



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

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](#)



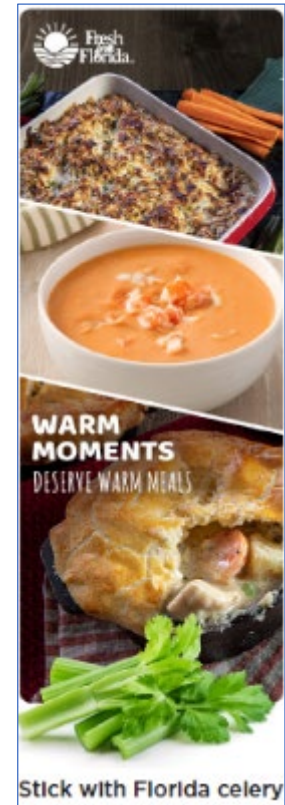
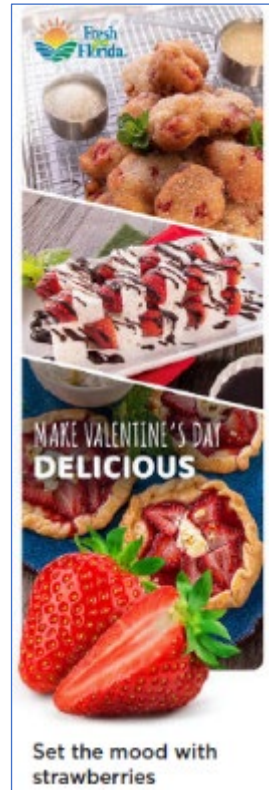
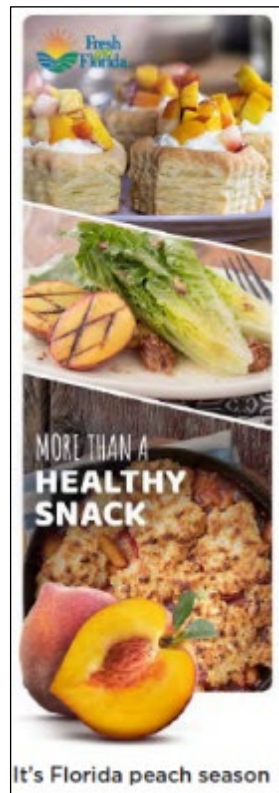
IT'S **STRAWBERRY EATING** SEASON



[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.

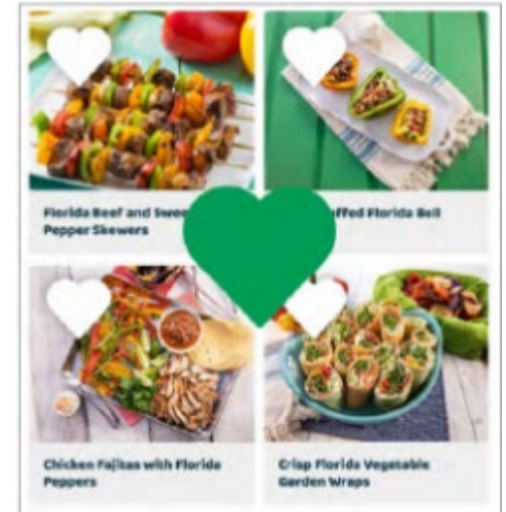


It's Florida blueberry season



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.



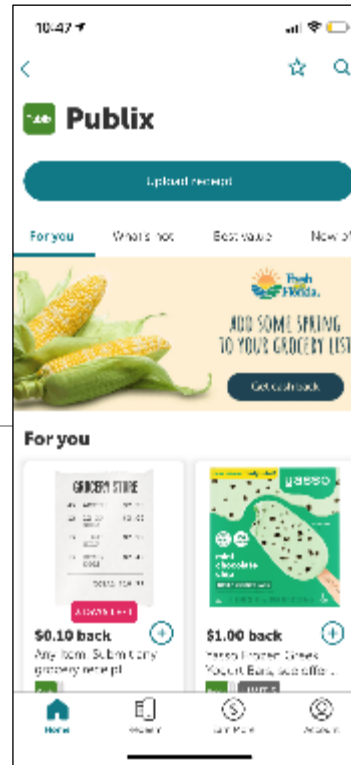
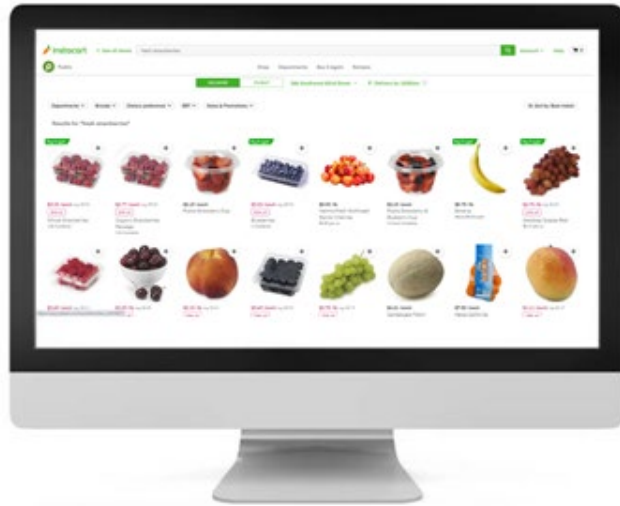
It's Florida watermelon season

