

Marketing

Florida Agriculture



Fresh
from
Florida

Florida Department of Agriculture and Consumer Services
CHARLES H. BRONSON, Commissioner

**Whatever
your business
needs...**

Design

Marketing

Reporting

Research

Promotion

Protection

**...we get
the job done!**

“The promotion of the Noble tangerine came off with a big success for our company. The Noble tangerines saw an increase of 27 percent over last year. The promotion is a great opportunity to increase sales and help the industry move volume on tangerines”

Dan Arnold
Regional Sales Manager
Noble Worldwide Florida Citrus Sales

“Their efforts have also made great strides to increase sales, especially at peak times of the season when this is most vital. The Florida Department of Agriculture and Consumer Services continues to exceed every expectation that we set for them.”

Reginald L. Brown
Manager
Florida Tomato Committee

“Keeping Florida agriculture viable is crucial to the continued stability and prosperity of our state... We are pleased to have the benefit of the resources of the Department in this joint effort.”

Carl B. Loop, Jr.
President
Florida Farm Bureau Federation



We promote Florida agriculture to the world.

Florida is one of the nation's leading agricultural states, producing more than 280 different crops with cash receipts totaling over \$7 billion. As Commissioner of Agriculture, it is my job to help promote Florida agricultural products and expand markets for our state's producers.

Integral to our marketing efforts is the Florida Agricultural Promotional Campaign (FAPC), also known as "*Fresh from Florida*," and associated marketing services offered through the Division of Marketing and Development. These services range from supermarket promotions intended to increase sales and production of Florida's commodities to market research and visual communication and design. We oversee the Florida State Farmers' Market facilities and protect producers from unfair trading practices through our Bureau of License and Bond.

I encourage you to join the FAPC program and utilize the agricultural marketing services offered by the Department of Agriculture and Consumer Services. You owe it to your business and we owe it to our heritage.

Sincerely,

CHARLES H. BRONSON

Florida Commissioner of Agriculture



Promoting Florida's Agricultural Markets Throughout the World

Take a look at what Florida has to offer. Visit our beaches, then see the grassroots of what keeps Florida growing – it's agriculture.

Florida's history was built on agriculture. With a continually increasing state population, the demand is greater than ever for reliable local food sources. The Florida Department of Agriculture and Consumer Services is committed



"I truly am impressed with the quality of service that we've received from the F APC program. It's a real class act."

Jody Venn

Program Director, North Florida Food Partnership



to keeping agriculture a vital component of Florida's economy.

The Division of Marketing and Development provides an array of marketing services designed to promote Florida agriculture, domestically and abroad. These services range from promotions and events, to trade missions, exporting assistance, creative services, farmers' market operations, license and bonding oversight and market research.

Many of these services are benefits of a unique program, the Florida Agricultural Promotional Campaign (FAPC), that was designed as a marketing tool to help Florida agricultural businesses remain competitive in fluctuating markets. This program offers recognition with the popular “*Fresh from Florida*” brand.

Through our *Corporate Relations* team, partnerships are initiated between the Department, industry associations and corporate entities. These partnerships include effectively designed campaigns, promotions and events that benefit retailers, specific industries and ultimately consumers.

Through *creative services* our marketing division develops publications, internet sites, video and audio productions, press releases and other multimedia promotions. In addition, the Division of Marketing and Development operates 13 state farmers’ markets, a Bureau of License and Bond, and conducts market and economic research.





Florida Agricultural Promotional Campaign (FAPC)

The Florida Agricultural Campaign (FAPC), also referred to as “Fresh from Florida,” is a program designed to boost the image of Florida agriculture and increase sales by helping consumers easily identify Florida agricultural products and goods.

The Florida Legislature authorized the FAPC in 1990 and designated the Florida Department of Agriculture and Consumer Services to administer the program. Members of the program are authorized to use the distinctive “Fresh from Florida” logo on packaging,



“Usually Florida Sweet Corn sells one case per day, but they are selling 20 cases per day since the “Fresh from Florida” promotion.”

