



Fresh from Florida

# Ag-UPDATE

## Hispanic Markets - At Home And Abroad

Florida is one of the largest Hispanic markets in the nation. The Florida Department of Agriculture and Consumer Services (FDACS) reaches Florida's Hispanic community through its "Fresco de la Florida" campaign, which promotes the healthy benefits of eating more "Fresh from Florida" fruits and vegetables.

FDACS participates in major Hispanic events throughout Florida providing Spanish-language nutritional information and recipes of Florida commodities.

Recent economic reforms and expanded trade agreements between the United States and Central America have fostered trade. Increased tourism, changing population demographics and Florida's geographic proximity to the region make Central America a potential market for Florida commodities.

Florida Agriculture Commissioner Charles H. Bronson is looking closely at exporting opportunities for Florida's farmers in the emerging Central American markets, capitalizing on the seasonal availability of Florida crops.

"Our marketing staff has undertaken a series of missions to help Florida's agricultural producers better understand the region, consumers, trends and potential sales to these markets," Bronson said. "Through this on-the-ground intelligence, we have gained considerable insight into shoppers' receptiveness to imported agricultural products. This information should assist our state's agricultural producers as they develop strategies for marketing to this region."



[www.Florida-Agriculture.com](http://www.Florida-Agriculture.com)



### Dear Florida Agribusiness Leader:

When early discussions regarding the Central American Free Trade Agreement 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 missions have provided a broad spectrum of information for segments of Florida's agricultural industry to utilize as they expand sales into this region. If you are interested in expanding your business in the emerging markets of Central America through our Central American Initiatives, contact the Florida Department of Agriculture and Consumer Services, 407 South Calhoun Street, Tallahassee, FL 32399-0800, telephone (850) 488-4132 or email [rodrigm2@doacs.state.fl.us](mailto:rodrigm2@doacs.state.fl.us).

Sincerely,

*Charles H. Bronson*

Charles H. Bronson, Commissioner of Agriculture

