



Fresh
from
Florida®

Division of Marketing and Development

Mission Statement

To connect consumers to Florida-grown products to champion Florida's agricultural economy.

Vision Statement

To be recognized as the most trusted brand of agricultural products in the global market.

Fresh From Florida

Established by the Florida Legislature in 1990, the "Fresh From Florida" program provides Florida's agriculture industry with results-oriented marketing solutions. Under the "Fresh From Florida" brand, programs are developed to assist Florida growers and producers to raise awareness and promote the sale of Florida commodities.





Consumer Advertising

- Build brand awareness and increase sales of Florida commodities
- Timing: November – June
- Target audience: Women 25-54
- Multimedia: Radio, TV, Print, Digital, Social, Online Shopping, Coupon Apps

Print - Garden & Gun Magazine and Food Network Magazine

...to Family Feast

Florida Avocado and Egg Bake

Florida Strawberry Stuffed French Toast

Florida Squash Quiche

Florida Orange Cinnamon Cider

Breakfast Potatoes with Florida Bell Peppers and Bacon

Fresh From Florida

Follow FreshFromFlorida.com

Fresh From Florida is always in season. Take the stress out of planning and scan the code for made-for-you brunch, coastal and vegetarian HOLIDAY MENUS.

From Florida Farms...

Prepare to be inspired.
Your perfect holiday menu is inside.

Fresh From Florida

Digital Media



IT'S TRY A **TWIST ON TOMATOES** SEASON

[GET THE RECIPE](#)



A **SPRINGTIME TREAT**

[GET THE RECIPE](#)



LAY BACK, **CHILL OUT & ENJOY**

[GET THE RECIPE](#)



APRIL 13TH IS **NATIONAL PEACH COBBLER DAY**

[GET THE RECIPE](#)



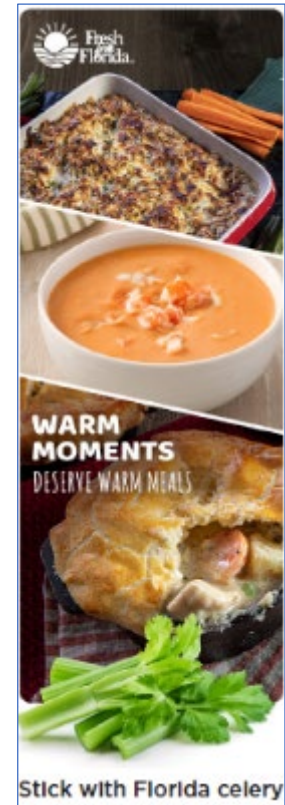
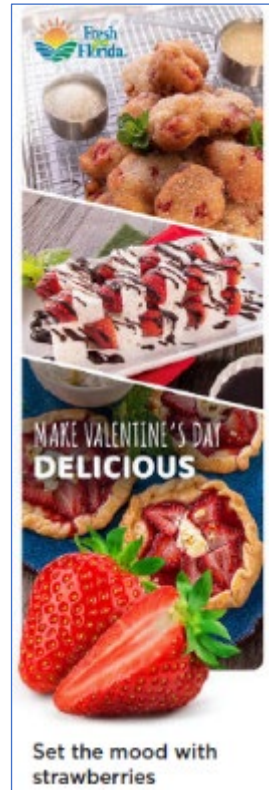
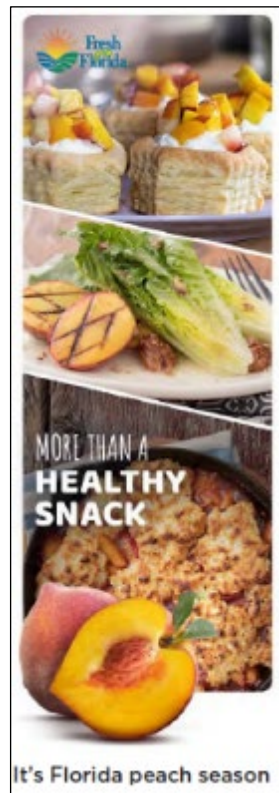
IT'S **STRAWBERRY EATING** SEASON



[GET THE RECIPE](#)

Social Media

Facebook, Twitter, Instagram, Pinterest



Try these tasty recipes, either today or tomato.



The free Fresh From Florida Club gives you direct access to Chef Justin and Chef Bridget for all your cooking needs.