Farmer Selfie Videos

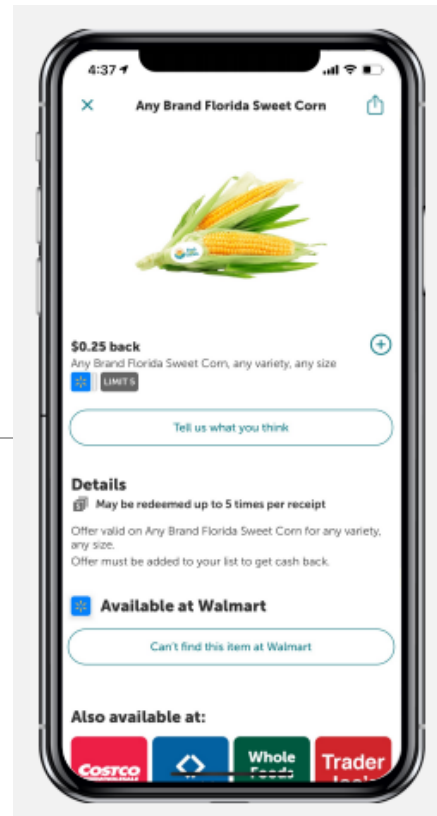
facebook / twitter / instagram



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.





Recipe Development

Chef Justin works with producers to create recipes featuring their products.

Looking for a recipe with wine? Try these!



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



Need a chef on call?
Join the club!

Executive Chef Justin Timineri
Florida Department of Agriculture

- ✓ EXCLUSIVE CHEF ACCESS
- ✓ CREATE CUSTOM MENUS
- ✓ FRESH RECIPES
- ✓ WHAT'S IN SEASON *and MORE*

Fresh from Florida
CLUB

The graphic features a smiling chef in a black uniform with the 'Fresh From Florida' logo on his chest. The background is a collage of fresh produce. The text is set against a blue and white background.

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

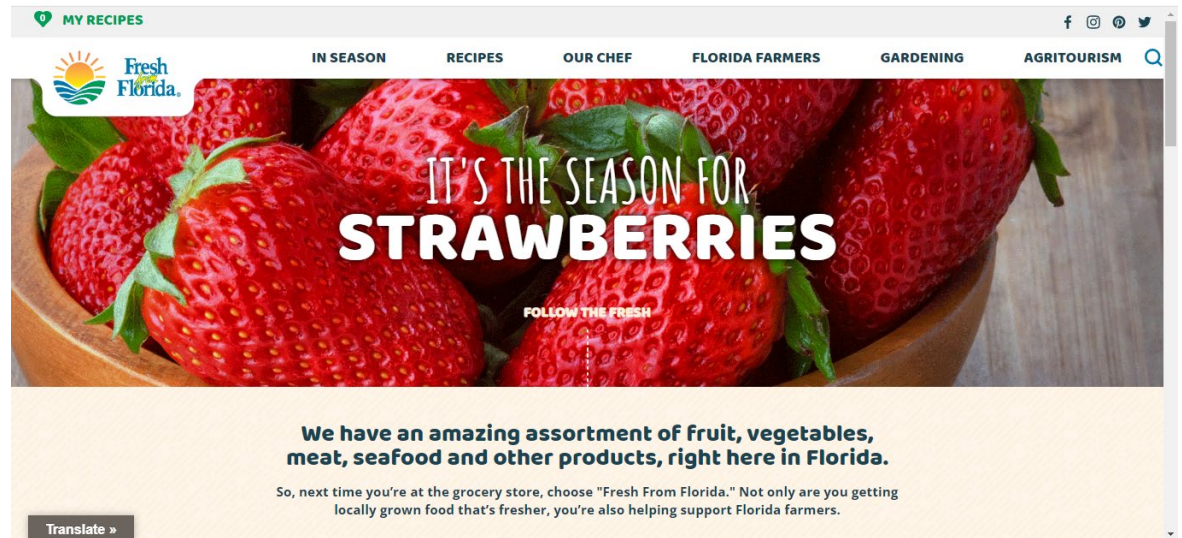
Zip Code

[CREATE ACCOUNT](#)