Jim Hensel, AWI-Surefine



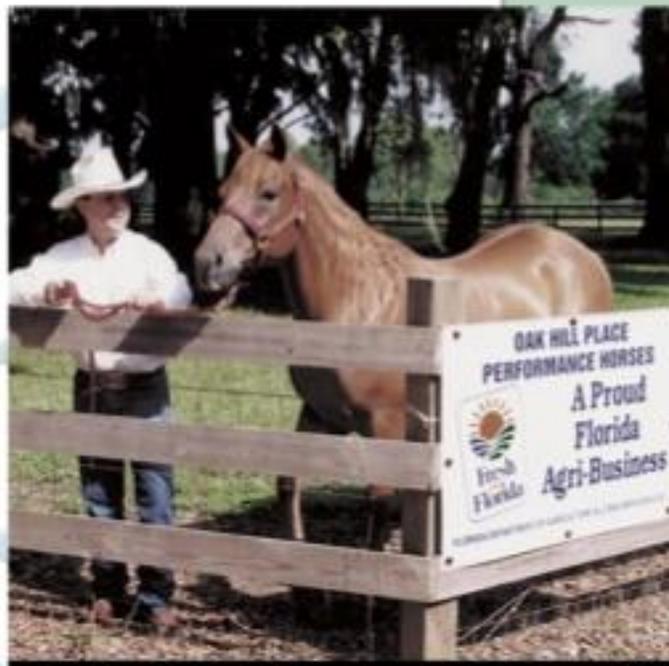
labeling, promotional items and advertisements so that consumers can easily identify their Florida products. Many retailers and producers utilize point-of-purchase materials that have been designed and produced by the Division of Marketing and Development, as well as recipes, industry information and promotional material.

The FAPC creates partnerships between major grocery chains and industry

associations to increase retail sales of Florida commodities by featuring them during Florida's peak growing season. Sales incentives may be offered for in-store displays. Industry promotions are designed to assist specific Florida agricultural groups that have been affected by competitive markets or changes in demand. Marketing promotions often include media advertising developed by division staff. The staff are familiar with the creative and production requirements of print, television, radio and other mediums.

In addition, our Corporate Relations team increases corporate support of Florida agriculture and its programs. This service allows our partners to combine resources, build relationships and cultivate strong economic bonds.

To better serve the agricultural interests of Florida, we aggressively pursue grants offered through the U. S. Department of Agriculture's Foreign Agricultural Service (FAS), United States Livestock Genetic Export (USLGE) and the Southern United States Trade Association (SUSTA).



Education and Communication

The Bureau of Education and Communication provides creative services that facilitate a variety of promotional and public awareness multimedia campaigns.

The bureau is organizationally positioned within the Division of Marketing and Development, where it performs its primary role of executing marketing campaigns by serving as an in-house advertising/production unit.

publications, exhibits and displays, graphics presentations, the Internet, television and radio programming, and other multimedia productions.

Graphics

The graphics staff utilizes computer digital art, freehand illustration and photography to create a wide array of projects.

“It is so rewarding to see people take interest in what we are doing and it helps make it all worthwhile.”

Russell and Joan Wood
Woodhaven Farms

Bureau productions are a major component of the Florida Agricultural Promotional Campaign (FAPC), which assists the state’s agricultural community in expanding markets and promoting and selling Florida-grown products.

The bureau helps educate and inform consumers through news releases, brochures, newsletters and other

Radio-Television

The bureau operates an in-house radio and television unit which enables it to produce and disseminate informational, educational and promotional audio and video productions.



Florida Market Bulletin

The Florida Market Bulletin is a primary vehicle for keeping Florida’s farming community informed of issues affecting the state’s agriculture industry and the Department. This agricultural newspaper has been published regularly by the Department since 1917.

In addition to distributing agricultural news and information, the Florida Market Bulletin provides a forum by which Florida residents can advertise to buy or sell agriculture-related items through its classified advertising



section. The Florida Market Bulletin serves approximately 15,000 Florida farming households.