Say hello to freshness. Try these delicious recipes. They're ripe for the picking.

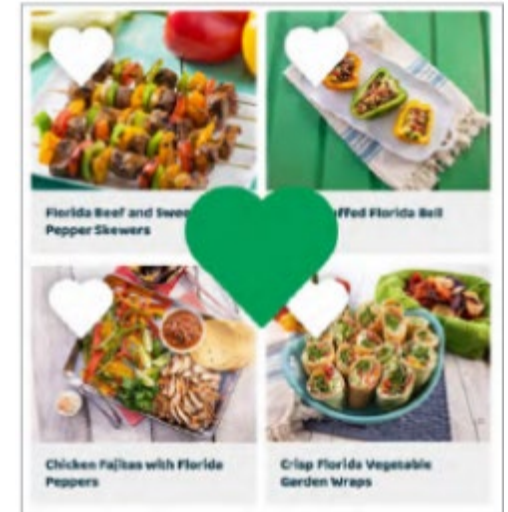


It's Florida blueberry season



Have cooking questions?
Ask our chefs

Save your favorite Fresh From Florida recipes in one place. Join the Fresh From Florida Club.



Organize your recipes
It's free!

Try these sweet recipes. They'll freshen up any meal.



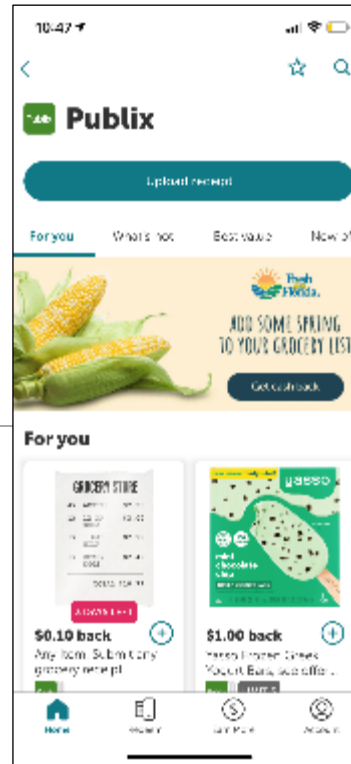
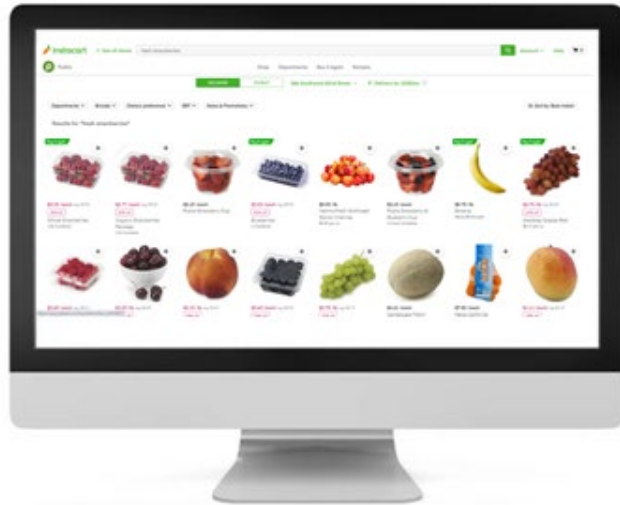
It's Florida watermelon season

Farmer Selfie Videos

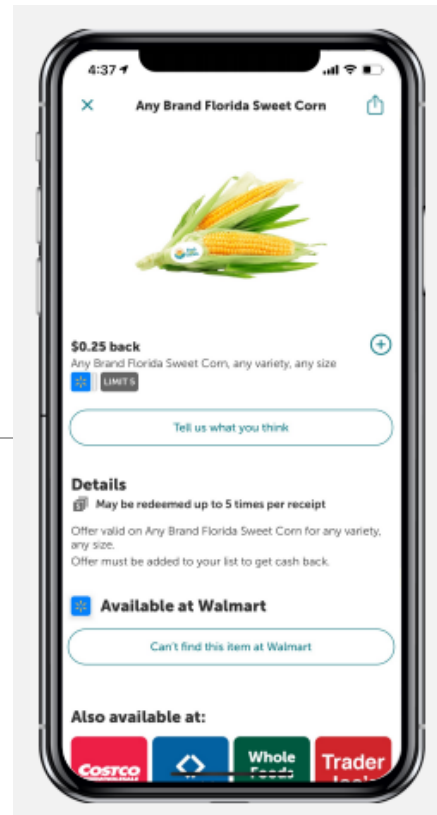
facebook / twitter / instagram



Online Shopping & Coupon Apps



ibotta



Online Shopping - Instacart

Results:

- 45 million impressions
(8.1 million previous year)
- Sales: \$3.7 million
(\$850,000+ sales previous year)

\$850k



\$3.7m



We are home to Chef Justin, who's been an important part of the division's mission for the last 16 years. He promotes healthy eating habits, food safety practices, and raises awareness of Fresh From Florida through events and other promotions.





