

Florida Department of Agriculture and Consumer Services



Producer Resource Workshop
March 10, 2009

Florida Agricultural Promotional Campaign (FAPC)

The Florida Agricultural Promotional Campaign (FAPC) is an identification and promotional program designed to boost the image and increase sales of Florida agriculture by helping consumers easily identify Florida-grown and -produced agricultural products. The multimedia campaign also helps increase public awareness of the importance of Florida agriculture, which has an overall economic impact estimated at \$100 billion annually.

The FAPC provides an opportunity for Florida's agricultural industry to benefit from a multi-tiered advertising campaign coordinated by the Florida Department of Agriculture and Consumer Services.

Those participating in the program are authorized to use a variety of distinctive logos on their promotional materials so that consumers and buyers can easily identify Florida agricultural products.

FFF Logos



Statutory Authority

Logos of the Florida Agricultural Promotional Campaign (FAPC) can be used only by members of the FAPC in accordance with applicable rules and regulations set forth by the Florida Department of Agriculture and Consumer Services. The logos are protected by Florida Statutes. Chapter 571.29(1) F.S., states that "It is unlawful for any person to use, reproduce, or distribute the 'Fresh From Florida' or 'From Florida' logos or other logos of the Florida Agricultural Promotional Campaign without being registered with the Department." Chapter 571.29(2), F.S., states that "It is unlawful for any person to use, reproduce, or distribute the 'Fresh From Florida' or 'From Florida' logos or other logos of the Florida Agricultural Promotional Campaign on any agricultural or agricultural-based products that are not Florida products."

Benefits of Membership

As a participant you will benefit from this multi-media advertising campaign. By placing FAPC logos on your products and packaging, consumers can easily identify and purchase Florida-grown products. Advertising products with the Fresh from Florida and From Florida logos increases consumer awareness of the availability and freshness of Florida products and increases your sales.

What do I get with my membership?

- Artwork of Fresh from Florida logos to use on products, packaging and promotional items.
- Tie-in to supermarket commodity promotions when retailers promote Florida agricultural products in newspaper and home circular advertisements.
- Opportunity to receive industry trade show assistance at a reduced cost (e.g. Epcot Florida Garden Market Weekend.)
- "Fresh from Florida," the FAPC promotional magazine and directory, which serves as a communication tool for industry buyers and is distributed by mail and at industry trade shows.
- Commodity-specific and generic promotional point-of-purchase material.
- 30 x 40-inch aluminum sign customized with your business name. (available to paid members only)
- Assistance in designing your logo as well as ads for use in Department publications.

Point-of-Purchase Materials

Some examples:

Product tags – honey, fiery foods

Plant tags

Posters (large and small)

Promotional kits (generic and commodity-specific)

Stickers/labels

Truck decals

Bin wrap

Logo Incentive Program

For FAPC members to help offset a portion of their labeling and container costs

Receive up to \$500 (or no more than 50%) of set up costs

Receive up to \$1500 (or no more than 50%) of printing costs on packaging

2008-2009 program ends March 31

www.florida-agriculture.com/marketing/logo_incentive.htm

Biofuel Definitions

Biomass - “any renewable organic matter, including trees, plants, animal wastes and paper that can be used to generate energy”

Florida Department of Environmental Protection

Biofuel – two types

1) ethanol – produced through fermentation with a carbohydrate-based biomass

2) biodiesel – produced with alcohol and animal or vegetable fats/oils; can replace up to 20% of traditional diesel in a mixture

Biogas – mixture of gasses, like carbon dioxide and methane, produced without oxygen by microorganisms

Florida Farm to Fuel®

Florida Agriculture and Consumer Services Commissioner Charles H. Bronson believes that Florida can be a leader in the effort of producing energy from crops and timber because of the vast amount of farm acreage in the state and its mild climate, which permits crops to be grown virtually year round.

How it all began

In 2006, the Farm to Fuel® Initiative was statutorily created to enhance the market for and promote the production and distribution of renewable energy from Florida-grown crops, agricultural wastes and residues, and other biomass and to enhance to value of agriculture products or expand agribusiness in the State.

Summits

Florida Farm to Fuel® summits in 2006, 2007 and 2008 provided a variety of topics and speakers focusing on the intricacies of biofuels and how to work within this emerging industry.

2009 Farm to Fuel® Summit

July 29-31, 2009

Rosen Shingle Creek, Orlando, FL

Florida's Premier Renewable Energy Event!

The Farm to Fuel® Summit has established itself as the major gathering place where stakeholders assemble each year to help advance the development of the state's bioenergy industry. In July 2009, leaders from the agricultural, government, academic, technology and financial communities will again gather to report on their activities, consider the next steps forward, and share their progress in reaching the commercial production of biofuels and renewable energy in Florida.

Registration

\$250 before June 30, 2009

\$350 after June 30, 2009

\$450 onsite registration

(No refunds after June 30, 2009)

For more information:

850-488-0646

FarmtoFuel@doacs.state.fl.us

Abstract Submission

Topics of Interest

Agricultural Feedstocks

New Technologies &
Practical Research

Woody Biomass Feedstocks

Biorefineries

Florida Energy Crop
Potential

Project Financing

Florida Biofuels Crop
Potential

Permit and Project
Implementation

Emerging Biofuels

Bioenergy Policy

Cellulosic Ethanol

State/Federal/International
Issues

Biofuels Distribution

Other related topics

Anaerobic

Digestion/Biogas

Central Florida Biofuel Locations

E-85 – An alternative fuel comprised of 85% ethanol and 15% gasoline

B-100 – An alternative fuel comprised of 100% biodiesel

B-20, or lesser blend – Diesel fuel blended with 20% or less biodiesel



Biofuel Research

University of Florida

Energy Crop Tree Farm

Biogas

Manure management system

University of South Florida

Energy from Landfill Gas

SUSTA

The Southern U.S. Trade Association is a regional trade group of the U.S.D.A.

Fifteen states and Puerto Rico make up the SUSTA region.

FDACS works with SUSTA to provide outreach and to partner Florida producers with SUSTA for initiatives like the Market Access Program Branded and generic activities.

Websites

www.florida-agriculture.com

www.doacs.state.fl.us

<http://freshfromflorida.wordpress.com>

www.susta.org

edis.ifas.ufl.edu

www.floridafarmtofuel.com/summit_2009.htm

<http://www.dep.state.fl.us/energy/sources/biofuel.htm>

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