



Fresh from Florida

Ag-UPDATE

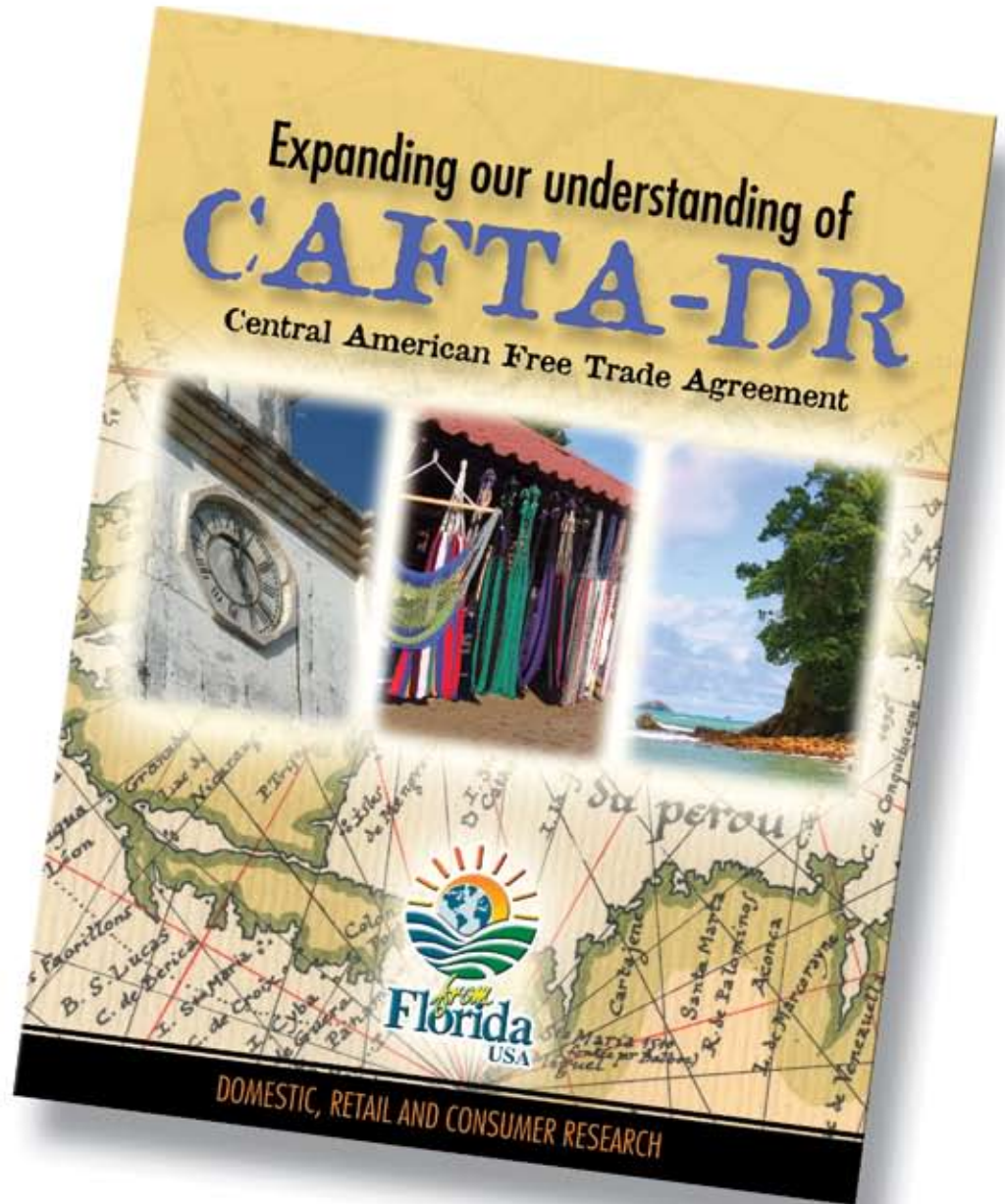
New Market Research Report Examines CAFTA-DR Countries

The Florida Department of Agriculture and Consumer Services' Division of Marketing and Development examines regions throughout the globe to ascertain market potential, product penetration, obstacles and how best to introduce Florida agricultural products to consumers. The division routinely partners with retailers, government agencies, grower associations and agricultural companies to help penetrate new markets, develop existing markets and expand overall sales in markets throughout the United States and the world.

The combined impact of these missions and campaigns have generated more than \$1.1 billion in sales during the last four years and produced over 34 billion consumer impressions for the "Fresh from Florida" logo that represents Florida agricultural products globally.

A market research report on the six nations of the Central American Free Trade Agreement (CAFTA-DR), which includes Costa Rica, the Dominican Republic, Honduras, El Salvador, Guatemala and Nicaragua, is now available to Florida's agricultural industry.

The study – one of the largest consumer research projects ever undertaken by the Florida Department of Agriculture and Consumer Services – includes an examination of retailers and economic growth, along with other pertinent information that will provide insight into the region and assist with sales opportunities for Florida's agricultural industry.



www.Florida-Agriculture.com

Dear Florida Agribusiness Leader:

When early discussions regarding the Central American Free Trade Agreement (CAFTA) began in mid-2004, I directed our marketing staff to begin developing a series of missions to help Florida's agricultural producers better understand the region, consumers, trends and potential sales to these markets. The CAFTA-DR study provides a broad spectrum of information for segments of Florida's agricultural industry to utilize as they expand sales into this region. To obtain a copy of the report, contact the Florida Department of Agriculture and Consumer Services, 407 South Calhoun Street, Tallahassee, FL 32399-0800, telephone (850) 487-8908 or email sleepd@doacs.state.fl.us.

Sincerely,

Charles H. Bronson

Charles H. Bronson, Commissioner of Agriculture

