

We Know What Grows In Florida



Fresh
Florida

Nurseries
A Proud
Florida
Agribusiness

Florida Department Of Agriculture and Consumer Services

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

ANNUAL MEMBERSHIP FEE STRUCTURE:

PAID TYPE OF MEMBERSHIP

All membership fees in this category are **\$50.00**.

(Please check all boxes that apply)

- Producer Broker
 Packer Shipper
 Repacker Co-op
 Processor Agriculture Supporter
 Industry Association /Organization
 Other

NON-PAID TYPE OF MEMBERSHIP

All membership fees in this category are **FREE**.

(Please check all boxes that apply)

- Retailer Wholesaler
 Food Service Educational Organization
 Non-profit Government Organization

If your business includes both paying and non-paying membership types, a fee should be paid. For definitions of membership types, please visit www.florida-agriculture.com.

THIS COMPANY DISTRIBUTES PRODUCTS:

- Locally Regionally Nationally Internationally

BENEFITS:

- I would like to participate in Department-sponsored trade events.
 I would like to receive the Florida Agri-journal.

As a member, I understand that:

- The *Fresh from Florida* (FFF) and the *Fresh From Florida Seafood* (FFFS) identifier may be used on all fresh Florida agricultural products by such persons, firms, associations or corporations who comply with the law as provided by Chapter 571, Florida Statutes.
- The *from Florida* (FF) and the *from Florida Seafood* (FFS) identifier may be used on Florida agricultural or Florida agricultural based products that are not perceived as “fresh” products, including heat, frozen, or chemically treated products, by firms, associations or corporations who comply with the law as provided by Chapter 571, Florida Statutes.
- The *from Florida USA* (FF USA) identifier may be used on Florida agricultural or Florida agricultural based products that are not perceived as “fresh” products, including heat, frozen, or chemically treated products, marketed internationally by firms, associations or corporations who comply with the law as provided by Chapter 571, Florida Statutes.
- In order to maintain the integrity of the program, it is recommended that the FFF, FF, FFFS, FFS and KFF identifiers be used on top quality products.

By signing this application, I agree to follow all guidelines of the Florida Agricultural Promotional Campaign (FAPC) as set forth in the membership requirements of which I have received a copy. The signee certifies the above information is correct.

Signature: _____

Title: _____ Date: _____

For information contact:

“Fresh from Florida” Program

407 South Calhoun Street

Tallahassee, Florida 32399-0800

Phone: (850) 488-9948

Fax: (850) 488-7127

Email: fapc@doacs.state.fl.us

Web: www.florida-agriculture.com





Dear Friends of Florida Agriculture,

Florida's horticulture industry generates a powerful economic force. Cash receipts from the greenhouse/nursery sector rank first in Florida and second nationally. With a bright economy ahead, it is time to aggressively market Florida horticulture. The Florida horticulture industry employs nearly 188,000 Floridians within the nursery, landscape and retail segments of

environmental horticulture production alone. This industry generates a staggering \$9 billion in sales each year with a positive impact on Florida's economy and quality of life.

Known as "Fresh from Florida," the Florida Agricultural Promotional Campaign (FAPC) is a marketing campaign designed to boost the image of Florida agricultural products throughout the world. "Fresh from Florida" facilitates sales by helping consumers associate Florida-grown products with higher quality, freshness and availability.

This program can broaden the positive momentum of this vital industry. In this brochure you will find information about the benefits of this unique marketing program and an application for membership. We encourage you to complete the application and mail it today in the enclosed self-addressed envelope.

If you would like more information about the program, email fapc@doacs.state.fl.us or call (850) 488-9948. We look forward to your membership in the "Fresh from Florida" campaign.