Fresh From Florida Social Media & Loyalty Club

Members can also opt-in to the monthly Fresh From Florida newsletter, where Chef Justin provides tips and tricks on using Florida products at home. Currently, we have over 130,000 newsletter subscribers.



Florida Romaine & Strawberry Salad



In 2016, we began adding paid advertising on social media. These efforts have increased over the years as have our followers and awareness of the brand, the website and the loyalty program. Today, we have a following of over half a million.


550K Today!

26K

In 2016







The Fresh From Florida Club is free. There's so much to explore, you'll never run out of fresh ideas.

* For giveaways include address

First Name Last Name

E-mail Address

Password Confirm Password

Mobile Number

Address

City

State

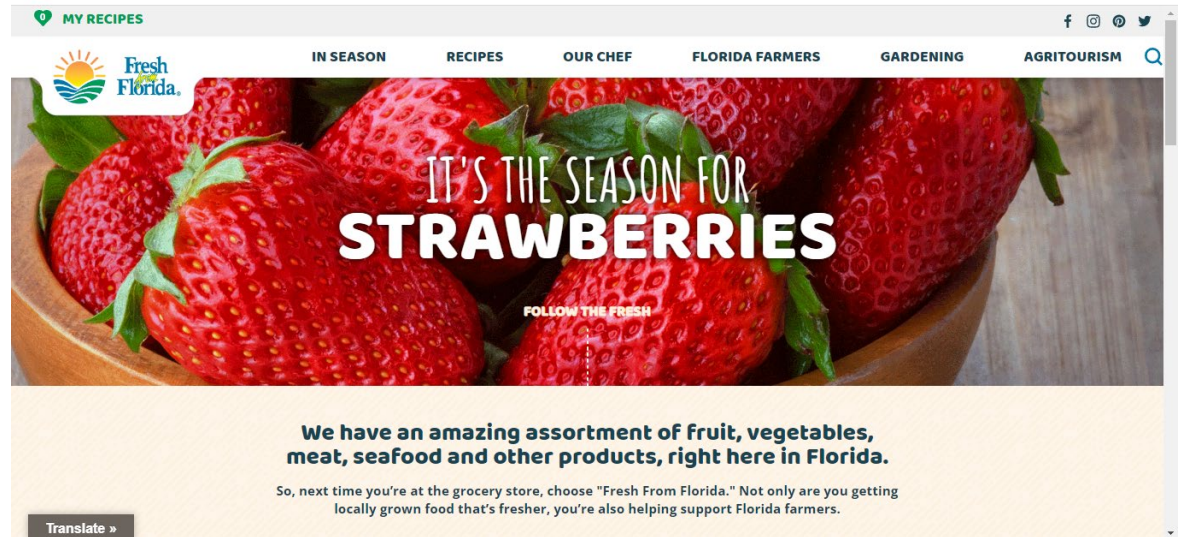
Zip Code

[CREATE ACCOUNT](#)

Already have an account? [Login](#)

[Privacy Policy](#)

