



Fresh from Florida

# Ag-UPDATE

## "Fresh from Florida" Outdoor Campaigns

The Florida Department of Agriculture and Consumer Services uses many opportunities to promote Florida agriculture. From marketing campaigns to trade events, the "Fresh from Florida" message is continually in the forefront.

It is important for consumers to be informed about the diverse products that our farmers grow. To accomplish this, the Division of Marketing and Development has rolled out a statewide outdoor campaign that includes billboards and tollbooth advertising.

Last year, the "Lighten Up" campaign was the theme for the outdoor billboards. Currently, "No Backyard Garden? No Problem" is the latest installment in our outdoor advertising.

In a new approach, the Division of Marketing and Development has created ads for tollbooths along Florida's Turnpike. Now, consumers and commuters along the central corridor from Leesburg to Orlando will be reminded that "Fresh from Florida" is everywhere they turn.



[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) 488-9948, 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 425, Tallahassee, Florida 32399-0800.

Sincerely,

Charles H. Bronson, Commissioner of Agriculture

