

# Marketing Florida Peaches





# 2019-2021 Specialty Crop Block Grant

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- Administered by FDACS
- Goals
  - To increase awareness of the Florida peach industry to both retail buyers and consumers
  - To increase the sales of Florida peaches
- Overall direction provided by Peach Advisory Group
- In collaboration with “Fresh From Florida”
  - Coordination of circular advertising and retail media
  - Development of print ads
  - Social Media



## Trade Ads to Retail Buyers

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- Produce News – 3 ads
- The Packer – 3 ads
- The Packer – 1 Spadia ad



**Flavorful Florida Peaches**

Florida peaches are available late March through May and are tree-ripened. Delight your customers with sweet and juicy Florida peaches.

Contact Sonia Tighe at  
(321) 214-5245 or at [sonia.tighe@ffva.com](mailto:sonia.tighe@ffva.com)





# Print Ad Numbers

- Produce News – February 1, 2021
- 16,508 print subscribers

- The Packer – March 1, 2021
- 17,387 print subscribers





# The Packer Spadia

- Appeared on outside of February 1 issue of The Packer
- Features handling suggestions for retailers, talk points, and contact information
- Florida Peaches and “Fresh From Florida” logos – good co-branding



**Flavorful Florida Peaches**


- The first domestic peach of the year
- Delicious
- Have a wonderful flavor and aroma

Promotional funding is available for in-store sampling and advertising

Contact Sonia Tighe at (321) 214-5245 or at [sonia.tighe@ffva.com](mailto:sonia.tighe@ffva.com)



## Florida Peach Handling Suggestions

- **Maintaining** the cold chain is important to maximize the shelf life of a Florida peach
  - **Optimal** storage temperature is just above freezing (34–36°F)
  - **Anytime** the fruit can be stored in cold storage will optimize longevity and reduce shrink
  - **Fruit** should not be stacked more than 2 layers deep on a display
  - **Only** display enough peaches for the day (changing temperature from cold storage to room temperature and back to cold storage is detrimental to some varieties and should be avoided)
  - **Displaying** in a cold case will optimize quality and reduce shrink
  - **Utilizing** the box (with tops removed) and tray-pack is an optimal display option
  - **Market** Florida peaches as Tree Ripe
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# The Packer Spadia

February 1, 2021



# Circular Advertising and Displays

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- No sampling during the 2021 Florida peach season
- Original agreements with eight retailers for a total of 667 locations
- Double-sided 22" x 28" posters created
  - 90 distributed to three retailers\*
- \*Detwiler's Farm Market
- \*Hitchcock's Markets
- Lowes Foods
- \*Lund Food Holdings
- Sprouts Farmers Market
- The Fresh Market
- Walmart
- Winn-Dixie



# New Peach POP

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- Requested by three retailers
- Double-sided
- 22" x 28" in size
- Availability to other retailers/shippers by request



# Lund Food Holdings

Week of April 22-28, 2021

📱 **Mobile Deals:**  
Coupons and exclusive offers on the go!  
LUNDSandBYERLYS.com/Extras
✉ **Get Our Emails:**  
Special offers and a spoonful of expertise!  
LUNDSandBYERLYS.com/Email

BAKERY



**\$3.79**  
L&B Sandwich Breads  
Half Loaves  
14 oz.  
Save 50c



**\$3.99**  
L&B Iced Cake Squares  
4 each  
Save \$1

DELI



**BOGO**  
Purchase any amount and receive an equal or lesser amount free.  
L&B Ready To Heat Chicken Tenders  
regular and spicy  
Save up to \$7.99/lb.



