

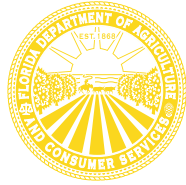


CREATION
EXPANSION
INNOVATION

THE BRAND STORY







FLORIDA DEPARTMENT OF AGRICULTURE AND CONSUMER SERVICES
COMMISSIONER ADAM H. PUTNAM
THE CAPITOL

Florida agriculture has seen remarkable advancements since its humble beginnings 500 years ago when the Europeans established settlements and introduced many new crops. Juan Ponce de Leon brought cattle and planted citrus trees. More crops and livestock followed, marking the start of an industry that would grow to more than 300 agricultural and seafood products and have an annual economic impact on the state of more than \$100 billion. Agriculture remains a solid pillar of Florida's economy, providing strength and stability during uncertain times when other industries may wane.

The continued growth, expansion and diversification of Florida agriculture is a result of the hard work and dedication of the state's 47,000 farmers. Day in and day out, their efforts help feed the nation and the world. They constantly innovate, finding new ways to produce crops more efficiently while safeguarding the environment and natural resources that we all hold dear.

Sincerely,

Adam H. Putnam
Commissioner of Agriculture





ORIGIN

The Florida Legislature created the Florida Agricultural Promotional Campaign in 1990 to increase consumer awareness and expand the market for Florida agricultural products. Since then, the Florida Department of Agriculture and Consumer Services has grown “Fresh From Florida” into a worldwide brand through domestic and international retail partnerships, by creating impactful consumer advertising campaigns and by establishing partnerships with the agriculture and seafood industries. Florida producers market their products by aligning with this established brand.

As promotional campaigns and advertising efforts expand, the “Fresh From Florida” brand will continue to drive awareness and sales of Florida’s commodities and will help support the state’s more than \$100 billion agriculture industry.

Source: UF Institute of Food and Agricultural Sciences Implan



IMPACT

As one of the three major industries in Florida, agriculture contributes more than \$100 billion to the state's economy and employs nearly two million people. The impact of agriculture on Florida's economy is vast. More than 25 million acres, or 68% of Florida's total land mass of 37 million acres, is comprised of forests, ranches and croplands/farms. Florida farms and waters produce more than 300 different commodities. Several of these commodities rank first nationally in cash receipts including oranges, grapefruit, snap beans, cucumbers, squash, sweet corn, tomatoes and watermelon.

The "Fresh From Florida" program represents all of the agriculture related sectors, including horticulture, citrus, other fruits and vegetables, cattle, field crops, seafood, aquaculture, viticulture and many more. During the first 20 years of the program, cash receipts for Florida's commodities increased 25%. On average, each \$1 million in additional sales creates 26 Florida jobs, produces \$94,000 in additional indirect tax revenues and generates more than \$3 million in overall economic impact.

Sources: UF Institute of Food and Agricultural Sciences Implan, USDA Ag Stats, USDA 2012 Ag Census

“We are **proud members** of ‘Fresh From Florida’
and salute their ongoing efforts to help Florida’s farmers bring fresh and healthy foods
to the **AMERICAS** and **BEYOND.**”

*B&W Quality Growers
Richard and Steven Burgoon
Members since 2001*

“**We** joined ‘Fresh From Florida’ because the program
SUPPORTS our best interests and the interests of
all producers in the state.”

*Spivey Family Farm
Stephen, Zachary and David Spivey
Members since 2013*

“We **greatly appreciate** all that ‘Fresh From Florida’
does to promote our industry, they are a **GREAT PARTNER.**”

*Long & Scott Farms, Inc.
Scott Family
Members since 2002*

BENEFITS

The “Fresh From Florida” membership program puts the marketing expertise of the Florida Department of Agriculture and Consumer Services to work for agriculture and seafood businesses. Membership in the program gives the Florida agriculture community the opportunity to come together under the “Fresh From Florida” umbrella, putting the strength of Florida’s worldwide brand to work for each individual member.

Members may use the widely recognized “Fresh From Florida” logo on products, advertising and packaging. Members may also receive point-of-purchase materials, customized business signage, and discounts for industry trade show participation.

Our marketing professionals support “Fresh From Florida” members by expanding market reach for Florida products, determining new markets for international trade opportunities, expanding retail partnerships and researching trends to increase the effectiveness of the advertising campaign. This growth helps to ensure that the Florida agriculture industry remains a thriving part of the state’s economy.