Already have an account? [Login](#)

[Privacy Policy](#)

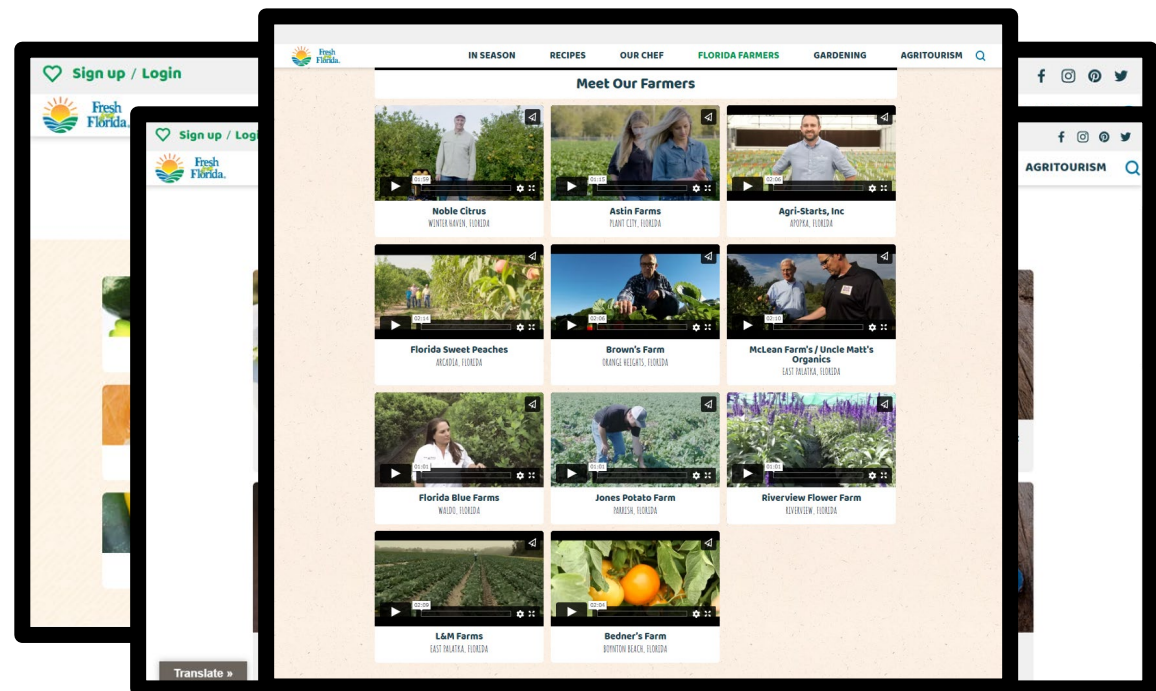
Maintain the Fresh From Florida brand website



[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 – Domestic and International

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>1⁹⁹</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 Florida-Grown. 24-oz pkg. SAVE UP TO 1.00</p> <p>2⁹⁹</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* 2⁹⁹ 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>



Industry Trade Events



Industry Print Ads, Features and Advertorials

Delicious Florida Sweet Corn

First in Season
available March through May

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 WholesaleLet@FDACS.gov | (889) 637-7330 | FDACS.gov

Sweet Florida Blueberries

First in Season
available April through May

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 WholesaleLet@FDACS.gov | (889) 637-7330 | FDACS.gov

Fresh Florida Lettuce

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 WholesaleLet@FDACS.gov | (889) 637-7330 | FDACS.gov

Field Grown Florida Tomatoes

First in Season
available October through June

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

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Florida Fall Produce procurement

Sunshine State Supplies Hundreds of Produce Items

"Produce Powerhouse" helps key U.S. retailers competitive during fall, winter, as stock increases

With a large produce supply, Florida is one of the primary sources of fresh fruits and vegetables in the fall and winter. The Sunshine State is a high volume supplier of fresh commodities and ships its markets all over the world.

Florida's fall and winter harvest season fills a gap in domestic production, beyond the exact commodities and the exact domestic crops in season and offer a local, fresher alternative to imported goods. Florida's produce is commonly imported, considering the needs of Florida, Florida is the primary location to come during the time of year," says Maria Rivera, director of marketing for the Florida Department of Agriculture and Consumer Services. "Most of our users are located in Florida, having the locally grown produce available in our markets in our primary focus. The Florida crop is vital to maintaining a full and healthy supply chain across most of the United States."

