



Fresh
from
Florida.

Ag-UPDATE

Fresco de la Florida!

Cultural factors, including traditional diets and exercise habits, sometimes increase obesity among the Hispanic population. According to health experts, Hispanic children who are overweight and have a family history of diabetes or heart disease may already be at risk, and at least 40 percent of American Hispanic children in the pre-teen to early-teen years are overweight.

A "Fresh from Florida" promotion targeting this population segment is under way. Hispanic events throughout Florida are featuring the "Fresh from Florida" message to raise awareness about the importance of eating fresh fruits and vegetables by incorporating them into some of the traditional recipes.

Traditions are important ... so is good health!

Enjoy "Fresco de la Florida."

Tradition and good nutrition go together!



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, contact our marketing staff by telephone at (850) 488-9948, via e-mail at fapc@doacs.state.fl.us, or by writing 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