Internet

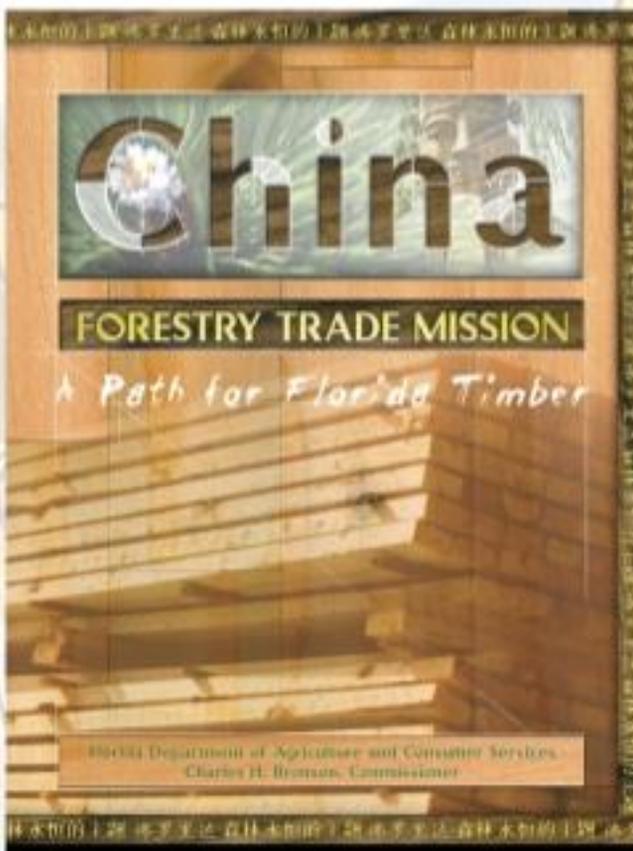
The division's web site, www.florida-agriculture.com, contains information and materials that help Florida farmers effectively market their commodities. These marketing tools include trade leads, market prices, information about export assistance programs, agricultural statistics, weather reports, license and bond requirements, agricultural classified ads, links to our partners' sites and other valuable information. The web site also helps inform consumers about the wholesomeness, variety and availability of Florida agricultural products by providing nutritional data, recipes, seasonal availability information, and food safety tips. The web site fosters the notion that the more consumers know about the many agricultural commodities grown in Florida, the more they will choose to buy products that are "Fresh from Florida."



Marketing/Advertising Awards

The Division of Marketing and Development's advertising, public service and marketing campaigns have received awards from the professional advertising community.

Since 1992, the division has been presented an Emmy Award for its television production, and more than 60 Addy Awards, which recognize excellence in creativity, originality and creative strategy in print and electronic media.



Market Research and Intelligence

Staff members are responsible for the collection of a diverse range of research topics on global economies and activities of potential areas of interest for our agribusiness community. Understanding domestic and international intelligence trends is a vital part of Florida's economic future and its \$7 billion diverse agricultural production

environment. Almost 20% of commodities produced are exported each year, with the remainder being used domestically.

Market research topics range from alligator meat and avocados to World Trade Agreements and the potential of emerging markets. The research staff reports on conditions

anywhere from Guangzhou, China to Cape Town, South Africa.

With over 280 agricultural commodities in production, employees monitor production, meteorological events, pricing, competitors and world events. Since changes in any of these circumstances can affect the market place, they are considered when developing campaigns and events.



A variety of information sources – including industry research and governmental periodicals, publications, studies and surveys –

offer assistance and provide clients with solid marketing recommendations. Getting this information out to other agricultural institutions,



policy makers and clients is critical.

Dissemination of Information

Distribution of information, reports, findings and recommendations is facilitated regularly through continually updated technological advances. Personal briefs, group presentations, phone contacts, faxes and e-mails provide fast, accurate and targeted communication to clients.

Communication vehicles include:

- The monthly *Agri-Journal* features upcoming events, missions, industry news, retail trends and trade leads. It is

THE FLORIDA AGRI-JOURNAL

MARKETING FLORIDA LIVESTOCK

Where's Our Beef?