 Fresh Florida

Product of United States



 Fresh Florida



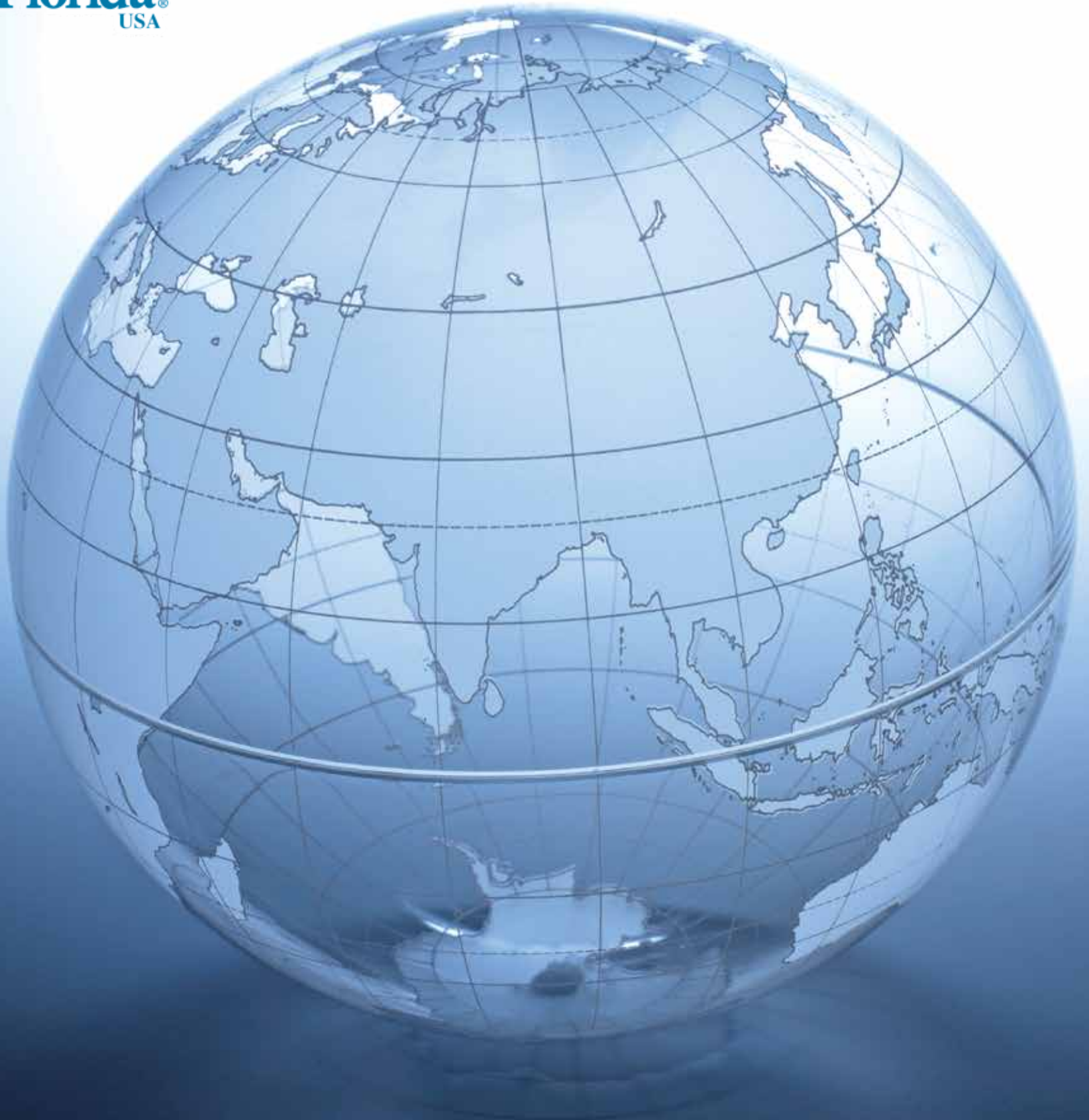
CONNECTIONS

The “Fresh From Florida” domestic retail campaign partners with more than 30 retail chains through produce and seafood marketing initiatives. Retailers are offered incentives to purchase Florida produce and seafood items and to use the “Fresh From Florida” logo in store circulars, advertising, point-of-purchase materials, stickers, and through in-store sampling.