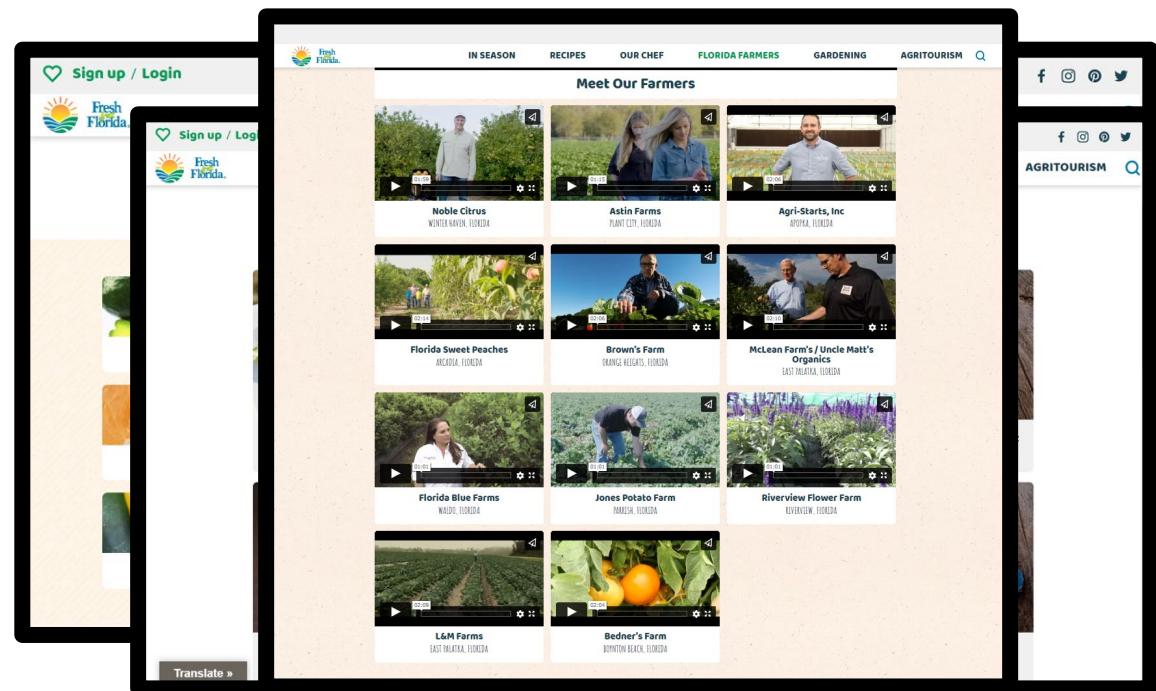
Maintain the Fresh From Florida brand website



[FollowFreshFromFlorida.com](https://www.FreshFromFlorida.com)

Our current website was created in 2019 and provides consumers with **seasonal availability information, fresh recipes**, insight on **Florida's farmers**, and a map of **agritourism** across the state.

- Availability
- Recipes
- Farmers
- Agritourism





Retail Fresh From Florida

100+ Retail partners

35 states and 22 countries

78 commodities featured

Key areas – FL, Domestic U.S., Canada, the Caribbean, Central America, Europe, & Asia

Activities include in-store displays, sampling, circular ads, social media, & more.



Retail

Activities include weekly circular ads, in-store displays, & social media.



 <p>Bagged Green Beans Florida-Grown. Great for Casseroles, 1-lb bag SURPRISINGLY LOW PRICE</p>	 <p>Fresh Attitude Spring Mix* 2 FOR \$5.00 Or Arugula, Baby Spinach, Baby Romaine Salad, or Half and Half, 5-oz pkg. SAVE UP TO 1.98 ON 2</p>
 <p>Zucchini or Yellow Squash Tray 2.99 Florida-Grown, 24-oz pkg. SAVE UP TO 1.00</p>	 <p>Vine-Ripe Tomatoes* .99^{lb} Florida-Grown. Great for Salads and Sandwiches SAVE UP TO 1.50 LB (Grape Tomatoes, each cont. ... 2/4.00)</p>
 <p>Publix Red Potatoes* 2.99 Florida-Grown. Great for Potato Salad, 5-lb bag SAVE UP TO 1.00</p>	 <p>Sweet Corn* 5 FOR \$2.00 Florida-Grown, Yellow, White, or Bi-Color Varieties, each SAVE UP TO 1.95 ON 5</p>