Over the last 12 months, more than 11 Florida livestock trade associations and county fairs have been conducted by the Florida Department of Agriculture and Consumer Services. These efforts have helped to build relationships, generate sales and promote the Florida cattle industry, resulting in an increase in revenue for the producers in the state.

A number of "special trade missions" were funded by the Florida Department of Agriculture and Consumer Services in 2003. Participating counties included Hendon, Gadsden, Suwannee, and Putnam. Group travel members throughout Florida to establish trade relations and promote Florida's beef exports to their countries. Subsidized over \$600,000.

A recent trade mission to Uruguay, headed by a Department representative, a Florida livestock representative and a University of Florida graduate proved successful. An educational seminar was conducted for Uruguayan livestock producers on Florida livestock and production. In attendance were the President of Uruguay and the Uruguay Minister of Agriculture.

This year's trade mission to Ecuador and Puerto Rico will be implemented. In Ecuador, Florida livestock will be promoted at the Guayaquil Livestock Show. In Puerto Rico, new trade relationships were established with the

Florida Livestock Cash Receipts

Year	Receipts (Millions)
1997	~1,400,000
1998	~1,400,000
1999	~1,400,000
2000	~1,400,000
2001	~1,400,000

U.S. Beef Cattle Prices in 2003

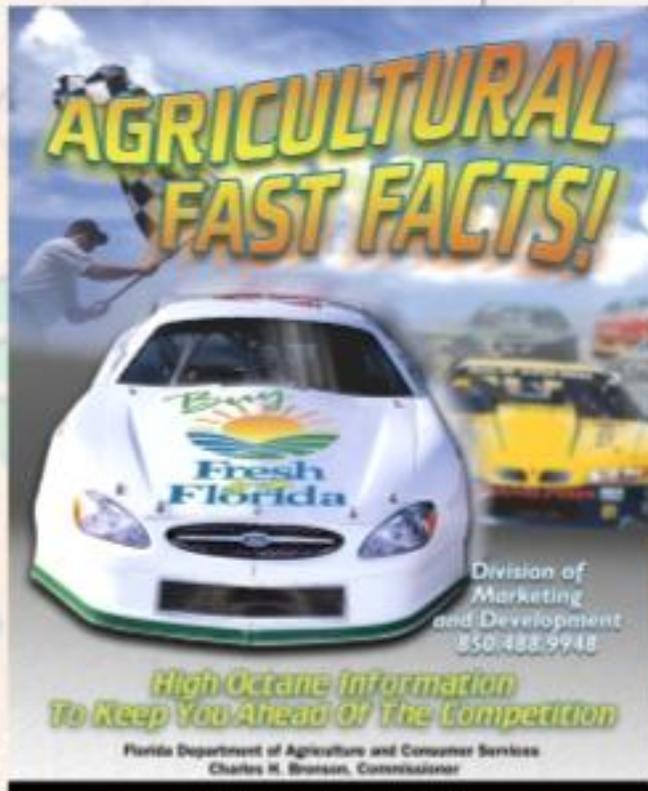
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distributed to over 7,500 clients and members of the Florida Agricultural Promotional Campaign.

- Ag-Line On Line, www.florida-agriculture.com/agline, provides daily updates on commodity production and pricing.

- *Florida Ag Facts* provides yearly agricultural statistics on Florida commodities. These statistics range from farm cash receipts to production acreage. A listing of Florida agricultural industry groups is also provided and can be accessed at www.florida-agriculture.com/agfacts.



projects and other events. Briefs are utilized to measure the impact and success of the event, explore options for enhancements, and identify weaknesses.

The economic impact of major agricultural promotions upon the State's economy is examined by incorporating formulas developed by the University of Florida, Institute of Food and Agricultural Sciences. These are applied across the board and provide considerable insight into the

overall economic contribution of the bureau's activities during a fiscal year.

“The marketing staff is a tremendous asset to the Department and to the ag industry.”

Prentiss R. Mitchell
Mitchell & Reyes



Return on Investment Reporting

Market research also produces a variety of reports and briefs during the year. They are used to provide analysis of the value of projects and promotions conducted by the Division of Marketing and Development.

