



Today's Agenda:

- Presentations:
 - Harvest Hays Matt Bender, The Arc of Central Plains
 - Connecting Johnson County Farmers Markets Renee Bryant, Johnson County Health Dept.
- Program Updates from Across the State
 - Funding, grant programs, and staffing changes
 - Upcoming events
 - New resources or opportunities
- 2026 Town Halls
- Evaluation



Notes & Recordings of all Town Halls can be found at: https://www.k-state.edu/kansaslocalfoods

Welcome Poll:

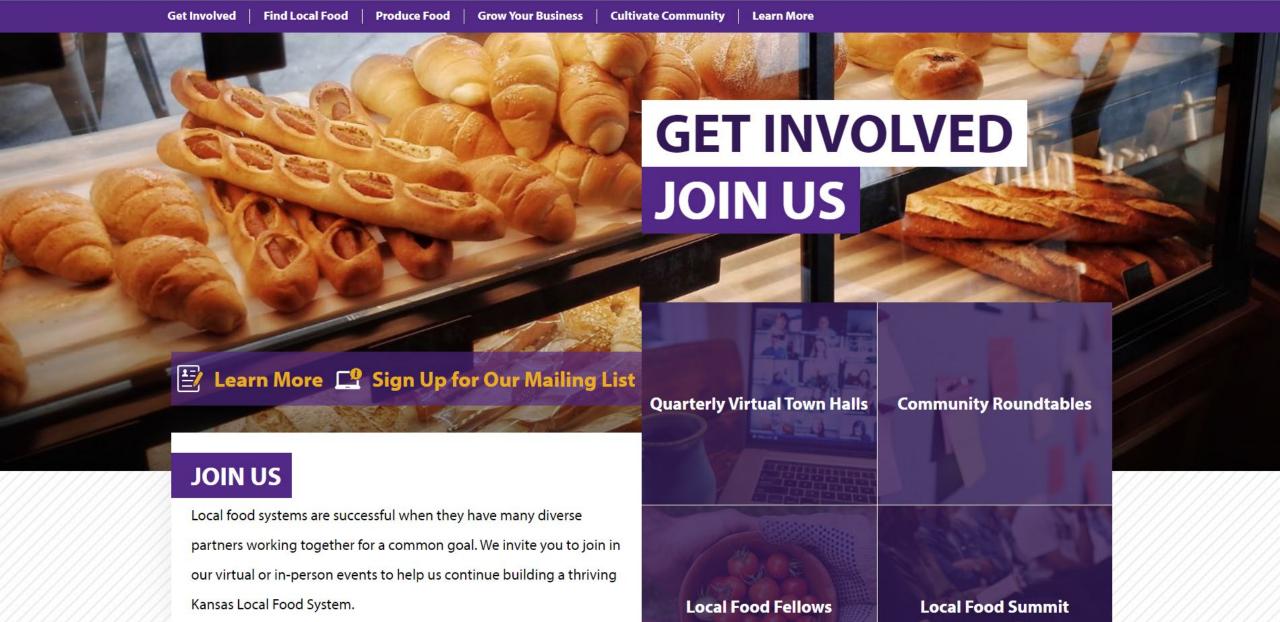
- Have you attended a quarterly Local Food Town Hall in the past?
 - Yes, more than one time
 - Yes, one other time
 - No, this is my first
 - I'm not sure



Welcome Poll:

- What part of the state are you from?
 - Northeast
 - North Central
 - Northwest
 - Southwest
 - South Central
 - Southeast
 - KC Metro, MO
 - Not from Kansas
- Please put your name, location, and organization or business affiliation (if any) in the chat.







Local Food

Systems

Email Newsletter: https://bit.ly/KSLocalFoods



The Arc of Central Plains

Matt Bender

A Small but Growing Local Farm













Growing People as Much as Produce













From Farm to Table







Expanding Opportunity











Growing Food, People, and Community











Thank You



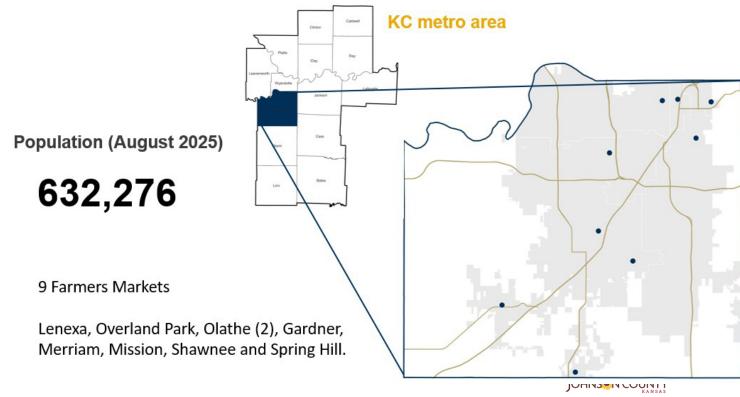
Kansas Local Food Town Hall - October 29, 2025

Connecting our County's Farmers Market An Action Plan for Johnson County, Kansas

USDA - FARMERS MARKET AND LOCAL FOOD PROMOTION PROGRAM (LFPP)



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"Connecting Our County's Farmers Markets: An Action Plan for Johnson County, Kansas"



A three-year project that will help to build a resilient network of farmers markets within Johnson County and provide a replicable model for statewide enhancement of farmers markets.