Retail - International



Waitrose/Barfoots of Botley (packaging) - UK



Waitrose – UK



Jinwon – Korea

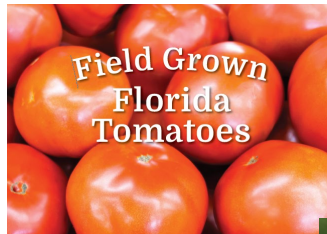
Industry Trade Events



Industry Print Ads



Delicious Florida
Sweet Corn



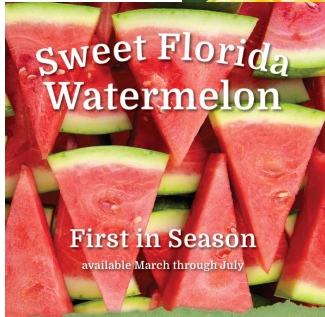
Field Grown
Florida
Tomatoes



Sweet Florida
Blueberries



Fresh Florida
Squash



Sweet Florida
Watermelon

First in Season
available March through July



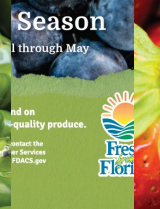
Fresh Florida
Lettuce

First in Season
available December through April



Crunchy Florida
Bell Peppers

First in Season
available November through May



Sweet Florida
Strawberries

First in Season
available December through April

Retailers around the world depend on Florida's farmers to supply high-quality produce.

For information on sourcing Florida products, contact the Florida Department of Agriculture and Consumer Services
Whitney.Lett@FDACS.gov | (850) 617-7330 | FDACS.gov



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Annual Fresh From Florida Magazine

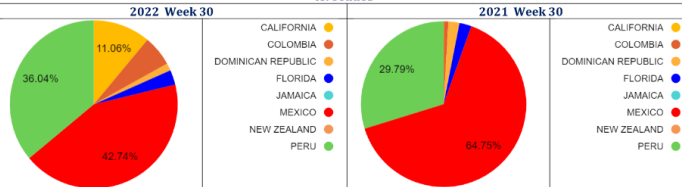
Research - Reports

- Weekly Reports
- Annual Report
- Special Reports

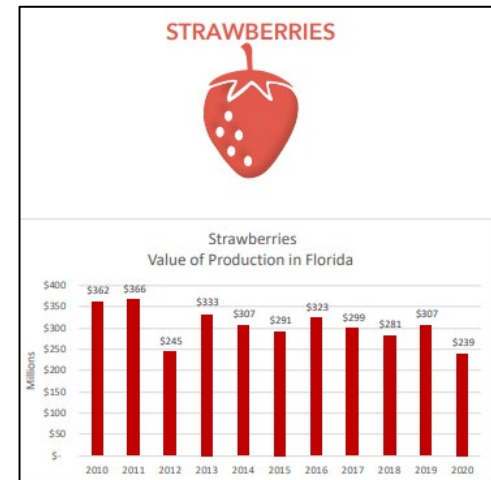
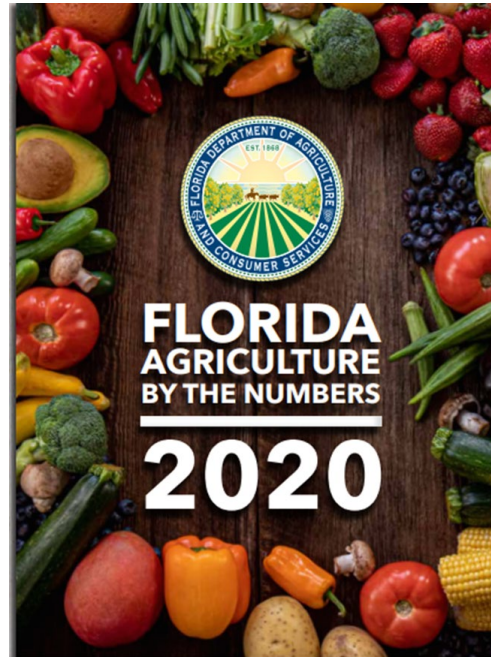
Market Shares of Current Top 3 Commodities Supplied to the US

Current Week 2022 Compared to Same Week in 2021

Avocados



Mexico is currently the largest producer of avocados for the US market week 30 of this year, providing 42.74% market share and 64.75% market share during the same week in 2021. Florida supplied 2.87% and 2.36% respectively.



