



Fresh from Florida

Ag-UPDATE

"Fresh from Florida" Retail Marketing Campaigns Stepped Up!

The Florida Department of Agriculture and Consumer Services launched this year's "Fresh from Florida" marketing campaigns around the globe in November 2006. What began as a logo marketing campaign based in Florida has grown to include the United States, Canada, Scotland, Ireland, Wales, England, Central America and the Caribbean. One aspect of these promotions offers retailers the opportunity to earn "incentive" dollars to offset advertising costs by featuring Florida products with the "Fresh from Florida" logo in their circulars. In addition, the campaigns appeal to consumers with in-store samples of "Fresh from Florida" products.

"Global Grid II" and "Farmer's Express" will continue through May 2007, encompass over 40 retailers worldwide, and contribute to added growth and sales of Florida products.

For more information on these campaigns, contact the Florida Department of Agriculture and Consumer Services, Division of Marketing and Development, at (850) 488-4366 or e-mail sleepd@doacs.state.fl.us.



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, e-mail 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

