



Fresh from Florida

# Ag-UPDATE

## Sign Up Now!

If you're trying to enter a new market or need a viable marketing plan, the Florida Agricultural Promotional Campaign (FAPC) can help. Their comprehensive marketing campaign administered by the Florida Department of Agriculture and Consumer Services provides marketing assistance to thousands of producers, wholesalers, and retailers of Florida agricultural products. If you herd goats, grow daisies, or raise cane, let us sign you up! **Benefits include:**



- Bin wraps, shelf talkers and other point-of-purchase items for Florida agricultural products



- Paid members receive the "Fresh from Florida" magazine free and can advertise at reduced rates.

## Other Membership Benefits Include:

- Participation in the Consumer Packaging Logo Incentive Program
- Use of the "Fresh from Florida" logo
- Company listing on the FAPC online supplier directory
- The Agri-Journal for trade leads and industry information
- Opportunities to participate in state, regional and national trade events.
- Graphic design assistance on request.



- Paid members receive a farm gate sign with their business name.

[www.florida-agriculture.com](http://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) 921-1825, visit [www.florida-agriculture.com](http://www.florida-agriculture.com), e-mail [fapc@doacs.state.fl.us](mailto:fapc@doacs.state.fl.us), or write to FAPC Program, 407 S. Calhoun Street, Mayo Building Room 422, Tallahassee, Florida 32399-0800.

Sincerely,

*Charles H. Bronson*

Charles H. Bronson, Commissioner of Agriculture