Specialty Crop Block Grant

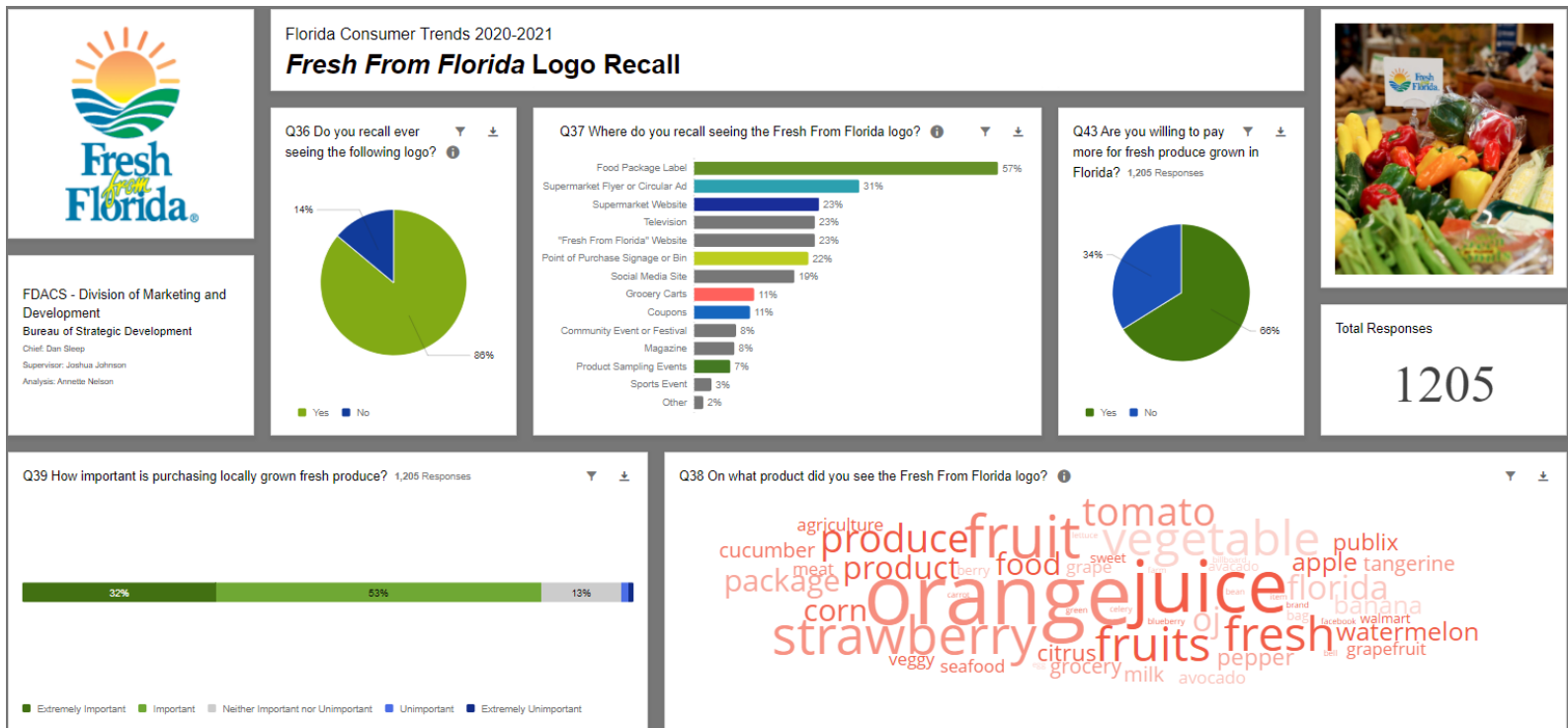
Funding: est. \$3.5 million annually

Priorities:

- To reduce runoff into groundwater or waterways
- To reduce water usage or improve irrigation efficiency
- To research, encourage, or educate on advanced specialty crop production technologies such as hydroponics, aquaponics, aeroponics, etc.



Surveys



Fresh From Florida Brand

Logo Awareness is **88%**

9 out of 10 consumers are more likely to buy a product labeled “Fresh From Florida”





Industry Membership Program

Paid Membership \$50/year:

Producer, u-pick, broker, shipper, distributor, packer, wholesaler and allied member

Non-Paid Membership:

Nonprofit/educational, retailer, farmers market, roadside produce stand, garden center, restaurant and seafood/aquaculture

	Paid	Non-Paid
Use of widely recognized “Fresh From Florida” logo	•	•
Opportunity to participate in the Logo Incentive Program (see guidelines)	•	
Choice of customized “Fresh From Florida” business signage	•	
Graphic design services for logo development	•	
Training and technical assistance on marketing, exporting, and grants	•	•
Monthly email newsletter with industry updates and member opportunities	•	•
Point-of-purchase materials to display with Florida grown products	•	•
Discounted industry tradeshow participation opportunities	•	•
Co-op advertising and promotion opportunities	•	•
Trade lead opportunities from industry tradeshows/retailers/etc.	•	•
Subscription to the “Fresh From Florida” annual magazine	•	•
Discounted advertising rates for “Fresh From Florida” magazine	•	•