Two main promotional initiatives – one targeting Florida and the Southeast, one targeting the rest of the U.S. market – generate high level exposure for the “Fresh From Florida” campaign and Florida fruits and vegetables. Pilot programs, such as the purchase of special labeling devices and the creation of in-store signage, have been developed for high-performing stores to increase exposure of Florida agriculture products.

The campaign also works with seafood retailers and wholesalers by offering incentives for advertisements as well as displaying the “Fresh From Florida” seafood logo on delivery trucks, menus and billboards. These campaigns have been effective in increasing sales for our retail and wholesale partners and, in turn, increasing the overall sales of Florida seafood products.

Several retailers participate in both produce and seafood promotions. This multifaceted approach allows Florida producers and retailers to experience a demonstrated increase in awareness and sales of Florida products.



EXPANSION

The “Fresh From Florida” campaign is associated with more than 60 retail chains domestically and internationally. Retailers are offered incentives to purchase Florida agricultural items and to use the “Fresh From Florida” logo in store circulars and demonstrations, advertising pieces and point-of-sale materials. These campaigns have been effective in increasing sales for our retail partners and, in turn, increasing the overall sales of Florida agriculture products.

“Fresh From Florida” has a brand presence in:

- 10,000 Domestic Stores
- 35 Domestic Chains
- 4,400 International Stores
- 31 International Chains

The “Fresh From Florida” campaign directly assists Florida companies in their exporting endeavors, working in concert with the USDA’s Foreign Agricultural Service and Department of Agriculture and Consumer Services sponsored activities. These outreach initiatives include attending trade shows and conducting outbound and in-bound trade missions to increase international exposure to “Fresh From Florida” agricultural commodities. The department also partners with the Southern United States Trade Association by coordinating export seminars presented to Florida companies to increase the number of exporters shipping products from Florida.

CONSUMER ADVERTISING

Recipes is the theme of the “Fresh From Florida” marketing campaign. Florida fruits, vegetables and seafood are the main ingredients in healthy, quick and easy recipes that are featured in TV, print, transit, sponsorships, digital and social media. Consumers are encouraged to look for the “Fresh From Florida” label when they shop and to visit the website for more recipes.

The campaign’s goal is to increase brand awareness and boost sales of Florida products. To measure awareness, a survey of Florida consumers was taken prior to the launch of the Recipes campaign. Within the first two years, “Fresh From Florida” brand awareness increased from 40% to 76%!

Source: Chernoff Newman



The key to happiness.



Savor your piece of the pie with plump Florida blueberries. Delicious is always served “Fresh From Florida.”





THE SECRET INGREDIENT Florida is the only state with a culinary ambassador. Chef Justin Timineri creates delicious recipes that showcase locally grown Florida products. These recipes are at the center of the campaign.



FLORIDA AGRICULTURE



APIARY



AQUACULTURE



CATTLE



CITRUS



DAIRY



EQUINE



**FRUITS AND
VEGETABLES**



HORTICULTURE



NUTS



POULTRY



SEAFOOD



TIMBER



VITICULTURE

SEASONALITY

TOP 10 COMMODITIES

BELL PEPPERS
OCT - JUN



BLUEBERRIES
APR - MAY



CUCUMBERS
OCT - JAN, MAR - JUN



GRAPEFRUIT
SEP - MAY



ORANGES
SEP - JUN



SNAP BEANS
NOV - MAY



STRAWBERRIES
DEC - MAR



SWEET CORN
NOV - JUN



TOMATOES
OCT - JUL



WATERMELON
APR - JUN



Source: USDA Ag Stats

PEAK AVAILABILITY

FLORIDA SEAFOOD

BLUE CRAB
FEB - OCT



GROUPER
MAR - JUN, DEC



MULLET
NOV - JAN



OYSTERS
SEP - JUL



SHRIMP
OCT - JAN, MAY - JUN



SNAPPER
APR - SEP



SPANISH MACKEREL
NOV - MAR



SPINY LOBSTER
SEASON OPEN: AUG 6 - MAR 31



STONE CRAB CLAWS
SEASON OPEN: OCT 15 - MAY 15



TUNA
MAY - OCT





Remember, delicious is always served “Fresh From Florida.”

Membership Information
(850) 617-7399

Retailer Information
(850) 617-7330

General Information
(850) 617-7300

For more information or recipes, visit
FreshFromFlorida.com