"The wealth of Florida produce is impressive. Florida produces enough produce during a large part of the year to meet the full needs of the U.S. with certain domestic, domestic or domestic commodities for the Midwest, FL-based Florida Fruit & Vegetable Association (FFVA). While much of the country's produce is used during winter months, Florida helps the domestic and winter commodities needed to provide a steady supply. For instance, during the fall and winter, Florida produces during the fall and winter, they should be looking and adding the Florida produce."

Florida winter produce availability is especially important to retail sales, says Thomas Berry, regional vice president for the Florida Department of Agriculture and Consumer Services (FDACS). "Florida's domestic production and development, California, FL, is one of the most important sources of Florida produce to supply high-quality fresh and vegetables," he says. "The variety, quality and dependability of Florida produce and supply chain are important to retail sales."

Some of the top Florida produce to hold the winter line, Florida produce is a large impact on a retail company's profitability," advises Mark Cline, regional produce merchandiser for Fresh Produce Wholesale Market Inc., a leading, FL-based chain of stores in Pennsylvania.

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APRIL 11, 2022 | THE PRODUCE NEWS | FLORIDA'S SPRING PRODUCE

Florida's growers help feed the nation

By Keith Loria
Staff Writer

Growers in Florida provide a wide variety of delicious and healthy fruits and vegetables throughout the year, and the Florida Department of Agriculture and Consumer Services' division of marketing and development is committed to making sure that these products reach consumers through a variety of channels, including fresh produce markets, grocery stores, and online retailers.

The campaign is dedicated to supporting growers through marketing initiatives that include promotions on fresh produce products through digital and social media, as well as online ordering, point-of-sale, and other initiatives.

According to the Fresh from Florida website, agriculture has an economic impact in Florida of more than \$132 billion, and it is essential to the economy. The produce industry is worth \$1.2 billion in Florida's GDP, highlighting the role of Florida's produce in the state's economy.

Florida's Department of Agriculture and Consumer Services is promoting these products in Florida grocery stores through Florida's Fresh from Florida program, which encourages retailers to feature locally grown produce in their stores.

Florida's produce is a vital part of the state's economy, and the Florida Department of Agriculture and Consumer Services is committed to supporting growers through a variety of channels, including fresh produce markets, grocery stores, and online retailers.

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Annual Fresh From Florida Magazine

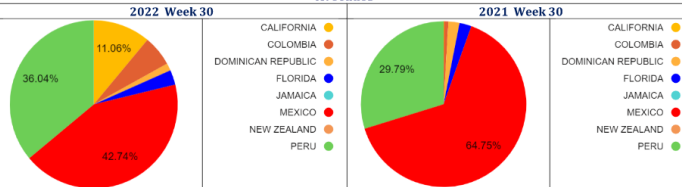
Research - Reports

- Weekly Reports
- Annual Report
- Special Reports

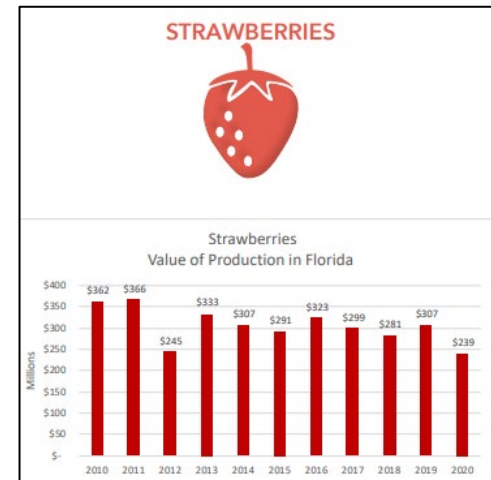
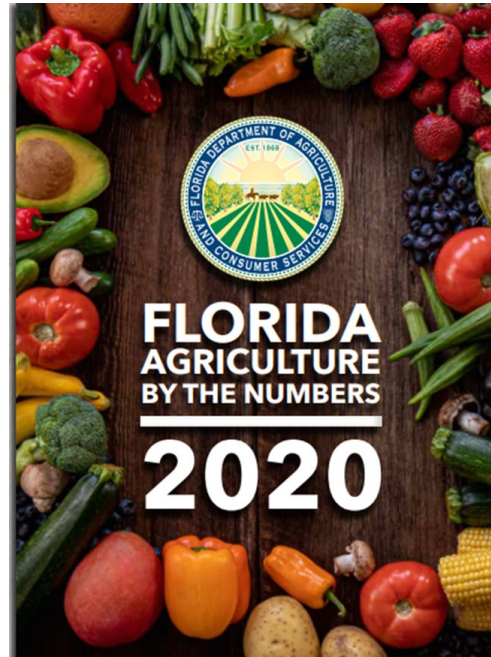
Market Shares of Current Top 3 Commodities Supplied to the US