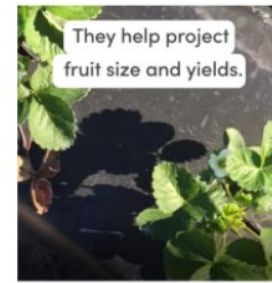
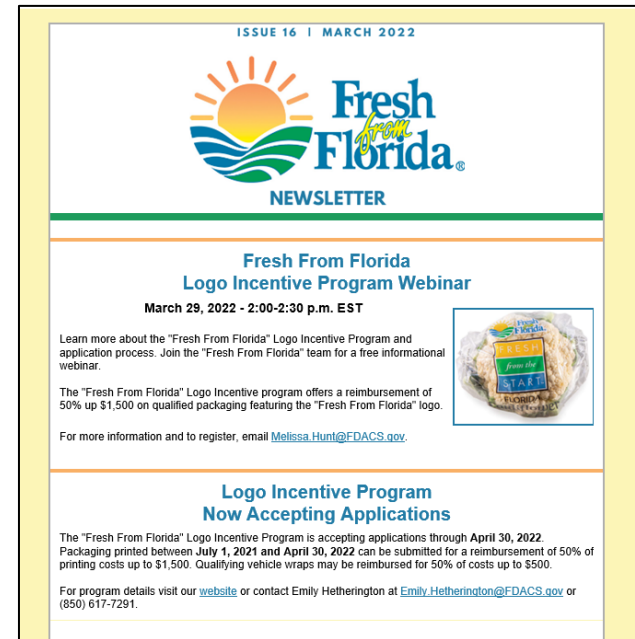
Logo Incentive Program

For eligible “Fresh From Florida” paid members, we reimburse 50% of printing costs up to \$1,500 to include logo on packaging. Minimum quantity of 1,000 printed.



Fresh From Florida Membership Resources

- Marketing opportunities
 - Monthly newsletter
 - Signage
 - Graphic design services
 - Agritourism directory listing
- and more!



“Agritourism activity” means any agricultural related activity consistent with a bona fide farm, livestock operation, or ranch in a working forest which allows members of the general public, for recreational, entertainment, or educational purposes, to view or enjoy activities, including farming, ranching, historical, cultural, civic, ceremonial, training and exhibition, or harvest-your-own activities and attractions. An agritourism activity does not include the construction of new or additional structures or facilities intended primarily to house, shelter, transport, or otherwise accommodate members of the general public. An activity is an agritourism activity regardless of whether the participant paid to participate in the activity. 570.86 (1) FS

The role of FDACS is advisory, to assist farmers in their agritourism endeavors.

The department “may provide marketing advice, technical expertise, promotional support, and product development related to agritourism to assist the following in their agritourism initiatives: Enterprise Florida, Inc; convention and visitor bureaus; tourist development councils; economic development organizations; and local governments. In carrying out this responsibility, the department shall focus its agritourism efforts on rural and urban communities.” 570.85 (2) FS

Agritourism in Florida

Partnering to Promote Agritourism

FDACS works with the Florida Agritourism Association and the North American Farmers' Direct Marketing Association with a goal of promoting agritourism, from the farmers to the consumers.

Through speaking opportunities and farm visits to meeting with service providers from around North America, we discuss trends, opportunities, and challenges facing farmers in the agritourism sector.

FATA – First Annual Conference


- July 9-11, 2023
- Gainesville, Florida
- www.visitfloridafarms.org

NAFDMA – Annual Convention

- January/February
- Location varies throughout the US and Canada
- <https://nafdma.com>




IN SEASON RECIPES OUR CHEF FLORIDA FARMERS GARDENING AGRITOURISM



We have an amazing assortment of fruit, vegetables, meat, seafood and other products, right here in Florida.

So, next time you're at the grocery store, choose "Fresh From Florida." Not only are you getting locally grown food that's fresher, you're also helping support Florida farmers.