These services are available to clients as well. Comprehensive examinations are made on major marketing campaigns, unique



Missions and Events

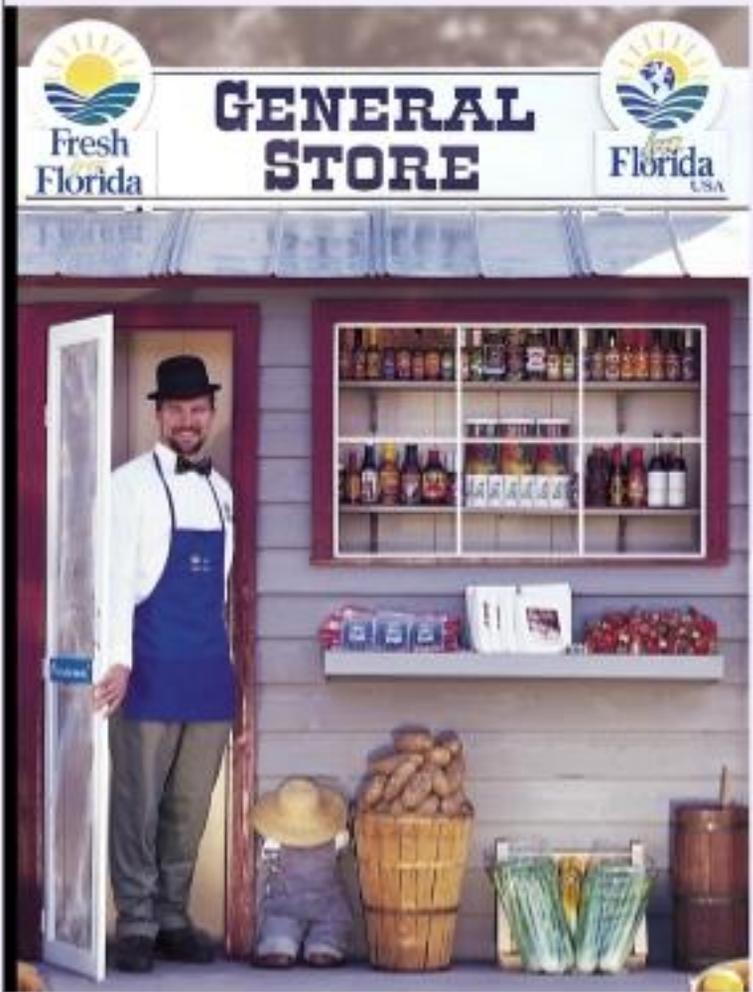
Trade missions and events provide marketing opportunities for our clients. Clients participate with the division in a broad range of economic ventures and are provided customized business solutions for specific agribusiness sectors. Staff participate in a variety of national and international tradeshows, develop seminars, execute special promotions and attend other major agricultural events that offer business matchmaking opportunities. Multifaceted project development services are available. These include coordination and execution of market analysis and research, grant writing and solicitation and creative project development.

Trade Events

Trade event opportunities, a benefit of FAPC membership, allow industry members to participate with minimal cost and effort. Design, delivery setup and promotion of the trade event components are handled by division staff.

Trade Missions and Reverse Trade Missions

The division conducts trade missions on behalf of specific commodity sectors in untapped or underutilized market areas. Marketing representatives are familiar with business relation practices in diverse geographic



locations and can implement data collection for use in research. This essential component facilitates business development in the international arenas and provides the division with a solid understanding of market viability.

