



Fresh
from
Florida®

Ag-UPDATE

Florida's International Reverse Trade Missions

The Florida Department of Agriculture and Consumer Services is constantly looking for new markets for Florida products. Throughout the year, we are engaging in international reverse trade missions where prospective foreign buyers are brought to Florida in order to create lasting business relationships with Florida producers.

In the last few years we have hosted international buyers from as close as the Caribbean and as far away as India. The products these buyers seek are as varied as the countries from which they hail. Fresh fruits and vegetables, value-added food products and livestock genetics are just a few of the items for which the Department has sponsored reverse trade missions.

Reverse trade missions are just one avenue for featuring your agricultural product to international buyers. If you have an interest in exporting your Florida product, contact the Division of Marketing and Development for more information.

Contact: Paul Davis or Marshall Wiseheart, 407 South Calhoun Street, Mayo Building Room 415-B, Tallahassee, Florida 32399-0800
Telephone (850) 488-4366



www.Florida-Agriculture.com



Dear Florida Agribusiness Leader:

The Florida Agricultural Promotional Campaign (FAPC), also known as "Fresh from Florida," promotes more than 280 agricultural commodities grown in the Sunshine State. I urge you to join this campaign; it is good for business and it is good for Florida agriculture. For more information or to apply for FAPC membership, call (850) 488-9948, visit www.Florida-Agriculture.com, email fapc@doacs.state.fl.us, or write to FAPC Program, 407 South Calhoun Street, Mayo Building Room 425, Tallahassee, Florida 32399-0800.

Sincerely,

Charles H. Bronson

Charles H. Bronson, Commissioner of Agriculture