- Objective 1: Convene a County Farmers Market Steering Committee to guide the project. COMPLETED
- Objective 2: Collect key data points to inform the entire farmers market sector of Johnson County.

Community-based research projects that will include the following research pieces:



- (a) an assessment of vendor and customer needs through a Rapid Market Assessment (RMA); COMPLETED
- (b) an assessment of how the retail environment of farmers market support vendors' and customers' needs. COMPLETED
- (c) a policy environment assessment to identify regulatory barriers and opportunities; COMPLETED
- (d) a capacity assessment of the 9 farmers markets' structure and policies. *COMPLETED*



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"Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and should not be construed to represent any official USDA or U.S. Government determination or policy."



Rapid Market Assessments

markets assessed

744 customers participated















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Environmental Audit **Behavioral**

Mapping

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696 customers surveyed

Survey

Customer 40+ questions



vendors surveyed

Vendor 40+

Survey questions



Managers interviewed

Social Atmosphere Assessment

ENTERTAINMENT AREAS

(high importance decision-making factor according to vendors)

More defined Entertainment Areas

2 (28.5%) Markets had a playground area were found in defined/concentrated area.



Outdoor adjacent playground



Outdoor adjacent playground



Across the street playground

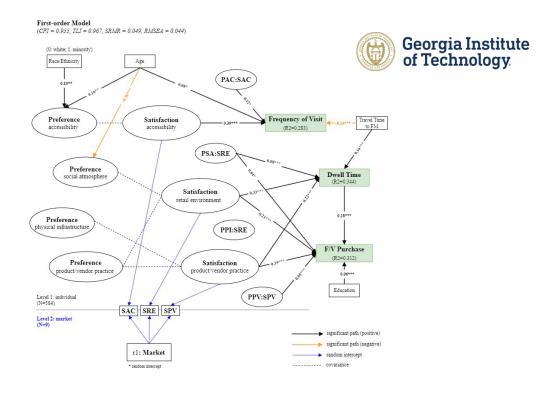


Music located in designated area around the market (a bit away from vendors)









Does a better retail environment lead to longer stay in FM?

Higher satisfaction with the retail environment and product/vendor lead to longer dwell time and higher likelihood of fruit and vegetable purchasing.

Objective 3: Utilize research data to create a set of strategic recommendations and a Johnson County Farmers Market Action Plan for market sector enhancement.

Key themes generated during the synthesis stage will be used to create:

- a) market-specific recommendations mini-reports for the individual markets; *COMPLETED*
- b) countywide policy and funding recommendations; IN PROCESS
- c) development of marketing strategies for local markets using visual and branding design 2026 Q1 & Q2
- d) countywide action plan IN PROCESS
- e) toolkit IN DISCUSSION

Objective 4: Disseminate research process and results to local and statewide agriculture and health leaders to serve as a model for enhancement of the farmers market sector in Johnson County. *IN PROCESS*





Questions?



K-State Local Food Program Updates



2026 Town Halls — SAVE THE DATE!

Last Wednesday of the month at 11 a.m.:

- January 28th
- April 29th
- July 29th
- October 28th

Register: https://bit.ly/3JBnHyt





Notes & Recordings of all Town Halls can be found at: https://www.k-state.edu/kansaslocalfoods

The Kansas Local Foods Business Team is here to help.



What funding is available for food businesses in Kansas?



How can farmers scale up and get their products into markets?



Where are the incubator kitchens across the state?



What resources do you have to support a food startup?



What licensing requirements or regulations should a business be aware of?





Local Food Producer Workshops

- February and March 2026
- 7 locations across the state:
 - Olathe Feb. 6th
 - Hutchinson Feb. 7th
 - Dodge City Feb. 26th
 - Oakley Feb. 27th
 - Parsons Mar. 6th
 - Beloit Mar. 10th
 - Holton Mar. 13th

- Training on foods that can be sold direct-to-consumer, made in home kitchens, and more!
- Marketing skills for local food farms and businesses
- Production topics



Program Updates from Around the State



Closing Poll:

- How much do you agree or disagree that the Town Halls have helped you stay connected to statewide local food efforts?
 - Strongly Agree Agree Neither Disagree Strongly Disagree
- Did you learn something new today?
 - Yes
 - No
- Which topics were valuable to you today?
 - Harvest Hays
 - Johnson County Farmers' Market Research
 - Program Updates



Closing Poll:

- How many people will you share something with from today's town hall?
 - None
 - 1
 - 2-5
 - 6 or more
- Do you have suggestions for speakers or topics at our next Town Hall?



Thank you!