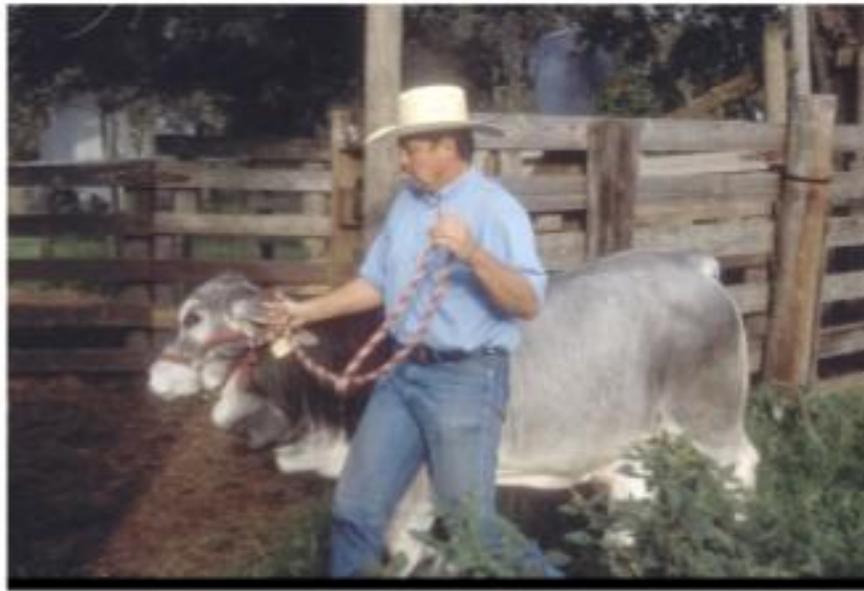
Reverse trade missions normally occur as a direct result of trade missions and the contacts made during these undertakings. These missions provide the communication needed for trade to occur between international clients. Many areas of the world require such a show of commitment for trade to occur. Staff provides the support and expertise to initiate missions around the globe.

The complexity of the assignments often changes, however the professional delivery of these vital services is constant. This expertise can prevent our clients from costly mistakes before the commitment and implementation of a plan is finalized.

License and Bond

Florida farmers and ranchers are among the most proficient in the nation, growing more than 280 commodities on a commercial scale and generating farm cash receipts of more than \$7 billion annually. However, growing a product is only half the goal; proper marketing is crucial to the financial success of any business.

The Florida Department of Agriculture and Consumer Services is charged with protecting producers under the Agricultural License and Bond Law (604.15-604.34, Florida Statutes), which helps assure that those covered by the law receive proper accounting and payment for their products. The law is intended to facilitate the marketing of Florida agricultural products by encouraging a better understanding between buyers and sellers, and by providing a marketplace that is relatively free of unfair trading practices. It helps assure transactions are recorded properly, and the buyer is financially responsible.



Under this law, any person who does business in the State by buying, receiving, soliciting, handling or negotiating agricultural products from producers or their agents must provide a bond and be licensed by the Florida Department of Agriculture and Consumer Services. Farmers who buy or handle agricultural products from other farmers or their agents must also comply. The limited exceptions to the law include farmers selling their own products and buyers paying U.S. cash currency at the time of purchase.

Any producer or producer's agent who feels damaged by a dealer's failure to make proper accounting or payment for agricultural products may file a complaint with the Department. Complaints must be filed within six months of the sale or delivery of the agricultural product and must be for a claim of at least \$250.

The Florida Agricultural License and Bond Law is administered by the Department's Bureau of License and Bond. In recent years the bureau has recovered nearly \$1 million annually for Florida producers or their agents. This does not include disputes settled before a formal complaint was filed.

State Farmers' Markets

The State Farmers' Markets program is designed to operate, equip and maintain facilities for the purpose of marketing agriculture commodities.

Fruit and Vegetable Markets

The 13 Florida State Farmers' Markets are owned by the Department of Agriculture and Consumer Services, and are operated as a bureau within the Division of Marketing and Development. Self-supporting, other than the capital investment,



these markets are maintained through income derived from a combination of package fees, packing house, cooler and office rentals and truck scale fees. Each state farmers' market is unique to its region. Commodities range from tomatoes and watermelon to potatoes and beans. With Florida's diversity, many commodities are available through these markets year-round.

Fundamentally, these markets are "built for service." Their function is to provide facilities for assembling and marketing Florida produce. Through volume production and marketing, effective competition is assured for both small and large growers and buyers.

Farmers and buyers may receive a market managers' assistance in marketing produce grown in the area. The markets generally are active on a seasonal basis, operating up to 24 hours daily. Market offices are open year-round to assist growers and buyers in planning a sound marketing program.