**BOGO**  
buy one get one free  
L&B Corn Dogs  
4 oz.  
Save \$2.49 on 2



**\$9.99/lb.**  
Metro Deli Turkey  
at vendors  
Save \$1/lb.



**HUGE BOGO**  
Triumph of Cheese Sliced Mozzarella Log  
18 oz.  
Save \$2

PRODUCE



**2/\$7**  
Baba's Hummus  
10 oz.  
Save 50c on 2



**\$3.99/lb.**  
Fresh Ripe Peaches  
Save \$1/lb.



**\$3.99**  
L&B Russet Potatoes  
5 lbs.  
Save \$1



**\$4.99**  
Nature Fresh Farms Red Cherry Tomatoes  
On-The-Vine  
12 oz.  
Save \$1



**2/\$7**  
General Mills Cereals  
18-19.5 oz.  
selected varieties



**\$6.99**  
Gevilla Coffee  
10-12 oz., 6-12 count



**2/\$5**  
Sara Lee Breads  
20 oz.  
selected varieties



**2/\$5**  
Our Family 100% Apple Juice and Peanut Butter  
64 oz., 16 oz.



**3/\$5**  
Our Family Applesauce Cups  
6 packs



**25% OFF**  
Garden of Life Vitamins and Supplements  
30-120 count,  
1-7.99 oz., 197-421.9g



**2/\$5**  
Simply Orange Juices  
32 oz.



**2/\$7**  
Simply Almondmilk and Oatmilk  
46 oz.



**3/\$5**  
Noosa Yoghurt  
8 oz.



**\$3.99**  
Dannon Greek Yogurt  
4 pack



**\$3.99/lb.**  
Fresh Ripe Peaches  
Save \$1/lb.

Shop Online. Pickup at All Locations.  
[shop.lundsandbyerlys.com](http://shop.lundsandbyerlys.com)

We reserve the right to limit quantities and correct all printed errors.



# Hitchcock's Markets

*Always Fresh Produce*

<p>Fresh from Florida Sweet Seedless Watermelons</p>  <p><b>5.98</b> ea.</p>	<p>4 Lb. Bag Navel Oranges or Tangelos</p>  <p><b>3.98</b></p>
<p>Fresh from Florida Sweet Florida Peaches</p>  <p><b>2.98</b> lb.</p>	<p>8 Oz. Bag Spinach or Romaine Hearts</p>  <p><b>2/\$5</b></p>
<p>Fresh from Florida Green Cabbage</p>  <p><b>48¢</b> lb.</p>	<p>5 Lb. Bag Idaho Potatoes</p>  <p><b>2/\$5</b></p>
<p>2 Lb. Bag Whole Carrots</p>  <p><b>2/\$3</b></p>	<p>Cucumbers or Green Bell Peppers</p>  <p><b>3/\$2</b></p>

**EAST PALATKA** 9 EASTGATE SQUARE HWY. 17 (386) 328-1494 7:00am - 9:00pm

**INTERLACHEN** 1118 AIR 20 (386) 603-4242 7:00am - 9:00pm

**JASPER** 208 S.E. 2ND AVE. (386) 603-4747 7:00am - 9:00pm

**KEYSTONE HEIGHTS** 7380 S.W. 100 SUITE 1 (352) 473-4982 7:00am - 9:00pm

**HAWTHORNE** 6905 S.E. 145 HWY 301 (352) 481-4374 7:00am - 9:00pm

**ALACHUA** 15560 NW U.S. HIGHWAY 441 (386) 462-1314 7:00am - 9:00pm

**WILLISTON** 434 E. MOBILE AVENUE (352) 528-4454 8:00am - 9:00pm

**TRENTON** 113 S. MAIN STREET (352) 463-1199 7:00am - 9:00pm

**NEWBERRY** 24220 W. NEWBERRY RD. (352) 472-4448 7:00am - 9:00pm

**INDIANTOWN** 15500 SW TRAIL DR. (772) 597-5535 Mon-Sat 8:00am - 9:00pm Sun 7:00am - 9:00pm

**HOMOSASSA** 4518 SOUTH SUNCOAST BLVD. (352) 545-2424 7:00am - 9:00pm

**WE GLADLY ACCEPT:** 

Week of April 21-27, 2021

Fresh from Florida  
Sweet Florida Peaches



**2.98**  
lb.

Previous 4 of 4 Next

Prices Valid 04-21 to 04-27, 2021



## The Fresh Market Orlando

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- 2021 agreement to promote Florida peaches throughout all 46 Florida stores
- Small display at Mills/50 neighborhood of Orlando
- 3-pound box pricing - \$6.99





# Publix



- Display in Lakeland area showcasing local product
- Pricing is \$3.99/pound in tote bag



# Winn-Dixie

- Week of April 28-May 4, 2021

**2<sup>99</sup>** 3 Ct Romaine Hearts  
Dark Salad Hearts, Vets or Ready to Eat Bowls 5-13.2 oz • 3 for \$10

**5 FOR \$2** Yellow, White or Bi-Color Corn  
3 Ct. Trimmed Corn • \$2.99

**2 FOR \$5** **MIX & MATCH**  
Whole or Sliced Bella Mushrooms 8 oz or 1 lb Bag  
SE Grocers Collard Greens

**buy 1 get 1 FREE**  
SE Grocers Mango Chunks  
SAVE UP TO 50% ON 2 - EQUAL OR LESSER VALUE

**69¢** Large Cantaloupe

**4<sup>99</sup>** kiosk coupon near the entrance  
final price **4<sup>49</sup>** 3 lb Bag Sunkist Cara Cara or 4 lb Bag Navel Oranges