Current Week 2022 Compared to Same Week in 2021

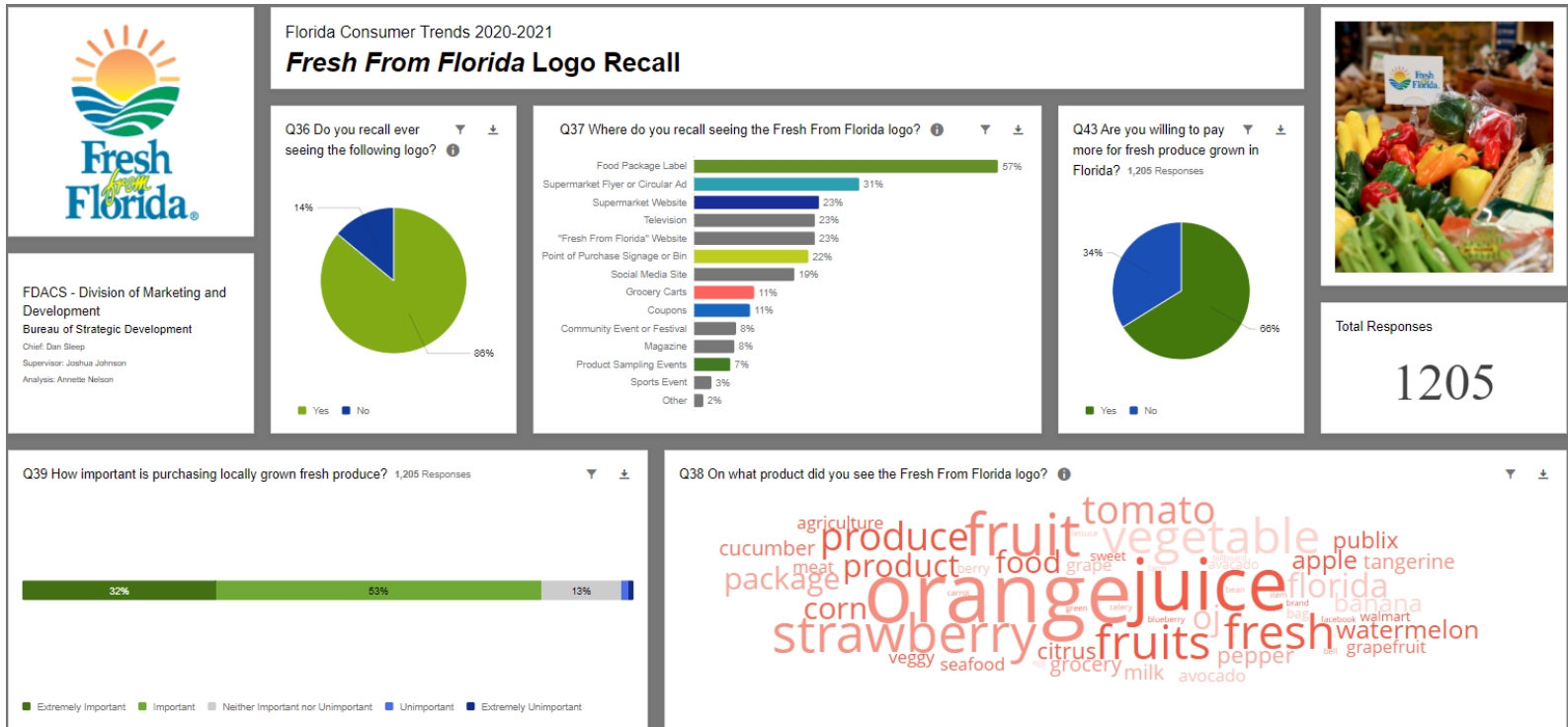
Avocados



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.



