, from bison summer sausage to sunflower cookies, they produce. These activities demonstrate how local products can be incorporated into the menu for conferences and meetings with a little work and coordination with the hotel.

## Business Enhancement Grants Available

In today's market, businesses must look for new opportunities to further market their companies and products in order to bolster their bottom line. The Simply Kansas Business Enhancement Grant (BEG) is a way for members to partner with the Kansas Department of Commerce through a matching grant program designed specifically for marketing and consulting fees.

Members in good standing with the Simply Kansas program can apply for a BEG after an initial six-month grace period upon becoming a member. Applications will be reviewed quarterly starting July 1, 2009. The application due dates are July 1, October 1, January 1 and April 1. Applications may be submitted at any point and held for the next review deadline.

The BEG assists with the costs of marketing and consulting fees. This is a one-to-one matching grant up to \$2,500 per award. Companies may apply once a year and receive up to three awards totaling up to \$7,500. Marketing fees can include, but are not limited to, Web site design, printed material and graphic design, signage, and print and radio advertising. Applicants are encouraged to be creative in their approach while also looking at how this grant will fit

into their overall marketing plan. Business and marketing plans are required with the application, as are bids for the work to be done. If your company needs a business or marketing plan, resources are available to assist with that process.

For a BEG application, please visit [www.simplykansas.com](http://www.simplykansas.com) and click on the "Member Benefits" tab. If you have questions, please call: (785) 296-8132.

## Complying with COOL Regulations

Over the past several years Americans have heard much about mandatory Country of Origin Labeling (COOL). Often times the news or information we receive focuses on meat producers complying with COOL. However, COOL extends beyond the meat case. Not only are muscle cuts and ground meats (including beef, veal, lamb, pork, chicken, and goat meat), wild and farm-raised fish and shellfish required to meet COOL regulations, but so too are perishable agricultural commodities including fresh and frozen fruits and vegetables; peanuts, pecans and macadamia nuts; and ginseng.

Kansas producers who sell fresh or frozen, non-perishable food items at a retail location must comply with mandatory

COOL. This includes producers selling at Farmers' Markets.

The regulation took effect March 16, 2009.

As a member of the Simply Kansas program, the individual labels available to you will help you comply with COOL.

If your company is not a Simply Kansas member, you can find more information about the program, including qualifications and eligibility at [www.simplykansas.com](http://www.simplykansas.com). Information regarding COOL can be found at [www.ams.usda.gov/COOL](http://www.ams.usda.gov/COOL).

## Simply Kansas Web site Tip

Most of the forms and documents needed by Simply Kansas companies can be found by clicking on the "Member Benefits" tab on the site. There is an area in the lower-right corner of that page with links to applications, order forms, etc. Take some time to explore the many features of the site. [www.simplykansas.com](http://www.simplykansas.com)

### For more information about marketing opportunities, contact:

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