Sincerely,

Charles H. Bronson
Commissioner of Agriculture

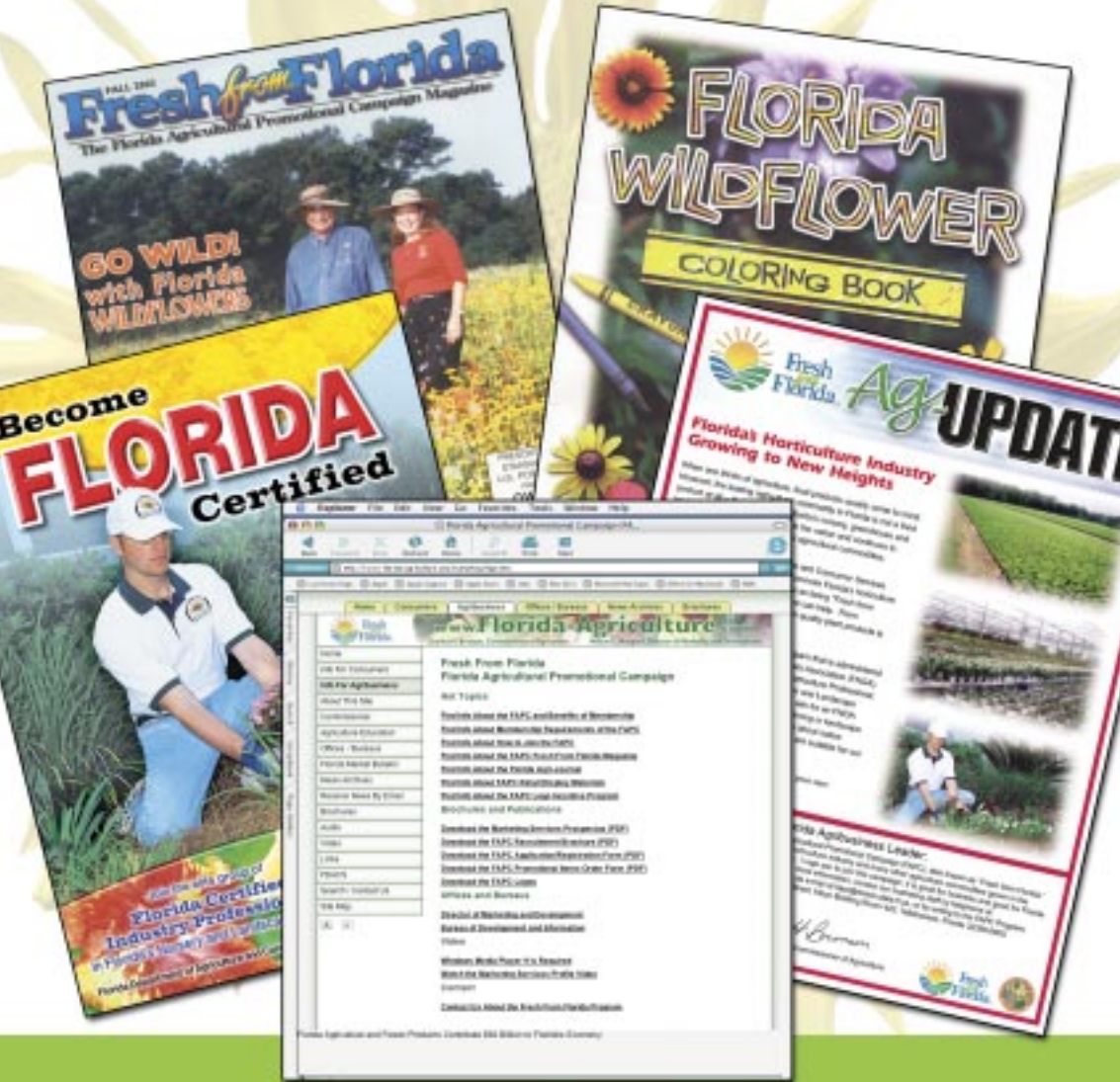


Fresh
from
Florida®

FAPC Membership Benefits

Join “Fresh from Florida” to benefit from a variety of promotional opportunities:

- “Fresh from Florida” logo usage -
Brand identification in national and international markets as you use the “Fresh from Florida” logo on websites, labels and packaging
- Federal grant, sales and other trade opportunities emailed directly to you
- Marketing assistance through agricultural industry groups and associations
- Listing in the “Fresh from Florida” online directory at www.florida-agriculture.com
- “Fresh from Florida” farm or ranch sign (provided with your paid membership)
- Advertising opportunities in “Fresh from Florida” magazine
- Graphic design assistance available with your paid advertisement
- Exporting assistance
- Industry-specific promotions and events



Florida Agricultural Promotional Campaign APPLICATION

**Make check or money order payable to FDACS
and mail back in the enclosed envelope to:**

Florida Department of Agriculture and Consumer Services
P.O. Box 6700, Tallahassee, Florida 32314-6700

COMPANY CONTACT INFORMATION:

Company Name: _____ Membership Number: _____

(For FDACS administrative office use only.)

Mailing Address: _____

Street Address: _____

City: _____ County: _____ State: _____ Zip: _____

Annual Sales: _____ No. Employees: _____ No. Business Locations: _____

Business License: _____

(Required for retail, foodservice and wholesale members.)

PRIMARY CONTACT:

Mr/Mrs/Ms(circle one)

First Name: _____ MI: _____

Last Name: _____

Title: _____

Telephone: (_____) _____

Fax: (_____) _____

Website: _____ E-mail: _____

SECONDARY CONTACT:

First Name: _____ Last Name: _____

Title: _____ Telephone: (_____) _____

Org Code: 42060802001 EOAI
Object Code: 001127