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	•	•

<https://www.fdacs.gov/Agriculture-Industry/Fresh-From-Florida-Industry-Membership>

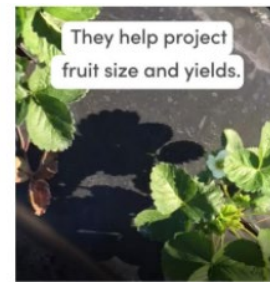
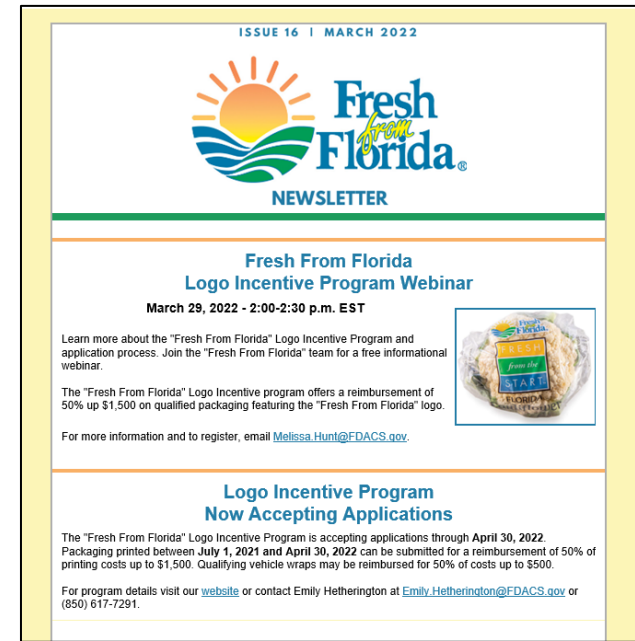
Logo Incentive Program

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!



Certified Florida Farm Winery

- Produce and sell less than 250,000 gallons of wine annually of which 60% of the wine produced is made from state agricultural products
- Maintain an operating vineyard with a minimum of 5 acres of owned or managed land in Florida that produces commodities used in the production of wine
- Be open to the public for tours, tastings and sales at least 30 hours each week
- Apply to FDACS for:
 - Certification
 - Annual recertification
 - <https://www.fdacs.gov/Agriculture-Industry/Certified-Florida-Farm-Wineries-and-Vineyards>

Certified Florida Farm Wineries Map

- Listing includes
 - Winery Name
 - Phone Number
 - Website
- Updated annually




The businesses listed on this map are Certified Florida Farm Wineries. For more information about viticulture in Florida, as well as a list of other vineyards and wineries in the state, visit FDACS.gov/Wine

Certified Florida Farm Wineries

<p>1 Bunker Hill Vineyard & Winery Duette (941) 776-0418 BunkerHillVineyard.com</p>	<p>8 Lakeridge Winery & Vineyards Clermont (800) 768-9463 LakeridgeWinery.com</p>	<p>14 Sparacia Witherell Family Winery & Vineyards Brooksville (352) 650-9466 SparaciaWitherellFamilyWinery.com</p>
<p>2 Chautauqua Vineyards & Winery Defuniak Springs (850) 892-5887 ChautauquaWinery.com</p>	<p>9 Masaryk Winery Masaryktown (352) 308-0110 MasarykWines.com</p>	<p>15 Strong Tower Vineyards Spring Hill (352) 799-7612 StrongTowerVineyard.com</p>
<p>3 Emerald Coast Wine Cellars Miramar Beach (850) 837-9500 EmeraldCoastWineCellars.com</p>	<p>10 Old Oaks Vineyard Bonifay (850) 547-2254 Facebook.com/OldOaksVineyard</p>	<p>16 Summer Crush Vineyard & Winery Ft. Pierce (772) 460-0500 SummerCrushWine.com</p>
<p>4 Flagler Beachfront Winery Flagler Beach (386) 693-4950 FlaglerBeachfrontWinery.com</p>	<p>11 San Sebastian Winery St. Augustine (904) 826-1595 SanSebastianWinery.com</p>	<p>17 The Vineyards at Black Willow Mims Mims (321) 684-9402 TheVineyardsatBlackWillow.com</p>
<p>5 Florida Orange Groves St. Petersburg (727) 347-4025 FloridaWine.com</p>	<p>12 Schnebly Redland's Winery Homestead (305) 242-1224 SchneblyWinery.com</p>	<p>18 True Blue Winery Davenport (863) 419-4400 TrueBlueWinery.com</p>
<p>6 Island Grove Wine Company Hawthorne (352) 481-9463 IslandGroveWineCompany.com</p>	<p>13 Secret Gardens Winery & Farm Sebring (863) 414-4618 SecretGardensWinery.com</p>	
<p>7 Keys' Meads, LLC. Key Largo (350) 204-4596 KeysMeads.com</p>		