**69¢** Green Cabbage  
Green Snap Beans or Yellow or Zucchini Squash • \$1.69/lb

**5 Inch ORCHID in mylar**  
**18<sup>99</sup>** Floral

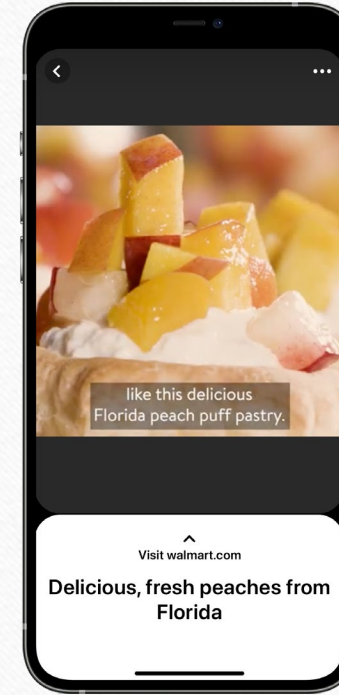
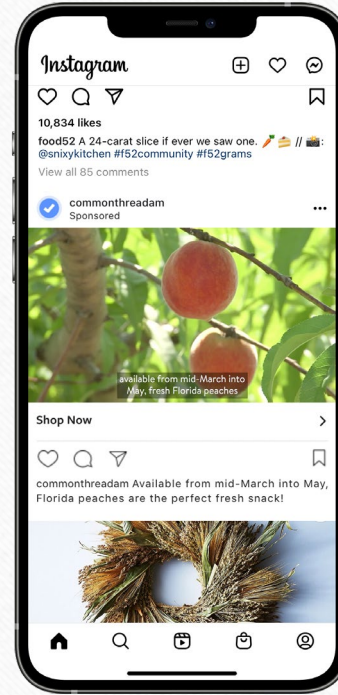
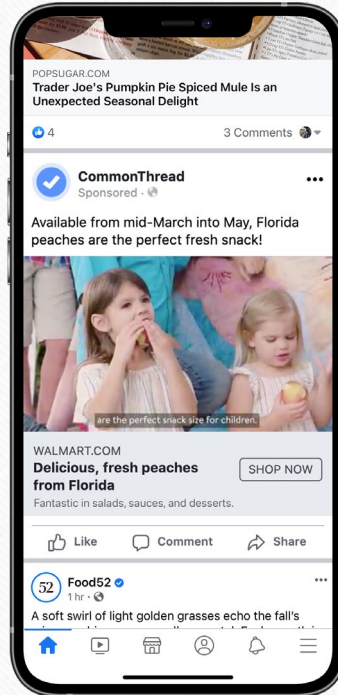
**6<sup>99</sup>** 2 lb Bag Peaches

**6<sup>99</sup>** PER BAG  
2 lb Bag Peaches

Fresh Florida



# Walmart Digital Promotion





# Walmart Video

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Created by the “Fresh From Florida” team

<https://spaces.hightail.com/space/zpzZHT6Y6z/files/fi-f7f9e0f1-47bb-462f-9662-1cf46ac4aba2/fv-8bb40352-4c5e-4fcd-afc2-c4dd91aff1d/FFFTK%20Peaches%20-%20Walmart%2030.mp4>





# “Fresh From Florida” Social Media





# “Fresh From Florida” Recipe Development

- The FDACS culinary team developed recipes in April in the “Fresh From Florida” kitchen
- Savory, sweet, raw, and cooked

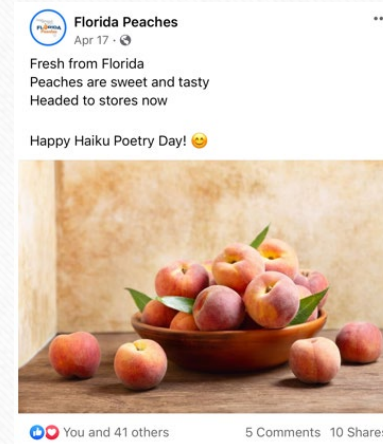




# Florida Peaches Facebook Page (2020 Results)

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- Follow us @FLPeaches
- 34,163 Followers
- 121 posts
- 1,071,959 Impressions
- 67,369 Engagements/Interactions
- 12,951 Clicks





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