

# FAPCC

## Florida Agricultural Promotional Campaign



**The Florida Agricultural Promotional Campaign (FAPC), better known as “Fresh from Florida,”** is a promotional membership program designed to boost the image of Florida agriculture and increase sales by helping consumers easily recognize Florida grown and/or produced agricultural products.

The multimedia campaign also helps increase public awareness of the importance of Florida’s \$87 billion agriculture businesses to the state’s economy. The FAPC provides an opportunity for the agricultural industry to benefit from multifaceted marketing initiatives coordinated by the Florida Department of Agriculture and Consumer Services, Division of Marketing and Development.

The Florida Legislature authorized the Florida Agricultural Promotional Campaign in 1990. Since then, the FAPC has grown to include many members from various agricultural industries.

In addition to many other benefits, FAPC members are authorized to use any of the distinctive “Fresh from Florida” logos that can be used to promote or identify Florida agricultural products at the retail level.



## How can FAPC benefit me?

- ▼ Receive “Fresh from Florida” logos to label your products, packaging and promotional items.
- ▼ Receive a 30x40 farm gate aluminum sign customized with the business name (paying members only.)
- ▼ Receive grant and other timely information emailed in a timely manner.
- ▼ Receive a free subscription to the Florida Market Bulletin (upon request).
- ▼ Receive opportunities to participate in trade events and statewide, regional and national marketing campaigns.
- ▼ Receive exporting assistance from experienced marketing representatives.
- ▼ Receive the monthly *Agri-Journal*, which provides trade leads and updates on agricultural topics.
- ▼ Receive the bi-annual “Fresh from Florida” magazine.

- ▼ Company listings in the FAPC database.
- ▼ Receive commodity-specific and generic promotional point-of-purchase material (upon request.)
- ▼ Participate in the Consumer Packaging Logo Incentive Program. Benefits of the program are subject to change depending on legislative funding.
- ▼ Receive graphic design assistance (upon request.)

## **Additional Information**

The Florida Agricultural Promotional Campaign (FAPC) is available to any business, organization or related association that produces, promotes sales or processes a Florida agricultural product. The business or organization must comply with the law as provided by Part II of Chapter 571, Florida Statutes.

A variety of retail display materials promoting Florida agricultural products are available free of charge to retailers that are members of the FAPC. These materials can only be used to promote Florida-grown products.

For or more information or to apply for FAPC membership, call (850) 488-9948 or visit [www.Florida-Agriculture.com/marketing/fapc.htm](http://www.Florida-Agriculture.com/marketing/fapc.htm)



## **Dear Friends of Florida Agriculture:**

The FAPC is a joint venture between the Florida Department of Agriculture and Consumer Services and the private sector.

Florida has a variety of quality agricultural products, many of which are available year-round. A unique blend of production, availability and agribusiness development continues to solidify our state's presence as a world leader in the agricultural industry. Today, our industry is not only a mainstay of our economy, but also a source of wholesome food for the entire nation.

The Florida Department of Agriculture and Consumer Services is committed to broadening and promoting Florida's agricultural commodities, and our web site at [www.Florida-Agriculture.com](http://www.Florida-Agriculture.com) further exemplifies this commitment. Whether you are an advocate, consumer or producer, we look forward to working with you.

**Florida Department of Agriculture  
and Consumer Services**



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