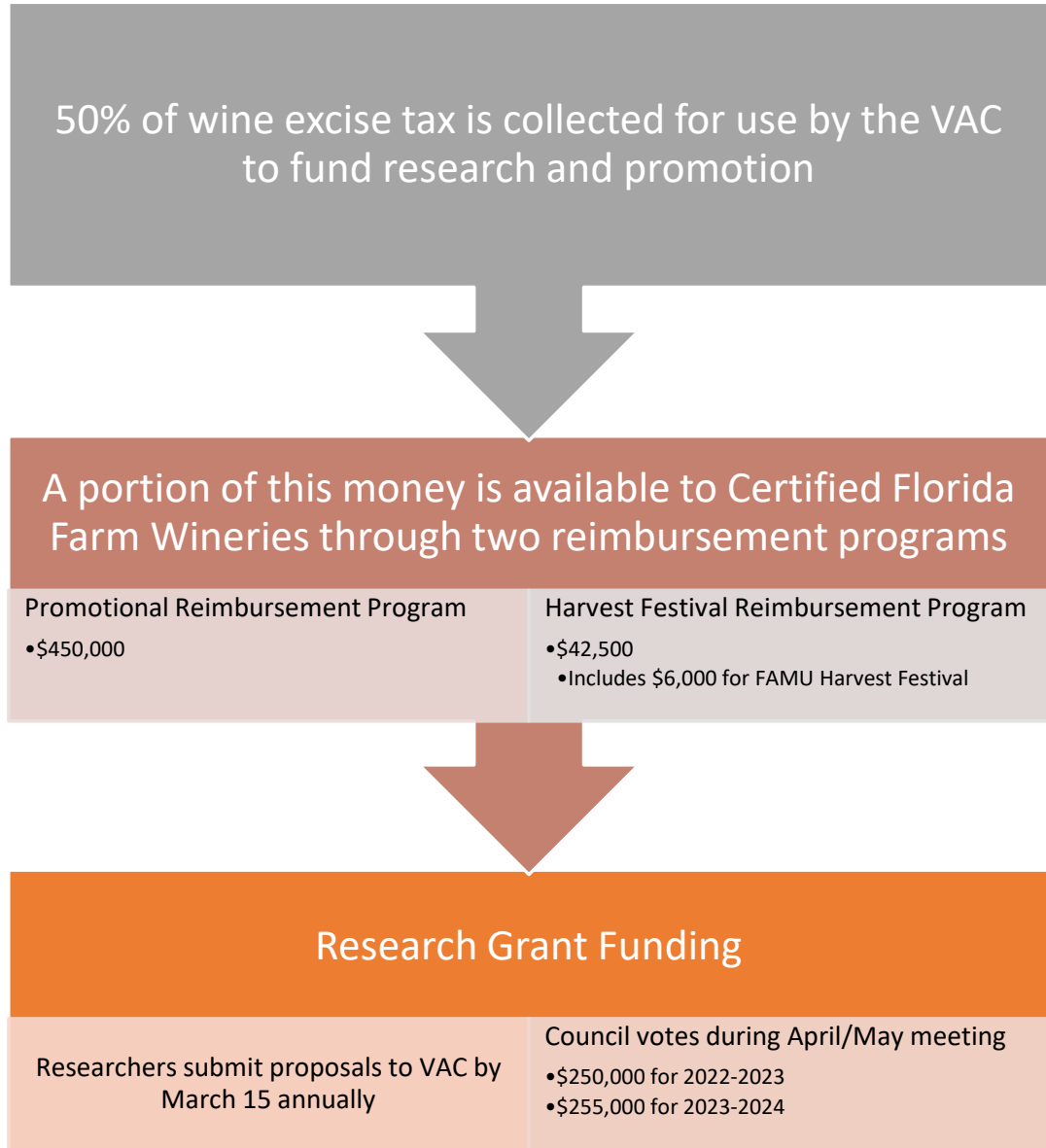


Viticulture Advisory Council

- Appointed by the Commissioner of Agriculture
 - Eight members
 - Two-year terms
- Provide recommendations to the Commissioner on viticulture research, promotion, education and revisions to the State Viticulture Plan
- Current VAC Roster
 - Agricultural Advisory Council – Jeanne Burgess
 - Florida Wine and Grape Growers Association – Lou Kavouras
 - UF – Dr. Ali Sarkhosh
 - FAMU – Dr. Violeta Tsoleva
 - Processed Foods – George Cowie
 - Winery – Gary Cox
 - Nursery – J.R. Newbold
 - Fresh Fruit – Phil McKinnie

[Chapter 599, Florida Statutes](#)

