



Fresh from Florida

# Ag-UPDATE

## The "Fresh from Florida" Incentive Program is Back!

Florida's Department of Agriculture and Consumer Services is now accepting applications for the "Fresh from Florida" Logo Incentive Program.

This program began October 1, 2006, and will continue through March 31, 2007. It provides paid Florida Agricultural Promotional Campaign (FAPC) members an opportunity to offset a portion of their consumer packaging costs while promoting the "Fresh from Florida" message.

To receive your free "Fresh from Florida" Logo Incentive Program brochure, please contact the Florida Department of Agriculture and Consumer Services, Division of Marketing and Development, at (850) 488-9948 or visit:

[www.Florida-Agriculture.com/marketing/logo-incentive.htm](http://www.Florida-Agriculture.com/marketing/logo-incentive.htm)

**Paid FAPC members  
could receive up to  
\$2,000**



[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 [facp@doacs.state.fl.us](mailto:facp@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*

Charles H. Bronson, Commissioner of Agriculture

