

# RULES

## Eligibility

**1.** Participants must be paying members of the Florida Agricultural Promotional Campaign (FAPC) to participate. Membership dues must be current at time of entry submission and remain current through March 31, 2008. For more information on becoming a member, please contact the Florida Department of Agriculture and Consumer Services at 850-488-9948 or visit [www.Florida-Agriculture.com/marketing/fapc.htm](http://www.Florida-Agriculture.com/marketing/fapc.htm). Seafood and aquaculture companies should call 850-488-0163 or visit [www.FI-Seafood.com](http://www.FI-Seafood.com).

**2.** State agencies and non-paying members are not eligible to participate.

**3.** Media brokers and advertising third parties are not eligible to participate and cannot use this program as a selling tool.

## Requirements for Participation

**1.** “Fresh from Florida” Logo Incentive Program participants may receive incentive dollars for placement of FAPC logos that are printed on consumer packaging, cartons, labels or business vehicles between October 1, 2007, and March 31, 2008.

**2.** Pre-press charges (such as separations, plates, proofs) required for printing of consumer packaging, cartons, labels or business vehicles are also eligible for incentive awards. All pre-press and printing must occur within the program time frame and must be outlined as pre-press charges on the invoice.

**3.** Products must be clearly identified as Florida agricultural products and must include one of the logos affiliated with the Florida Agricultural Promotional Campaign. The “Fresh from Florida” logo size must be a minimum of 1 inch.

**4.** A minimum of 1,000 cartons and/or 1,000 consumer package labels must be produced in order to be eligible for incentive dollars.

**5.** Consumer packages and cartons must have logos printed directly on the label. Photocopies of labels or logos inserted in or affixed to a label are not eligible. “Clamshell” packaging for fruits and vegetables must have a logo that is as large as those specified in this brochure.

**6.** Qualifying logos include but are not limited to:

- Fresh from Florida
- from Florida USA
- Kosher from Florida
- Fresh from Florida Seafood
- Ferns from Florida
- Healthy from Florida
- Shrimp from Florida
- Orchids from Florida

**A.** A complete list of acceptable “Fresh from Florida” logo variations and logo art work can be found online at [www.florida-agriculture.com/marketing/logos.htm](http://www.florida-agriculture.com/marketing/logos.htm).

**B.** The “Fresh from Florida” and “Fresh From Florida Seafood” logos or any variation thereof may be used on agricultural commodities including but not limited to fruits, vegetables, seafood, poultry and eggs.

**C.** The “from Florida” and “from Florida Seafood” logos or any variation thereof may be used on Florida agricultural-based products that are not perceived as fresh products including meat, frozen or chemically treated products such as rice, sugar, honey, milk, orange juice, fertilizer, breaded fish, crab cakes and other processed foods such as sauces and wines.

**D.** The “Kosher from Florida” logo may be used on any Florida-certified Kosher foods.

**E.** The “from Florida USA” logo or any variation thereof may be used on Florida agricultural or Florida agribusiness products marketed internationally.

**F.** Please remember that the Florida Department of Citrus has a similar logo which promotes the “Sunshine Tree” and reads, “Fresh from the

Florida Sunshine Tree.” Neither this logo nor any other logos utilizing the word “Florida,” with the exception of those specified in this section, qualify for incentive monies offered by FDACS.

**G.** The “Fresh from Florida” logo or any variation thereof may be used on horticulture products.

**H.** The “Fresh from Florida” and “Fresh from Florida Seafood” logos or any variation thereof may be used on business vehicles.

## Application Guidelines

**1.** Entries must include FDACS entry form. If additional entry forms are needed, please contact the Florida Department of Agriculture and Consumer Services at 850-488-9948. Seafood and aquaculture companies should call 850-488-0163. You may also photocopy the form or obtain a copy from our website at [www.florida-agriculture.com/marketing/fapc.htm](http://www.florida-agriculture.com/marketing/fapc.htm).

**2.** Awards are paid after entries have been received and documented. Completed entries will be accepted October 1, 2007 through March 31, 2008.

**3.** Entries must be submitted under the company’s name and Tax ID/FEID number as it appears on your membership application.

**4.** In order to qualify, you must include **two samples** of each item submitted for entry as well as copies of dated (**October 2007 thorough March 2008**) invoices outlining **printing** and/or **pre-press** charges. Printers’ tear sheets will not be accepted as proof of performance. Documents should be submitted as a complete package.

**Entries submitted without proper documentation will be considered incomplete and will not be eligible for incentive dollars. For business vehicles submit at least two (2) photos with invoices.**

**5.** Entries become the property of FDACS and cannot be returned. By participating, you give FDACS your permission to use your entry for publicity purposes.

**6.** Freight charges, state and sale taxes are not eligible for reimbursement.



## “Fresh from Florida” Logo Incentive Program Entry Form

**Bold items must be completed for processing.**

**Entrant Name:** \_\_\_\_\_

Title: \_\_\_\_\_

**Company** \_\_\_\_\_

Store Name: \_\_\_\_\_

**Address:** \_\_\_\_\_

**City:** \_\_\_\_\_

**State:** \_\_\_\_\_ **Zip:** \_\_\_\_\_

**Business Phone Number:** \_\_\_\_\_

**Tax I.D/FEID #:** \_\_\_\_\_

Email: \_\_\_\_\_

Web Site: \_\_\_\_\_

I am seeking award dollars for:

Number of Items Printed: \_\_\_\_\_

Total Cost: \_\_\_\_\_

Plate/Pre-press Charges: \_\_\_\_\_

By signing this application for incentive awards, I confirm that I have followed the guidelines and rules governing the “Fresh from Florida” Logo Incentive Program, and certify that information included within the entry is correct.

**Signature:** \_\_\_\_\_

Entries and proof of purpose  
must be sent to FDACS at:

Florida Department of Agriculture  
and Consumer Services  
"Fresh from Florida" Logo Incentive Program  
Rm. 425, Mayo Building  
407 South Calhoun St.  
Tallahassee, Florida 32399-0800  
850-488-9948

# Fresh from Florida

## LOGO INCENTIVE PROGRAM

October 1, 2007 - March 31, 2008

The purpose of this incentive program is to provide participating agricultural entities with the opportunity to offset a portion of their consumer packaging and carton printing costs while promoting the "Fresh from Florida" message. To qualify for incentive monies, FAPC members must work directly with FDACS representatives.

This program is not intended to provide full compensation for a company's printing costs nor is it intended to provide profit under any circumstances. Usage of logos is limited to those companies who establish membership prior to participating in the incentive program.

## AWARDS

**Award limitations are as follows:**

1. Incentive dollars for pre-press will not exceed \$500.
2. Consumer packaging and cartons are eligible for half (50%) of actual printing cost up to \$1,500.
3. Total combined awards will not exceed \$2,000
4. Incentive dollars will be awarded at the end of each quarter: beginning **December 31, 2007 through March 31, 2008.**
5. Awards will be paid to qualified entries for **as long as budgeted monies are available.** FAPC members are eligible for incentive monies only once per product for the duration of the program. **Multiple product entries are eligible, but cannot exceed \$2,000.**



"Fresh from Florida"  
Logo Incentive Program  
407 South Calhoun Street, Room 425  
Tallahassee, Florida 32399



Florida Department of Agriculture  
and Consumer Services  
Charles H. Bronson, Commissioner