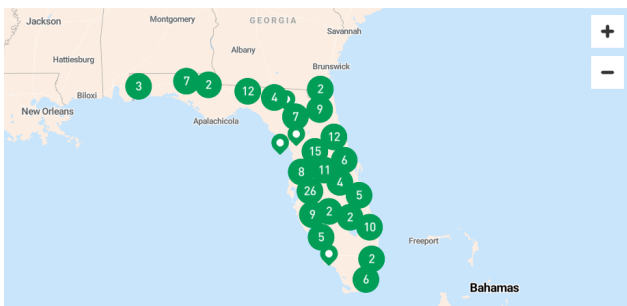
Stuffed Florida Zucchini and Yellow Squash Parmesan

IN FLORIDA, AGRITOURISM IS ALWAYS IN SEASON

1 fact: there are adventures and experiences all around the state. It's a bounty that includes everything from u-pick farms to trail riding and vineyards to farmers markets, crop mazes, and ranches.

ALL AGRITOURISM ▼ OPEN IN SEASONS ▼

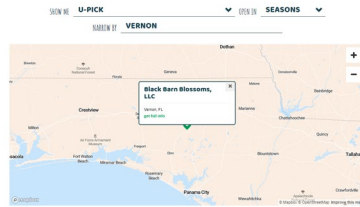
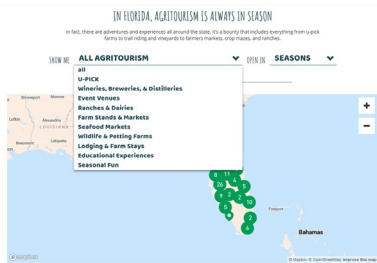
NARROW BY NAME / CITY / ZIP



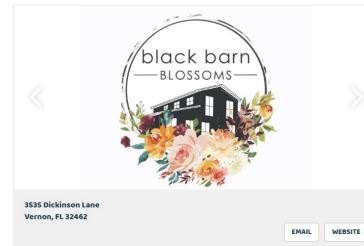
Online Agritourism Directory

Members of “Fresh From Florida” and the Florida Agritourism Association are listed on FollowFreshFromFlorida.com.

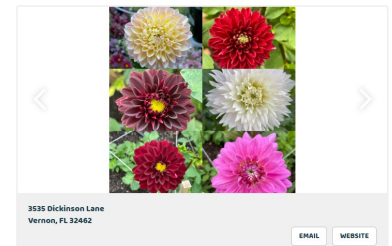
- “Fresh From Florida” members have a robust listing, complete with photos, farm description, hours of operation, and other helpful information for agritourists
- FATA members have a courtesy listing and consumers are directed to the farm’s website for more information
- Listing is free and part of membership



Black Barn Blossoms, LLC



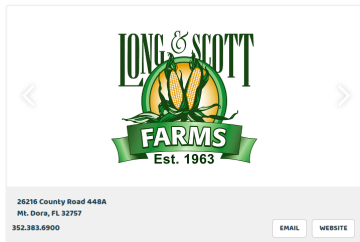
Black Barn Blossoms, LLC



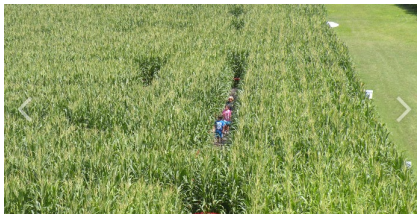
Agritourism Directory Search

Agritourism Directory Listing

Scott's Country Market and Maze Adventures



You will love the old-time fun of shopping at our Farmer's Market, especially for our Kirby Pickling Cucumbers and Scott's Zebrahead Triple-Sweet Gourmet Corn and other fresh and local produce, jams and jellies, honey, sauces and various other products. You will be hankerin' for delicious food, such as our fresh-made corn chowder, yummy sandwiches, and various other goodies from our café. You also can enjoy some old-fashioned fun in Scott's Maze Adventures park (open seasonally) which features a seven-acre corn maze, jumping pillow, zip line, super slide, and more fun!



Fresh From Florida Member 

ATTRACTIONS AND AMENITIES

U-Pick

BUSINESS HOURS

Sunday: 12PM - 5PM
Monday: Closed
Tuesday: 9AM - 5PM
Wednesday: 9AM - 5PM
Thursday: 9AM - 5PM
Friday: 9AM - 5PM
Saturday: 9AM - 5PM

SEASONS OPEN

Spring
Fall

RESTROOM FACILITIES

YES

ADMISSIONS INFO

Free Admission to the Market and Café. There is a fee to experience the corn maze.





Thank you

Melissa Hunt - Melissa.Hunt@FDACS.gov

Industry Communications

IndustryMKT@FDACS.gov

Phone: (850) 841-0086