The following is a list of these markets:

Arcadia State Livestock Market

This is a livestock auction market owned by the Department and operated by a private company.

Florida City State Farmers' Market

Located just south of Homestead in Florida City, this market is actively



involved in production 10 to 12 months per year, with major crops such as green beans, tomatoes, squash, tropical fruits, specialty crops and potatoes.

Fort Myers State Farmers' Market

There is a restaurant and retail produce market on the premises of this wholesale shipping market.

Fort Pierce State Farmers' Market

Citrus is king at this shipping-point market. The market also handles European-type cucumbers.

Gadsden County State Farmers' Market

This market is located in Quincy. Its main products are tomatoes, packed green at 85% maturity and vine-ripe.

Immokalee State Farmers' Market

The main commodities for this market include peppers, cucumbers, tomatoes, and watermelons.

Palatka State Farmers' Market

The main products at this market are potatoes and cabbage.

Plant City State Farmers' Market

This market is both a shipping and receiving market and is noted for its winter strawberry production, which accounts for over \$10 million in annual sales.

Pompano State Farmers' Market

This market is considered a "brokers' market" due to its concentration of produce brokers.

Sanford State Farmers' Market

This was the first State Farmers' Market opened in Florida (1935). The market is currently being redeveloped to serve as a regional produce market to service the Orlando area.

Suwannee Valley State Farmers' Market

This is the newest market, with watermelon and beans as its main commodities.

Trenton State Farmers' Market

This is a small market but is well known in the industry for its late spring watermelon production and marketing.

Wauchula State Farmers' Market

The main crop marketed at this location is tomatoes.

(Continued on next page)



Other Bureau Marketing Programs:

Direct Community Market Program

The Bureau of State Farmers' Markets has developed and provides a kit on "How to Organize, Operate and Market Farmers' Markets in Florida." Contained in this free kit are many helpful resources including sample market rules, vendor applications, and a sample farmer survey questionnaire in which the bureau can provide assistance in the recruiting of vendors. The bureau also helps promote farmers' markets by maintaining a directory and web site for them. More substantial services include providing signs for the markets as well as point-of-purchase materials and print radio advertisement, all at no cost to the market.

Farmers' Market Nutrition Program

This is a U.S. Department of Agriculture (USDA) special nutrition program that provides nutritional education to recipients of the Women, Infants and Children Program (WIC) on the importance of including fresh fruit and vegetables in their diets. The program also provides each WIC recipient with a booklet of coupons that may be used to buy fresh fruits and vegetables at farmers' markets. The USDA provides 70% of program expenses.

County Fair Permitting

The bureau processes the applications and issues permits for fair associations in Florida that are organized under Chapter 616, Florida Statutes. The bureau also promotes these fairs by publishing a yearly fair and livestock directory and through the division's web site.

Key Contacts

Division of Marketing and Development

Director's Office
850-488-4032

Bureau of Development and Information

Bureau Chief's Office
850-488-9948

Florida Agricultural Promotional Campaign (FAPC)

850-922-9828

Corporate Relations

850-488-4277

Market Research/Missions and Events

850-488-4366

Bureau of Education and Communication

Bureau Chief's Office
850-487-8000

Bureau of License and Bond

Bureau Chief's Office
850-488-4101

Bureau of State Farmers' Markets

Bureau Chief's Office
850-487-4322

Florida City Farmers' Market

305-246-6334

Fort Myers Farmers' Market

239-332-6910

Fort Pierce Farmers' Market

772-468-3917

Gadsden County Farmers' Market

850-627-6484

Immokalee Farmers' Market

239-658-3505

Palatka Farmers' Market

386-329-3713

Plant City Farmers' Market

813-757-9027

Pompano Farmers' Market

954-786-4828

Sanford Farmers' Market

407-330-6783

Starke Farmers' Market

386-329-3713

Suwannee Valley Farmers' Market

386-963-5903

Trenton Farmers' Market

386-963-5903

Wauchula Farmers' Market

863-773-9850