



Florida Department of Agriculture and Consumer Services  
Division of Marketing

# **“Fresh From Florida” Program**

# Objective/Strategies

## Objective

To promote sales of Florida commodities across trade, retail and consumer channels.

## Strategies

- Conduct retail campaigns to incent major grocery chains to sell and advertise FFF products.
- Advertise and promote the FFF brand to consumers in-state, domestically and abroad.
- Represent the members of FFF at trade events, on outbound trade missions and act as a “matchmaker” between Florida companies and distributors, importers, and retail opportunities.





Fresh  
*from*  
Florida®



Fresco  
*de la*  
Florida®



Fresh  
*from*  
Florida®



Fresco  
*de la*  
Florida®



Fresh  
*from*  
Florida®

# Retail Campaigns





# Retail Circular Ads



Florida  
Red Tomatoes  
Product of USA,  
No.1 Grade

**\$1**  
lb.  
2.20 kg

 Fresh  
from  
Florida

This advertisement features a large basket of red tomatoes, some whole and some sliced. A prominent yellow arrow points downwards with the price \$1 per pound (2.20 kg). The text 'Florida Red Tomatoes, Product of USA, No.1 Grade' is in the top left. The 'Fresh from Florida' logo is in the bottom left.



 Fresh  
from  
Florida

Green Peppers  
product of usa **1.99**  
lb / 4.39 kg

Fresh Green Beans  
product of usa **1.99**  
lb / 4.39 kg

Eggplant  
product of usa **1.49**  
lb / 3.28 kg

Corn on the Cob  
product of usa **69¢**

Grape Tomatoes  
product of usa  
pint **2.49**

BUY 2 EARN  
+3 reward miles

**WARM  
— UP TO —  
WELLNESS**

This advertisement displays a variety of fresh produce including green peppers, green beans, eggplant, corn on the cob, and grape tomatoes. Each item has a price tag. A purple circle at the bottom left contains the text 'WARM — UP TO — WELLNESS'. A 'BUY 2 EARN +3 reward miles' sticker is on the bottom right. The 'Fresh from Florida' logo is at the top left.

# Fresh From Florida Print Ads

Experience a  
magnificent favorite.



Scrumptious **Florida** Grouper stays in season.  
Delicious is always served "Fresh From Florida."



For more recipes,  
visit [FreshFromFlorida.com](http://FreshFromFlorida.com)



Celebrate life Florida style.



Spice things up with mouth-watering **Florida** Salsa.  
Delicious is always served "Fresh From Florida."



For more recipes,  
visit [FreshFromFlorida.com](http://FreshFromFlorida.com)





# Magazines That Target Our Audience



# TV Markets

## Spring and Fall 2013

- Tampa-St. Petersburg
- Miami-Ft. Lauderdale
- Orlando
- West Palm Beach
- Jacksonville
- Ft. Myers-Naples
- Tallahassee
- Gainesville
- Pensacola
- Panama City







# Large and Small Producers Benefit



- Most of Florida's 47,000 ag producers are small farmers.
- As such, they do not have the resources to individually conduct promotional campaigns to market their products.
- By joining the Florida Agricultural Promotional Campaign (FAPC), small and large producers benefit from "Fresh From Florida" programs.





**The FAPC is the umbrella under which all marketing and promotional initiatives are conducted.**

**Paying Members (annual fee):**

- Producers
- Packers
- Repackers
- Processors
- Brokers
- Shippers
- Cooperatives
- Agriculture supporters
- Industry organizations

**Non-Paying Members:**

- Retailers
- Food service
- Non-profits
- Wholesalers
- Educational organizations
- Governmental organizations



# **The Hallmark of the FAPC is the Familiar “Fresh From Florida” Logo**



- Only FAPC members are permitted to use the logo in packaging, signage and electronic media.
- The logo associates the member's products with Florida agriculture's worldwide image of excellence, which has been carefully cultivated since 1990.

# Logo Incentive Program

FAPC members can participate in the Logo Incentive Program, which offsets a portion of their consumer packaging and carton printing costs while promoting the “Fresh From Florida” message.





# Farm Gate Signage

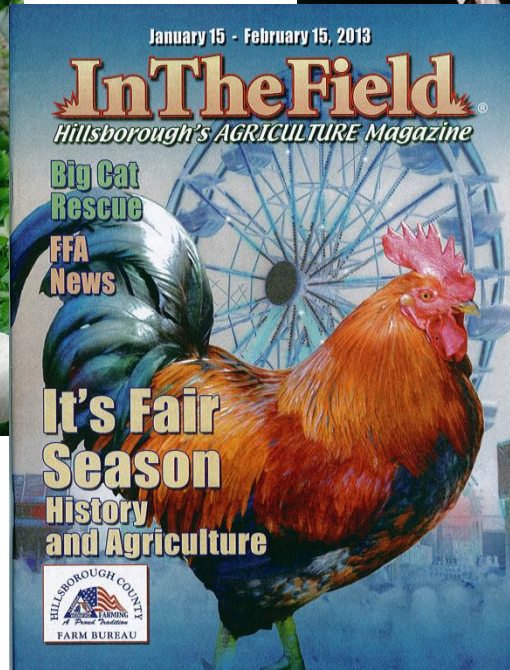




- **Participate in industry trade shows at reduced cost**
- **Receive point-of-purchase materials**
- **Have access to trade leads**
- **Receive Fresh From Florida magazine and FAPC newsletter**



# Discounts on Industry Advertising







# *on the Menu*







For information about the “Fresh From Florida” Program contact:

**Division of Marketing**

**850-617-7399**

**or visit**

**[www.FreshFromFlorida.com](http://www.FreshFromFlorida.com)**

