

Marketing Florida Peaches



2017-2018 Specialty Crop Block Grant

- 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 in-store sampling and circular advertising
- Development of print ads
- Social Media



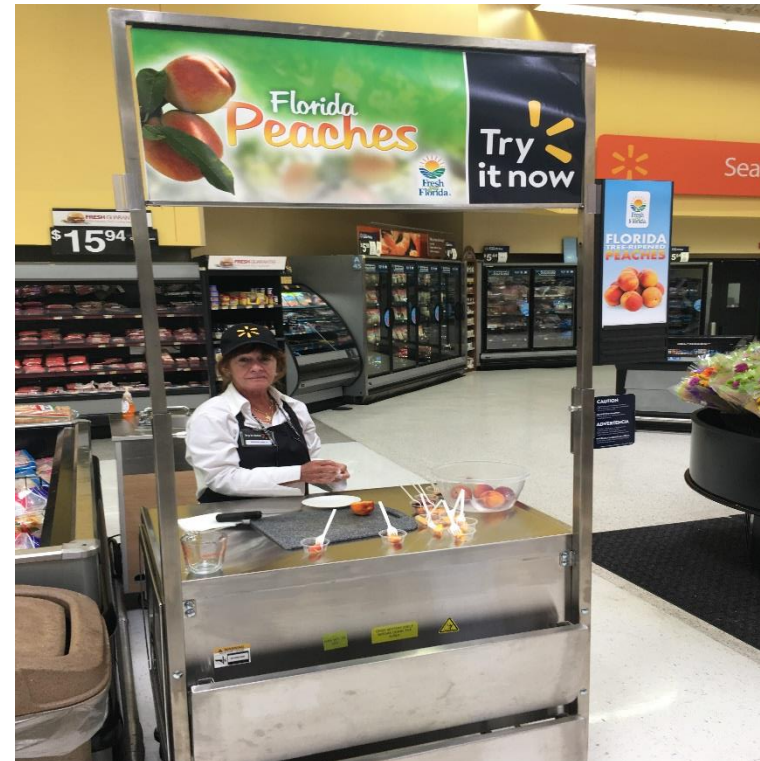
Trade Ads to Retail Buyers

- ❖ Produce News – 3 ads
- ❖ The Packer – 2 ads
- ❖ AndNowYouKnow – March ads



Sampling and Circular Advertising

- Florida peaches sampled by 6 chains representing 165 stores
- 4 chains representing 970 stores put Florida peaches on ad
- One chain reported 186% sales lift



Fresh Market - Orlando



Fresh From Florida Social Media



FDACS Social Media

Facebook

The department used a combination of native and sponsored posts throughout the season.

Native post examples:

The image displays four screenshots of Facebook posts from the 'Fresh From Florida' page. The posts are arranged in a 2x2 grid. Each post includes the page name, date, text, an image or video, and engagement metrics like views, likes, and shares.

- Top Left Post:** Dated April 13. Text: "Meet the Florida Sweet Family! Nicole Adams, her parents, Donald and Michelle Padgett, along with the rest of the family - have been passionately growing Florida peaches in Arcadia, Florida for nearly 15 years. Watch the video, part of our 'Fresh From Florida' Farmer series and learn more about this Florida farming family and about Florida peaches." Includes a video thumbnail of a family in a peach orchard. 106K Views, 1.7K reactions, 468 Shares.
- Top Right Post:** Dated April 13. Text: "Florida peaches are available now! Try them as-is or bake them into a delicious Florida Peach Cobbler! Get the recipe here: [bit.ly/FLPeachCobbler](#)". Includes an image of a peach cobbler in a skillet. 136 Shares.
- Bottom Left Post:** Dated "Yesterday at 11:20 AM". Text: "Florida peaches are in season and they're going fast." Includes an image of peaches on a branch. "Just peachy" headline. "Look for them where yo..." and "followfreshfromflorida.c..." text. "Learn More" button. 59 Shares.
- Bottom Right Post:** Dated April 19. Text: "Did you know that Florida grows peaches too? Read our blog to learn more about this delicious fruit." Includes an image of a peach on a branch. "FOLLOW FRESH FROM FLORIDA.COM" and "Follow Fresh From Florida" text. 59 Shares.

Fresh From Florida Blog



Florida Peaches are here!

 Bridget Baxley

Apr 12, 2018 0 comments



Everything is "Peachy" Here in Florida!

Greetings from Our Florida Kitchen! Today's topic: Florida peaches, and all that's sweet.

Yes, you read it right: FLORIDA peaches! And the good news is, they will hit your produce section this month!

Categories : [FLORIDA PEACHES](#)

Fresh From Florida Twitter



Fresh From Florida

Sponsored · 🌐

Use them on cereal, in recipes, to make ice cream or just take a big, sweet juicy bite.



Florida peaches are back

Look for them where you sh...
followfreshfromflorida.com

[Learn More](#)

👍❤️ 92

3 Comments 14 Shares

Florida Peach Facebook page

- ❖ Follow us @FL Peaches
- ❖ 4,470 followers in just 3 months
- ❖ Followers shared content with their friends 904 times
- ❖ Total impressions: 272,570
 - ❖ (number of times a post entered a person's screen)

The screenshot shows the Facebook profile for 'Florida Peaches'. The profile picture is a close-up of a single, ripe peach hanging from a tree branch with green leaves. The page header includes the name 'Florida Peaches' and a search bar. Below the profile picture, there are buttons for 'Liked', 'Following', 'Share', and 'Send Message'. The main content area features a status update from the page, a 'Product/Service in Maitland, Florida' section, and a 'Community' section with 4,452 likes. The bottom of the page shows a Windows taskbar with various application icons.

New Block Grant for 2019 -2020

❖ \$249,367 for two years

❖ Includes:

- ❖ Retail advertising to produce buyers
- ❖ In-store sampling and retail incentives
- ❖ Facebook maintenance and updates
- ❖ Development of website for Florida peaches
- ❖ E-mail marketing to consumers
- ❖ Blogger outreach to consumers

Sign up to participate on the Peach Advisory Group!

Sign up sheets being passed around