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.
Retail Campaigns
Retail Circular Ads

Florida Red Tomatoes
Product of USA, No.1 Grade
$1
lb. 2.20 kg

Fresh from Florida
Green Peppers
1.99
lb. 0.35 kg

Green Peppers
1.99
lb. 0.35 kg

Corn on the Cob
69¢

WARM UP TO WELLNESS

Grape Tomatoes
2.49
lb. 0.25 kg
Fresh From Florida Print Ads

Experience a magnificent favorite.

Scrumptious Florida Grouper stays in season.
Delicious is always served “Fresh From Florida.”

Celebrate life Florida style.

Spice things up with mouth-watering Florida Salsa.
Delicious is always served “Fresh From Florida.”
Magazines That Target Our Audience

COASTAL LIVING
Design Secrets for Coastal Homes

GARDEN & GUN
Perfect Southern Food
26 Great Dishes, 4 Unreal Desserts, and 1 Very Secret Sauce
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
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.

Fresh From Florida®
Farm Gate Signage
Other FAPC Member Benefits

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

Division of Marketing
850-617-7399
or visit
www.FreshFromFlorida.com