Viticulture Trust Fund



Promotional Reimbursement Program 2022-2023

- Available to Certified Florida Farm Wineries
- First five years of participation
 - Reimbursed GREATER of:
 - **10%** of annual excise tax contributions July 2021-June 2022
 - OR
 - **60%** of advertising and promotion cost incurred April 1, 2022 – March 31, 2023
- After five years of participation
 - Reimbursed LESSER of:
 - **50%** of annual excise tax contributions July 2021-June 2022
 - OR
 - **60%** of advertising and promotion cost incurred April 1, 2022 – March 31, 2023
- Pre-applications due September 30, 2022
- Final applications and supporting documents were due May 1, 2023
 - \$450,000 allocated
 - Eight wineries participated
 - VAC meets May 23, 2023, to review submissions
- VAC is modifying parameters of the program for 2023-2024
 - Stay tuned for more information!

Harvest Festival Reimbursement Program

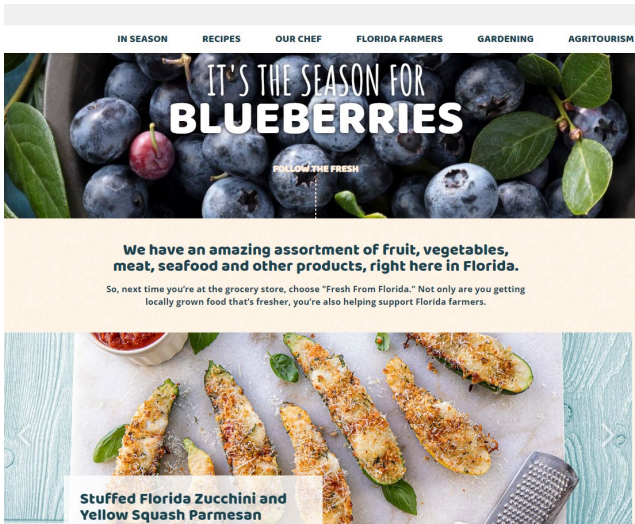
- Florida Certified Farm Wineries
 - Manufacture and sell wine taxed for the Viticulture Trust Fund
 - A minimum of 60% of the wine must be made with Florida agricultural products
- U-Pick Vineyards
 - Must have a minimum of five acres of producing vines
 - Must offer scheduled hours of operation and supervised harvest practices
- Processing Facilities
 - Process over six tons of product or 1,000 gallons of juice

Applications due May – October, at least 30 days before event

Reimbursed \$2 per visitor

OR

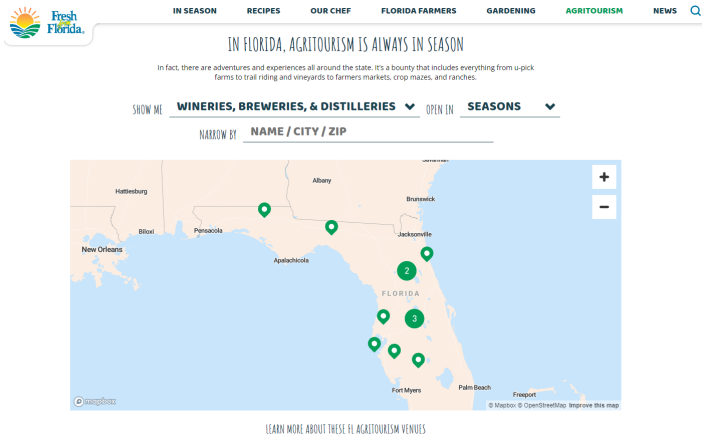
Reimbursed 25% of Sales



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
- Wineries, Breweries & Distilleries
 - Locations shown on map
 - Click on pin to see more information



Agritourism Directory Listing

Log Cabin Farm, Vineyard & Winery



376 County Road 309
Satsuma, FL 32189
386.467.0000

EMAIL

WEBSITE

The historic Log Cabin Farm, Vineyard & Winery began our family agricultural tradition more than 75 years ago. Today our property is adorned with 10 acres of commercial Muscadine vineyards planted over two decades ago. Our country store caters to the Florida wine lover, even including "farm to fork" products. Our property is also home to a tabby foundation utilized as a trading post in the late part of the 19th century, when this area was the village of Nashua. The former owner, Emma Moody, conducts tours in period wear, giving guests insight as to local living conditions more than a century ago.

Fresh From Florida Member 



Thank you

Melissa Hunt - Melissa.Hunt@FDACS.gov

Industry Communications

IndustryMKT@FDACS.gov

Phone: (850) 841-0086

